FCC is getting tougher in its regulation. p19
Westinghouse-MCA move toward $360-million merger. p24
Justice Dept. gets behind FCC one-to-customer rule. p32
Signal Companies to buy 49.9% of Golden West. p36

Thursday morning, August 1, New Orleans virtually annexed 4,500 square miles of good Southern soil
With it came a quarter of a million available new listeners as New Orleans' number one radio sound, WTIX 690, doubled its daytime broadcast power to 10,000 watts.
That's broadcast power - New Orleans style. To you it means even more buying power. Lots more.
New Orleans' number one radio buy "just keeps getting better."

WTIX 690 New Orleans/Storz Broadcasting Company
Represented nationally by Robert E. Eastman Co., Inc.
Banker,
broker,
railroad man,
grocer,
builder,
librarian,
fireman,
mayor,
nurse,
police,
doctor,
lawyer,

No matter what your business, it involves moving information. Voice. Video. Or data. And nobody knows more about moving information than the people who run the largest information network in the world.

The Bell System.

That's why we keep a man on our payroll who specializes in your business. The Bell System Communications Consultant. He knows how to help your company plug into the world's largest information network.

Call him in soon. Let him show you how!
That's the name of the youth-minded market that can be yours any day you schedule this audience-bending series. It did it on the network...it's doing it in market after market.

Consistently, U.N.C.L.E. attracts the young crowd (not to be confused with kids, which, in fact, tune out when U.N.C.L.E. comes on). The picture of a beautiful performance is coming in loud and clear. These are the real beautiful people, the buyers and doers your buyers want.

Remember these figures: 31% women, 25% men, 27% teens, 17% children. That's the average audience comp for U.N.C.L.E. in markets surveyed in May. And 62% of both the men and women viewers are under 50. A real performance story for the young-in-heart. Why not have your station on the UNCLEWATCHERS list?
The Lancaster-Harrisburg-York-Lebanon WGAL-TV market: Vital in your selling plans

Recently released figures from ARB Survey Reports indicate that the Channel 8 market ranks 6th in cups of instant coffee per day, 8th in headache remedies per week, and 9th in glasses of soft drinks per week. Definitely one of America's greats! A market that is too important to be overlooked.

<table>
<thead>
<tr>
<th>Product</th>
<th>Rank</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4-pounds of margarine per week</td>
<td>14th</td>
<td>5,161,000</td>
</tr>
<tr>
<td>Dish-washings per week</td>
<td>9th</td>
<td>24,341,000</td>
</tr>
<tr>
<td>Toilet soap bars per month</td>
<td>9th</td>
<td>9,527,000</td>
</tr>
<tr>
<td>Tooth-brushings per day</td>
<td>10th</td>
<td>10,068,000</td>
</tr>
<tr>
<td>Deodorant applications per day</td>
<td>7th</td>
<td>5,514,000</td>
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</tbody>
</table>
Spreading spot

Blair Radio, division of John Blair & Co., New York, station representative, is understood to have entered into association with Keystone Broadcasting System under which Blair will offer advertisers time on its own represented stations, plus outlets on KBS's long list. It's said to be means of competing more effectively with network radio which can provide advertisers with extensive coverage on economical basis.

Line forms here

True to character, President Johnson is keeping own counsel on plans, if any, to fill vacancy on FCC. Last week it was surmised he may delay action until after political conventions or until Senate finally acts on confirmation of appointment of Abe Fortas to be chief justice. President would be unlikely to send up another sensitive appointment while Justice Fortas's fate is still unresolved.

Names still on list of FCC possibilities include: H. Rex Lee, deputy administrator of Agency for International Development; A. Prose Walker, former engineering director of National Association of Broadcasters who recently resigned as Washington executive for Collins Radio; Earl Snead, former dean of University of Oklahoma law school and now vice president of Liberty National Bank in Oklahoma City. There are also several aspirants within FCC staff. It's presumed President may prefer someone from outside—possibly with noncommercial broadcasting experience.

Empty aeries

High-level decisions in New York this week may be hard to get—with corporate brass concentrated in Miami at Republican convention. Here's partial list of highest network officers expected to attend: ABC: Leonard Goldenson, president; CBS: John Schneider, president, CBS Broadcast Group; Mutual: John Fain, chairman; NBC: Walter Scott, chairman; Julian Goodman, president; David Adams, senior executive vice president, Station-group chiefs will also be in abundance.

Not yet

When will President's Task Force on Telecommunications submit its report? Deadline is this month, but is unlikely to be met. Staff is making presentations to task-force members now, but it'll take considerable doing to bring together disparate views. Best guess is that report won't come out until fall—perhaps after November elections.

At least one recommendation—whether adopted by task-force majority or not—will be for full-scale reorganization of what is now FCC. Agency and present members would be eliminated. In FCC's place would be created new agency, or perhaps two, one to handle administration, other to make policy and act as what would amount to appellate bench.

Try again

Grand plan for vastly complex cable system delivering myriad of communications to U.S. homes has been submitted to Task Force on Telecommunications—and sent back for further work. Report came from Complan, New York-based group of former Bell Telephone Labs researchers that was hired by task force for wired-city study.

Word inside task force is that Complan foreshadowed elaborate cable grid, computerized and fed by all manner of programming and data services. But task-force staff felt Complan conclusions lacked supporting information and returned report for revision. There's some doubt revisions can be made in time for use by task-force members.

Branching out

Expansion of broadcast and related interests of Post-Newsweek Stations, allied in ownership with Washington Post and Newsweek magazine, is definitely on company's agenda. That aim is foretold by resignation of Larry H. Israel from Westinghouse Broadcasting to become chairman and chief executive of Post-Newsweek group (see page 27).

Son of flicker

NBC-TV is preparing to introduce new form of movies made for TV. Network is working on concept of presenting, in its movie time periods, sequels to feature films specifically made for television. Idea was inspired by "The Adversaries," two-hour "World Premiere" produced by Roy Huggins in association with Universal TV Movie, with Burl Ives, Dorothy Provine, Guy Stockwell and James Farentino, is completed, has been screened by network and will be played in upcoming season. NBC-TV thinks it works so well that sequel already has been ordered, also for first-time showing on television.

Politics by wire

Cable-TV programing from Chicago convention of Democrats may include more than "official" channel that national committee is feeding to hotels (see page 44). Principal in operation of several down-state Illinois systems has been negotiating with small Chicago video-tape studio to package shows on one-inch tapes for immediate CATV use, and observers think idea may spread. Meanwhile, Gregg Liptak, Cox Broadcasting's programer from Lakewood (Ohio) CATV system (which suspended operations last week [see page 40]) goes to Chicago today to plan hotel channel shows. Marcus Bartlett of Cox started hotel cable programing concept at Democrats' 1964 convention in Atlantic City.

Lou Smith, vice president and general manager, Chicago office of Edward Petty & Co., station rep, resigns to join Complex International Corp., Chicago, as vice president. He will concentrate in sales for Complex which operates twin-channel cable system linking all of city's hotels and will get heavy use during Democratic convention. Mr. Smith joined Petty in 1951.

Animal act

Universal Television, which only this year—and without general notice to industry—stated to think about producing specials for television, has all but placed new hour awards show in prime time for next June. Special will be the 19th Annual Paddy Awards to best TV and motion picture animal actors. Show will be live and taped before formal dress audience with human celebrities as presenters and host of caliber of Johnny Carson. Sponsor is likely to be Ralston Purina Co. on behalf of its pet foods. Universal tried idea on for size last June by staging event before live audience with Woody Woodbury as host.
An expert team of specialist reporters feeds WJW-TV headquarters with the news of the city.

Be it a shake-up in city hall, a strike in a local factory, or a suburban fire — we take the latest, most important, up-to-the-minute news and tell it like it is.

That's what makes award-winning WJW-TV news tops in Cleveland.

WJW-TV Cleveland
We're turned on.

27 people spend 216 hours on the ground to give this man 10 minutes on the air.
FCC appears to be undergoing not-too-eager transformation as it wields tougher regulatory rope in response to buffetting from internal pressures Congress, Justice and the press. See . . .

TIGHTENING NOOSE . . . 19

Probe into Overmyer UHF CP's leaves "blood all over the floor" as Representative Moss proposes "stringent limits" on CP transfers; FCC's Johnson wonders whether permittees should even be allowed to transfer them. See . . .

MOSS AND CO. . . . 20

Westinghouse proposes to absorb MCA Inc. in $360-million merger that would create major amalgam of broadcasting and production. FCC for now is on the sidelines with justice, IRS taking close looks. See . . .

NEW GIANT . . . 24

Justice Department stance opposes more than 100 broadcaster comments in one-to-a-customer rulemaking. Justice sees rule as possible way of dealing with problem of media concentration. See . . .

JUSTICE BACKS RULE . . . 32

Washington appellate court confers 'extreme' extension to right of anyone who listens to radio or watches TV to intervene in an FCC case involving a broadcaster. Decision affects WFMT(FM) Chicago case. See . . .

PROMPT COURT ACTION . . . 34

West Coast conglomerate Signal Co.'s pays $25 million for 49.9% interest in Golden West Broadcasters. Autry retains control; Shaw heads broadcasting division, Reynolds in charge of sports unit. See . . .

SIGNAL BUYS . . . 36

FCC approves $6-million dual transfer of two Tucson stations. KVOA-TV is assigned to Pulitzer Publishing Co. for $3 million; KGUN-TV goes to May Broadcasting Co. for $2.9 million. See . . .

TUCCON SALES . . . 37

Republican convention coverage will be most comprehensive yet with new techniques to be unveiled. Hand-held portable color cameras and ABC-TV's 90-minute format prompt most attention. See . . .

BROADCASTERS READY . . . 42

RCA wins $1.3 million contract for joint 'tall tower' installation atop new 100-story John Hancock building in Chicago that will accommodate five local stations, be in use by 1969. See . . .

TOWER PROJECT . . . 54

French cabinet announces brand-name commercials will be introduced in October on one of state-run TV networks; cuts French broadcasting system's news staff by more than a third. See . . .

CHANGES ORDERED . . . 60

DEPARTMENTS

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BROADCASTING, August 5, 1968
Now, for the first time, the 10th Market has its own modern country station!

St. Louis is filled with all the great country and western artists!
Put your message on the hottest sellingest sound in modern radio country and western! — Now in St. Louis on WIL! Twenty-four hours every day.

JOHN C. BUTLER & COMPANY, INC. the everywhere, all the time rep.
205 East 42nd Street, New York, N. Y. 10017, Phone 212—889-6161

Atlanta—Bill Jones, 404—874-1916
Chicago—Don Wolff, 312—337-6888

Dallas—Jack Kertegast, 214—742-4297
Detroit—Don Bonesteel, 313—961-3555

1430 KC 24 HOURS

Los Angeles—Bill Reitz, 213—938-2923

San Francisco—Miles Staples, 415—391-7415

New York—Don Garvey, 212—889-6161
FCC will consider freeze on CATV's

FCC begins focusing this week on problem of designing more efficient machinery for regulating CATV industry. Initial indications are that solution will involve freeze on expansion of CATV systems into major markets.

General counsel's office is understood to have recommended that commission bar importation of distant signals into top 100 markets for next five or 10 years.

Commission's CATV task force is proposing indefinite freeze on importation of distant signals into top 50 markets; rationale is that UHF development, which commission feels is threatened by unlimited CATV expansion, is principally those markets.

Both general counsel and staff, reportedly, would permit CATV program origination, but would prohibit systems from carrying commercials.

Proposals by general counsel and task force are contained in thick presentations touching on all aspects of CATV regulation.

Commission will discuss matter with staff in special meeting Tuesday (Aug. 6).

Overhaul of present CATV regulatory machinery, which has proved unable to deal with administrative burden since commission assumed control over CATV industry in March 1966, became inevitable after two recent U.S. Supreme Court decisions dealing with cable industry.

In first, court established commission's authority over CATV. In second, it held that CATV systems do not incur liability when they pick up and carry copyrighted programming. Commission had expected court to apply copyright to CATV systems—action commission attorneys said would lessen commission's regulatory burden.

In separate special meeting this week, commission will discuss problems in connection with establishment of domestic satellite system. Officials said it is one of series of such meetings that have been held. No decisions are expected to emerge.

Humphrey's TV pitches

United Democrats for Humphrey have begun series of 15 five-minute spots on network TV in preconvention advertising effort to cost close to $1 million through Doyle Dane Bernbach, New York. First commercial was on ABC-TV and next is scheduled for NBC-TV Aug. 9. All will be in prime time, and on all three networks. Spot television is also being used in 14 states. Format is to have Vice President Humphrey speak on various issues.

More troubles face stations in Chicago

New labor dispute boiled to surface in Chicago Friday (Aug. 2) that could affect film coverage of Democratic convention there starting Aug. 26 (see page 44). Film editors at CBS-owned WBBM-TV Chicago voted to strike if station and Local 780 of Motion Picture Film Editors-IATSE fail to agree on improved differential wages and better working conditions in editing documentary films compared to normal news films.

Local 780 members at NBC-owned WMAQ-TV and ABC-owned WBKB-TV there are supporting WBBM-TV editors, union spokesman said. Many of them regularly handle network material. Local 780 negotiations also are pending at WMAQ-TV and WBKB-TV.

Pell warns of peril in violence laxity

Suggesting that "an aroused public" will demand tough government enforcement of TV programing codes unless steps are taken by broadcasting industry to cut down on violence, Senator Claiborne Pell (D-R.I.) urged Friday (Aug. 2) that broadcasters start ball rolling by financing "independent university research institute" to study subject.

Institute on effects of media violence, he said, would follow example of Great Britain, where rigid media-violence code is already in effect. Senator termed National Association of Broadcasters code "inadequate," and "more honored in breach than observance."

Citing consumerism trend of recent years in Congress, he added that if "caveat emptor" is obsolete, "caveat spectator" should be, too.

Booth hearing urged in revised dissent

FCC Commissioners Kenneth A. Cox and Nicholas Johnson say that geographic concentration of Booth American's radio and CATV interests in Michigan raise "grave" questions that commission should consider in hearing before granting company's application for FM station in Saginaw.

Commissioners said one factor to be considered is relationship of John L. Booth, owner of Booth American, to principals of Booth Newspapers and Evening News Association, publisher of Detroit News and owner of WWJ-AM-FM-TV Detroit.

Interlocking ownership between Booth Newspapers and Evening News was uncovered by commissioners in course of what they called "odyssey to

It's not just roof, it's sky that's falling

With normal headaches involved in setting up coverage of national political conventions, who needs more of them? So ABC can be pardoned if it may have reached for that "little green bottle" as result of not one or two, but three mishaps that occurred all in one evening—last Thursday (Aug. 1).

First, its roof fell in—that one above its facilities complex off main floor of Republican convention site in Miami Beach (see page 42). No one was injured, as one network executive was reported to have muttered for posterity, "Hey, the roof's sagging," moments before he and others scampere to safety. Although most equipment was buried and one TV camera was heavily damaged, all was expected to be in working order by Saturday.

Meanwhile, William F. Buckley Jr., who was expected to provide commentary on proceedings, may yet make appearance—in cast. He broke his collarbone while yachting in Long Island Sound and was rushed to Stamford (Conn.) hospital.

Another casualty was ABC Radio correspondent Keith McBee who succumbed to near-90° heat in Miami Beach and landed in hospital. He's expected back on the job Monday.

more AT DEADLINE on page 10
Larry H. Israel, president of Westinghouse station group and executive vice president and director of Westinghouse Broadcasting Co., joins Washington Post Co. as director and vice president, and chairman and chief executive officer of its subsidiary, Post-Newsweek Stations (see page 27).

James E. Allen and Joel Chaseman elected presidents of Westinghouse Broadcasting Television and Radio Station Groups in reorganization of WBC following resignation of Larry H. Israel (see above). Mr. Allen and Mr. Chaseman have been serving since January 1967 as WBC's VP-TV and VP-radio, respectively. Under restructuring, Messrs. Allen and Chaseman will report to Donald H. McGannon, chairman and president of WBC. Mr. Allen joined WBC in 1956 as manager of advertising and promotion, WBGZ-TV Boston, and subsequently became sales and general manager. In 1964 he was named VP-sales for WBC Productions and WBC program sales in New York and later named executive VP. Mr. Chaseman began with WBC at WJZ-TV (then WAAM-TV) Baltimore in 1957, leaving there as program manager to become national radio program manager at WBC in New York. In 1964, he was appointed general manager of WINS New York.

Jeremiah Moynihan, acting media director, Campbell-Ewald Co., Detroit, named senior VP and director of media. Mr. Moynihan joined agency in 1954 as manager, outdoor department. He was appointed assistant media director in 1958 and was named VP in 1963. Prior to joining C-E, he was with National Outdoor Advertising Bureau for 22 years.

Hope Martinez, associate media director, BBDO, New York, elected VP. Miss Martinez joined BBDO in 1945 in talent payment division. She later became media supervisor and planner and coordinator of spot activity. She was appointed associate media director in 1966.

For other personnel changes of this week see FATES & FORTUNES

an understanding of media control in Michigan."

Comments were published in revised dissent to commission action approving Booth-American's FM application (BROADCASTING, May 20). They said they had been wrong in stating that "Booth American owns nine newspapers" in Michigan and seven AM and seven FM stations. They noted that Booth American is owned by John L. Booth, while Booth Newspapers, which owns papers, is controlled by his cousins. But, they said, they have now discovered that same individuals who own Booth Newspapers—John L. Booth's cousins—have "substantial interests" in Evening News Association.

And commissioners noted that John L. Booth has 8% interest in and sits on board of directors of Booth Newspapers. This ownership interest represented one of troubling aspects of case for commissioners. They noted that 8% interest is, under FCC rules, sufficiently large (over 1%) to prevent Booth Newspapers from owning radio stations, since Booth American already owns full quota.

But, they added, same principals who control Booth Newspapers have substantial interest in Evening News Association, "licensee of very valuable radio and television properties in Detroit."

(Commissioner Cox explained that relationship discussed isn't intended to suggest that violation of multiple ownership rules on part of Booth American and Evening News Association necessarily exists. He said, however, question should be explored in hearing).

Booth American cable interests that commissioners say should be considered in concentration of control of media question are in or planned for Holland, Jackson, Muskegon, and Saginaw, all Michigan.

Progress or perish, commission tells CP's

FCC cracked down on eight more dormant UHF construction permits in decision announced Friday (August 2). Commission notified permitees their CP's will be canceled unless they give notice within 30 days of intent to proceed with construction.

Decision reflects growing commission concern over number of UHF's initiated but not on air. In ruling two months ago, eight requests by UHF's for additional time to complete construction were turned down and permitees were given opportunity for oral hearing only if they responded within 30 days. Subsequent actions on requests for extension of time have been similarly hardline (BROADCASTING, June 3 et seq.).

In its letter to each permitee, commission noted that construction delays were apparently voluntary and not beyond permitees' control. If they file within 30 days, commission said, permitees will be entitled at most to oral argument to determine whether delays were avoidable.

Anchorman goes overboard for objectivity, underwhelms the news.

Harry K. Smith believes the news is more important than the newscaster. That doesn’t mean he telecasts in deadpan. He just doesn’t get in the way.

The world’s jam is Smith’s bread and butter, and he quietly thrives on excitement. As anchorman of "News 7," he smoothly spreads his reports on world and national news through the nightly half hour. He communicates with the authority and lucidity gained by the day’s conversations with newsmakers and WMAL-TV reporters, wire-service backgrounding, film and tape viewing.

"The payoff," says HKS, "is how much residue of information is left with the viewer, not how much we know." Twenty years’ training as newspaper reporter, broadcasting newsmen, actor, writer and director, insures a large residue.

Watch "News 7" (5:30 p.m. weekdays) for Joseph McCaffrey, Capitol Hill; Louis Allen, weather; local news and sports specialists—and Harry K. Smith, catalyst.
A calendar of important meetings and events in the field of communications.

Indicates first or revised listing.

**AUGUST**

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


Aug. 8 — Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.


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


August 27—Annual stockholders' meeting. Reelins Inc., Atlanta, to elect board of directors and to act on proposed amendment to articles of incorporation.


**SEPTEMBER**


Sept. 9—Deadline for comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.

Sept. 10—Deadline for filing comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.


**DATEBOOK**

**RAB MANAGEMENT CONFERENCE**

Sept. 12-13—Atlanta Hilton, Atlanta.

Sept. 16-17—White Plains hotel, White Plains, N. Y.

Sept. 19-20—Carrousel Inn, Cincinnati.

Sept. 30-Oct. 1—Chicago Marriott, Chicago.


*Sept. 10—Meeting of Minnesota Broadcast Technical Society. Minnesota Mining Center, St. Paul.*


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

*Sept. 19-21—Fall broadcast symposium of Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.*


*Sept. 20-22—East Central area conference, American Women in Radio and Television. Crowne Plaza, Columbus, Ohio.*

*Sept. 23 — Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedures for class IV and power increases, for those stations stricter compliance with minimum separation rules.*

*Sept. 24—Deadline for filing reply comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.*


The Book

Broadcast Management
RADIO + TELEVISION

By Ward L. Quaal and Leo A. Martin

A contribution to broadcast literature

WGN CONTINENTAL BROADCASTING COMPANY

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Circulation Director
David N. Whitcombe

Subscription Manager

Bureaus
New York: 444 Madison Avenue, 10022. Telephone: (212) 735-0610.

Editorial Directors: Rufus Craite; Senior Editors: David Berlyn, Rocco Famiglietti, Staff Writers: Hazel Hardy, Linda Miller; NATIONAL SALES MANAGER: Warten W. Mid- dleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN SALES MANAGER: Greg Masefield; ASSISTING EDITOR: Laura D. Guymon.

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Broadcasting^ Magazine was founded in 1951 by Broadcasting Publications Inc., using the title Broadcasting—The Newsmagazine of Broadcasting. Broadcasting was acquired in 1928, Broadcast Reporter in 1932 and Television in 1933. Broadcasting-Telecasting was introduced in 1946.

*Reg. U. S. Patent Office

Circulation: 100,000.

FAIR SALARY FOR FCC

EDITOR: I have just read that FCC commissioners' salaries will probably be raised from $28,750 to $35,000 annually [CLOSED CIRCUIT, July 22]. It is my suggestion that, in all fairness (Section 315 etc.), commissioners' salaries be reduced to $10,000 to $15,000, so that they may be placed on a more even-shoudered position to the managers and owners whose problems they so realistically understand. —Joseph S. Fields, Kryn Guymon, Okla.

OPEN MIKE®

On WNEW-TV sales post

EDITOR: July 22 BROADCASTING, by omitting one little word, incorrectly printed that William Carpenter had been appointed WNEW-TV New York's general manager rather than general sales manager. WNEW-TV's vice president and general manager is Lawrence P. Fra- bberg. Bill Carpenter will become vice president and general sales manager effective Aug. 12.—Richard Bal- linger, information services, WNEW-TV, New York.
Another attendance factor

EDITOR: Come now, let's be honest in interpreting statistics.

In CLOSED CIRCUIT [July 29] . . . you imply that baseball teams are not at all benefitted by newspaper coverage and cite the attendance spurt this year of the Detroit Tigers to prove your point.

Don't you think that the fact that the Tigers look like they may be pennant winners for the first time since 1945 has anything to do with it?—Walter Grimes, W. B. Grimes & Co., Washington 20004.

Abby loves Hix

EDITOR: I loved the cartoon by Sid Hix in your June 24 BROADCASTING. May I please have the original? It would be wonderful framed and hanging in my office.—Abigail Van Buren, 704 River Drive, St. Paul, Minn. (Original has been forwarded.)

BOOK NOTE


Results of a study commissioned by CBS Inc. and presented during last year's Senate hearing on political broadcasting have been expanded by the Langs and made available in book form. Investigation of voter attitudes and behavior of comparable precincts in Ohio and California in the 1964 presidential election showed some, but "minimal," effect of broadcast early returns on voters in a later time zone. The Langs' findings were corroborated by other studies cited in the Senate hearing record compiled under the chairmanship of Senator John O. Pastore (D-R.I.). In addition to presentation of interview data, the Langs present theoretical considerations on voting or nonvoting influences as affected by news disseminations.
MONDAY MEMO

from TOM LAUER, media supervisor, N. W. Ayer & Son, Los Angeles

Where station selection is the key to success

This memo comes to you from a Los Angeles media man concerned with the automotive field in an area which is twice as important in the sports specialty and luxury car fields than the national average.

Contrary to the popular notion in the East, the Western man does his trousers one leg at a time. The Southern California market is different from Philadelphia, New York or Chicago from a media standpoint primarily in that we spend so much time in our cars. Due to the extremely high auto usage, radio is important and one of the most influential media in the Los Angeles market. It follows that outdoor, transit, and skywriting, when the smog clears, are great, too.

Since we represent an automobile dealers' association, our objective is to originate and place advertising beyond and tying-in or augmenting the factory effort. This includes the fields of copy, media selection, and timing.

I'm not going to go through lofty theories on the power of radio or the size, effectiveness, efficiency, flexibility, economy or the persuasiveness of radio. All of this you have heard until it's coming out of your ears.

Buying Strategy • What I thought you might be interested in would be a brief rundown of the radio buying philosophy at Ayer for the Lincoln-Mercury Dealers Association (Los Angeles district). Not that any of this is startling or peculiar to Ayer . . . but it may interest you to know some of our thinking to see why certain stations fit . . . or don't fit . . . into our buying plans.

First of all, we start from the general media belief that, with our size budget, we can't enjoy the luxury of multimedia exposure. We've got to concentrate in one medium and not splinter our dollars over two or three. In our case, it's usually radio, for the reasons I said a moment ago I wasn't going to mention.

Another economic fact of life with this client is the necessity of running our advertising in relatively short flights. Since our budgets are predicated on sales forecasts for the next six or eight weeks, we're in and out, and we've got to talk to the multitudes as many times as we can afford to reach them.

In the Los Angeles market, radio reaches people quickly providing you use enough stations heavily enough. You've got to spend big if you're going to make a noise . . . especially if you're restricted to flights.

Ayer subscribes to the philosophy that, due to the vertical-type programming prevailing in this market, we need lots of stations to turn up the broad reach we must have. The great listener loyalty to stations, to personalities, and to formats make it necessary to buy a lot of stations.

We usually use 18-20 stations in Los Angeles. This isn't as many as it sounds, though, because we run approximately 700 spots a week. So the lightest schedule on any station is fairly good. A straight average for all stations would be about 35 spots per week . . . which isn't bad.

That Next All-Important Step • Then there is the job of choosing the right stations to insure that those sales messages get into the right homes and to the right prospective customers.

In my opinion, the matter of station selection is the key to the success of any radio buy. You all have listened to buyers give you the "demographics routine . . . quality not quantity" . . . until your head rattle. But, damnit, that's the name of the game.

I won't bore you with the old phrases like "climate versus cost per thousand" or "persuasive value versus numbers," but these are extremely important factors.

Ask any buyer whether he, or she, buys by the numbers and I'll lay 50-to-1 that he'll say "no." In my opinion, this guy is either lying or is too lazy to do his homework. Of course we all pay attention to the numbers . . . it's the only guide to audience measurement we've got to go by. Besides, it's the greatest protection of any time-buyer's job that's ever been invented on this earth.

But the "quality" audience aspect is all-important. Especially in the case of our client here. We know who buys Continentals and Mercurys. We know the Cougar buyer is 25 years old plus, the Mercury/Montego buyer is probably 35-50, the Continental buyer is older, probably around 50 . . . and, of course, more affluent.

Radio Concentration • So we have to concentrate our efforts on adult-appeal stations. Our prospect is somewhat older, upscale income-wise, and probably better educated. Therefore, we don't feel we can afford to spread our limited dollars into rock 'n' roll or ethnic stations. Now, let me say I'd love to have the mass of adult men some rock 'n' roll stations turn up, I just can't afford it. I've got to put my client's dollars where I can reach my best customers with a minimum of waste. We don't have funds for future or image-building.

We've got to get buyers into our dealers' showrooms right now . . . and we know who those buyers are and where to reach them.

So I guess this is a long way of saying what you've heard 1,000 times and what a lot of us have talked about personally. Let me end by saying that, whether you agree with our ideas or not, Lauer, personally, has come a long way since my Chicago days six or seven years ago when I made a fervent radio proposal to a big client, calling for the use of a 12-plan on two stations in the top-30 markets. Oh, as most Eastern buyers, I recognized Los Angeles was different and recommended we really "blast off" here and go 50 a week. The shock of this was too much though the whole proposal was killed. . . . Thank heavens!

Thomas W. Lauer has been media supervisor at N. W. Ayer & Son Inc., Los Angeles, since the fall of 1966. Mr. Lauer has the responsibility for media planning and buying on the agency's Lincoln-Mercury Dealers Association account. Prior to joining Ayer, he was associated with Carson/Roberts/Inc., Los Angeles, Compton Advertising Inc., Chicago, and Tatham-Laird Inc., Chicago. He also spent 10 years at NBC-TV in Chicago.
Peaceful? Just a mile away there's a street that millions think is the busiest, most glamorous boulevard in America!

Can you guess which city these homes are in? Here are some accurate (but misleading) clues:

- The City, and the county area around it, has 85 schools, with 22 more in the planning stage.
- Its people support 143 churches.
- There are one-and-a-half times as many people living here as there were just ten years ago.

Schools, churches, families—and more families. These clues won't help you much unless you really know... Las Vegas. They mean a great deal to the management and staff of KLAS-TV because they are the terms in which we think and act for this wonderful area. It's a community where 66,000 children are growing up. Where 82,000 families have built homes and are clearing the desert to make room for the million residents expected by 1985. Annual sales of goods and services already stand at more than a half-billion dollars!

Yes, Las Vegas offers the excitement of "The Strip". But more importantly, it stands for responsibility and opportunity. That's why KLAS-TV, "The Station That Cares", focuses so much of its programming on local needs and interests.

**Here are some recent additions to this community-centered programming:**

- **OUR TOWN.** Twice daily, Monday through Friday. Civic, community and social events.
- **RECREATION DIRECTORY.** Covering every aspect of leisure living available to Southern Nevadans.
- **STRATEGY.** A weekly look at our school system—from kindergarten through the University level.
- **RELIGIOUS DIALOGUE.** Each week local clergymen discuss current trends and problems.
- **TELEFORUM.** Guests of local prominence discuss problems of immediate concern to the community.

This is only a beginning. KLAS-TV is constantly improving its technical facilities and will continue to add programming that will stress Channel 8's image as "The Station That Cares!"


Paul Stoddard, General Manager. Represented by the Edward Petry Co.

A service of the Hughes Tool Company P. O. Box 15047. Telephone: 702/735-7511
Hi-Rise in Effective Buying Income

HI-RISE IN AUTOMOTIVE SALES! Hop into the Hi-Rise markets where our viewers spend over $400 million* annually! Auto sales need a boost? Just give a honk to the boys at Blair.

*Source: Sales Management "Survey of Buying Power," June 1968

The Communicana Group

WSJV-TV    WKJG-TV
SOUTH BEND ELKHART 23 ABC  FORT WAYNE 33 NBC

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

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP

BROADCASTING, August 5, 1968
Tightening noose of regulation

The rope's in the FCC's not entirely eager hands, but it's being pulled in response to cries for lynching by Congress, Justice and the press

The FCC, lacking one member and buffeted by pressures from within and outside, is undergoing something of a transformation, even before the appointment of a seventh commissioner.

In the public prints, the image of the commission remains what it has been for several years, that of a do-nothing, stumble-footed agency that is the captive of the industry it regulates. But among those who watch the commission through the daily grind of its news releases, orders and decisions, and among those who are subject to its authority, the commission appears to be getting tough, even harsh, in its regulation.

The close observers see a stiffening attitude at the commission on questions involving alleged trafficking in licenses. They note that concentration of control of media is a live and continuing problem for the commission, as are, of all things, the employment practices of broadcast licensees. Even commercial practices and broadcast news-interviews and editorials are causing the commission to flex its muscles.

The highly visible FCC—the one known if not loved far and wide—was on public display again last week, in hearings before the House Investigations Subcommittee. That panel, which appears to have been fishing for evidence of wrongdoing in the commission's dealings with the Overmyer Communications Co., hasn't caught anything yet. But it has portrayed the commission as having acted in a casual, perhaps even inept, manner in its grant of UHF construction permits to Overmyer and in the subsequent approval of the transfer of those CP's to the AVC Corp. (see page 20).

Mississippi Case * This is also the commission that Commissioners Kenneth A. Cox and Nicholas Johnson, in a ringing dissent in June, told the world had twisted its own hearing processes in order to protect the license of "racist" WLBT (tv) Jackson, Miss., which had been accused by the United Church of Christ of discriminating against Negroes in its programing and of violating the fairness doctrine. (Never mind the recommendation of the commission's Broadcast Bureau, which had participated in the hearing, that the commission grant full three-year license renewal for the station, or the conclusion of a hearing examiner that the charges against the station had not been proved, or the commission majority's point-by-point rebuttal of the dissenters' statement: The editorial writers believed the dissent.)

And this is the commission that the same two members, in dissents stretching back over almost two years and in their well-publicized report on Oklahoma broadcasting, suggest is not interested in seeing to it that broadcasters provide the local service for which the U.S. system of broadcasting was created. (In the Oklahoma report, they called the present license-renewal process "a ritual in which no actual review takes place").

Some pushover, that FCC.

But how does one account, then, for the FCC's treatment of veteran broadcaster Morgan Murphy? The commission in June suddenly changed its mind about an issue a prospective competitor of Mr. Murphy's had raised against him, and ordered a company in which he is principal to undergo a hearing, in its bid for channel 35 Yakima, Wash., on whether he had engaged in trafficking over the years (Broadcasting, July 1). Not only that, but the commission placed the burden of proof on Mr. Murphy—a procedural step Mr. Murphy's counsel last week labeled grossly unfair and a departure from recent commission practice. In the WLBT case, for instance, the burden of proof was placed on the accusers, not the station. Mr. Murphy is seeking to have the burden in his case shifted to his accuser, KIMA-tv Yakima.

McLendon. Too * The McLendon Corp. has been literally hobbled by the commission with same issue. From recent commission actions, it appears that
Moss and company again turn on the heat

Representative John E. Moss (D-Calif.) pledged last week to introduce legislation placing "stringent limits" on the transfers of construction permits for broadcast stations. And the outer limits of such legislation were sketched out by FCC Commissioner Nicholas Johnson when he suggested that the fundamental question was whether permitting should even be allowed to transfer CP's.

The Moss promise was made during a resumption of congressional hearings on the transfer of the Overmyer UHF CP's.

And the battle between the Investigation Subcommittee of the House Commerce Committee and the FCC will probably continue because of lack of preparation by the FCC, Congressman Moss declared, after Subcommittee Counsel Robert Lishman's line of questioning was stalled time after time as FCC staff members searched for documents being referred to.

At one point during commission testimony last week it developed that an FCC staff witness needed to have the most basic document in the case—the transfer application—before him to answer a question about the basis for his recommendation—and he didn't have it. Its absence precipitated a tongue-lashing and a promise from Representative Moss that the subsequent subcommittee report would have a good deal to say about lack of preparation by and general incompetence of FCC witnesses.

Rough Handling * The tongue-lashing was but one of many received by the FCC during two full days of testimony that left, as one observer put it, "blood all over the floor." Joining Mr. Moss in sharp questioning was Representative John D. Dingell (D-Mich.), but none of the questioning by other subcommittee members present could have been termed friendly. The closest approach came when Representative Hastings Keith (R-Mass.) asked FCC Chairman Rosel H. Hyde how many additional staff members the commission would need to eliminate the excuse of staff shortages for less-than-admirable performance. But the friendliness dissolved when no answer was directly forthcoming. "Don't ask someone," he told Mr. Hyde, "you ought to know." And the lack of a prompt response by Mr. Hyde to a question from Counsel Lishman about commission knowledge of Daniel H. Overmyer's financial circumstances caused Mr. Moss, acting as chairman in the absence of Subcommittee Chairman Harley O. Staggers (D-W. Va.), to direct Mr. Lishman to drop the line of questioning entirely. "The record is abundant for the subcommittee to comment and make recommendations," he said pointedly.

Subcommittee staff questioning followed rough outlines laid out in sessions held earlier with principals to the Overmyer transfer deal and commission witnesses (Broadcasting, July 22, 1968, Dec. 18, 1967). The subcommittee continued to probe the commission's reasons for approving the original five UHF CP's to Overmyer companies, subsequent requests for extensions of the permits and the final FCC approval of transfer of the block of permits to U. S. Communications, a subsidiary of AVC Corp.

A sticking point in last week's session was the absence of disclosure in the extension applications for three of the permits that Mr. Overmyer had already negotiated to transfer to AVC. The subcommittee sees "concealment" of information from the commission as the keynote of its case, and is sharply critical of the commission's procedures for dealing with what are observed to be obvious blank spots on applications.

The subcommittee, in reviewing the commission's documents in the case (and not, it's charged, even a complete set at that), points out what, to it, are a series of red flags that should have warned the commission at a number of points, but didn't. First, the subcommittee avers, the Overmyer balance sheets didn't, in their face, indicate sufficient resources to fund the planned stations. Second, news of the transfer agreement, coming later than the 30-day deadline required by the rules for amending applications with details of changing financial circumstances, should have alerted the commission at that point it was time to blow the whistle.

Matter of Timing * On the first day of last week's hearing, FCC staff members testified that the failure of Mr. Overmyer to notify the commission of the stock-purchase line agreements negotiated on March 28, 1967, until June 30, 1967, when the transfer request was filed, was "a technical violation of the rules" that caused no damage to the proceedings. The requests for extension, it was explained, said that financial negotiations were in the works (although in the case of three of them, the agreement had already been reached) so that no action was immediately contemplated. The CP's, it was added, did not expire, but were held in suspension from the time the extension requests were received. By the time the commission made a decision, all the information that company, which has been active in the trading market, won't be able to buy or sell another station until it purges itself of the trafficking issue in a hearing.

Nor should broadcasters regard these two isolated cases. Policy has been set. Any licensee with a fairly active record in the trade mart would appear to be fair game.

Some industry captive, that FCC.

And there is the pending rulemaking aimed at prohibiting broadcasters who own one full-time station from acquiring another, in any service, in the same market. The aim, the commission says, is to promote diversification of programming sources and viewpoints. But the proposal would mark a radical departure from the existing system, in which broadcasters may own one station in each of the three services in a market—a system the commission has fostered over the years as a means of encouraging broadcasters to develop first FM and then TV, as those services came along.

There is also the policy and pending rulemaking that are both aimed at prohibiting broadcasters from engaging in racial discrimination in their hiring practices; those who do stand to lose their licenses. The commission, in effect, is helping to establish and maintain fair-employment standards in the broadcasting business, a role most commissioners would have been expected to leave to other agencies specifically charged with that mission.

Why the transformation?

There has been no change of heart on the part of the commissioners. The majority remain basically conservative, uneasy about extending government authority. But the agency is caught up in...
was in its possession.

The next day Chairman Hyde revealed that the information had been filed in time after all, it had been discovered, but the information went to a different section, and the transfer division was not aware of it. Still, he said, all the information had come together by decision-making time.

But the subcommittee staff charged that the information should have been filed as an integral part of the extension requests, and Mr. Hyde agreed that the commission staff should have alerted the commission to the violation.

As a token of the effect the Overmyer case is having on the FCC's internal procedures, Mr. Hyde later said (in response to criticisms about the FCC's balance-sheets-reading abilities) that financial filings are now being routinely scrutinized by a CPA.

Over all, the commission majority's basic strategy in the Overmyer case rests more on strategic than tactical grounds. Commissioner Kenneth Cox, whose Overmyer dissent raised the red flag that caught the subcommittee's eye, summed it all up: "The commission was apparently so concerned about expediting UHF service that it [sidestepped] these questions."

The point was also made by Chairman Hyde. The commission could, he noted, adopt restrictive rules—such as not allowing CP transfers from recouping out-of-pocket expenses (a point he made at last year's hearing), or requiring committees to have cash in hand for a full three years' operations—but such rules would keep "all but the most wealthy" from starting stations. It seemed clear that Mr. Hyde regarded the fact that two of the transferred stations are now on the air (San Francisco and Newport, Ky.-Cincinnati), with the others progressing toward an air date, as the final test of the commission's decisions.

Crackdown Wanted The subcommittee, to the contrary, can see another happy ending, with AVC given no opportunity to acquire in one fell swoop five TV permits in top markets (San Francisco, Cincinnati, Houston, Pittsburgh and Atlanta) and Mr. Overmyer given short shift for gaps in applications and fancy bookkeeping. (And the top-market UHF's, it's felt, wouldn't have lacked for patrons, had Mr. Overmyer CP's been reverted to the commission and the allocations again made publicly available.)

Congressman Moss's proposed CP-transfer regulation bill, which will probably be held over for consideration next year because of the unlikelihood of moving any new legislation this late in an election-year session, could include ideas already before the Commerce Committee in legislation proposed earlier in the year by Congressmen Moss, Dingell and Richard Ottinger (D-N.Y.) (Broadcasting, Feb. 12).

Mr. Moss gave no specifics of his new proposal, but the earlier bill called for mandatory public hearings, open to all "interested parties"—a position recommended last week, at least for all multiple-ownership transfers, by FCC Commissioner Robert Bartley, with subcommittee members nodding assent—and give the FCC power to determine "fair market value" of stations' assets (as defined by the commission) and prohibit transactions exceeding the value.

There was no clue at the end of last week's sessions, held Wednesday and Thursday (July 31, Aug. 1), when or in what manner the subcommittee would resume its deliberations on the Overmyer case. Congressman Moss earlier indicated that more questioning of FCC staff members was indicated when time would allow.

a complex of forces—criticism from Congress and in the press, changing conditions in American society among them—that are sweeping it along.

Loevinger Absence One reason for the drift appears to be the absence of Lee Loevinger, who left the commission on June 30 and for whom the President has yet to name a replacement. He had been an articulate and effective spokesman for those on the commission opposing the hard line of Commissioners Cox and Johnson—and before them. Chairman E. William Henry; he had provided the intellectual respectability for the conservative position. Chairman Rosel H. Hyde, a gentle man reluctant to impose tough regulation, had leaned heavily on Mr. Loevinger. Now there is no one taking Commissioner Loevinger's place.

The commission, in designating the Morgan Murphy-dominated company for hearing on a trafficking issue, referred to recent court decisions reflecting judicial concern over that issue. However, there are those in the commission who thought another factor also was present in the decision—the Overmyer hearing on the Hill. It is argued that the commissioners have been so scarred by the treatment that they have received on the case that they are determined to make all their errors in assignment-and-transfer cases in the future on the side of excess caution.

The proposed one-to-one customer rule-making was issued for comment in an atmosphere generated by interest on the part of Congress and the Justice Department in transfer-and-assignment cases under the commission's jurisdiction. The House Investigations Subcommittee delved into competition by seeking on sales and multiple ownership in its investigation of the Overmyer case. So did the Senate Antitrust and Monopoly Subcommittee, in hearings it held last spring (Broadcasting, April 1).

Justice's Interest And the Justice Department has made clear it will check into any proposed sales from which anticompetitive consequences might flow. (And Justice told the FCC last week it ought to make its one-to-one customer rule even tougher [see page 32].) It was at the department's urging that the commission notified Enterprise Co. of Beaumont, Tex., which owns two newspapers in that city, that its application to purchase KFDM-TV Beaumont could not be approved without a hearing on the concentration-of-control of media question. The department also looked into, but chose not to oppose, the sale of WFMF (FM) Chicago to WGN Continental Broadcasting Co., which owns WGN-AM-TV Chicago, and is a subsidiary of the publisher of the Chicago Tribune and the Chicago American.

(This case, incidentally, provides evidence of yet another kind of pressure to which the commission is now subject. Although Justice found no reason to intervene, some private Chicago citizens did. They opposed the sale of WFMF in a late-filed pleading with the commission, and when that was rather off-handedly rejected, persuaded the U.S. Court of Appeals to send the matter back to the commission for "further proceedings." [See page 34].)

One other element is believed to have played a part in the commission's unanimous decision to issue the one-per-market proposal for comment—the constant battering the commission has taken on the concentration-of-control question from Commissioners Cox and Johnson, as well as Robert T. Bartley.

The majority had managed to brush off the arguments of the three commissioners, but this became harder to do once members of Congress began quoting the dissenters.

The toughening attitude on the part of the commission in concentration questions was indicated last week. Under discussion was the application of WMIK Middleboro, Ky., daytimer that is the only outlet in Middleboro and
whose owner runs the only newspaper there, for the only FM channel. The commission accepted a staff recommendation to hold a hearing in the case. In the past the commission generally granted such applications without hearings (over the protests of Commissioners Cox and Johnson); the rationale was that if it didn’t the channel would probably go unused.

**Hiring Practices** Commission action aimed at prohibiting licensees from engaging in racial discrimination in hiring practices seemed the longest kind of long shot when a petition requesting it was filed in April 1967 by the United Church of Christ. Some commissioners felt the agency was ill equipped to police the hiring practices of licensees; some, reportedly, still feel that way. But given the current climate of racial unrest and the administration's expanding effort to eliminate racial discrimination in hiring, what commissioner would express doubts about the proposal in public? And Chairman Hyde, it's known, felt it was essential that the commission act unanimously on the issue, as it did.

Reports that the commission has resumed its practice of deferring action on license-renewal applicants who have proposed what the staff regards as unusually heavy budget of commercials provided something of a surprise also. The commission for the past two years has been dealing with such applicants by renewing their licenses but requiring them to justify their proposals, in terms of the public interest, half-way through their new license period.

The three cases reported two weeks ago, however, commission official said, were different. The applications involved sky-high commercialization proposals, or statements had been submitted that contained identical justifications for policies to be followed by commonly owned stations in different cities, or both (Broadcasting, July 29). Still, the commission was serving notice it was not automatically accepting any commercial proposal.

**Programming** And the commission showed no hesitation two weeks ago in rapping two broadcasters in connection with programming matters. By 5-to-0 votes (Chairman Hyde was absent) the commission reprimanded Metromedia Inc. for permitting an independent producer to engage in a "deliberate distortion" of the meaning of a taped interview program that was carried on the company's WTTO-TV Washington, and WJIM-TV Lansing, Mich., for not notifying viewers of the financial interest its licensee corporation has in a matter on which the station editorialized.

It may be that the commission had no alternative to what it did in each case, particularly in view of the short leash on which members of Congress are keeping the agency. But both decisions represent new law. With the Metromedia decision, the commission has indicated it will pass on complaints from persons who claim to have been misquoted or to have been misrepresented in news and interview programs. The WJIM-TV case tells licensees they must inform their audience of any financial interest they have in any matter on which they editorialize.

It would not be accurate to chalk off the commission's growing toughness to accident or drift; its common-carrier matters in recent years has demonstrated an ability to make mighty AT&T toe the line.

The commission is in the midst of a top-to-bottom inquiry into AT&T rate structure—an inquiry that has already resulted in a order requiring the company to reduce rates by $120 million. In a decision in June, the commission forbade telephone companies from filing tariffs that prohibit the attachment to the public phone system of equipment that the telephone companies do not supply. (That decision is being reconsidered on petition of the phone companies, but the FCC has given no sign of wishing to retreat.) The commission has also held that phone companies must seek its approval before building channel facilities to serve CATV systems.

Thus, strict regulation is not foreign to the FCC; the agency is not the playing of those it would regulate. Deliberately or not, the commission is beginning to give evidence of this in broadcasting matters as well as common carrier.

"One of these days," a commission official, who is not entirely happy with the trend, has said, "developing, commented, "broadcasters are going to wake up and find a whole new commission." And he wasn't talking about names and faces; he meant policies and attitudes.

**GE revamps in Denver, bolsters news setup**

General Electric Broadcasting Co., N. Y., has announced major management appointments for its radio and television holdings, and strengthened its news service to them.

Robert L. Maynard, vice president and general manager, WMTR-TV Portland, Me., joins GE as general manager of KOA-TV Denver. Merrill Mueller, veteran NBC news correspondent, joins KOA-TV as managing editor and news anchorman. In addition, he will prepare special news reports for GE's stations in Schenectady and Nashville.

In a move to better coordinate news coverage for the three cities, Bernard J. Shusman, manager-news for the company's Schenectady affiliates [WGY, WGFM(FM) and WRGB(TV)], takes charge of the news service and GE's recently established Washington news bureau.

Richard B. Belkin, program manager for WGY and WRGB(TV) transfers to KOA-AM-FM as general manager.

General Electric Broadcasting is also licensee of W5IX-AM-FM-TV Nashville.

**Permit of Channel 16 may be in jeopardy**

The FCC has noticed Channel 16 of Rhode Island Inc., licensee of WNET(TV) Providence, R. I., that its construction permit for that station is in jeopardy because of an apparently unwarranted delay in construction. According to the commission, Channel 16 appears to have halted its proposed changes in station facilities voluntarily, because of "economic and other considerations," rather than for reasons beyond the permittee's control.

The permittee had previously indicated that it would complete construction within six months after approval of its application for changes in the station's facilities, which came on January 25. Unless the firm gives notice within 30 days of its intent to proceed, the commission said, its application will be dismissed, construction permit canceled, and call letters deleted.

WNET is owned primarily by Harold C. Arcaro (92%). He also controls WHM-AM-FM Providence.
Nobody we know at Channel 7, but these audience figures make us wonder.

<table>
<thead>
<tr>
<th>Station</th>
<th>Station Circulation</th>
<th>Sunday thru Saturday</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Eve. 7:30 PM - 11 PM</td>
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<tr>
<td>WHIO 7</td>
<td>42 counties</td>
<td>450,000</td>
</tr>
<tr>
<td>Station B</td>
<td>33 counties</td>
<td>384,000</td>
</tr>
<tr>
<td>WHIO-TV Advantage</td>
<td>+9 counties</td>
<td>+66,000</td>
</tr>
</tbody>
</table>

Source: NSI TV Weekly Cumulative Audiences—February-March 1968

*Source: ARB Circulation Study 1965

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.
New giant in the making

Westinghouse proposes to absorb MCA, creating major amalgam of broadcasting and production; FCC on sidelines as Justice, IRS take looks

Two of the biggest and most productive companies in communications, the Westinghouse Electric Corp. and MCA Inc., moved last week to effect an estimated $360-million merger.

Following by three days a joint announcement of a proposed merger plan, in which Westinghouse would acquire MCA in an exchange of stock, the boards of directors of each company voted unanimous approval in separate meetings in New York Wednesday (July 31). Board approval paved the way for other necessary formalities, including an MCA stockholder vote and a favorable tax ruling, before a merger can be completed. MCA sources indicated its stockholders would probably vote on the proposal at a meeting to be held later this year—by October.

The Westinghouse-MCA merger announcement took industry and Wall Street by surprise. and by design. It was made on a Sunday (July 28) to minimize disruption in trading (for stock activity, see box below).

Communications specialists in Wall Street viewed the proposal as a sensible marriage. These specialists saw no reason to fault the prospect of a giant communications company because of its sheer size though they acknowledged that this very prospect was likely to attract government scrutiny.

The specialists were proved right. At the Department of Justice an antitrust team of lawyers was hurriedly assembled to look into the merger and to make recommendations to the chief of the antitrust division as to whether the federal government should take any action.

 Custodial Role - The attention of the Department of Justice in the Westinghouse-MCA marriage stems from its traditional concern with any amalgamation of this size. But, in addition, the federal government has what its antitrust lawyers call an ongoing interest in MCA. Late in 1962, MCA signed a consent order agreeing to refrain for seven years from merging with or acquiring any other major television, motion-picture or phonograph production or distribution company without the consent of the Department of Justice or unless it persuades a federal judge that the merger or acquisition will not "unduly restrain or substantially lessen competition in the television, theatrical motion-picture or phonograph-record industries in the United States" (Broadcasting, Sept. 24, 1962).

The 1962 decree also forbids MCA to engage in tie-in practices in conjunction with the sale or lease of any of its programs or products or those of its subsidiaries.

Most important, it forced MCA to divest itself of its talent-representation business.

First Charges - The original antitrust complaint by the Department of Justice was filed in July 1962. It charged MCA with gaining competitive advantages through its "unique dual role" as talent agent and TV program producer. It also charged MCA with making unlawful tie-in sales and with forcing clients to agree to package representation contracts giving MCA sales rights for all productions in which clients held an interest, all in violation of the Sherman Antitrust Act.

The government also claimed that MCA's acquisition of Universal Pictures, and Universal's subsidiary, Decca Records, violated the Celler-Kefauver antimonopoly law. This acquisition, however, was permitted to go through but with stringent controls to prevent anticompetitive practices.

Early last week, just after the Westinghouse-MCA announcement, there was some question in government circles as to whether the Department of Justice or the Federal Trade Commission would do the investigating. It was decided quickly that Justice should handle the matter because of its surveillance responsibility over MCA stemming from the 1962 consent order.

At the other end of town, FCC lawyers also evinced interest in the merger, but their thinking was mainly speculative, since no change in the license of the WBC stations appears involved. Commission approval would be required, it was noted, only if there were to be a substantial change in the stock ownership of Westinghouse Electric.

Since Westinghouse stock is so widely dispersed, FCC lawyers, as well as outside communications attorneys, feel that the communications agency will not become involved.

Pair with Power - The merger would bring together two leading corporations in the entertainment and the electronics-broadcasting businesses.

Westinghouse, the second largest electrical equipment maker in the U.S. (General Electric is first), has a wholly owned subsidiary, Westinghouse Broadcasting Co., a major factor in broadcasting. WBC is a station group with interests in cable television systems; is in the station-representation business; produces and distributes programing both for its own stations and syndicates to other broadcast outlets, and in a limited way, is in feature-film making.

MCA owns one of the major Hollywood studios (Universal City): is one of the biggest producers-distributors of movies and television programs: has a record company, and is in real estate and banking.

Motion-picture executives noted that the Westinghouse Electric acquisition of MCA would continue a trend that has been noticeable over the past year of major film studios becoming part of conglomerate firms or otherwise giving up their "independent" status.

Most talked-about examples are Un-

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<thead>
<tr>
<th>Effect of merger plans on NYSE</th>
<th>MCA</th>
<th>Westinghouse Electric</th>
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<tbody>
<tr>
<td>Closing stock prices and volume of trading in MCA Inc. and Westinghouse Electric Corp., whose merger plans were announced July 28:</td>
<td></td>
<td></td>
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<tr>
<td>Fri. July 26</td>
<td>52%</td>
<td>72</td>
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<td>Mon. July 29</td>
<td>49%</td>
<td>71%</td>
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<td>Tues. July 30</td>
<td>48%</td>
<td>71%</td>
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<tr>
<td>Wed. July 31</td>
<td>(stock exchange closed)</td>
<td>(stock exchange closed)</td>
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<td>Thurs. Aug. 1</td>
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</tbody>
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Both companies are listed on the New York Stock Exchange.

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BROADCASTING, August 5, 1968
ites Artists becoming part of Trans-

america, and Paramount Pictures and

Desilu acquired by Gulf & Western.

Other changes, though of a different

nature, have included such acquisitions

as that of Warner Brothers by Seven

Arts, and of Embassy Films by Avco

(also a station group owner). Such

other majors as 20th Century-Fox and

Columbia Pictures-Screen Gems are

diversified in various areas in addition
to TV, while MGM has long been ru-
mored as being ripe for acquisition or

merger with a non-movie company.

The Fiscal Size • Based on the 1967

earnings of Westinghouse and MCA,

between them net income comes to

more than $138.1 million ($122,490,

000 for Westinghouse and $15,680,140

for MCA). Westinghouse's sales now

are at the rate of more than $3 billion a

year, and its per-share earnings for

the first six months increased from

$1.35 in 1967 to $1.52 in 1968. MCA's

per-share earnings in the first quarter

were 99 cents a share, up from 90
cents a share in 1967.

In the proposed merger, Westing-
house would exchange about 5,348,600

shares of its preference stock for MCA's

outstanding stock (some 7.6 million).

Westinghouse is to exchange 0.677 of

a share of its convertible preference

$3 cumulative dividend stock for each

share of MCA's common. The pre-

cence stock would be part of 10-milion

shares which were authorized by West-
house shareholders earlier this year.

In the first five years, the preference

stock would be convertible to West-
inghouse common on a share-for-share

basis, and after that period, would be

redeemable at $85 a share.

The merger would be effected hope-

fully without making large holdings

subject to the capital-gains tax, because

stock rather than cash would be in-

volved in the transaction. MCA stock-
holders would receive shares in West-
inghouse once the merger was com-

pleted. The tax-free aspects are sub-

ject to a ruling by the Internal Revenue

Service.

The exchange of stock was valued

roughly at $360 million at Aug. 1

closing prices.

The Gainers • Reportedly the largest

stockholder in MCA is Jules Caesar

Stein, the company's board chairman,

whose stock is currently valued at

more than $100 million. It was Mr.

Stein and Donald C. Burnham, presi-
dent of Westinghouse Electric Corp.,

Pittsburgh, who worked out the merger

plans and announced the proposal.

Those close to the two companies

said the prospect of merger was first

raised some two years ago and the

channels of communication kept open

until about a month ago when serious

negotiations were entered into and a

merger proposal obtained.

In addition to Mr. Stein and Mr.

Burnham, the top executives in the

companies most directly concerned

with the communications and broad-

cast fields are Donald H. McGannnon, 

president and board chairman of West-
inghouse Broadcasting Co., and Lew

Wasserman, president and chief execu-
tive officer and also a large stockholder

of MCA.

While those close to the organiza-
tions stressed that speculation on how

an expanded Westinghouse Electric

would organize or group its activities

in the communications area was

"premature," it was acknowledged that

Mr. McGannnon and Mr. Wasserman

would assuredly assume important

roles.

It was conjectured that Mr. Mc-

Gannnon is in a particularly favorable

position to assume greater responsibility

in the communications-entertainment

area at Westinghouse, particularly in

view of his stature and background in

broadcasting and related activities.

When Westinghouse formed West-
inghouse Learning Corp., Mr. McGan-

non was made its chairman. But only

recently this facility's first-growth phase

was completed, and Dr. Verne S. At-
water, a former Ford Foundation vice

president, assumed its presidency.

Westinghouse Broadcasting operations

had been functioning under operational

control of Larry H. Israel, executive

vice president of WBC and president

of Westinghouse Broadcasting station

group, whose departure to head Post-

Newsweek Stations in Washington was

announced last week (see page 27).

Western Front • In Hollywood, offi-
cials close to MCA's organization as-
umed that Mr. Wasserman would con-
tinue to direct the company's produc-
tion complex and said MCA could be

expected to absorb eventually Westing-
house's syndication activities as well as

its current feature-film commitments.

The largest stockholders in MCA are

Mr. Stein with 1.3 million shares; Mr.

Wasserman with just under 700,000

shares; Milton R. Rackmil, president

of Decca Records, with a little less

than 27,000 shares, and Taft B.

Schreiber, MCA vice president, with

nearly 190,000 shares.

Westinghouse Electric Corp., Pitts-
burgh, in 1967 reported sales of $2.9

billion and a net income of $122,490,-

000. A big share of its business is in

the manufacture of electrical equip-

ment (including nuclear power facili-
ties), but as a diversified company it also is in se-

veral other areas including computers,

building construction, mass transit, con-

sumer products (including radio and

tv sets), nuclear reactors (including

work for NASA and the military serv-

ices), oceanographers, water and air

purification and in research and de-

velopment. Its international activities in-

clude the export of defense equipment and in

dustrial and consumer products.

Westinghouse Broadcasting Co.,

which the parent company's report in

1967 noted "produced record revenue

and profit," is Westinghouse's subsidiary

in the fields of communication and en-

tertainment.

The Line-Up • WBC's stations are

WINS New York, WJZ-TV Baltimore,

wowo Fort Wayne, Ind., WBZ-AM-FM-

tv Boston, KDKA-AM-FM-TV Pittsburgh.

KPIX(TV) San Francisco, KYW-AM-TV

Philadelphia, WIND Chicago and KFWB

Los Angeles.

The program production arm, WBC

Productions, is responsible for such TV

shows as The Mike Douglas Show and

The Merv Griffin Show. These pro-

grams are distributed by WBC Program

Sales, which also syndicates programs

originated and produced either under

corporate auspices or by individual sta-

tions. Group W Films finances feature-

film production with independent pro-

ducers (virtually all overseas). WBC

has completed 14 features over the past

two years, with another 10 or 11 to be

made within the next two years. WBC

holds no theatrical rights to these mov-

ies. All will be released for showing in

theaters first and then made available

to WBC for TV exhibition.

The station representation companies

are Television Advertising Representa-

tives Inc. which represents eight TV

stations, including WBC's five owned

outlets, and Radio Advertising Repre-

sentatives Inc., which represents the

seven WBC stations plus a limited list

of other outlets.

CATV subsidiary companies include

Clearview of Georgia and Clearview of

Florida Inc.

Westinghouse Learning Corp. is

Westinghouse Electric's recent formal

entry in the learning field. It has con-
tracts from government agencies and commercial and industrial organizations. Westinghouse is also in broadcast equipment through the manufacturing facilities of the parent company.

The MCA Portfolio - MCA Inc., which makes its headquarters in North Hollywood, Calif., last year reported $224.3 million in gross revenues with a net income of $15,680,140. Over the past 10 years, MCA's gross revenues increased more than four-fold and net income almost four times from a $4-million level.

Television now brings MCA more in gross revenue than do motion pictures, though between them, TV and movies provide the bulk of revenue (73%). TV last year was responsible for 43%, or $96.5 million, of total gross revenue. Motion pictures provided 30% or $67.3 million. MCA's activities include music publishing, phonograph records (Decca Records), tape cartridges, phonographs, accessories and musical instruments, all responsible for about 20% or $44.7 million total gross revenue. MCA by next month expects to have released 29 motion pictures to theaters in 1968.

MCA's other operations include Columbia Savings and Loan Association in Pueblo, Colo., with $1 million in earnings and assets of nearly $189 million in 1967; Universal Education and Visual Arts (educational films and film strips); Universal City Tours (tourist attraction on the Universal City studio lot); a controlling interest in Gauss Electrophysics Inc. (small electronics firm developing high-speed magnetic recording equipment) and in Saki Magnetics Inc., which makes magnetic heads. Late last year MCA acquired Spencer Gifts Inc., which is in direct marketing of merchandise by mail and through retail stores. Spencer Gifts last year had gross revenues of over $19.5 million and a net income of $876,000.

Universal's television activity is in the production of films—episodes for series and features for direct network TV exhibition—and in the syndication of programs in the U. S. and overseas. Universal, a major studio, was for years the leading producer of TV shows for the networks but was replaced in 1966 by 20th Century Fox. This year, Universal has regained the top spot in terms of total hours of network production.

MCA at Universal City is producing seven shows this season, all, with the exception of It Takes a Thief on ABC-TV for NBC-TV: The Outsider, Adam 12, Name of the Game, The Virginian, Dragset and Ironside plus "World Premiere" movies. Universal will have completed about 15 such movies for "World Premiere" this year.

MCA TV is a leading TV syndicator. Most of its activity is in the licensing of off-network series (Run for your Life on NBC last season is the latest release) and in feature film (latest released package is Universal Feature, which contains 50 movies).

In an expansion program, MCA is erecting a hotel (Sheraton-Universal of the Stars) on its lot. Scheduled for opening later this year, the hotel will rise 21 stories and will have 500 rooms. Eventually MCA plans to have two other hotel facilities on its property plus an amusement park. It has also recently entered into the production of specials (both film and tape) for network exhibition and has deals pending to produce movies for ABC and CBS.

FCC decision draws many CATV protests

The FCC decision restricting the importation of Los Angeles TV signals by San Diego CATV systems drew fire from both substantive and procedural standpoints in petitions filed last week. And—in what amounted to a synthesis of the two arguments—one petitioner contended that the commission had mishandled the evidence by turning an adjudicatory proceeding into a policymaking platform.

According to Southwestern Cable Co., the San Diego case was not a "quasi-rulemaking" proceeding, as the commission contended, but one which demanded only an implementation of earlier policies regarding distant signals, through normal adjudicative proceedings involving particular parties, specified issues, and a request for specified restrictions. The procedural point is of

Pay-TV resolution shoved back to next month

The House Commerce Committee managed to squeeze another short discussion on pay TV into a crowded preconvention schedule last week, but left the fate of a pending resolution asking for more delay by the FCC on its subscription-television docket unresolved until the full committee can meet again in September.

At a brief meeting Tuesday (July 30), Representative James Harvey (R-Mich.), author of this year's delay resolution, acted to clear up a tangle of substitute motions and amendments (Broadcasting, July 29, 22) by moving the previous question—which, if adopted, would place before the committee the original motion, shorn of all complications.

But Communications Subcommittee Chairman Torbert Macdonald (D-Mass.), an opponent of further delay, on grounds the committee should have looked into pay TV this year but didn't, proposed that the Harvey resolution be committed to his subcommittee for further study. Under House rules, he contends, a motion to recommit may immediately follow a motion for the previous question.

If Mr. Macdonald is upheld on his interpretation of the rules, the committee's order of business on its return in September will be to vote on the adoption of the previous question, then, if adopted, to vote on the Macdonald recommittal motion.

Action - The panel's brief deliberation came as both opponents and proponents of pay TV girded for the showdown vote that did not come.

While the National Association of Broadcasters made the backstage rounds in the Rayburn building, Zenith Radio Corp. conducted a full-page newspaper advertising campaign trumpeting denial of the public's right of choice and fired off a blistering news release charging the NAB with resorting to "smears and misrepresentations."

Zenith charged that the NAB in telegrams to its members said pay TV would siphon off popular TV fare that is now free, despite the NAB's knowledge that the subscription-TV proposal pending before the FCC contains safeguards against such siphoning.

In the newspaper advertisements, which ran in the New York Times, the Baltimore Sun and the three Washington dailies (after they returned publication following settlement of a stereotypers' strike [Broadcasting, July 29]), Zenith reprinted a pro-pay-TV column from the Cleveland Plain Dealer, with the catchline: "Don't let this lobby (networks and theater owners) take away your right to choose...."

The NAB issued no specific reply to the Zenith campaign, but was reported actively soliciting committee votes for the Harvey delay measure—a sense-of-the-Commerce-Committee resolution.

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“critical concern,” Southwestern said, because the burden-of-proof require-
ments and the extent to which the com-
mission is bound by the evidence of
record will vary with the method em-
ployed.

Beyond the procedural question, Southwestern said, the record supports
its request for additional authorization
to import Los Angeles stations into San
Diego. The firm said that its franchise
area is located within the predicted
grade B contours of Los Angeles sta-
tions, and that those stations are already
viewed off-the-air there. Therefore, it
argued, additional authorization for
Southwestern wouldn’t establish a new
competitive factor.

In fact, Southwestern argued, its pro-
posed additional service would actually
benefit UHF development—a pivotal
question in the commission’s decision.
CATV carriage of local UHF and im-
proved reception of Los Angeles sta-
tions, taken together, would represent a
more enticing package for potential sub-
scribers than less diversified offerings,
the firm said. In this way, CATV would
get more people watching UHF, accord-
ing to Southwestern.

Another petition, by Vista Cable-
vision, Vista, Calif., held that the simi-
larity of its CATV operations to that of
Escondido, Calif.—which was per-
mitted to continue importing Los An-
geles signals—warrants similar relief
for Vista. The firm said that Escondido
was permitted to carry the signals be-
cause its system was not judged to have
an adverse effect on San Diego UHF de-
velopment. The grant was condi-
tioned, Vista said, on the provision in
Escondido of a channel for community
self-expression. According to Vista, its
operation would also further local self-
expression without damaging UHF de-
velopment.

Petitions by the cities of El Cajon
and Chula Vista, Calif., argued that the
denial of service to a minority of their
citizens was not in the public interest.
The El Cajon petition also said that the
FCC should have enlarged the issues
to determine whether the right of a per-
son to enjoy 12 channels is greater than
the right of a station to enjoy a partial
monopoly.

Consulting firm formed

Sam Street, director of convention
and field services for the National Cable
Television Association, has resigned
that position to form a consulting firm.
The firm, S.S. Street and Associates
Inc., will provide CATV brokerage ser-
cices, cable system promotion and de-
velopment, market research, and gen-
eral consultation services. The address
is 10816 Horde Street, Wheaton, Md.
20902; phone is (301) 933-6768.

Israel to Washington Post group

Named chairman of Post-Newsweek Stations;
resigns as head of WBC station operations

Larry H. Israel, head of station op-
erations at Westinghouse Broadcasting
Co., will join the Washington Post Co.
Aug. 19 as its top broadcast officer and
a director and vice president of the
parent company.

Mr. Israel is leaving his post as pres-
ident of the Westinghouse station group
and executive vice president and direc-
tor of Westinghouse Broadcasting Co. to
become chairman and chief executive
officer of Post-Newsweek Stations, a
subsidiary of the Post company. The
Post-Newsweek stations are WTOP-AM,
FM-TV Washington and WJXT(TV)
Jacksonville, Fla.

As a corporate director and officer,
he will also serve on the management
council of the Washington Post and
Newsweek magazine, the company’s
two principal publishing properties. Mr.
Israel’s new association was announced
by Katharine Graham, president of the
Post company, and Frederick S. Beebe,
chairman.

Laurence E. Richardson continues as
the president of Post-Newsweek Sta-
tions.

The departure of Mr. Israel from
WBC was said to be wholly unrelated to
the proposed merger of the parent
Westinghouse Electric Co. and MCA
(see page 24).

Donald H. McGannon, president
and chairman of Westinghouse Broad-
casting, called Mr. Israel a “superior broad-
caster and individual.” In a statement
Mr. McGannon said: “We would have
wished that Larry’s career would have
been in Group W for many years to
come, with constantly growing re-
 sponsibilities and positions. We were
delighted for this personal opportunity,
and our best wishes and warm friend-
ship will be with him always.”

Philadelphia Start = Mr. Israel, 49
years old, has been in broadcasting
since 1947 when he joined WFL Phila-
delphia as a newsman. He had pre-
viously been on the staff of the Phila-
delphia Inquirer, like WFL a Triangle
Publications property.

A year later he moved to WDTV(TV)
Pittsburgh (now KDKA-TV) and served
successively as news editor, operations
manager and sales manager. Five years
later he became general manager of a
new UHF station, WENS(TV) Pitts-
burgh (now off the air), and later man-
aged it and the Minneapolis (now
KMP-TV) simultaneously.

He joined Westinghouse in 1957 as
general manager of the company’s newly
acquired WJZ-TV Baltimore. Two years
later he was appointed president of
Television Advertising Representatives
Inc., which was set up to represent
WBC’s own stations and others. The
two Post-Newsweek television stations
are represented by TVAR.

In 1963 Mr. Israel became executive
vice president for Westinghouse station
operations. In 1966 he was elevated to
his present job.

In his new association Mr. Israel will
establish his headquarters in Washing-
ton.

Selma TV station leveled by fire

Early Wednesday morning (July 31),
six hours after receiving a call from a
disgruntled viewer who threatened to
blow the station up, WSLA(TV) Selma,
 Ala., was burned to the ground.

Billy R. Morgan, WSLA news and
program director, said the man called
to complain about a religious program
and, disappointed in the station’s re-
response, asked: “Do you know what
TNT is?” When Mr. Morgan an-
swered affirmatively, the unidentified
caller said that perhaps he should set-
tle the argument by “just blowing you
up.”

The police are investigating the ruins
The next best thing to watching it with NBC NEWS is to be there.
Benns owns 25% of WVOK Birmingham, Ala., and 32% of WFLI. They also own WBMN Montgomery, Ala.

The purchase price was to have been “in the neighborhood of $200,000,” according to general manager Cyril Brennan, “but certainly will change now.” Gay-Bell Stations is owner of WLEX-FM-TV Lexington, Ky., and WCOV-AM-FM-TV Montgomery, Ala., a CBS-TV affiliate, and reportedly hoped to convert WSLS into a satellite of WCOV-TV. WSLA is currently an ABC-TV affiliate.

Meanwhile, WSLS personnel are operating from a tent set up on the station’s front lawn, with telephones that have been connected to one of the few walls of the building still standing. Electricians have by-passed the leveled building to relight the airplane warning lamps on the station’s tower, the only structure left undamaged by the blaze.

Mr. Morgan reported that other Selma businesses have received threats from unknown callers since the fire that “the same thing that happened to channel 8 is going to happen to you.”

H&B expands CATV holdings

H&B American Corp., Beverly Hills, Calif., has been awarded franchises to construct and operate new CATV systems in Duluth, Minn.; Milpitas and Arcadia, California, and Cape May Point and Middle Township, New Jersey. The potential of these new franchised areas is believed to encompass some 40,000 subscribers. H&B already is serving a reported 129,000 subscribers through 39 CATV systems in 58 communities. In addition to its new franchises, H&B is a publicly owned company listed on the American Stock Exchange, and has purchased operating CATV systems serving Galesburg and Hanover, Illinois. The acquired systems are adjacent to an operating CATV system in Dubuque, Iowa, one of H&B’s largest facilities. No price was disclosed.

Changing hands...

ANNOUNCED • The following station sale was reported last week subject to FCC approval. (For other FCC activities see THE RECORD, page 68).

- KLK Jefferson City, Mo.: Sold by John P. McGoff, Michael L. Dow and associates to group headed by Floyd B. Linn for $575,000. Sellers own WBNM-FM) East Lansing, Mich. and KFEG-AM-TV St. Joseph, Mo. Mr. Linn is a retired businessman. KLK is a daytimer on 950 kc with 5 kw.

APPROVED • The following transfers of station interests were approved by the FCC last week (For other FCC activities see THE RECORD, page 68).

- KVOA-TV Tucson, Ariz.: Sold by Steinman group to the Pulitzer Publishing Co. for $3 million (see page 37).
- KGUN-TV Tucson, Ariz.: Sold by James S. Gilmore to May Broadcasting Co. for $2.9 million (see page 37).
- KSBW Salinas, Calif.: Sold by John C. Cohan and associates to Thomas J. and Charles Dudley King Jr. for $550,000. Sellers will retain KSBW-FM-TV Salinas; they own KSBY-FM-TV San Luis Obispo and KNOS Hanford, all California. Thomas King is senior vice president and associate manager of Detroit office of J. Walter Thompson. Mr. King Jr. is a musical arranger and composer. KSBW is a daytimer on 1380 kc with 5 kw.
- WAUK-AM-FM Wauskeha, Wis.: Sold by C. Wayne Wright and associates to Bernard Zonderman Sr. and Peter Van den Bosh for $400,000. Buyers own WJBL Holland, Mich. WAUK is a daytime station on 1510 kc with 10 kw. WAUK-FM is on 106.1 mc with 19.5 kw.
- KROWN Bartlesville, Okla.: Sold by Horace C. Boren to D. A. Rawley Sr. and sons for $367,500. Mr. Rawley and family own or control the High Point Enterprise. Burlington Times News, Thomasville Times, all North Carolina. They also own WJXK Granite Falls.
ABC adds 11 stations to radio networks

Eleven new affiliates have joined ABC's four radio networks, it was announced Wednesday (July 31) by Walter A. Schwartz, president of the ABC Radio network. Total affiliation is now 891.

New affiliates of the American Contemporary Network are KLDY, Bakersfield, Calif.; WNAP-FM, Indianapolis; WDEL, Panama City, Fla., and KIRI, St. Louis. Joining the American Information Network are WRNG, Atlanta and WHM, Tallahassee, Fla. Four new stations of the American Entertainment Network are KXYZ, Houston; W263AT, Atlanta; WBSA, Boaz, Ala., and WWBR, Windber, Pa. The most recent station to join the American FM Network is W260LO, Dyersburg, Tenn.

With the signing of KIRI and WNAP to the Contemporary network, all four of the ABC Radio networks are now represented in those cities. The other ABC-affiliates in the St. Louis market are WIL, American Information, WNEW, American Entertainment and WIL-FM, American FM, in the Indianapolis area; W261AW, American Information, W262AW, American Entertainment and W263AW, the FM network.

The American Contemporary Network now has 178 affiliates: the American Information, 313; the American Entertainment, 235, and American FM, 165.

FCC grants licenses to only 221 Texas stations

The FCC last week granted license renewals to 221 out of a total of 446 Texas radio and TV stations. And, in perhaps the least surprising development of the week, Commissioner Kenneth Cox issued a dissenting statement and was joined by Commissioner Nicholas Johnson.

As in earlier dissents, Commissioners Cox and Johnson based their argument on what they considered inadequate provision for news and public affairs programming in some of the applications. According to Mr. Cox, many of the stations in question are probably operating in what he would consider the public interest. However, he added, this conclusion is based on information not acted upon by the commission in authorizing the renewals. Commission data on "these significant program categories" (news and public affairs) consists of the percentage of time to be devoted to them, "and nothing more," he said. He contended that the questionable applications should not be granted without further inquiry.

Major reasons for denial of some applications were omissions or deficiencies in Section IV-A reporting and non-programming problems. Section IV-A requires details on station programming.

FCC issues partial stay on June 26 decision

Telephone companies providing CATV channel service got half-a-loaf from the FCC last week when the commission granted a partial stay of its June 26 decision that Section 214 of the Communications Act applies to the companies' leaseback arrangements with CATV systems.

In an attempt to maintain the status quo, pending resolution of the matter on appeal, the commission granted the stay to systems built and operating by June 26, but refused to retrace its cease and desist orders for new and partially constructed systems. According to the commission, a complete stay would permit unsupervised construction to an unlimited degree... Clearly such unsupervised and unlimited construction would be inconsistent with the public interest."

The June 26 ruling ordered telephone companies to get certificates of public convenience and necessity for CATV channel services already built, and to cease further construction until certified. That decision was appealed to the U. S. Court of Appeals in Washington by the principals: Associated Bell System Co.'s, United Utilities Inc., General Telephone Systems and General Telephone Co. of California. The new order was in response to petitions by the companies for a stay pending the court's decision.

In a related decision, the commission denied a request by California Community Television Association for reconsideration of an emergency grant to Pacific Telephone and Telegraph Co. to build supplementary CATV cable for Pacific Cable Services Inc. PT&T received the authorization, the lone exception granted by the commission to its cease-and-desist order, because the open utility trenches where the company planned to lay cable were to be filled after July 15. The commission noted that the emergency grant did not "set aside" its June 26 decision, as CCTA had claimed, since Pacific had applied for certification.
Justice opposes cross ownerships
Department urges FCC to expand proposal for one-to-a-customer rule and institute divestitures of multiple-media holdings in same markets

The nation’s broadcasters last week found themselves faced with a new and fearsome opponent in the controversy over the FCC’s proposal to prohibit owners of one full-time station from acquiring another in the same market. It is the Department of Justice, which not only expressed support for the proposal, but urged the commission to go further and consider breaking up multiple-station ownerships, as well as newspaper-broadcasting combinations, in the same market.

More than 100 licensees in some 70 comments filed in the rulemaking proceeding urged the commission to abandon or at least sharply modify the proposed rule. The commission’s aim—to promote a maximin diversification of programming sources and viewpoints—cannot be achieved by an iron-clad rule, many of them said. Indeed, some added, the rule would be counterproductive—it would result in a decrease in the quantity and quality of programming.

But it was clear that the department’s comment added a new and, for the broadcasters, ominous note in the proceedings. At a minimum, it will strengthen the hand of those commissioners who favor the so-called one-to-a-customer proposal—and all six commissioners present when the rulemaking was considered voted to issue it for comments. (BROADCASTING, April 1).

Justice View • The department, whose comments were signed by Edwin M. Zimmerman, assistant attorney general in charge of the antitrust division, said the “proposed amendments represent an appropriate effort to help deal with the problem of mass media concentration in many significant local markets.”

As proposed, the rule would not apply to daytime only stations (the commission feels licensees of such operations should be permitted a nighttime outlet) nor would it require divestiture of existing properties. However, since it would apply to transfer-and-assignment proceedings, the rule would result in a fragmentation of combinations through the station-trading process.

But this process is too slow for Justice. It said that the proposal would “do little to alleviate the existing concentration of media ownership in many of the nation’s major cities.” And the department regards the proposal as defective in its failure to touch on “problems that may be created” by newspaper purchases of stations in the newspaper’s market.

“We therefore urge the commission to consider carefully the advisability and feasibility of extending, in some form, the policy of proposed amendments to license-renewal proceedings and to newspaper-broadcasting combinations” the department said.

Potential Effect • Thus, broadcasters owning more than one station in a market would, if the department’s suggestion were adopted, find themselves at license-renewal time having to decide which of their properties they want to keep. And there are roughly 1,600 combinations of ownership in markets across the country, according to an analysis of BROADCASTING YEARBOOK listings (BROADCASTING, March 25).

The department is not explicit in its suggestion as to the break-up of newspaper-station combinations. But it apparently would not seek an across-the-board rule, for it cites its opposition to the pending sale of KREM-TV Beaumont, Tex., to the Enterprise Co., owner of the only two daily newspapers in Beaumont. The department in that pleading said “serious” antitrust questions are involved in the proposed sale. (BROADCASTING, May 13). (The commission has told the principals in the Beaumont case that it will not approve the sale without a hearing on a concentration-of-control-of-mass-media questions.)

The commission has not shown any sign of favoring a rule barring newspaper-ownership of stations. Chairman Rosel H. Hyde, in testimony last March before the Senate Antitrust and Monopoly Subcommittee, said the commission can handle the cross-ownership-of-media matter on a case-by-case basis (BROADCASTING, April 1).

although the commission based its proposal on its concern for promoting a diversity of voices, the department said “is both permissible and desirable for the commission to refer to antitrust standards for guidance.”

And the “clear effect of combined ownership of similar broadcast media in the same local market,” it said, “is to reduce the diversity of news and information sources available, and to lessen the degree of competition for advertising between these alternative media.” The department added that “a striking concentration of facilities in many major markets has already occurred.”

No Need • However, some of the broadcasters commenting in the proceeding argued that the proposed rule was not needed since, among other things, the number of different owners of newspapers and broadcast stations is on the rise. NBC, for instance, said that in the five cities in which it owns television stations, there has been an increase of 35% in the number of different media owners, from 91 (owning 127 newspapers and broadcast stations), in 1948, to 125 (owning 198 newspapers and stations).

NBC and others also expressed the view that the commission lacks the authority to adopt the rule it has proposed —let alone that which Justice suggested. “The commission, the Congress and the courts have been unanimous in their agreement that the commission not be authorized to adopt any rule or policy, the effect of which would be to discriminate against any person because he has an interest in another medium for gathering and disseminating information,” NBC said.

But the principal theme running
through the broadcasters' comments is
that the commission should not attempt
to deal with the question of concentra-
tion of control of media in individual
markets through an "inflexible" rule.

The commission's present case-by-
case approach, in which the various
factors present in each individual case
are weighed, said the National Associa-
tion of Broadcasters, has permitted the
agency both to "guard against monopoly
of the means of mass communica-
tions" and to "encourage the maximum
of qualified persons to enter the field of
mass communications."

NAB also said the commission's pro-
posal is pointing in the wrong direction,
if diversification is the aim. "Effective
competition and diversification of pro-
graming and viewpoints," it said, "are
fostered by encouraging the little ones
to grow bigger and by developing a cli-
mate that will enable them to do so and
not by forcing the big ones to grow
smaller and fewer in number."

For the broadcasters, the commis-
ion has ample equipment now to pre-
vent monopoly. The law offices of
Marcus Cohn noted that the commis-
sion has the authority to deny an appli-
cation for a broadcast license where
"unwarranted monopoly might result."
The firm said, too, that the equal-time
law and the fairness doctrine are effec-
tive in preventing broadcasters from
limiting their facilities to the expression
of one point of view.

The firm also sounded another theme
common to many of the broadcasters' com-
ments—the proposal would retard the
expansion of broadcasting, partic-
ularly in UHF and FM. Stations in
those services need the support of a fi-
nancially strong affiliated station in or-
der to develop, the firm noted.

A dramatic example of the kind of
difficulty the proposed rule could cause
was given by ABC. The company, not-
ing that it has been seeking merger
with a larger company in order to be-
come more competitive with the other
networks, said that if the association
were to take the form of a transfer of
control of ABC, the proposed rule
would require it to divest itself of all
but one of its stations (AM, FM or
TV) in each of the markets in
which it has outlets.

Network Dependence On Stations •
And to provide AM, FM and TV net-
work services to some 1,100 stations,
ABC said, it needs "the revenues and
economic support provided by owned-
and-operated facilities." It said program
experimentation, including its new four-

network radio approach, depends on
profits from its owned stations.

Some of those commenting criticized
the commission for not supporting its
proposal with more than what they re-
gard as a conclusionary statement that
it would promote diversification of view-
points. Meredith Broadcasting Co. said
"it is incumbent upon the commission
to state in detail what is wrong, or
what could go wrong, with the present,
highly limited multiple-ownership rules."
CBS argued that jointly owned sta-
tions frequently "are the most publicly
oriented stations with the highest com-
mercial and program standards."

It noted that a large majority of stations
serving the major cities in the United States
are those having joint facilities in the same
market.

Several broadcasters had alternative
proposals for the FCC if it determines
to adopt a rule. Midnight Sun Bro-
dcasters, licensee of seven AM, FM and
TV stations in Alaska, suggested that
the commission adopt the rule to major
markets only—and continue the case-
by-case approach in smaller ones. The
smaller markets, the licensee said, are
where FM stations need financial help
from affiliated outlets.

Two major broadcasters, however,
suggested the contrary. NBC said the
rule should be limited to those stations
where the number of owners of mass media
is so small that there is a danger that
common ownership will limit the avail-
ability of a diversity of views. NBC
suggested that five different owners of
newspapers and stations would provide
sufficient basis for assuming substantial
diversity.

NBC also suggested, however, that
the proposed rule not apply to present
licensees or to their stations so long as
they remain under common control.
The network said the commission should
make clear that common ownership by
the present licensees or their transferees
will not affect license renewals.

Storer Broadcasting Co. suggested
that, if the commission's concern is with
smaller markets having fewer commu-
nications voices—"and there have been
indications to this effect"—it should
determine what constitutes a presumably
"adequate" number of voices. And any
rule should be limited so as to encour-
age that objective, Storer added.

The company also suggested that
newspaper ownership may be "a proper
area for concern . . . since there is
some evidence that a combined major
newspaper-AM-FM-TV operation may
be used in an anticompetitive manner
by unduly promoting one or more of
the broadcast properties in the asso-
ciated media under common control."

Triange Publications Inc. also of-
fered an alternative to what it regarded
as a rigid proposal—one that it said,
would be self-defeating. Triangle said
the commission could achieve diversi-
fication through greater attention to
programming relations between networks
and broadcasters (limiting stations' car-
riage of network-originated program-
ing), and through policies designed to
encourage the production and distribu-
tion of programming.

Discrimination • The comments also
revealed a number of full-time broad-
casters who feel that, in excluding day-
timers from its effect, the proposed
rule discriminates against them. The
Association on Broadcasting Standards,
which represents regional full-time sta-
tions, said there is no reason to dis-
criminate against full-timers. It noted
that when the commission last year
adopted its rules permitting presunrise
operation by daytimers, it said that full-
timers experiencing interference should
look to FM to fill out their service.

And the Community Broadcasters As-
sociation, an organization of 144 Class
IV broadcasters said that, if the pro-
posed rule is adopted, they should be
exempt, as the daytimers are. CBA
noted that their night-time coverage
is limited, since their maximum author-
ized power at night is 250 w.

The broadcasters' opposition to the
proposed rule wasn't unanimous last
week. In the torrent of broadcaster
filings, one environment that supported it
was the AM-FM Los Angeles said the AM-FM
ownership produces a monopolistic ef-
fect, restricts FM developments, and
constitutes unfair competition to FM.
The proposed rule is in the public in-
terest and a vital necessity for the full
development of FM broadcasting to the
ultimate extent of its capabilities that
the proposed rulemaking be adopted,"

Problems arise in
Storer-Patterson sale

The sale by Storer Broadcasting Co.
of its KBRS-AM-FM Los Angeles to Nor-
wood J. Patterson for $2.3 million
seems to have run into some sticky
problems—serious enough for lawyers
representing both parties to have visited
FCC Chairman Rosel H. Hyde and
Commissioner Kenneth A. Cox
and some of their advisers last week to take
a reading on potential roadblocks to
approval.

Aside from the latent conflict with
FCC policy regarding the common own-
ership of both an AM and FM in the
same city, the principal issue seems
to be the arrangement Mr. Patterson
had made to sell KBRS-FM to National
Science Network for $500,000 follow-

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Can just anybody queer station sale?

THAT'S QUESTION RAISED BY COURT REJECTION OF FCC TRANSFER

The right of anyone who listens to radio or watches television to intervene in an FCC case involving a broadcaster was given an “extreme” extension last week. A federal court in Washington held that protesters to the sale of WFM(T) FM Chicago to WGN Continental Broadcasting Co. should have been heard, even if they didn’t file their objections on time or in the proper form.

The ruling, an unsigned per curiam opinion by two of the three judges on the panel that heard argument, is considered so far-reaching in communications law circles that it’s understood consideration is being given by FCC to asking for reconsideration by all nine members of the D. C. Circuit Court of Appeals.

In an admittedly unique situation, the court told the FCC that a group of Chicago citizens, under the name of Citizens Committee to Save WFM(T)-FM (sic), and 14 individuals, should have been given a role in the case. The court implied strongly that the group’s demand for a hearing on the transfer—the Chicagoans expressed fear that WFM(T)’s pure classical-music format would be changed under the new ownership—should have been granted.

In discussing the party-in-interest issue, the court said: “Moreover. Mrs. DeGrazia [one of the appellants] is entitled to consideration as a representative of the listening public. Such parties do not have the same sort of Washington representation to uncover threats to their interest, or deploy apparatus to combat them, as do parties whose interest is economic . . . .”

Communications lawyers feel that last week’s decision widens immeasurably the same court’s ruling in 1966 upholding the right of the Church of Christ to intervene in the license renewal hearings of WLNT(TV) Jackson, Miss. There, it is noted, an established organization making specific complaints was held to have standing. In the Chicago situation, on the other hand, the citizen’s group was formed solely to oppose the transfer of WFM(T).

$1 Million Sale • The sale of the Chicago classical-music FM station to the Chicago Tribune subsidiary for $1 million was approved by the FCC on March 2 and the transfer was consummated on April 29. Whether the station will have to be retransferred to Bernard Jacobs, its original owner pending further FCC proceedings was not made clear by the court; the decision failed to mention this request by appellants.

The citizen’s group filed its first protest on March 26, one day before the commission approved the sale, although it is agreed that notice that the objection would be filed was given to the commission on March 21. The FCC secretary on April 4 notified the group that the sale had been approved and that the objections were filed late—actually three months after the conclusion of the 30-day period during which protests are eligible to be received under FCC regulations. The application for commission consent to the sale of the station was filed on Nov. 20, 1967.

The FCC secretary also informed the Chicago citizens that WGN Continental had formally agreed to make no change in the classical-music format of the station and had arranged to keep the same staff on.

Complications • Further complicating the transfer is the question of concentration of media in the Chicago area. This was the main point of the only dissent to approval, made by Commissioner Nicholas Johnson. WGN Continental is owned by the Chicago Tribune, publisher of the Tribune and American in that city; WGN Continental also owns radio and TV stations in Duluth, Minn., and Denver, Colo. Through interlocking ownership of the McCormick and Patterson families, the Chicago Tribune is related to the New York Daily News which owns WPX(TV) New York and WICC Bridgeport, Conn. This point actually aroused the interest of the Department of Justice’s antitrust division, but nothing official was ever done.

Making the case even more complex is the fact that the FCC on the very same day it granted the WFM(T) sale issued a ruling making notice proposing to prohibit acquisition of more than one broadcast service in a single city. This one-to-a-customer proposal, and its juxtaposition to the grant of the WFM(T) transfer, was considered by the court to be significant as an indication of the commission’s feeling that the ownership in the same city by the same entity of an AM, an FM and a TV may be contrary to the public interest. Comments on this proposal were due last week (see page 32).

Set Forth Reasons? • Further, the court said that the Communications Act requires the commission to set forth reasons for granting a transfer of ownership where an objection has been lodged. This the commission did not do in the WFM(T) case, the court noted, and went on to say:

“The Communications Act requires the commission to designate an applicant for hearing if a substantial and material question of fact is presented or if the commission is unable ‘for any reason’ to find that the public interest, convenience and necessity would be served by granting the application . . . .”

The need for articulation of findings requires the decision-making body to focus on the value to be served by its
Share the blame. As a broadcaster, are you as much to blame as the listener who does not want to be involved? Are you presenting the type of programming that can inform? Programming that deals directly with today's problems. Programming that will elicit positive action?

Share the problem. The ignorance. The unawareness. The inability to act. The definition of direction. A new 13-week half-hour program series based on Newsweek Magazine's award-winning issue is available for tape costs only ($35) to your radio station. A panel discussion series produced by Peabody award-winning Harlem radio station WLIB with the cooperation of Newsweek helps define the problems and offers specific suggestions for action.

Share the solution. Act today. Begin to inform your listeners. Begin to tell your audience "What Must Be Done." To order this series, send check for $35 (made out to WLIB) to Producer-Director Sam Chase at WLIB, 310 Lenox Avenue, New York 10027. Share the interest. Share the solution. Act today and take your share of the credit in a better tomorrow.

THE NEGRO IN AMERICA

"WHAT MUST BE DONE"
Signal buys into Golden West

Giant conglomerate to pay $25 million for 49.9%;
Autry retains control; Shaw heads broadcasting division; Reynolds in charge of sports unit

The fever to participate in the exploding leisure time market, epidemic on the West Coast since last year, has infected another conglomerate organization, Signal Companies Inc. (formerly Signal Oil & Gas Co.), with interests in petroleum refining and distribution, truck manufacturing, pressurization and air-conditioning equipment, banking, steel, real estate and transportation, has announced an agreement to buy a 49.9% interest in Golden West Broadcaster, a group broadcaster, for $25 million in cash. The purchase would be made from Golden West's seven minority stockholders.

Gene Autry, who owns 50.1% of GWB, would retain control of the station group. He would continue as chief executive officer and chairman of the company's board of directors and would assume the added responsibilities of president of GWB.

The agreement includes an option for Signal to purchase all of Mr. Autry's stock interest in GWB in the event of his death. Mr. Autry's controlling interest in KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson is not involved in the agreement with Signal. The agreement stipulates that Mr. Autry will continue to control all GWB properties as long as he lives. These would include GWB's ownership of KMPG and KTLA-(TV) Los Angeles; KSFO San Francisco; KEX Portland, Ore.; KVI Seattle; Golden West Baseball Co. (California Angels); Airwatch-Sigalert Inc.; a 16% interest in the Los Angeles Rams football team; and real estate holdings.

Reynolds Sports President - Robert O. Reynolds, president of GWB since its formation in 1952 and one of the minority stockholders involved in the purchase agreement (he and his family hold 30% of GWB), will become president of a sports division that will be formed. He will continue as president of the California Angels, while Mr. Autry remains as chairman of the board of the professional baseball team. Messrs. Autry and Reynolds would also continue as vice presidents of the Los Angeles Rams National Football League team.

William D. Shaw, another minority stockholder who was bought out (he

decision and to express the considerations which must be the basis of decision."

"Certainly that finding cannot fairly be inferred when the decision was made without a hearing or any statement of reasons, and at a time when the commission's contemporaneous action revealed at least grave doubt as to whether such assignments are in the public interest."

Then, the court concluded:

"When the subject of surveillance is as sensitive as that involved here, when there is no hearing at which the full facts are brought out, promoting confidence that all relevant facts and aspects have been considered and that the public interest would be served by the grant, when the affirmative finding of the public interest required by Congress does not appear expressly, when there is no opinion or other statement providing a reasoned application of articulated standards to the facts of the case, and when the commission has at least some concern that under today's conditions the public interest requires a strict approach, there exists a combination of danger signals that cannot be ignored or bypassed."

The case was heard by Circuit Judges J. Skelly Wright and Harold L. Madrieh and Senior Circuit Judge Henry W. Edgerton who, however, did not participate.

The FCC has 21 days from July 30, the date of the court ruling, to decide whether it wants to seek reconsideration. At the end of that period, the court's mandate comes down and must be followed by the commission.

The court set aside the FCC's order "for failure to conform to the procedural requirements prescribed by Congress," and remanded it to the commission for further proceedings.

It's anticipated, notwithstanding the outcome of the Chicago case, that the commission may very well revise its procedural rules to take into account the filing of informal objections to transfers of ownership.

Ward L. Quaal, president of WGN Continental Broadcasting Co., said Thursday he is confident the FCC will move quickly inasmuch as WGN's operation of WPMF since April 29 "has more than fulfilled WGN's pledge to the commission and the listening public that the widely applauded fine arts programming of the station would be continued and improved."

Mr. Quaal said that not only has WGN retained all personnel but has increased the staff to better serve the public. Also, he noted, "the WPMF broadcast day has been extended from 18 hours to 24 hours. WGN has improved the engineering facilities of the station too."

Harry R. Booth, Chicago attorney representing the citizens committee, said he was very pleased the court recognized that the public is entitled to a hearing.

Mrs. Burton Joseph of Highland Park, Ill., chairman of the citizens committee, said late Thursday her group probably would have to be expanded in order to find sufficient financial support to carry out the litigation progress. She said the committee members were dedicated WPMF listeners who merely wanted to be assured the public got its hearing.

Platform writers hear proposals

Broadcast spokesmen present solutions to problems plaguing TV

Solutions for public television funding and calls for suspension, if not repeal, of the equal-time restrictions of Section 315 were presented by broadcasters to delegates writing the platform for the Republican national convention in Miami Beach last week.

And in no less significant fashion the delegates heard a proposal for the institution of a 24-hour election day, and a request for longer terms of licenses for

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holds 1.4%), would become president of GWB's broadcasting division. Mr. Shaw, vice president and general manager of KSFO San Francisco, and also GWB vice president in charge of radio (the latter a promotion he received in March of this year), would continue, initially at least, to make his base in San Francisco.

Loyd C. Sigmon, executive vice president and general manager of GWB, and still another minority (4%) stockholder involved in the purchase agreement, is expected to retire from active participation in the company. It's anticipated, however, that he will remain active in the broadcasting business.

Stout Adds Duties * No change in management, personnel or policy is planned for the individual station properties. Clair L. Stout, secretary-treasurer of GWB, will assume the added duties as assistant to Mr. Autry. Mr. Stout is a partner in the Washington law firm of Dow, Lohnes and Albertson who now has his headquarters on the West Coast.

The Signal Companies Inc. is a 40-year-old company based in Los Angeles. Among its more than a dozen subsidiaries is Mack Truck Inc., one of the nation's oldest and largest manufacturers of heavy-duty motor trucks. Another subsidiary is Garrett Corp., principal supplier of pressurization and air-conditioning equipment for military and commercial aircraft and spacecraft.

Signal (1967 net sales: $1,505,416,000, net income: $49,136,000) sells gasoline in this country through about 2,000 retail outlets (some 1,300 of them owned and leased by the company) in 16 western, southwestern and southern states under the names Hancock, Norwalk, Advanced, Regal, SOG and Super-Test. It also sells gasoline in Belgium, Germany and the United Kingdom through about 1,000 retail service stations.

Forrest N. Shumway is president and chief executive officer and Samuel B. Mosher is chairman of the board of directors.

16-Year History * GWB was started in 1952 with the purchase of KMPC Los Angeles for $800,000 from the estate of G. A. Richards. Mr. Reynolds and Mr. Sigmon, both of whom already had been with the station for more than 10 years, joined as principal minority stockholders with Mr. Autry in forming GWB. Other minority stockholders involved in the purchase agreement with Signal are Wesley L. Nutten Jr. (who in his own and family names is the second largest minority holder), Oren Mattison, Stanley L. Spero (vice president and general manager of KMPC) and Bert West.

Golden West has been on the trading block since early this year. The reported price was $25 million for KTLA(TV), a property GWB bought from Paramount Pictures Corp. for $12 million in 1963, and a total of $60 million for all of the company's holdings. There were believed to be several prospective buyers for all or part of GWB's interests including the Mutual Broadcasting Corp., Bonneville International Stations (The Corp. of the President of the Church of Jesus Christ of Latter Day Saints), WGN Continental Broadcasting Co. and Community Television of Southern California (noncommercial KSET(TV) Los Angeles).

The educational station, a UHF outlet, supposedly was interested in acquiring KTLA, a VHF station, but reportedly couldn't raise the $25-million asking price. Most recently, industrialist Howard Hughes, fresh from being thwarted in efforts to acquire a large share of ABC, tried to purchase all of GWB and refused to accept an agreement, similar to the one that now involves Signal, which would have allowed Mr. Autry to retain his controlling interest.

broadcasters.

The broadcast spokesmen were Dr. Frank Stanton, CBS president; William G. Harley, National Association of Educational Broadcasters president, and Vincent Wasilewski, National Association of Broadcasters president. In separate appearances they presented their views before the Committee on Resolutions, headed by Senator Everett M. Dirksen (R-III).

Dr. Stanton issued the proposal for basic electoral reform that would institute simultaneous voting hours across the nation and "would end unsupported speculation" as to the influence that results of early-closing polls exercise on the rest of the nation.

But the thrust of his remarks was the support he gave to a controversial part of the Carnegie Commission report on public television, and the subsequently-created Corp. for Public Broadcasting.

Sales Tax * Dr. Stanton noted that CPB must have "predictable and reliable" financing if it's to achieve "stability and independence," and that a "clear, clean, equitable and sensible way" to finance the corporation would be through a sales tax on television sets.

"Such a tax would not be large enough to hurt either the manufacturer or the buyer," he claimed, "and it would bear a distinct relationship to public use of the new service." He suggested that a platform plank be included that would express "an affirmation of the need for a strong and viable noncommercial broadcasting service" financed in this manner.

Mr. Harley also requested support from the committee for a "reaffirmation" of an independent educational broadcast system permanently financed and insulated from the annual appropriations process.

Blunt Criticism * The so-called equal-time restrictions of Section 315 of the Communications Act received blunt criticism from Dr. Stanton who noted that "in election after election the full capacity of the broadcast media to bring the candidates to the people is seriously diminished."

When 315 was temporarily suspended for the 1960 Nixon-Kennedy debates, he cited, "a larger percentage of eligible voters" went to the polls than "ever before in our history." Suspension was withheld in 1964; but in 1968 ("this year of vital decision in our national life," he calls it) a permanent solution must be found, Dr. Stanton suggested, "to a problem left far too long to last-minute and piecemeal remedies."

He said he hoped the committee would call for repeal of "the anachronistic legality that is Section 315." However, "at the very least," he urged a resolution calling on the House (which has a similar Senate-passed resolution up for consideration) to temporarily suspend equal-time restrictions for presidential and vice-presidential candidates "for this campaign only."

Wasilewski Reiterates * Suspension of those rules for the 1968 campaign was also the main thrust of Mr. Wasilewski's remarks. He said that the Senate resolution would "allow all broadcasters to demonstrate their dedication to the concept of fair play . . . [and that the] wider use of broadcast facilities by the candidates would result in greater public awareness of the issues."

Tucson sales win approvals

FCC turns down bid by Southwest Cablevision to stop station transfers

Two Tucson station ownership changes were approved by the FCC last week in a dual transfer amounting to less than $6 million.

Approved were the assignment of KVOA-TV from WGAL Television Inc. (Steinman group) to Pulitzer Publishing Co. for $3 million, and of KOUN-TV by Gilmore Broadcasting Corp. to May Broadcasting Co. for $2,910,000.

The transfer approvals were unanimous, with Commissioner Kenneth A.
You've really been turned on since 1940.

If yours was one of the 764 pre-1940 radio stations, your programing fare was limited essentially to music from New York or Hollywood. Virtually all of the rest of American music wasn't available to you or your audiences. Great bodies of music which enjoyed regional popularity were never heard by all of America.

Beginning in 1940, a significant change came about. BMI was formed. It gave creators of music a chance to be heard and
isers of music the benefits of a varied and increasingly major repertoire. From the beginning, BMI's interest included the soundstage and the theater but extended far beyond to all of the other musical expressions of our culture. During the years of BMI's existence, and because of BMI's concern, the many sounds of American music have been heard, accepted and acclaimed. Among them have been country, jazz, rock, western, gospel, rhythm and blues, contemporary concert, electronic and experimental music. All of these are now a part of the American musical scene.

Today, after 28 years of encouragement of all kinds of music, BMI is home for some 18,000 writers and 8,000 publishers. Nowhere more than on radio is the variety of their music evident. Today, instead of 764 stations there are 6,391. And their primary programe fare is music. More than half of that music is licensed by BMI.

BMI believes that such a vast number of stations are able to satisfy audiences only because of the tremendous variety of music now available.

BMI intends to continue as the leading contributor of radio-broadcast music as well as music used in all other media. Whatever direction music takes, BMI writers will be in the forefront of change. And you will continue to be turned on.

All the worlds of music for all of today's audience.
Cox, however, abstaining from voting. The Pulitzer firm, which is buying the NBC-affiliated channel 4 kwvt-tv, owns the St. Louis Post-Dispatch and Ksd-am-tv there. Joseph Pulitzer Jr. is president and Harold Grams, general manager of the Pulitzer stations. The Steinman group bought the Tucson station, and koat-tv Albuquerque, N. M., for a combined price of $3,250,000 in 1963 from Clinton D. McKinnon and associates. Other Steinman stations are WQAL-am-fm-tv Lancaster, wkbO Harrisburg, work York, west-am-fm Easton, all Pennsylvania; WDEL-am-fm Wilmington, Del., and Wtey(tv) New Bedford, Mass.

May broadcasting Co., which is buying the ABC-affiliated channel 9 kgun-tv, is a subsidiary of May Seed Co., Shenandoah, Iowa, and owns kmtv (tv), 48.86% of kfab-fm, both Omaha and KMA Shenandoah, Iowa.

James S. Gilmore Jr. is 100% owner of Gilmore broadcasting, which also is the licensee of weht(tv) Evansville, Ind.; Kode-am-tv Joplin, Mo., and WsVA-am-fm-tv Harrisonburg, Va.

Protest Denied * In approving the two assignments, the commission turned down a petition by Southwest Cablevision Inc. to deny the applications. southwest, which holds a non-exclusive catv franchise for Tucson, claimed that a second application for catv (by south Arizona Cable Co. Inc.) now pending action by the city council was to be owned by the three Tucson VHF stations (including Kold-tv ch. 13) and that this “consortium” means to control entry and to monopolize TV in the Tucson market. It also charged that cross ownership of TV broadcast stations and CATV furthers these alleged aims.

Actually the three present licensees hold options to acquire a third each of the South Arizona cable firm; the one held by the Steinman group is being assigned to Kgun-tv, so that the Pulitzer firm will hold it; that held by Gilmore was offered to May broadcasting, the purchaser of KGUn-tv but this offer expired May 29 without May broadcasting’s taking it up.

In denying the petition by southwest cable, the commission said that the allegations of economic injury were "only nominal or speculative." And, the FCC said, cross ownership between the Tucson TV stations and CATV presently do not exist, since South Arizona does not now have a franchise; also the commission added, cross ownership of this sort is not presently prohibited although it is inquiring into this subject.

Local CATV feels 'restraint'

Must a viable CATV operation depend upon the importation of distant signals? Can't it survive on local-station carriage and local origination alone?

Those questions are sure to be bandied about in CATV circles this week as the result of what is believed to be an unprecedented action by Cleveland area TV Inc. The CATV has folded its tents (temporarily, at least) because of what it calls restrictive FCC regulations.

Cleveland area operates a cable system in the Lakewood suburb of Cleveland. It is 45% owned by Cox Cablevision Corp., a subsidiary of Cox Broadcasting Corp., and 55% by the Cleveland Plain-Dealer.

The restrictive rule complained of is the top-100 market one that necessitates a hearing whenever a CATV seeks to import TV signals beyond their grade B contours into the top-100 market. Cleveland is ranked eighth by ARB.

A "Restraint" * Spokesman for Cleveland area said that although there is "nothing pending and nothing has been refused" [by the FCC with respect to distant-signal requests], there is a "restraint" inherent in the Second Report and Order (of which the top-100 market rule is a part) that has proved "a major roadblock to subscriber acceptance" of the system. Therefore, it's preparing to close down operations by Sept. 1.

The CATV has proposed to carry two Canadian, as well as Chicago, signals. It currently carries local Cleveland signals (Wews[TV], WKyc-TV, Wjw-TV, Wviz-TV) and Wakr-tv Akron. Those signals, it says, can be readily received by lakewood residents without the aid of cable.

In addition to local carriage Cleveland area was also engaged in extensive program origination that has received widespread attention in the cable industry and the trade press.

Local Programming * The system carried time and weather, and news and stock ticker information. And it had a channel that provided from five to six hours daily of local origination. Those programs included high-school sports, civic programs, a daily 15-minute local newscast, film product (usually free, like travelogues)—and as recently as May, the 13-week home-game schedule of the Cleveland Stokers of the North American Soccer League (Broadcasting, May 27).

The games were picked up at about $200 per game (for transmission costs and taping) despite acknowledgements that local TV stations would not carry the games because it was felt there was little viewer interest in them.

Cleveland area’s programming efforts, with a reported $70,000 investment in studio and remote equipment, were launched last year with a promise from one Cox broadcasting official that the system would be "gaining national recognition in its pioneering work. CATV holds an exciting future for suburban communities." (Broadcasting, March 20, 587).

As recently as last month Greg Lip- tak, Cleveland area program director, told CATVers at the national Cable Television Association convention in Boston that cable’s future in major market cities rests principally in providing "counterprogramming," a distinctive broadcast term with competitive overtones (Broadcasting, July 8).

Now Cleveland area, as of July 31, has ceased its local programming. Sept. 1 is the date set for putting the system, which uses Ohio Bell Telephone Co. lines on a lease basis, in a “state of suspension.”

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FCC will not abandon CATV initial decisions

The suggestion by an FCC hearing examiner that initial decisions be eliminated from some major market CATV proceedings got a firm negative response from the commission.

Examiner Herbert Sharfman, who is to conduct a consolidated hearing in October on CATV proposals for the top-100 markets of Milwaukee (ranked 24th), Madison, Wis. (88th), and Rockford, Ill. (97th), said the commission’s June 28 decision in the San Diego CATV proceeding held that the hearing in major CATV cases was not to adjudicate past or present conduct but to get information to permit the commission to make policy judgments for future reference. He did not ques-
Are National Conventions just talk
confusion smoke favorite sons more talk waiting milling about and more talk?

Not for TV viewers in New York, Los Angeles, Kansas City and Washington, D.C.—where there’s Metromedia TV News. At ten PM—a full hour earlier—the communities we serve will see an up-to-the-moment, carefully summarized total report from Miami and Chicago.

And they’ll get what the networks don’t make time for: news of local delegations, local issues direct from on-the-scene news teams from their own stations.

A special Metromedia news team made up of Jack Cole and commentators Evans and Novak will detail the national news. News teams from WNEW-TV in New York, KTTV in Los Angeles, WTTG-TV in Washington and KMBC-TV in Kansas City will report local news to their communities. Each Metromedia community will see a different convention—it’s own.

Metromedia TV News is another way of looking at the conventions.

Metromedia Television/The Ten PM Newsmakers.
Represented by Metro TV Sales
Broadcasters ready in Florida

Massive crews assembled for color coverage of Republican convention in Miami Beach—still problems in Democratic coverage plans

Later this week, shortly after the Republican party has picked presidential and vice presidential nominees, has approved a platform and has sailed forth on its chosen course to the White House, more than 3,600 broadcast journalists, technicians, and executives will begin moving hundreds of tons of equipment from Miami Beach to Chicago where the whole thing will be repeated later in the month under the Democratic party banner. They’re not sure what they’ll find. Just what facilities will be available in the Windy City, and how extensive the broadcast coverage will be, were still unanswered last week (see page 44).

By the time the movement of men and machines takes place ABC-TV should also have a pretty fair idea of how its approach to convention coverage—90 minutes a night of highlights—was received by the public compared to the standard gavel-to-gavel approach followed by CBS-TV and NBC-TV (see page 45).

Network sources place the cost of election-year coverage, including primaries, conventions and elections at over $30 million. That figure does not include expenditures by individual stations and groups.

The GOP nominating convention may be recalled by historians as the first to be completely covered in color, including the use of wireless hand-held color cameras. And where the TV networks have avoided the use of film in favor of live and taped coverage for such large and preplanned events, ABC this year will make extensive use of film.

Taking a look at the logistics of broadcast convention coverage, NBC has 837 people in Miami Beach, CBS about the same number and ABC has some 400 on the scene. Mutual, which has only radio to worry about, has a staff of about 90.

After the networks, the largest contingent in more than 1,600 other accredited broadcasters belongs to Westinghouse, which has about 65 at the convention, according to the House Radio-TV Gallery, which handles nonnetwork convention accreditation. The other groups, such as Metromedia, Triangle, Time-Life, Corinthian, RKO and Storer will also have multiman crews on hand to send audio and video localized reports back to their stations. The largest foreign broadcast delegation will be about 45 from the British Broadcasting Corp.

New Wrinkle—From an equipment point of view, the three TV networks will be playing with and undoubtedly ballyhooing—if technical bugs don’t suddenly appear—their new miniature color cameras, several of which were shown for the first time at last spring’s National Association of Broadcasters convention (Broadcasting, April 15).

Of the 20 hand-held color units at the convention, only Norelco will be represented at all three networks. ABC will have three Ampexes and two Norelcos, CBS will have four CBS Labs and one Norelco and NBC, four RCA’s and six Norelcos. Some will be wireless operations.

As for the studio cameras, more than 100 of them are located throughout Miami Beach: at the convention hall, at the hotels of the candidates and in other remote locations. The pool, being produced by James Kitchell of NBC, will have five cameras, two of them
under the network booth positions and three on a platform at the rear of the delegates section.

All the other cameras in the Miami Beach Convention Hall will be individually operated by the networks, and as was promised to the delegates, alternate delegates and guests long ago, those dozens of cameras will not hinder the view of the platform. Aside from the pool, all cameras and lighting have been put on basket-like platforms that are suspended from the ceiling of the hall. The convention hall's architect proudly says the hall was "designed" for television.

Shift to Film • While CBS and NBC are depending on live and taped coverage for their programing, ABC's decision to come up with a nightly 90-minute summary meant a major move to film. Although ABC (as well as CBS and NBC) will have cameras stationed at the hotel headquarters of Richard Nixon, Nelson Rockefeller and Ronald Reagan, the network is relying heavily on the mobility and output of 12 film crews, so two Pako processors were shipped from Minneapolis, hoisted by crane and installed in an office building near the convention hall. (Above right) top CBS executives look over the scene at the convention hall. (L-r): Frank Stanton, president of CBS Inc.; Richard S. Salant, president of CBS News, and Bill Leonard, vice president and director of CBS- TV News programing.

Taking over thousands of feet of floor space, hotel space and trailer space, broadcasters arrived in force in Miami Beach last week for the Republican National Convention. (Left) Robert Northshield, executive producer of NBC-TV's 'Huntley-Brinkley Report' stands in front of insignia of network's election-year programing. (Above left) ABC-TV needed color-film processors to handle the output of 12 film crews, so two Pako processors were shipped from Minneapolis, hoisted by crane and installed in an office building near the convention hall. (Above right) top CBS executives look over the scene at the convention hall. (L-r): Frank Stanton, president of CBS Inc.; Richard S. Salant, president of CBS News, and Bill Leonard, vice president and director of CBS- TV News programing.

Big Project • Getting ready for the media invasion of Miami Beach has also provided Southern Bell with the largest service assignment it has ever had. The AT&T affiliated company had to install television transmission facilities at 30 hotels strung along a four-mile section of the beach. Submarine cable and microwave antennas were also needed to carry television circuits the seven miles from Miami Beach to the AT&T long-lines center in Miami.

Southern Bell installed about 67,000 feet of video cable, 2,500 additional telephone lines, a 70-foot microwave tower atop the convention hall and a special lead-sheathed video cable across Biscayne Bay.

The networks have an engineering and office trailer city behind the con-
Candidates get good exposure on hotel TV

Republican presidential contenders this week, and Democratic hopefuls starting Aug. 26, will have virtually instant access to their respective delegates—thanks to closed-circuit TV.

In Miami Beach Richard Nixon and Nelson Rockefeller will vie for delegate attention on two channels of a closed-circuit TV operation serving major hotels in the city. The facilities are provided by South Florida Closed Circuit Inc., a subsidiary of Wometco Enterprises, which owns WTVJ (TV) Miami.

Mr. Nixon is allocated channel 8; Mr. Rockefeller has channel 9. Both have planned heavy spot and program schedules around SFC-provided programing that includes convention schedule notices; news, weather and stock exchange information; travel information as well as taped highlights of convention events.

In Chicago, Corplex International, a new firm supplying closed-circuit TV programs to city hotels, said one of its two channels will be programed daily by the Democratic National Committee with tape replays of convention happenings. The other channel is for use by the presidential candidates where both spots and programs are expected to be used.

Convention hall with 47 for CBS, 24 for NBC and 23 for ABC, CBS had its set up so that the trailers dropped their sides and everything was ready to go. It was the height of modular operation. When the adjournment gavel strikes this week, all those trailers will be ready to move to Chicago and plug in again. The only question, still unanswered, is what they will be able to plug into.

Chicago still question mark

Amphitheater work underway;
lack of other facilities
may force cut in coverage

Meanwhile, in Chicago . . .

. . . . the situation was strictly sticky. Still so sticky with the telephone strike that possibly CBS-TV may be forced to cut back some of its continuous coverage plans. "But certainly not as much as the ABC-TV plan," it was explained. NBC-TV last week was still planning full coverage.

"Sticky" was the polite word used by network officials on the scene to describe their quandaries late last week when it appeared that telephone union strike rules might block virtually all live "actuality" coverage of the Democratic convention news coming from Chicago hotels and similar sites other than the International Stockyards Amphitheater itself. The convention opens Aug. 26.

A fortnight ago—when it looked as though Chicago would lose the Democrats because of the phone strike—the telephone local of the International Brotherhood of Electrical Workers agreed to a strike moratorium with the Illinois Bell Telephone Co. The moratorium is enabling volunteer IBEW workers to wire up the amphitheater in time (Broadcasting, July 29). But the rules of the moratorium said communications cable work would be allowed only at the amphitheater and absolutely no work would be permitted anywhere else.

Since then the Chicago Hotel and Motel Operators Association has assured the IBEW that the hotel management would not allow anyone else to install telephone or communications facilities on their premises. (Western Union, however, is being allowed to install its own teletype systems at the hotels, using its people.)

The apparent reason for the hotel position supporting the IBEW is that the Chicago Federation of Labor (WCFL Chicago) and its powerful member unions covering all trades and services in the city could effectively and quickly shut down any hotel at any time the IBEW pickets showed up at the door. Chicago's Mayor Richard J. Daley also openly sides with the IBEW.

No Dishes * What has the network officials worried is that it now appears that the IBEW local may protest any effort of the networks to place their own microwave relay dishes atop the roofs of the hotel's—a practice common to remote TV operation nearly everywhere.

In Chicago, however, the local stations have not made that much use of their own relay systems. Instead they have leased relays from Illinois Bell, it was explained, and this local common carrier precedent is the teeth in the bite that IBEW is putting into the issue. As of late last week the question was not settled legally.

"Only 30% of the story will come out of the formal convention proceedings in the amphitheater," one NBC-TV official pointed out. "The really spontaneous live news coverage will take place at the hotels and delegation and caucus headquarters," he explained, "and if we can't get our live cameras in them we have problems."

The Conrad Hilton is the principal hotel for the Democratic event. Vice President Hubert Humphrey will headquarter there and Senator Eugene McCarthy, now based across the street at the Sheraton-Blackstone, is said to be moving there. If President Johnson goes, he, too, will quarter at the Conrad Hilton, but the Signal Corps will assure the chief executive's every need, IBEW or not.

NBC-TV has had plans to originate major shows like Today and the Huntley-Brinkley Report there but these plans are in question now. The other networks have similar cases but not to the extent of NBC-TV.

Rod and Reel Time * "If we can't use our own dishes," a CBS-TV spokesman said last Thursday, "we'll have to go to video tape. If they won't let us into the hotels with the camera-to-tape lines then we'll have to go to film and motorcycles or booth men—facing cameras reading bulletins. As a pessimist I could see our film guys also blocked by IBEW pickets. Then there's nothing left to do but go fishing."

Network representatives appeared to agree that with dishes they still could function live even though normal supporting backup lines were missing. "Without the usual cue and backup talk lines we could pull it off," one said, "but it would be a little ragged just using on-air cues and monitoring for them."

An on-site inspection of the amphitheater Thursday found facilities construction well underway and nearly everyone expectant that all would be in shape by Aug. 26. Color TV lighting was finished and contractors were rapidly completing temporary studio and booth installations for all of the networks. IBEW volunteers were making phone and cable installations.

As in Miami the networks will use extensive mobile van units to house
technical gear. Numerous house-trailer units already were in position in Chicago for newsroom and office-type news and program administrative offices.

The Democratic Party's convention planning and coordinating committee, which until now has been using Suite 1100 at the Conrad Hilton, moved to the amphitheater last Thursday. The main phone number remains the same: 312-663-9600.

The innovation in convention coverage

Political convention coverage may never be the same after this week and the American public gets nightly doses of Gore Vidal, William F. Buckley Jr., and Art Buchwald. The first two will be regulars in ABC-TV's 90-minute capsule reports of the Republican convention in Miami Beach. Mr. Buchwald will comment on convention activity, or the lack of it, for CBS.

But, from an industry viewpoint, eyes will be focused on ABC's summary format and the public's reaction to it. The critics of all-network coverage of major events have been yelping for years for some choice and this year ABC is offering one. Instead of the gavel-to-gavel approach, it will feed from 9:30-11 p.m. EDT, starting tonight, a five-part report. The only plans ABC had, as of last week, to go live is for the presidential nomination balloting on Wednesday night.

Robert Sammons, director of operations for the network's radio-TV coverage, said that ABC-TV plans to cover the convention as a "program, not an event." Since it is taking the summary route, it is also shying away from the live-tape route and is relying heavily on the mobility of coverage it can get from 12 film crews and the amount of film that can get from two new color-film processors, installed by crane on the eighth floor of a nearby office building.

Flexibility • Although each of the five segments had a rough time allotted to it, Mr. Sammons said that any one segment could be shortened or lengthened depending on the day's events. As announced by the network, the nightly report would include these elements:
• Miami Day I (1, II etc.), 20-30 minutes, a documentary on the day's events with Howard K. Smith as anchorman.
• Correspondents' Caucus, 15-20 minutes, a roundtable discussion by the ABC correspondents following each of the candidates and moderated by William H. Lawrence.
• Closeup, three to eight minutes, a filmed pictorial aspect piece, narrated by Frank Reynolds.
• A Second Look, 15-20 minutes, the opinions of Messrs. Vidal and Buckley with Mr. Smith as the middleman.
• Update, fill to time, a summary of events that have occurred since the 90-minute report took to the air.

Democratic contenders set for ABC shows

Vice President Hubert H. Humphrey and Senator Eugene McCarthy will be presented on successive editions of ABC News's TV and radio program issues and Answers, according to William Sheehan, vice president and director of television news. Vice President Humphrey will appear on Aug. 11 and Senator McCarthy on Aug. 18.

The program will first be viewed on ABC-TV, 1:30-2 p.m. EDT., then fed to the American Information Radio Network, 9:35-10 p.m. EDT.

Opinion writers for CBS

More than 50 guest columnists have agreed to appear on CBS News' new magazine format series 60 Minutes, on alternate Tuesdays starting Sept. 24, 10-11 p.m. EDT, on CBS-TV.

Washington columnist Art Buchwald will give satiric dissertations on the first 10 editions, and others including William Buckley, Norman Mailer, Truman Capote, Gore Vidal, Theodore Sorenten, Barry Goldwater, Bishop Fulton J. Sheen, Godfrey Cambridge, Senator Everett M. Dirksen (R-Ill.), John Kenneth Galbraith and Ralph Nader will appear periodically.

George C. Wallace, former Alabama governor who is aspiring to the Presidency under the American Independent Party banner, has asked for TV time for his AIP convention. However, broadcast newsman and network executives last week didn't know where or when the AIP convention would be held and they had no idea of what type of coverage it would warrant.

Mr. Wallace was reported as telling a news conference in Tampa, Fla., on July 28 that the TV networks would give the AIP convention time equal to what they were giving the Republican and Democratic conventions. Network news spokesmen in Miami Beach for the GOP convention said they didn't know just when Mr. Wallace's convention would be held and they had made no coverage plans.

One network executive said the degree of coverage of an AIP convention would be decided as it is for any news event. He said that after reading reports of Mr. Wallace's news conference he contacted the network correspondent with the Wallace party and was told that correspondent couldn't learn anything about convention plans either.

Party nominees leave in a huff

The presidential and vice presidential candidates of the American Communist party walked out of a TV talk show in Washington last Wednesday (July 31) when they were unexpectedly confronted by a double agent for the FBI whom they had been criticizing.

Presidential candidate Charleen Mitchell and vice presidential candidate Mike Zigarell were being interviewed on Checkpoint 14, a nightly three-hour talk show, by John Hightower on WFAN-TV Washington. Asked about Herbert A. Philbrick, whose life as a double agent was dramatized on the I Led Three Lives TV series, the candidates (who are the first to run under the Communist label in 28 years) replied with an outburst of invective, according to Mr. Hightower.

Mr. Philbrick, who had been sitting in the audience waiting for a later appearance on the show, then stepped forward. The candidates, according to Mr. Hightower, had not been forewarned of Mr. Philbrick's scheduled appearance and said they would not sit on the same platform with a "stool pigeon" and "paid informer." After a few minutes of argument, they stalked out of the studio.

Wallace wants equal convention coverage

Wallace's news conference in Tampa, Fla., was held on the evening that Vice President Humphrey agreed to appear on Wednesday's edition of ABC News' new magazine show 60 Minutes. AIP spokesmen, who have repeatedly threatened to send a delegation to the AIP convention to observe the proceedings, were disappointed when it was announced that Mr. Wallace was not going to appear.

Mr. Wallace was asked what he would say to Vice President Humphrey if he appeared on the show and Mr. Wallace replied that he was not going to appear.

The decision to appear on the show was announced by Mr. Humphrey's aides, who said that Mr. Humphrey had agreed to appear because the show was presented by ABC News, which is owned by Time Inc., the same company that owns Time magazine. Mr. Humphrey said that he had agreed to appear because he wanted to make sure that the story of the AIP convention was reported accurately.

Mr. Wallace was also asked what he would say to Mr. Humphrey if he appeared on the show and Mr. Wallace replied that he was not going to appear.

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NBC cameraman charges
assault by police

A line-up of Cleveland policemen was
demanded last week by an NBC cam-
eraman who claimed that he and an
associate were assaulted by the patrol-
men while they were filming the arrest
of two Negroes during a disturbance on
July 28.

Cameraman Charles Ray filed a com-
plaint against 14 policemen and sought
the line-up to identify the alleged as-
sailants. He charged that he was beaten
and held in the police station for over
an hour before being released without
charge. The other NBC cameraman,
Julius Boros, said he was beaten, kicked
and punched at the scene of the inci-
dent, and also at the police station, and
was charged with assault and battery of
a policeman.

The cameramen were taken to Luth-
eran hospital, where Mr. Ray was
treated and released but Mr. Boros was
held for possible broken ribs, multiple
cuts and bruises and a broken tooth.
Both were working on assignment from
Chicago through NBC-owned wkyc-tv
Cleveland.

The police say they asked Mr. Boros
to move because he was standing in
the street and was a traffic hazard. They
asserted he tried to grab a policeman’s
gun, and later kicked two policemen as
they were putting him in a scout car.

Cleveland Mayor Carl B. Stokes
promised a complete investigation of
the incident.

Plans made for fall
Apollo VII mission

All three TV networks plan to cover
the Apollo VII mission, tentatively set
for October.

ABC and NBC are definite in their
Apollo coverage preparations. ABC is
covering live the lift-off as well as the
splashdown. Frank Reynolds will anchor
coverage from New York. Jules Berg-
man will cover the lift-off from Cape
Kennedy, Fla., and then will join Mr.
Reynolds as co-anchor man with nightly
features slotted in regular newscasts
during the Apollo’s odyssey.

NBC-TV also intends to give live
coverage to the lift-off and splash-
down. Correspondents Chet Huntley,
David Brinkley and Frank McGee will
report from NBC News space center
in New York, with special reports by
correspondents Frank Field, Peter
Hackes and Roy Neal.

According to James Barron, manager
of news information, CBS News, much
of CBS’s news coverage effort is going
toward the political conventions, and
plans have not been worked out regard-
ing the Apollo shot.

The Apollo VII capsule will be
launched into orbit by a giant Saturn
1B rocket for an estimated 10-day, 21
hours and 40 minutes journey, with
splashdown expected in the Atlantic
east of Bermuda. Plans call for 164
orbits around the earth. The general
Apollo project is designed to send astro-
nauts to the moon.

Aboard capsule will be a four-and-a-
half pound RCA camera mounted on
a bracket in the upper bay of a cabin.
TV signals from Apollo will be re-
ceived about three times a day at design-
nated earth stations, taped, converted
into picture images at Cape Kennedy,
and then relayed to Houston for release
by NASA to major TV networks. The
tapes also will be used for post-flight
analysis.

Rivers series bought
by 12 in first offering

Trans-Lux Television Corp. has
made its initial sale of its new, daily half-
hour color series, starring comedienne
Joan Rivers, in 12 markets, it was re-
ABC-TV cuts contract with QM Productions

The 10-year association between producer Quinn Martin and ABC-TV apparently has come to an end. The network has confirmed that it ordered QM Productions, which in the 1966-67 season had four hour series running on the network (The Invaders, The Fugitive, The FBI and 12 O'Clock High), was scheduled to turn out three two-hour feature films for ABC-TV in the upcoming season.

QM's first television movie, "The House on Green Apple Road," with Janet Leigh, Julie Harris, Keenan Wynn, Barry Sullivan and Christopher George, was all but completed when the cancellation notice was served. The second feature, "The Specialist," based on an original story about the post-Civil War period, was set to start filming this month.

Mr. Martin signed a five-year contract with ABC-TV last October. Originally the deal called for QM to produce at least one series a year for the network for three years. But almost immediately QM and ABC-TV failed to reach complete agreement on casting of the first projected series. Under terms of a new agreement that was worked out just prior to the severing of relations between the network and production company, 26 segments of The FBI were filmed for 1968-69 and the agreement for QM to provide one new series per year for the next three years was pushed back to 1969-70.

IN SEPTEMBER

TELEVISION

HOW TELEVISION STATIONS NOT IN THE TOP 30 MARKETS are increasing their national billing and selling spot advertisers on the importance of "secondary" markets.

CLEARING PRIME TIME FOR THE NETWORKS. Station reps are reported to be advising stations not to accept some of the movies now being programmed by the networks. Some stations regularly fail to clear programs involving racial unrest. Many network public service programs fail by the wayside because of clearance problems.

WHAT'S HAPPENING TO PROGRAM COSTS? NBC agrees to pay Julie Andrews $1 million for a TV special. Even second rate feature films are bringing high prices. On the commercial side production costs are constantly rising. What are the networks and stations doing about getting back their money?

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Rates

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Restrictions on newsmen stated

Western Conference of RTNDA hears outlines of two kinds of restrictions newsmen face

Some 60 station newsmen attending the Western Regional Conference of the Radio and Television News Directors Association in San Francisco on Saturday (July 27) heard about two different kinds of restrictions they face. J. W. (Jake) Ehrlich, the celebrated San Francisco trial lawyer, told them that the press—including radio and TV news teams—is sometimes "blame-worthy" in covering court cases, but that this is not enough reason for the stringent guidelines of the Reardon Report. Jim Vinson, a news program producer for KNXT-TV Los Angeles, suggested that television may have to consider 8mm film as a solution to its lack of mobility.

Mr. Ehrlich made it clear from the start that "the prospect of judges of various criminal courts of high and low degree sitting as petty tyrants, handing down sentences of fines and imprisonment for contempt of court against lawyers, policemen, reporters and editors is not attractive." Such a practice, he indicated, may help considerably to tone down prejudicial publicity, but, at what a price?

The price, according to Mr. Ehrlich, is to tamper with the "public interest in the thoroughness in which news media do their job." The lawyer continued: "We dare not as Americans guarantee one form of liberty at the sacrifice of another. We must continue to keep the spotlight on government, on Congress, on the courts, as well as on the criminal, but this spotlight must be directed by responsible hands."

A free press, he pointed out, must exercise decency, understanding and charity, but there's no question that it must remain unfettered. "The end of the law," the attorney said, "is not to abolish or restrain but to preserve and enlarge freedom."

Mobility Hit Mr. Vinson, who produces KNXT's The Big News, contended that television news reporters "are still far, far from being mobile enough." They can never get more than a cable length away from their cameras and are "just not able to have the freedom of movement that comprehensive reporting requires," he said. He pointed out that cameramen, saddled down by 70 pounds of equipment, are even more restricted.

"With all the miniaturization and sophistication of electronic equipment it seems to me that someone must and can come up with a film sound camera which is less burdensome to carry around than your drunken wife," Mr. Vinson joked. "I don't think it's fantasy to say that television news may have to go to 8mm film to lick this problem."

But the producer conceded that "no professional news cameraman will give you anything but a look of disbelief if you mention 8mm." Still, he maintained, "it may be the only way he can get that 70 pound load off his back."

Mr. Vinson advocated completely wireless equipment. "Out of necessity and responsibility," he said, "TV news is going to have to get away from static news conferences and interviews and have the freedom to involve the audience more."

Stan Chambers, KTLA-TV; Bob Irvine, KNX, and Frank Goerg, KFWB, all Los Angeles, took part in a panel discussion on how local stations respond to a major news story such as the June 4 assassination of Senator Robert F. Kennedy. Dean Breisl, who was wounded covering the war in Vietnam for NBC-TV, and U.S. Air Force Colonel Jack Rose, recently in charge of public information for the American military mission in Saigon, engaged in a dialogue about the problem of news coverage in the combat area.

Jay Crouse, news director of WHAS-AM-TV Louisville and president of the RTNDA, told of preliminary plans for the organization's upcoming national convention (it'll be held at the Beverly Hilton hotel, Beverly Hills, Calif., Nov. 19-23). Mr. Crouse also repeated a statement he made at RTNDA's recent eastern regional meeting in New York (Broadcasting, July 8), in which he called on print media organizations to join the fight against the Reardon Report recommendations.

Preschool educational material added

In an effort to expand the horizons of preschool children's attitudes and knowledge, the Captain Kungaroo series on CBS-TV is collaborating with the Bank Street College of Education in New York to present educational information each day starting Oct. 14 (Monday-Friday, 8-9 a.m. NYT).

Michael H. Dann, senior vice president of programs for CBS-TV, told a news conference in New York last Tuesday (July 30) that the daily sequences of educational information will be developed by the Bank Street College and will run eight to 12 minutes. An initial

Ehrlich 'sharp' in address at RTNDA conference

Jake Ehrlich (alias Sam Benedict of television series fame) was in spirited form at the Radio and Television News Directors Association conference in San Francisco (see above). Speaking from a studio in the new $7-million KRON-TV building. Mr. Ehrlich slashed away at the American Bar Association. "The Reardon Report is a child of the American Bar Association," he said. "Being thrown out of the American Bar Association is pretty much like having your subscription to the Saturday Evening Post canceled," he suggested. "If we go by the Reardon Report and do what the Reardon Report recommends," he pointed out, "why, we might as well tell Charlie Thieriot [Charles De Young Thieriot is president of the San Francisco Chronicle, which is the licensee of KRON-TV] and his family that they wasted a lot of money putting this building up. They won't need it and they can make a warehouse out of it." Then later, in answer to a question about the chances for breaking up the "clique" that runs the ABA, Mr. Ehrlich made his final pronouncement. "We cured syphilis," he said, "We're working on cancer and in time we'll overcome the American Bar Association."
cycle of 26 weeks is in the planning stages, but Mr. Dann stressed that CBS envisions the educational segments as a continuing staple of Kangaroo.

Though the educational undertaking is expected to have particular value for disadvantaged children from two to six, Bob Keeshan, creator of Captain Kangaroo, and John H. Neimeyer, president of the Bank Street College, voiced the view that the project would be helpful to children of all socio-economic classifications. The broad areas and general concepts to be covered on the segments will include: learning about self, learning about the here and now world, learning about houses and learning about food and clothing.

The Bank Street College was founded 51 years ago and specializes in preparing teachers in the field of early childhood education. The Captain Kangaroo series begins its 14th year on CBS-TV this fall.

Hartford plans one-hour weekly variety show

Huntington Hartford, heir to the Great Atlantic & Pacific Tea Co. fortune, last week revealed plans for a one-hour weekly variety program entitled Show.

Producers of Show will be Huntington Hartford Enterprises and Comco Productions, headed by Bob Shanks, producer of the Merv Griffin Show and formerly with Candid Camera and the Tonight Show.

The magazine format, including performances, interviews and movie and drama reviews, would be similar to the magazine Show, which Mr. Hartford plans to revive by December or January with 10 issues per year. He founded Show in 1951 but stopped publication in 1964 with a $6.8 million debt.

The television series will be filmed on location all over the country, and will present entertainment “from topless nightclubs to the Bolshoi ballet.” Mr. Hartford hopes to have a pilot film featuring soul singer James Brown prepared by October in order to market the series as a network mid-season replacement. It will be offered first to the networks and then to syndicators.

Entertainment reviews

ABC Radio’s American Contemporary Network has started its five-per-week series of 3½ minute American Contemporary Reports. The series runs at 8:25 p.m. EDT. The program stars Barbara Lee Holmes and Andrew Smith who cover news of movies and reviews of motion picture premiers and other stories on the entertainment world.

ABC pays $20 million for 23 Fox features

ABC-TV has purchased 23 feature films for approximately $20 million from 20th Century-Fox, it was announced last week. The films, shown in theaters in 1966 and 1967, are expected to be telecast starting in the fall of 1969.

Each picture in the package has been bought for two runs, except “The Blue Max,” which is for three showings.

Among the other films ABC purchased were “Tony Rome,” “Our Man Flint,” “Two for the Road,” “How to Steal a Million,” “Hombre,” and “A Guide for the Married Man.”

The $20 million-plus for Fox far exceeds the $7.8 million that the company took in from licensing feature films last year. In 1966, income from licensing totaled $32.5 million. Darryl Zanuck, president of 20th Century-Fox, noted in the company’s annual report that film sales to TV for 1967 were limited, resulting in the availability of more feature films for TV this year and in future years.

Who delivers the nation’s 16th largest drug market?
Tuesday session held on notice

Meeting called for proposed public notice on community needs

Broadcast industry spokesmen, and FCC representatives appeared to have compromised their differences last week over a proposed public notice dealing with the ascertainment-of-community-needs questions in the radio and television license-application forms.

The proposed notice is seen by the commission as merely codifying and clarifying information it expects applicants to submit in response to questions on how they have determined community needs. Broadcasters on the other hand, saw it as imposing a new and onerous burden on applicants.

The Bureau of the Budget, which is required to pass on all forms and questionnaires issued by government agencies, acted as referee. And, at the suggestion of a committee of broadcast-industry representatives that advises the bureau on commission forms, the bureau called the two sides together for a meeting on Tuesday.

Objections • The broadcast-industry committee, which questioned whether the notice was needed at all, objected principally to language requiring applicants to identify by name, position and organization "each person" contacted in determining needs, to list "all significant suggestions received" and to evaluate "the relative importance of all suggestions" and explain why rejected ideas were not adopted.

The committee felt that these requirements would impose a great deal of paperwork on applicants who they said, would have to keep close check on all persons contacted and ideas received. They said that listing suggestions not accepted would subject applicants to second guessing by the commission and the public (Broadcasting, July 29).

Its understood that the commission representatives, headed by Commissioner Robert T. Bartley, principal author of the proposed notice, agreed to a number of changes that eliminate some of the language offensive to the advisory committee.

As redrafted in the meeting, the proposed notice requires identification of the community leaders consulted and a listing only of "the significant suggestions" received from them. There is no longer a requirement that the evaluation of the ideas received have the "reasons why particular suggestions . . . have not been included."

Compromise Accepted • The committee was expected to inform the Budget Bureau late last week that the redraft is a reasonable compromise. This presumably would be sufficient grounds for Budget to clear the proposed notice for commission action. The commission is understood to be anxious to consider the matter this week. It was not clear last week, however, whether the proposed notice would be made effective in time to apply to California licensees, who must file their renewal application by Aug. 30.

One aspect of the case that still rankles members of the advisory committee, however, is language in the 1966 commission report and order containing the TV program-reporting form which provided part of the basis for the proposed notice.

The committee members say the order goes beyond the language in the form itself in explaining the kind of information the FCC expects in response to the ascertainment-of-needs questions.

Form's Questions • The form asks for the methods used to determine needs, "the significant needs and interests" which the applicant intends to serve, and typical and illustrative programming that will meet those needs.

The order says that in providing this information, applicants are expected, among other things, to list "any suggestions received as to how their station could help meet community needs and the applicant's evaluation of "all suggestions and the consideration given them."

The broadcasters advisory committee had studied the program-reporting form when it was being considered by the commission, in accordance with the normal practice of advising the Budget Bureau on questionnaires that the commission proposes to issue to broadcasters. But the report and order were not a matter for the committee's review. But since then the commission cited the language from a court case in which it restated the elements it expected broadcasters to provide in answering the ascertainment-of-needs questions.

Accordingly, the commission representatives at the meeting were said to have pointed to the language as proof that nothing new was being asked of applicants. Budget Bureau officials, reportedly, accepted that argument.

But the advisory committee was understood to be preparing to put itself on record, in the comments it was to file with the Budget Bureau on the proposed notice, that it had not had a chance to review the language in the report and order before they were adopted. The committee is headed by Joseph Baudino, of Westinghouse Broadcasting Co.

Edward Bleier forms new programming company

Edward Bleier Associates Inc., New York, has been formed as a television programming and marketing services organization, it was announced last week.

The new company is headed by Edward Bleier, president, who resigned last March from ABC where he had been vice president in charge of public relations and planning. Before that he had been vice president in charge of TV daytime programming, and vice president and general sales manager, ABC-TV. Mr. Bleier indicated his programming efforts would be in the non-fiction field.

Joining the Bleier organization today (Aug. 5) is George Hoover, who will be vice president in charge of program and project development. Mr. Hoover had been director of press information for ABC since 1966.

The headquarters for Edward Bleier Associates is at 555 Madison Avenue, New York 10022. Telephone number is (212) 752-7444.

Parachuting coverage set by Triangle

Triangle Stations will film the ninth World Parachuting Championships in Graz, Austria, Aug. 9-26, for fall programming.

Triangle's coverage will first be seen on ABC-TV's Wide World Of Sports, then in a syndication special for release in 1969. The company currently has seven TV specials on parachuting in syndication: the 1964 World Parachuting Championships, the 1964 through 1967 National Parachuting Championships, water jumping, and the Golden Sands Cup competition (1966) from Bulgaria.

Investigation into the staging of film to resume

The FCC last week announced plans to resume its investigation into charges that WBMB-TV Chicago staged a potparty film aired last fall. A letter to the commission from Representative Harley
of the House Investigations Subcommittee, gave the green light, indicating that the subcommittee had completed its own investigation.

The commission had originally set its hearing for May 14, but postponed it twice following requests from Chairman Staggers that the subcommittee first be allowed to wind up its inquiry. Now, it's understood, the subcommittee has freed all witnesses so that the commission may proceed on its own initiative.

The hearing had been rescheduled for August 15 but was postponed a third time. A new date is to be announced shortly.

Spanish station begins broadcast in New York

WXTV(TV) Paterson, N. J., was scheduled to begin on-the-air operations yesterday (Aug. 4) as the second Spanish-language television station in the New York area. The station broadcasts on UHF channel 41.

WXTV will broadcast 42½ hours a week with programming including news, bullfights, music, and comedy shows and "novelas" (the Latin American version of soap operas). The station will be on the air from 6 to 11:30 p.m. on weekdays, and from 4 to 11:30 p.m. on Saturday and Sunday.

The station is owned and operated by the Trans-Tel Corp. Rene Anselmo is executive vice president of the station.

Mr. Anselmo reported last week that advertising contracts totaling $850,000 have been signed to date. Among the charter subscribers, he said, are R. J. Reynolds, Colgate-Palmolive, Progresso Foods, Ron Superior Rum and Cibeles Enterprises.

The other Spanish-language station in the New York area, WNJU-TV Newark-Linden, N. J., has been on the air more than three years.

TV Academy on violence

The Hollywood chapter of The National Academy of Television Arts and Sciences is setting up a seminar, to run for at least four nights during September, to probe TV's contribution to the climate of violence in the U. S. Sessions will be held at the Horace Mann High School auditorium in Beverly Hills with a cross-section of the TV film industry invited to participate.

Media representatives are expected to play a key role in the discussions. The local chapter of TV Academy earlier had planned an examination of violence with networks on the hot seat, but ABC-TV and CBS-TV decided against appearing.

The FM-2400 is designed for testing and adjustment of mobile and base station transmitters and receivers at predetermined frequencies between 25 and 470 MHz. The FM-2400 provides an accurate standard frequency signal to which the transmitter can be compared. This same signal is applied to the associated receiver(s), thereby assuring an accurate frequency adjustment on all parts of the communications system.

Up to 24 crystals may be inserted into the meter for the selection of the frequencies required for testing of the system transmitters and receivers. The frequencies can be those of the radio frequency channels of operation, and/or of the intermediate frequencies of the receiver between 100 KHz and 100 MHz. Self contained unit. Battery operated.

FM-2400 (meter only)..............$395.00
RF Crystals with temperature run..............$23.50 ea.
IF Crystals
200-2,000 KHz..............See Catalog
2,001-13,000 KHz..............See Catalog

*WRITE FOR FREE CATALOG

CRYSTAL MFG. CO., INC.
10 NO LEE • OKLA. CITY, OKLA. 73102
Market grows for computerized stock-reports for radio and TV

In the fall of 1966, Scantlin Electronics Inc., a Los Angeles-based maker of data processing machines for use in brokerage offices, became a substantial television program supplier. Together with KWHY-TV Los Angeles, it created and distributed a comprehensive business-news package programmed for daytime TV audiences (Broadcasting, Nov. 7, 1966).

This financial news program, The Stock Market Observer, is now seen daily on five stations: KWHY-TV, WCII-TV Chicago, KDTV(TV) Dallas, KVTV-TV Galveston, Tex., and WJAU-TV Miami. At least three more stations are scheduled to be added to the client list in the fall: WREP-TV Bostom, WXON(TV) Detroit and KZIZ(TV) Phoenix. All are UHF stations. In addition, a number of other stations are now reportedly in preliminary contract stages with Scantlin.

Publicly owned and traded over the counter, Scantlin (net income for first half of 1968: $273,000 on sales of $4,388,000) supplies both machines needed to receive and transmit the program for a maximum of six- and-one-half hours of computer-generated information a day on all stock market activity. Statistical coverage of economic activity is augmented by narrative business reports compiled by the staffs of The Wall Street Journal and the Dow Jones News Service, which is carried on a special newswire.

Tailored Programing • Scantlin also provides design and installation expertise to subscribing broadcasters. Programing is tailored to each individual station's needs. Among the basic elements of the service, six to seven hours of program material is available every day the market is open. Times are approximately 10 a.m. to 4 p.m., NYT. The program is delivered in three 20-minute segments per hour. Stations may use all or selected portions of programing.

Specific formats can vary. Stations can carry a live commentator full-screen; an alternative is full-screen coverage of market figures that is entirely computer-supplied. A third possibility—one that is widely used—is split screen presentations.

A part of the split screen is supplied by cameras viewing special electronic stock display boards that show over-all statistics on New York and American Stock Exchanges. Continuous stock ticker information is broadcast simultaneously by way of an electronic symbol generator. This unit converts ticker signals into compatible video characters and numbers and transmits them.

Audio commentary can be locally prepared, using stock information as it is displayed or using material supplied by The Wall Street Journal and Dow Jones News Service. All commentators are supplied with data retrieval systems capable of getting specific information from the central computer in New York.

New Audio Reports • The Stock Market Observer program is a natural outgrowth of Scantlin's primary over-all service, which is the gathering, processing and dissemination of stock market and business information. Reception to the business news program by television stations has encouraged Scantlin to develop an entirely new audio-only format, The Dow Jones Business Newscasts.

These are five-minute programs distributed exclusively by Scantlin to radio stations. Again, the staffs of the Journal and DJNS are used as the basic news sources.

Nine daily segments are available for programing and can be delivered, the company claims, to as many as 200 markets. The radio Business Newscasts feature national and international news commentary, and impact on the economic community.

The question, the rehearing brief asks, is whether under the court's finding that CATV is no more than a "well located antenna with an efficient connection to the viewer's television set" the FCC can regulate CATV systems from carrying any TV programs they care to without regard to how distant they are from the CATV’s community. And, it adds, this could very well completely frustrate the commission's policy of CATV regulation to protect unequal competition to broadcast stations.

The court's ruling, United Artists continues, overturns established protection to authors.

And, it adds, it has created "an upheaval in the copyright realm which is as unmeasurable as the fear that earlier novel methods of transmission considered subject to copyright may be deemed unrealistically 'to fall on the viewer's side of the line'... and the greater fear that future technological ingenuity may inherit CATV's unjust mantle of immunity."

Viewers' Side • In its copyright decision, adopted on a 5-to-1 vote (Associate Justice Abe Fortas dissented), the Supreme Court held that CATV falls on the same side of the broadcast structure as a viewer's antenna and receiver, that the viewer, and CATV systems, are passive beneficiaries of the broadcaster's active performance.

The copyright decision came a week after the same court upheld the right of the FCC to regulate CATV in the interest of the commission's authority to regulate television broadcasting (Broadcasting, June 17).

Distribution deal • TV Cinema Sales Corp., Beverly Hills, Calif., has acquired sales rights for 13 western states to four first-run television series from Spangler Television, New York. The acquired product amounts to a total of 325 shows, mostly half-hours and all in color. Included are 195 Ed Allen Time programs, 39 Car and Track shows and 52 country-music half-hours, The Arthur Smith Show. Rounging out the acquired package are 39 five-minute "Little Joe" color cartoons, TVSCC, a TV-film distribution company, also recently acquired 40 feature films. Of the package of 40 pictures, 25 were acquired from Colorvision Studios. Included in this group are such titles as "Stagecoach," "You Only Live Once," "History is Made at Night," "Foreign
Correspondent” and “Long Voyage Home.” Another 13 features were acquired from Cheryl-TV, including “Navy vs. Night Monsters” and “Women of Prehistoric Planet.” In order to handle the new product, TV Cinema Sales has relinquished rights to the Lin Medallion features it formerly handled and will no longer represent Firestone Film Syndication in the western states.

Banner affiliation • Bob Banner Associates, currently co-producing the Carol Burnett Show on CBS-TV, has signed an exclusive agreement with Screen Gems Inc. to develop and produce filmed series and filmed specials for television. Banner’s previous experience, which includes such programs as Candid Camera, The Gary Moore Show and The Jimmie Dean Show, all has been with live and video-tape productions.

Mitzi is back • NBC-TV will present Mitzi, a one-hour special starring Mitzi Gaynor, Friday, Oct. 14 (10-11 p.m. EDT).

Studio expansion • CBS Studio Center, North Hollywood, formerly the Republic Pictures lot, is being expanded and modernized. The studio complex, already a major center for television production, is now being redesigned as a plant capable of handling multimillion-dollar motion picture productions as well. Already completed are four new centrally air-conditioned sound stages, a transportation complex, editorial rooms, power station and switchboard. A new exterior western street also was recently completed. A new dubbing stage will be ready this month. A completely renovated scoring stage, which can accommodate a 125-piece orchestra, also will be completed this month. Television programs now in production at CBS Studio Center amount to six hours of weekly programming.

‘Charlie Chan’ special • The Canadian Broadcasting Corp. has bought The Great Charlie Chan, a one-hour special produced from scenes from Chan motion pictures of the 1930’s and 1940’s, for showing on Sept. 17 (8-11 p.m.). The special was produced by Shelton Riss of Zavala-Riss Productions in association with Harvey Chertok and Martha Torge of Warner Brothers-Seven Arts. The CBC telecast marks the world TV premiere of the special.

90-Minute entry • Mel Baily Productions, New York, reports it will make available for syndication in late fall a daily 90-minute entertainment show, Arena, with Sandy Baron as combination host, moderator and commentator. Elements of the series, according to Mr. Baily, will include guests from all facets of society, news talent, new music, news and film clips and a repertory company.

Hallmark special • “Pinocchio” will be presented on NBC-TV’s Hallmark Hall of Fame early in December as a Christmas special. Burl Ives will star as Geppetto, Peter Noone of Herman’s Hermits as Pinocchio and Anita Gillette as the Blue Fairy in the 90-minute production. The Hallmark Hall of Fame will also present during the season a new original drama, produced and directed by George Schaefer.

Smokey the Bear widens his horizons

Smokey the Bear will star in his first continuing TV series next fall, in full-color animation on ABC. Secretary of Agriculture Orville Freeman and Elton Rule, president of ABC-TV, announced last week that the U.S. Department of Agriculture has licensed the commercial use of the character to the network for the series.

By act of Congress, the USDA can use funds from commercial exploitation of Smokey for educational programs involved in wildlife conservation. The character was created by the USDA’s Forest Service in conjunction with The Advertising Council and state forestry services.

The ABC series will begin with 17 weekly half-hour programs. Production will be by Videocraft International Ltd., New York. The programs are to be slotted into ABC’s Saturday-morning line-up and are billed as “nonviolent comedy-adventure.” Elements of conflict, however, will be necessary. Mr. Rule cautioned, to maintain viewer interest.

Don McNeill to retire

Don McNeill, radio neighbor to millions of Americans for 35 years and salesman of untold millions of dollars of products on the air, told his ABC Radio Breakfast Club cast Thursday morning he is retiring effective the end of the year. ABC has first call on Mr. McNeill’s services and hopes to sign him to a new contract for at least occasional appearances. He is 60.

I’ve got a proposition to make...

Fargo’s annual check-up proved that our Pulse is stronger than ever!

Yup, Pulse put the blue ribbon on the idea of buying WDAY-AM-FM/Stereo in combination!

Lisfen: This combo has a 45% Share in the peak morning hours (6:00 AM to 10:00 AM)! WDAY-AM alone had a 39% Share in the same period . . . tops in the market!

Still Lissening? This same two-some delivers 63% more households than the second station between 6:00 AM and midnight! *

In fact, our love-to-he-listened-to pair leads all across the board . . .
Total households . . . persons . . . adults . . . listeners!

See the MG boys for total results!
Chicago's TV tower project
RCA wins $1.3-million contract for installation that will put five stations on Hancock building

Details of the forthcoming joint TV station transmission towers atop the 100-story Hancock building in Chicago were given last Tuesday (July 30). At the news conference, former FCC Chairman Newton Minow, now a Chicago attorney, introduced RCA and station principals connected with the project on the Hancock building, described as a structure just shy of matching the height of New York's Empire State Building, the original joint "tall tower" for television.

Also on hand for the conference was Frank G. Kear, partner in the Washington consulting engineering firm of Kear and Kennedy, which is the consultant on the Chicago project. Kear and Kennedy also worked on the Empire State installation nearly two decades ago.

Mr. Minow was counsel for the committee of local TV stations which will begin using the new tower site sometime in late 1969. The stations presently participating are CBS-owned WBBM-TV (ch. 2), NBC-owned WMAQ-TV (ch. 5), WGN-TV (ch. 9), Field Communications Corp.'s WFLD-TV (ch. 32) and Video 44's WSNS-TV (ch. 44, not yet on air).

RCA Gets Contract = Both RCA and General Electric had bid for the antenna installation. RCA won the contract for its $1.3-million plan. Dresser-Ideco of Columbus, Ohio, will be a subcontractor to RCA in the work.

Although Mr. Minow did not disclose terms of the tower contract, it was learned elsewhere that each of the five stations will pay a yearly tower rental of $45,000 and somewhere around $2,000 to $3,000 each for space for their transmitters to be located on the 97th and 93d floors of the building. The tower lease is to run for 20 years.

Other local TV stations are expected to join the original five in future years and the twin towers atop the Hancock will hold them. Another base structure will support antennas for all of the local Chicago FM stations as well as other communication service antennas but talks about joining them there are still preliminary. ABC-owned WBBK-TV (ch. 7) presently is atop the Marina City complex where WFLD-TV also has its tower. WCNU-TV (ch. 26) has its tower atop the Board of Trade building at the foot of LaSalle Street. WCFL-TV (ch. 38) has not been built yet.

Completion scheduled by Oct. 1, 1969.

Shown at Convention = The antennas for channel 32 and channel 44 are of the new "Polygon" type weighing about 10 tons each. The Polygon is the new five-sided antenna introduced for UHF by RCA in April at the Chicago convention of the National Association of Broadcasters and enables UHF stations to radiate a maximum signal of 5 megawatts. The antenna for channel 5 will be the new VHF "butterfly" antenna also introduced by RCA at the NAB this year. The channel 9 antenna will be RCA's "Zee" panel antenna that now is about two years old. The channel 2 unit will be a special superturnstile.

The cluster of channels 44, 32 and 9 antennas will be completely encased in a fiberglass radome type enclosure. This will eliminate usual de-icing equipment and also reduce wind loading.

Yale Roe, onetime ABC-TV program sales executive who will supervise WSNS-TV, announced that the new channel-44 station will begin operation when the Hancock installation is complete. WSNS-TV will take the air with maximum power and with color, he said. Program format is not set. Video 44 is a joint venture which includes Essaness Theaters Corp.

The John Hancock Center's main building is 1,107 feet tall. The TV antennas add another 349 feet to the height. The building will include 705 apartments, 812,160 square feet of office space, restaurants, stores, an observatory and indoor parking for 1,200 cars.

ACLU backs wired concept

That wired-city concept—the pot at the end of the CATV industry's, and telephone companies', rainbow—got a new boost today (Aug. 5).

The American Civil Liberties Union, in a policy statement submitted to the President's Task Force on Telecommunications Policy, urged the development of a two-way system of public electronic communications employing cable, utilizing a "telephone exchange" principle or its equivalent.

ACLU, citing what it called civil liberties requirements, called for a policy commitment to the development of such a system over a period of years. And it urged that the government support this policy with funds if necessary.

"Throughout the history of radio and television broadcasting," the organization said, "the ACLU has been concerned by restrictions on free expression and free press which have resulted from the shortage of electronic channels and the exclusive financial dependence of broadcasting upon businesses that advertise."

Broadcasting, ACLU said, is a "closed, one-way system." What is needed, it added, is an "open, two-way
print and face-to-face media where channels of communications are open to the general public and where there is freedom to select from both past and present resources of information and the arts."

In calling for this type of utility, the group warned that its legal and regulatory status must not stem from current policies in administering common carriers, or presumably, broadcasting.

It called for policy determination now to provide equal access for all "producers and distributors of media and communications services, whether for 'free' (sponsored) or for direct sale to the public," and equal access to all members of the public for selective entry to all services, including central libraries of recorded information and cultural resources.

Police chief states
LA radio needs

The police chief of Los Angeles last week told the House Small Business Subcommittee on Regulatory Agencies that his department has received too few allocations of radio frequencies from the FCC. The Los Angeles police department has only 28 frequencies, Police Chief Thomas Reddin said, although it handles more than 2.2 million calls a year.

Representative James C. Corman (D- Calif.), who conducted the one-day hearing in Los Angeles, said he thinks the FCC is moving too slowly in allocating more frequencies.

"It looks as if the FCC is about to grant some additional radio frequencies," Representative Corman observed. "However," he added, "I am very disturbed to see that the frequency allocation in the Los Angeles area would be of minimal [flow-watt] use."

Others testifying at the hearing were the police chief of San Fernando, Calif., and officials of the Los Angeles fire department. Representative Laurence Burton (R-Utah) helped Representative Corman conduct the hearing.

FCC sponsors
channel-sharing tests

An FCC-sponsored project to determine the feasibility of sharing VHF channels with land-mobile radio has resumed at Lancaster, Pa. The special tests, previously conducted at Lancaster in October, 1967, are the work of a government-industry task force which has been investigating the problem of land-mobile congestion since June 1967.

Some interference to reception of WPI-L-TV (ch. 6) Philadelphia is expected during the two-week testing period. It's emphasized, however, that there are no plans to share channel 6 with Lancaster land-mobile stations. The city was selected as a test site only because its location is favorable for obtaining engineering data.

C-Cor lands contract
for CATV coupler

C-Cor Electronics Inc., State College, Pa., has received a developmental contract for the design, construction and preproduction run of 50-300 mc hybrid directional coupler tap units for use in cable antenna TV systems. The couplers will feature high isolation and high return loss, tailored for use in metropolitan areas where TV stations lay down high signal levels.

The contract was placed by Television Signal Corp., San Francisco CATV group serving almost 10,000 subscribers in the Bay area. Television Signal Corp. is 49% owned by CBS, 25% owned by Marino L. Iacopi and 26% by Vandyke Investments Ltd., a Canadian firm whose stockholders are all in CATV.

YOU MAY NEVER SEE A 14-LB. PEARL*

BUT...Sales Glitter in the 38th Market with WKZO-TV

With a 49% prime-time share,† WKZO-TV is a real gem in Grand Rapids-Kalamazoo and the Greater Western Michigan market...the 38th television viewing market.

Your Avery-Knodel man is the one to help you cultivate a bigger share of sales.

And, if you want the best of the rest of Upstate Michigan (Cadillac-Sault Ste. Marie), add WWTV/WWUP-TV to your WKZO-TV schedule.

† Source: ARB, 1967.

* The Pearl of Allah is 9½ inches long and 3½ inches in diameter.
Network radio adds billings

LNA and BAR reports for first half show second-quarter gains

Network radio expenditures for the first six months of 1968 on ABC, CBS and NBC were reported last week in separate announcements by Broadcast Advertisers Reports Inc., New York, and Leading National Advertisers Inc., New York, and the totals varied slightly. BAR pegged its estimate at almost $24.7 million and LNA at almost $26.4 million for the half-year period.

Both reports exclude Mutual which is not a participant. BAR issued its first quarterly report on expenditures of the three radio networks last May (Broadcasting, May 20), while LNA is releasing its initial findings in this area with the first six months of 1968 figures.

ABC, which launched its four-network concept on Jan. 1, showed a gain of 134% in revenue in the 1968 second quarter over the first quarter, according to LNA (from $1,540,800 to $3,605,600).

BAR’s compilation revealed that expenditures on the three networks rose from $10,509,800 in the first quarter of 1968 to $14,157,400 in the second quarter.

BAR network TV-billing report for week ended July 21

Broadcast Advertisers Reports' network TV dollar revenue estimate—week ended July 21, 1968 (net time and talent charges in thousands of dollars)

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<td>$7,581.0</td>
</tr>
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</table>
Banzhaf asks more time to argue antismoking

New York attorney John Banzhaf III asked the FCC last week for an extension of time to reply to a response made by WNBC-TV New York to an earlier Banzhaf petition urging the commission to revoke the station’s license because it had devoted an “inconsequential and minimal” amount of time to anti-smoking messages.

Mr. Banzhaf and the organization he formed and heads, ASH (Action on Smoking and Health) also asked the FCC to direct WNBC-TV to supply more specific and detailed information to “substantiate its allegations that the detailed data supplied by the petitioners was incorrect.” The petitioners asked that the period during which they may reply be extended to 20 days after WNBC-TV’s more specific information is filed with the commission, and if its request for more specific data is denied, asked that the period be extended until 20 days after the final denial.

Mr. Banzhaf and ASH had asked the commission to revoke WNBC-TV’s license on the ground that it had not carried a “significant” amount of antismoking announcements. On July 22, WNBC-TV filed a response with the commission, asserting that Mr. Banzhaf was wrong on his facts and on his interpretation of the anticigarette ruling (Broadcasting, July 29).

Also in advertising...

Career film • Chicago’s Broadcast Advertising Club, with the help of WGN-TV there, has produced a 30-minute film explaining to college graduates how they can get jobs in radio-TV advertising. The film will be distributed to college campuses nationally.

Violence reviews • Brand Names Foundation has commended the TV networks and other media on their promise to try to de-emphasize aspects of violence in entertainment programing and other areas. The resolution noted that some companies have undertaken a review of their advertising policies to avoid participation in media containing material that over-emphasizes violence, and it urged all BNF member companies to take similar action.

New name • Walter Clark Advertising Inc., Dallas, has been reorganized as Clark, Garner, Lovelace Advertising Inc. President Walter Clark said the new name reflects the major roles of Sam Garner and Tom Lovelace executive vice president and vice president-creative director, respectively. The agency, founded in June 1966, now bills $1 million annually.

Office shift • Daren McGavren, president of McGavren-Guild-PGW Radio, New York, will move his offices to southern California on Aug. 15. Ralph Guild, executive vice president of the firm, will remain in New York and continue as national sales manager. Mr. McGavren's offices will be located at 1741 Ivar Ave., Hollywood 90028; phone 213-464-7331.

New agency • Jack Connors, Steve Cosmopolous, Jay Hill and Al Holiday, formerly of BBDO, Boston, have formed a new agency there. Hill, Holliday, Connors, Cosmopolous Inc. is at 143 Newbury Street, Boston.

Advertising agency formed in Chicago

A new consumer product oriented advertising agency was formed in Chicago last week with the financial backing of Wm. Wrigley Jr. Co. The new agency is Kelly, Ketting, Furth Inc. and it will be in the Wrigley Building there, Mr.

...bringing a new dimension to pushbutton broadcasting

Spotmaster Ten • Spot (holding 10 cartridges) and Five • Spot (holding five) will reproduce any NAB Type A or B cartridge instantly at the push of a button...at random or in sequence. They may be operated manually or incorporated into programmed automation systems, using one, two or three NAB standard electronic cueing tones.

The Ten • Spot is designed for 19" rack mounting while the Five • Spot is available either in an attractive walnut-finished case or with a 19" front panel containing a cartridge storage cubicle. Both are backed by Spotmaster’s iron-clad full-year guarantee.

For further information about these and other Spotmaster cartridge tape units, call or write today. Remember, Broadcast Electronics is the No. 1 designer/producer of broadcast quality cartridge tape equipment...worldwide!

Broadcast Electronics, Inc.

8810 Brookville Road, Silver Spring, Maryland 20910; Area Code 301, 588-4983
Advertising account switches down for first half of 1968

The pace of advertising account switches fell off in the first half of 1968 when an estimated $109.8 million in billing changed agencies, a decline of almost $23 million from the approximate $134 million involved in shifts during the corresponding period of 1967.

The sizeable dip in over-all billing that was switched was reflected in the broadcast total involved, with an estimated $69.9 million in TV-radio accounts shifting to new agencies, as compared to $80.7 million in the first half of 1967.

The 1968 figures were the lowest since 1963 when $80 million in billing, of which $48.5 million was in broadcast, transferred to new agencies.

The composition by Broadcasting centers on accounts of $1 million or more that are active in television and radio. It did not include print-oriented accounts.

The king-sized accounts on the move during the first half of 1968 included Charles Pfizer, $8.5 million ($5.5 million in broadcast); Warner-Lambert, $8.2 million ($6.5 million in broadcast); Sterling Drug, $8 million ($5.6 million in TV-radio); National Biscuit Co., $7 million ($5 million), and the Mars Co., $5.7 million ($4.9 million in broadcast).

Among the agencies which wound-up ahead in the give-and-take of account transfers were J. Walter Thompson, which added close to $6 million; William Esty Co., whose billing was increased about $5 million; Tatham-Laird & Kudner, which increased its advertising by an estimated $5 million; Needham, Harper & Steers, which added about $4.5 million, and Sullivan, Stauffer, Collwell & Bayles, which billed $4 million more.

Benton & Bowles' billing in the first half of 1968 took a substantial drop, based on its account losses measured against its gains. Others which lost ground in the account shift competition were West, Weir & Bartel and Papert Koenig, Lois.

Account moves do not necessarily reflect the total over-all gain or loss that an agency may sustain during a given period. Other contributing factors are increased or decreased budgets from current advertisers and new assignments from existing clients.

Offield is treasurer and director.

President of the agency is Paul Kelly, formerly vice-president and account supervisor at Keyes, Madden & Jones and earlier with Erwin Wasey, Ruthrauff & Ryan and other major agencies. Vice-presidents are Howard Ketting, a broadcast agency veteran also formerly of Ruthrauff & Ryan, and Joseph Furtth, previously with North Advertising.

They open with billings in excess of $1 million. Clients include Academy Insurance Co., Consolidated Royal Chemical Co., Porter and Dietrich Proprietaries and Walter Schwimmer Division of Bing Crosby Productions.

Eventually the agency may make competitive bids for Wrigley business but doesn't plan to now. Asked if the firm had a chance to handle Beechnut or some other gum would it do so, Offield replied with a firm "no."

TV commercial costs show sharp rise

The cost of producing television commercials has jumped 72% since 1963, according to an article in the August issue of Television magazine. The magazine notes, however, that the cost jump parallels a 60% rise in television program production costs, indicating that cost escalation is an industry-wide problem.

"In an industry never noted for thrift," the article says, "the last five years have seen the production of television commercials soar to new heights of extravagance, and lately such costs have become a hot issue around even the most creative advertising agencies."

One result, the magazine says, has been the creation of cost-control departments at many major firms.

The magazine attributes the cost rise to a number of factors, one being the shift from black and white to color production, adding an additional 25%. Other major cost increases include cameraman's fee: up 100%; director's fee: up 200%; the cost of raw black-and-white film stock: up 100%, and the cost of raw color stock: up 366%. The magazine says that only the assistant cameraman's fee (up 12%) and the cost of sound crews and equipment (up 13%) are consistent with the 11.9% rise in the cost of living in the past five years.

In addition, the article says that the "star system"—the use of overscale directors and cameramen—can up fees astronomically. Talent costs have also risen (16%) as have music costs (up 28% in three years), along with the cost of color contact prints (up 400%) and agency commissions on color commercials (up 48%).

The article says that the trend toward original music, new union contacts, and Federal Trade Commission and National Association of Broadcasters code standards requiring faithful demonstrations have resulted in longer shooting schedules. In addition, the increasing sophistication of today's audiences requires more attention to camera work, location shooting, technique, characterization and mood.

1967 Figure Is Up - An interesting comparison, the magazine says, can be made between a 1964 commercial and a 1967 commercial, indentical in specifications, but with today's look and style. In 1964 it took one day and 2,000 feet of black-and-white film to shoot a 60-second spot. In 1967 it took two days and 4,000 feet of color film. Costs rose from $14,411 to $25,767.

The article suggests that agencies should be careful to keep their spending in proportion, and notes that price escalation has resulted in a kind of "cost race" that has required agencies to spend more to stay in the same relative position. The cost rise could have been much steeper, "150% or more," if improvements in technology hadn't come along that could be taken advantage of.

Although the costs spiral appears to be levelling off to a certain degree, the article goes on, expenses are certain to continue rising. "Creative people always want to go first class."

FTC orders S.S.S. to tone down claims

The Federal Trade Commission has ordered the S.S.S. Co., Atlanta, the manufacturer of S.S.S. tonic and tablets, to stop misrepresenting their effectiveness. Tucker Wayne & Co., Atlanta, agency for the preparations, was also cited in the "cease and desist" order.

Commissioner Philip Elman in the FTC opinion was particularly concerned about the impression in the commercials that people who are tired and lack energy are suffering from iron
deficiency or iron deficiency anemia. He said the record shows "that only a minority of people suffering from tiredness and lack of energy exhibit these symptoms because of iron deficiency or iron deficiency anemia; in most cases these symptoms are attributable to causes other than iron deficiency."

In adopting with modification an initial decision by Hearing Examiner Andrew C. Goodhope, the FTC held the company and agency have violated the FTC Act by creating the false impression in their advertising that "the S.S.S. preparations are a quick remedy and are useful and beneficial for all or many of those persons experiencing the common, non-specific tiredness symptoms, which are widely—indeed, almost universally—felt in our society."

The FTC order requires, when S.S.S. preparations are advertised as remedies for tiredness, that the following facts be revealed: that the products are of value only in combatting tiredness by a deficiency of the iron or vitamins that they provide, that they will be of no benefit to the great majority of persons experiencing tiredness symptoms, and that iron or vitamin deficiency cannot be self-diagnosed but can be determined only by medical or laboratory tests conducted by or under the supervision of a doctor.

Other false representations alleged in the FTC order include the claims that the preparations are new medical discoveries and will increase strength and energy within 24 hours, and that the herbs in them are of therapeutic value.

Rep appointments . . .


Report shows FM influence spreading

The American FM Radio Network last week circulated a special report detailing the media and marketing characteristics of FM radio.

The report makes use of findings uncovered by both RADAR (Radio's All Dimension Audience Research) and BRI (Brand Rating Index). It cites statistics showing that FM's list base is broadening dramatically, with program-
Two broadcast changes ordered in France

COMMERCIALS ADDED; NEWS STAFF CUT

The French cabinet announced last week that brand-name commercials would be introduced in October on one of the two state-run TV networks. The government also said it would reduce the French broadcasting system’s news staff by more than a third.

The plan for commercials, announced last year, met stiff resistance from the press and faced opposition in the National Assembly. The government will now avoid a vote on TV ads by instituting the change by decree.

The government network (ORTF, for Office de Radiodiffusion-Télévision Française) will begin airing the commercials in October for only two minutes a day, but will gradually expand the time allotted for advertising. An independent firm in which the press will have a minority interest will handle the commercials.

The changes in the ORTF’s news operations are being viewed as a further tightening of the already firm government control over news and program content.

The reduction in news staff from 281 to 179 is seen by the system’s journalists as a move away from network autonomy and objectivity. It was to gain autonomy and to achieve objectivity that the ORTF’s news staff went on strike during the peak of the French revolutionary movement in May. At that time the newsmen charged that the government was suppressing fair coverage of the student-worker revolt against the de Gaulle regime.

The government also ordered last week the reduced news staff to give only “informative and very brief newscasts.” Presumably the news programs under this policy will not include any interpretation of news events. In a similar vein the government announced the cancellation of Panorama, a program traditionally devoted to unstructured comment on domestic and foreign affairs by ORTF newsmen.

The government also said it would reorganize the ORTF’s board of directors by enlarging the staff representation from two to five, but it will continue to appoint a majority of the board’s members.

French Reaction — Both liberal and conservative factions in France attacked the reduction in the news staffs as a “purge” that strengthened the government’s grip on the ORTF. Newspaper editorials, from the conservative Le Figaro to the leftist Combat, sharply criticized the dismissal of the 102 newsmen. It was reported that most of the newsmen fired had been involved in the spring strike protesting government attempts to censor newscasts during the student-worker uprising.

Despite the changes announced last week, the government has promised wider authority to ORTF executives and has said that a cabinet subcommittee that had been giving instructions on news treatment would no longer be permitted to do so.

Ford grant puts IBL in business

The International Broadcast Institute plans to establish a permanent headquarters shortly as a result of a $350,000 grant from the Ford Foundation and a $150,000 pledge from the Rockefeller Brothers Fund.

An announcement from the institute today (Aug. 5) indicated that Rome and London are the leading choices for the permanent site. It noted that the Ford grant is payable over a three-year period and said the pledge by the Rockefeller fund is conditional upon the institute’s raising the balance of its budget, and is also payable over three years.

The institute was founded as a nonprofit organization in June 1967 and is governed by 22 trustees from 10 nations. It is concerned on an international level with the most effective utilization of broadcast media for the transmission of informational and cultural programming.

Its initial activities will include international symposia on the new communications technology; studies of the impact of broadcast media conducted independently but supported and disseminated by the institute; research to provide easier and less expensive access to channels of communications leading to a freer flow of information, and first steps toward the establishment of an

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Swedish study tests impact of violence on youth

Scenes of rape, mob killings, sadistic beatings, and sexual excesses were absorbed—with no perceptible ill effects—by 160 Swedish youngsters, ranging from 11 to 18 years of age, as part of an experiment conducted last fall.

The Swedish study was undertaken by Dr. Olof Elthammar, a child psychiatrist, at Stockholm’s Karolinska Institute at the Crown Princess Louissa Children’s Hospital. The experiment is described in the July issue of Psychiatric News.

Dr. Elthammar devised four methods of measuring the youngsters’ responses to seven movies they were shown: direct observation during the viewings, subjects’ own post-viewing opinions about their reactions, their estimations regarding the emotional actions of the characters in the films and post-viewing psychiatric interviews.

About 80% of the youngsters, Dr. Elthammar reported, showed “no perceptible reactions at all after the showings.” The remaining 20% exhibited transitory minor symptoms of anxiety or depressive feelings. This usually took the form of poor sleep patterns, which in a few cases persisted for several nights.

Dr. Elthammar said only one teen-ager, a 13-year-old girl “with varying degrees of obsessive traits,” showed intensive and prolonged depressive reactions. He suggested that the underlying personality problem predisposed the child to such a reaction.

One movie, “Crime in the Street,” was also shown to a group of delinquent boys not included in the test group, and their reactions were compared to the test group of non-delinquents. No significant differences were noted in the “aggressive” reactions of the two groups, according to Dr. Elthammar. He asserted that the results were important “in view of the possible effect that films of violence and crime are supposed to have on delinquent youth.”

Dr. Elthammar noted that the study had found no lasting harm done to the youngsters, based on a nine-month followup. He said children with anxiety symptoms before seeing the films displayed the same symptoms afterwards, film violence provoked no lasting “aggressiveness,” and girls over 15 are the most easily inclined toward depressive feelings if a film experience is “shocking.”
Learn the seven warning signals of cancer. You’ll be in good company.

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in a wart or mole.

If a signal lasts longer than two weeks, see your doctor without delay. It makes sense to know the seven warning signals of cancer. It makes sense to give to the American Cancer Society.
international archive of tape and film.

The chairman of the institute is Olof Rydbeck, director-general of the Swedish Broadcasting Corp. Vice-chairmen are Sig Mickelson, vice president of Time-Life Broadcast and former president of CBS News, and Yoshinori Maeda, president of the Japan Broadcasting Corp. The U. S. trustees are Louis G. Cowan, publisher and former president of CBS-TV; Newton N. Minow, former chairman of the FCC and Elmer W. Lower, president of ABC News.

Arthur D. Morse, former executive producer of “CBS Reports,” is serving as interim director of the institute, which is located in temporary headquarters in the Time-Life building.

Abroad in brief . . .

New Intertel member • The British Broadcasting Corp. has joined the International Television Federation (Intertel), an organization of national broadcasting systems. Other members are the Canadian Broadcasting Corp., National Educational Television and Australian Broadcasting Commission. Intertel produces documentaries to increase international understanding.

News appointment • Compas Benson Needham, Madrid, International partners of Needham, Harper & Steers, New York, has been appointed to handle Trema-Osnur, Spanish distributors of British Leyland cars manufactured in Spain by Authi.

FANFARE

Media party planned by RKO in New York

RKO Television National Sales is planning a mammoth party on Aug. 15 and has invited 1,200 media executives and timebuyers from New York, Chicago and Pittsburgh for a soiree of cocktails, dinner, dancing, entertainment, and auction and play-money gambling in the Waldorf-Astoria in New York.

The RKO management promises a minimum of “sell,” but advertising officials may, if they desire, visit the hospitality booths for each of the company’s six owned stations and obtain a rundown on the programming formats for the 1968-69 season and a fill-in on the media features of each outlet.

An outline of the evening’s festivities was given last week by H. V. Greene Jr., vice president in charge of television, and Sid Stone, well-known “pitchman,” who will serve as chief auctioneer at the party. The beneficiary of the auction will be the Leukemia Society of America.

Drumbeats . . .

Funt grant to Syracuse • Allen Funt, originator and star of television’s Camera, has donated $16,000 to Syracuse University to establish four graduate fellowships in radio and television for Negro students. The students selected are expected to begin work at Syracuse this fall. The amount matches a previous grant by Mr. Funt to the University in February 1966, also for prospective Negro broadcast journalists.

KIRO contributes • KIRO-AM-FM-TV Seattle raised $1,649.07 by arranging a benefit concert featuring Harry Belafonte, Lloyd E. Cooney, executive vice president and general manager of the KIRO stations, presented the contribution to Mayor Dorey Braman’s Community Campership Committee which is rais-

Jurors selected for duPont-Columbia awards

Four journalists and critics will serve as jurors for the Alfred I. duPont-Columbia Survey and Awards, according to the Graduate School of Journalism, Columbia University.

The panel includes: Sir William J. Haley, editor-in-chief of the Encyclopedia Britannica; Marya Mannes, critic, author, TV commentator; Arthur D. Morse, interim director, International Broadcasting Institute, and Michael Arlen, radio and TV critic, New Yorker magazine. Another juror, Edward W. Barrett, Dean of Columbia’s Graduate School of Journalism, will serve as chairman. The jurors will supervise a report detailing the achievements and shortcomings of radio and TV journalism. Based on the reports’ findings, the jurors will select a series of Alfred I. duPont Awards to be announced in the fall of 1969.

Miss Mannes Mr. Morse Sir William Dean Barrett Mr. Arlen
Minority training • The Watts Training Center, a nonprofit group to provide training (and eventually job placement) of minority groups for the television, radio, film and recording industries, has been established in Los Angeles. The board of directors of the group includes William DuBois, an NBC tape cameraman, who is president and chairman, and Stan Dukes, a sportscaster for KNXT (TV) Los Angeles, who is executive vice president. A fund-raising drive will be started for the group in September with actor Sidney Poitier as chairman. The training center is seeking some $3 million for its projects.

New jingles • A summertime version of "Radio . . . The All-American Sound," a series of promotional jingles, has been distributed to radio members of the National Association of Broadcasters for an Aug. 1 air date. Jingles are produced for NAB by Scott-Textor Productions, New York.

Promotes patriotism • WSB-AM-FM Atlanta is conducting an on-air campaign to stimulate greater patriotism and to inspire more American pride and purpose in the public. The "WSB- A Good American" campaign consists of brief slogans and patriotic announcements. "If every citizen will do his part," says one spot, "we can preserve the United States as a bastion of freedom and equality, opportunity and responsibility. WSB- A Good American."

Station rents to police • The Denver police felt a patrol helicopter would be just the thing they needed but couldn't afford one. KHOW Denver had a Bell 47-G helicopter that would be perfect for the job, so the radio station leased the craft, valued at $56,000, to the police for $1 a year. The chopper will revert back to the station when the city can save up for its own.

FINANCIAL REPORTS

Technicolor merges with Memorex

Memorex Corp., Santa Ana, Calif., a producer of magnetic tape with an outstanding growth record since being incorporated in 1961, last week announced that it has been acquired by a famous-name company in existence for some 40 years. Memorex announced that it will acquire substantially all the assets of Technicolor Inc. of Hollywood, for $115 million.

Terms of the proposed transaction are that Technicolor shareholders will receive shares with a book value of $3.50 per share from Memorex in return for the photographic products business of Technicolor. For each share of Technicolor common stock outstanding, Memorex will issue one-quarter share of its common stock and one-fifth share of preferred stock with a liquidating value of $100 per share. The Technicolor preferred stock will carry a 4% dividend rate and will be convertible into 1.15 shares of Memorex common for each share of preferred. In all, Memorex will issue about 900,000 shares of its common stock and 700,000 shares of a new convertible preferred in exchange for Technicolor stock.

Memorex will not acquire Technicolor's other business interests besides its photographic products operation. These other interests include a fire and casualty insurance company, sales promotion activities, and stock in Schick Electric Inc. The insurance and sales promotion shares reportedly have asset value in excess of $10 million or about $3.50 per share of Technicolor common. Company interests in these businesses will be distributed to Technicolor stockholders prior to the merger with Memorex.

If the merger goes through as planned—it's subject to approval by the boards of directors and shareholders of both companies—Technicolor will retain its identity and operate as an autonomous subsidiary, or division, of Memorex. No changes in management or operating personnel apparently are planned.

Memorex produces a wide range of precision magnetic recording media. The company has 36 offices in the U.S. and abroad. Its product lines include disk packs, computer tapes, video tapes for broadcast and closed-circuit television, instrumentation tapes and disc drives.

The company's net earnings were $1.3 million in 1965, $2.7 million in 1966 and $3.6 million in 1967. Sales during that period rose from $13.1 million to $34.2 million. In the first quarter of 1968, Memorex reported sales of $11.1 million and net profit of $793,000. In January, the company announced a 3-for-1 common stock split and in April made formal application for the listing of its common stock on the New York Stock Exchange.

Technicolor is best known for its theatrical color print manufacturing. The company also has a 60,000 square foot plant on the Universal studio lot custom designed for television film processing. It had sales of $105 million last year and profits of $5 million. In a six-month report released last week it was revealed that the company grossed $59.5 million and had earnings of $2.5 million.

Gulf and Western stock action reflects growth

Stockholders of Gulf and Western Industries Inc. last week approved stock exchange offers with Allis-Chalmers Manufacturing Co., Associates Investment Co. and Brown Co. All the offers had been announced previously.

Gulf and Western, a New York-based company that owns Paramount Pictures, Desilu Productions and International Telemeter Corp. (multiple CATV owner and subscription TV promoter), said it had acquired 3 million shares, or 29.5%, of Allis-Chalmers; 1.4 million shares of Associates Investment, and all shares of Brown Co. Allis-Chalmers is a manufacturer of industrial and electrical equipment; Associates Investment is a diversified invest-

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HOWARD E. STARK
Brokers—Consultants

50 EAST 58TH STREET
NEW YORK, N. Y.

(212) 355-0405

BROADCASTING, August 5, 1968
ment company, and Brown Co. makes and sells forest products.

Stockholders also approved increasing the company's authorized common stock to 75 million shares from 37.5 million shares. Last month, Gulf and Western filed a registration statement with the Securities and Exchange Commission in Washington proposing a combination offering of $45 million in subordinated convertible debentures, due in 1993, 2,231,193 common shares and $28,825 stock warrants—all of which are expected to bring the company more than $139.5 million (Broadcasting, July 29).

Two broadcasters in Fifth Ave. bus case

Among principals of Fifth Avenue Coach Co., New York, who have been found guilty by a federal judge of having conspired to use company funds for their own purposes are two with broadcast holdings. They are Victor Muscat and Roy M. Cohn.

Mr. Muscat, chairman of Defiance Industries, is the principal owner of KIKS-TV Lake Charles and KIKS-AM-FM Sulpher, both Louisiana; KYMO-AM-FM-TV Little Rock, Ark.; WTVQ(TV) New Haven, Conn.; KVMP(TV) Tulsa, Okla., and a new channel 24 station on Memphis. None of the TV stations (all UHF) are on the air.

Mr. Cohn, who gained attention during the 1950's as the late Senator McCarthy's aide, has minority interests in WNRJ(FM) Atlantic City, N. J.; WRRX Berwick, Pa., and WMAS-AM-FM Springfield, Mass.

The trial of the executives of Fifth Avenue Coach Co., whose buses were taken over by New York City, with a final payment of $32.7 million awarded in 1966 after litigation, stemmed from a complaint by the Securities and Exchange Commission in Washington. The SEC charged that the Fifth Avenue Coach Co. officials had plotted to appropriate the funds received from the city through a series of self-serving deals. It also claimed that the company was being used as an investment company without registration.

2 stations in Park deal show red in statements

Financial statements of two of the three stations being sold by Areawide Communications Inc. to Park Broadcasting Inc. in a package deal amounting to $2.9 million (Broadcasting, July 22) showed losses last year and into the first five months of 1968.

According to the sale application filed with the FCC, KRSI-AM-FM St. Louis Park (Minneapolis) is in the red for $47,303 and has lost $26,527 for the first five months of this year, while WESB Duluth, Minn., was shown to be $41,697 in the red with losses amounting to $20,317 as of May 31. WNAX Yankton, S.D., however, showed retained earnings of $215,105 and had earnings of $40,019 for the same periods.

KRSI was founded 10 years ago and KWSI-FM began operations in July 1962. WESB has been on the air 44 years and WNAX, 46 years.

Park Broadcasting Inc., Ithaca, N.Y., as of May 31 had assets of $3,416,369, long term debts amounting to $962,949 and short term notes of $126,309.

Company reports...

Multimedia Inc., group broadcaster and newspaper publisher reported an increase in revenues and earnings for six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$4,918,481</td>
<td>$415,290</td>
</tr>
<tr>
<td>1967</td>
<td>$3,820,264</td>
<td>$318,061</td>
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Walt Disney Productions, Burbank, Calif., reported almost a 24% increase in revenues and an after-tax profit nearly 13% higher for the nine-month period ended June 29:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$48,248,000</td>
<td>$7,609,000</td>
</tr>
<tr>
<td>1967</td>
<td>$41,247,000</td>
<td>$5,517,000</td>
</tr>
</tbody>
</table>

Note: Net earnings for 1967 period includes an extraordinary item: $50,000,000 non-taxable life insurance proceeds, or 21 cents per share.

Financial notes...

- Modern TeleService Inc. and Trim Telefilm Corp., both New York, have merged under the name Modern/Trim Services. The organization, a new division of Sonderling Broadcasting Corp., offers a full-line of post-production services. It is at 619 West 54th Street.
- Wometco Enterprises Inc., Miami, has declared a dividend of 12 cents per share on class A stock and 4% cents on class B stock, payable Sept. 16 to stockholders of record Aug. 30.
- Agreement has been reached under which the Visual Electronics Corp., New York, will acquire all of the outstanding stock of the Stacor Corp., Newark, N. J., manufacturer of technical equipment for schools and colleges. Visual, which is a manufacturer and distributor of TV and radio systems in broadcasting and other fields, has acquired four companies in the electronics and educational areas over the past year.

Gregg forecasts double revenue in '68

This year LIN Broadcasting Corp., Nashville, should double the revenues of 1967. Frederic Gregg Jr., president and chairman made the prediction in an address to the New York Society of Security Analysts on July 29, in which he outlined LIN's projects and outlook for the future as a "complex of communications-related businesses."

He noted that while broadcasting was the backbone of the organization, LIN's other businesses also contributed to "communications." In addition to its radio and television stations, it also owns LIN/Medallion Pictures, the John C. Butler Co., Miss Teenage America Pageant, RTV Sales, the Homestead and Schertle Art Galleries, Telanserphone answering service in New York and Delta Education Corp. LIN has agreed to buy an advertising and media buying service, Adonis Radio Corp. (Broadcasting, July 22), and is awaiting FCC approval of the purchase of WJRZ Hackensack, N. J.

Mr. Gregg said revenues in 1968 are expected to be in excess of $25 million, with a net income of $1,750,000, as compared with $12.3 million in revenues and $871,000 in earnings in 1967.

LIN's stations are WAVV-TV Norfolk-Portsmouth, Va.; WAND-TV Decatur, Ill.; WAKY Louisville, Ky.; KEEL Shreveport, La.; KIAY Little Rock, Ark.; WBBF-AM-FM Rochester, N.Y.; WIL-AM-FM St. Louis, and KILT and KOST(FM) Houston.
BROADCAST ADVERTISING

Mr. Hendrick

Mr. Motyl

C. Stanton Hedrick, VP, Campbell-Ewald Co., New York, joins Fladell, Winston, Pentnette Inc. agency there as president and chief executive officer, succeeding Ernest Fladell, who becomes chairman of board.

Daniel H. Lewis, vice chairman of board of directors and corporate creative director, D’Arcy Advertising Co., New York, elected chairman of company’s executive committee. Mr. Lewis was president and chairman of board of Johnson & Lewis Advertising, San Francisco, for nine years prior to agency’s merger with D’Arcy on March 1, 1966.

William S. Taggart, chairman, executive committee, Interpublic Group of Companies, New York, appointed executive VP in charge of administration, policy and planning. He will continue to serve as chairman of executive committee. William J. Hogan, financial consultant, Interpublic, elected executive VP and chief financial officer and also elected to board of directors and executive committee.

Ernest Cecil Motyl, executive television producer, Benton & Bowles, New York, named VP.

Dennis Kavanagh and Ralph Pucci, art group heads, Ted Bates & Co., New York, elected VP’s and appointed art supervisors.

Irving W. Holcomb and Doran T. Seaquist Jr., both account executives, and John S. Momeyer, account supervisor, Young & Rubicam, New York, named VP’s.

Dennis Rohel and Frank Snell, account supervisors, BBDO, New York, elected VP’s.

Michael Roeder, account executive, Milici Advertising Inc., Honolulu, named VP-administration. Norman Blackburn, account executive with agency named assistant VP.


Alan H. Steinberg, director, sales planning and development, NBC Radio network, New York, appointed manager, sales, central office.

W. Dean LeGras, account executive, CBS Radio Spot Sales, Chicago, appointed sales manager, spot sales, Los Angeles.

Robert B. Hance III, account executive, Metro TV Sales, New York, appointed sales manager of Metro media’s WTTG-TV Washington.

Larry Kirby, sales manager, WPTR Albany, N. Y., joins WCNY Cincinnati in same capacity.

Michael Keating, with sales staff, KRON-TV San Francisco, appointed sales manager.

Wilmot (Bill) Losee, president, Major Market Radio, Inc., elected vice chairman of board and Jerry Glynn, executive VP, elected president. Mr. Losee and Mr. Glynn were co-founders in 1951 of AM Radio Sales Co. and in 1966 of Major Market Radio, national sales representative of radio outlets in major markets.

Vaughn Paul, executive VP of Cascade Pictures of California, Hollywood, named president, succeeding Bernard J. Carr, who resigns as president and chairman. Mr. Paul has been with commercial production firm for 19 years and executive VP for past 10.

Vincent E. Garufi, general sales manager, WPTR Albany, N. Y., joins KIRL St. Charles (St. Louis), Mo., in same capacity.

Eugene A. Davis, with WIND Chicago, joins WOWO Fort Wayne, Ind., as advertising and sales promotion manager, succeeding William C. Watson, who assumes same position at WIND. Both are Westinghouse Broadcasting Co. stations.

Frank G. Boehm, director, research-marketing sales development, RKO General Inc., New York, joins ABC Radio network, Los Angeles, as western regional sales manager, succeeding John Paley, who joins Shareholder Management Co. there as director of communications.

Ronald J. Yukon, media supervisor, Biddle Co., Bloomington, Ill., joins Oliver Advertising Inc., Kansas City, Mo., as media director.

Paul O. LaGasse, national sales manager, WJR-AM-FM Detroit, appointed general sales manager. James E. Long, account executive, WJR, succeeds Mr. LaGasse.

Winston E. Kock Jr., assistant to director of advertising and promotion, Avco Broadcasting Corp., New York, joins Blair Television, that city, as assistant creative director.

Robert Eldred, KPAT Berkeley, Calif., appointed sales development and promotion manager.

Reynard Corley, administrative assistant to general manager, WTOL-TV Toledo, Ohio, appointed assistant to sales manager.

MEDIA

Robert H. Elliott, formerly with Steinman Stations, Lancaster, Pa., and assistant to VP, radio division, Rollins Stations, Atlanta, named director, radio division, Rollins Inc., with responsibility for operation of seven-station group and national sales offices in New York, Chicago and Los Angeles.

Frank S. Larson, treasurer, Avco Corp., New York, elected VP.

Paul Dunn, general manager, WQVA Geneva, N. Y., named VP-general man-

SSC&B elects five VP's

Mr. Uhl

Mr. Ommerle

Mrs. Ayres

Mr. Hummel

Mr. O'Reilly

Sullivan, Stauffer, Colwell & Bayles, New York, has elected five persons to newly created position of executive VP. Richard Uhl, senior VP, will continue as creative director;

Harry Ommerle will serve as executive VP in charge of media and broadcast operations. Other VP's elected: Mrs. Mary Ayres, Martin H. Hummel Jr., Richard O'Reilly.
CBA elects new officers

John R. Henzel, whdl Olean, N. Y., has been re-elected for second term as president and treasurer of Community Broadcasters Association, representing Class IV (local) radio stations. F. E. (Dutch) Lackey, whop Hopkinsville, Ky., was re-elected chairman, and David H. Morris, knuz Houston, VP and secretary. Elected to board was Emil Mogul, Basic Communications Inc. group owner and former New York advertising executive. Other directors: Merrill Lindsay, wsow Decatur, Ill.; Paul C. Brines, wtrc Elkhart, Ind., and Matthew H. Bonebrake, kocy Oklahoma City.


Ray H. Rosenblum, president, wacb Kittanning, Pa., also becomes general manager, wmoa-am-fm Marlette, Ohio.

Joe Frazer, general sales manager, wncb New York, joins wtmr Camden, N. J., as general manager.

Peter R. Drayer, acting general manager, wnox Knoxville, Tenn., appointed general manager.

Eugene McCurdy, general sales manager, wflyt Philadelphia, appointed station manager, succeeding Clyde R. Spitzner, who died July 20 (Broadcasting, July 29).

Ed Gries appointed general manager, keva Evanston, Wyo.

Mike Shew, operations manager, kalf Mesa, Ariz., appointed station manager.

Thomas F. Bird, account executive and manager, sales and program development, wncn(fm) New York, appointed assistant station manager.

George Guyan, sales manager, ktar-tv Phoenix-Mesa, named assistant manager, ktar Broadcasting Co. Jack Clifford, sales representative, ktar-tv, succeeds Mr. Guyan as sales manager.

William N. Farlie Jr., manager, business affairs, Westinghouse Broadcasting Co's kfwb Los Angeles, appointed associate manager, industrial relations, WBC, New York.

Ken McGaugh, with weer Muncie, Ind., joins wcvr Connellsville, Pa., as general manager.

Chuck Gordon, program director, wobm(fm) Toms River, N. J., joins wadb(fm) Point Pleasant, N. J. (due to begin broadcasting August), as operations manager.

Clifford S. Bart, attorney, National Labor Relations Board, Brooklyn, N. Y., and Alfred Haber join NBC legal department, New York.


WEATHER INSTRUMENTS

FOR
TV CATV RADIO

Manufacturers of Precision Meteorological Instruments in Use Around the World
TEXAS ELECTRONICS, INC.

66 Redfield Street * Dallas, Texas

RELIGIOUS BROADCASTERS

15 minute broadcasts available on 100,000 watt clear channel "border" station at only $15.00 per broadcast—only $1 per minute. Cover 30 States from one super power broadcast. Write for coverage map and availability. Radio Representatives, 3rd floor, 1227 Loyola Ave., Chicago, Ill. 60626.
WCiX-TV Miami, as operations manager.

Gene Plumstead, regional manager, audio-visual materials division, Curtis Publishing Co., joins WMAR-FM Baltimore, as operations manager.

Sam Page, WMAR Binghamton, N.Y., appointed director of programming.

James Walton, WKSN Jamestown, N.Y., appointed program director.

NEWS

Liz Trotta, NBC News correspondent, joins Vietnam staff of NBC News, as full-time woman war correspondent.

Revel Guest, freelance television documentary producer, appointed producer and director, newly established European bureau, Public Broadcast Laboratory, with headquarters in London.

Bob Brennan, Atlanta bureau manager, CBS News, joins WCiX-TV there as news director.

Bernard J. Fioni, with WBNF-AM-FM-TV Binghamton, N.Y., named news director.

Charles Eanes, with WVBC-TV Hampton-Norfolk, Va., appointed news director.

Jerry McClun, news producer, WDKA-TV Pittsburgh, appointed assistant news director, succeeding William Brady, who becomes news director, WDKA.

Arnold Albright, with WIND Chicago, succeeds Mr. McClun. All are Westinghouse Broadcasting Co. stations.

Norm Davis, public affairs editor, WJXT-TV Jacksonville, Fla., and WTOP-TV Washington as director of public affairs. Both are Post-Newsweek stations.

Stephen H. Miller, with AP, Columbus, Ohio, appointed correspondent in charge of Cleveland bureau, succeeding Richard H. Smith, who transfers to San Francisco staff.

Alan Todd, assignment editor, KBHK-TV San Francisco, appointed news manager, WKBD-TV Detroit (both Kaiser Broadcasting Corp.). Barry K. DeChant, staff announcer, WKBD-TV, appointed news assignment editor.

James Thistle, assistant news director, WZTV-TV Boston, joins WKBG-TV Cambridge-Boston, as news manager.

Bob Maher, new servant, WWJ-AM-FM-TV Detroit, appointed assistant news editor.

FANFARE

Scott Moger, assistant director, advertising and promotion, ABC Films, New York, appointed director.

Bill Gladden, with WAVE-AM-TV Louisville, Ky., appointed director of public relations and publicity. Bill Logan appointed promotion director.

Richard D. Brescia, PR director, Les Jane Bridal Boutique, Eastwood, N.Y., joins WANE-TV Fort Wayne, Ind., as director of promotion and advertising.

Travis Gardner, music director, KCOH Houston, appointed promotional and merchandising director.


Allen H. Kelson, with advertising staff of Sears, Roebuck & Co., joins WFMT (FM) Chicago as director of public relations, succeeding Paul Vodicka, who joins WFMT announcing staff.

EQUIPMENT & ENGINEERING

Gaetano (Tom) Marotta appointed controller, electronic systems division, General Instrument Corp., Hicksville, N.Y.

John T. Jones Jr., technician, WCAU-TV Philadelphia, appointed assistant director of engineering succeeding George Lewis, who died July 26. Mr. Lewis had been with WCAU-AM-FM-TV for 36 years.

Theodore R. Conant, director, special educational services, noncommercial WGHI-FM Boston, joins CBS Laboratories, Stamford, Conn., as coordinator of instructional systems.

Elie C. Katz, systems engineer, ITV Inc., joins Video Center Inc., Clifton, N.J., as sales manager.

Owen J. McReynolds, RCA representative in Virginia, West Virginia and District of Columbia, retires after 24 years in broadcast equipment sales.

INTERNATIONAL


Tariq Dib, account executive, TeleOrient (television station), Beirut, Lebanon, appointed to newly created position of sales manager, Mid and Near Eastern territories, 20th Century-Fox Television International, Beirut.

ALLIED FIELDS

Goddard Lieberson, president. CBS/Columbia Group, New York, elected to board of directors, Lincoln Center for the Performing Arts, that city.

Walter S. Brooks, national target city project director, Congress of Racial Equality, Baltimore, appointed executive producer for urban affairs, Maryland Public Broadcasting Commission.

DEATHS

Margaret Cuthbert, 81, radio pioneer and producer, died July 25 in Orleans, Mass. Miss Cuthbert retired in 1952 as NBC Radio’s supervisor of public affairs after 25-year association with network. She joined WEAF (now WNBC) in New York in June 1924 when station was operated by AT&T. In 1926 WEAF became key outlet of newly-organized NBC and for many years Miss Cuthbert was in charge of network’s women’s and children’s programs division. Among the better-known series she produced was NBC Theater.

Roy Irving Ross, 56, head of Roy Ross Enterprises, New York, died July 23 at Gotham hotel, that city, following heart attack. He lived in Merrick, N.Y. Mr. Ross, freelance composer and arranger of music for radio and television
commercials, was music director of WNEW New York from 1946 to 1958. He is survived by his wife, Rose, and three children.

Warren T. Washburn, 24, television assistant, technical operations, NBC-TV New York, died July 29 in Phelps Memorial Hospital, North Tarrytown, N. Y., as a result of injuries sustained in automobile accident on July 16. Mr. Washburn joined NBC in 1967. He is survived by his wife, Heidi, and daughter.

George Dindas, 56, unit manager, WNBC-TV operations, New York, died of heart attack July 30 in his office. Mr. Dindas joined NBC in 1950 as senior studio supervisor. In 1960 he was named facilities manager and was appointed coordinator of news film in 1962. He became unit manager in 1964. He is survived by his wife, Lillian, and two sons.

Harry F. McKeon, 65, retired director, tax office, NBC, New York, died July 26 at North Shore hospital, Long Island, N. Y. He lived in Great Neck, N. Y. Mr. McKeon was one of NBC's original employees, holding position of auditor, WABC (now WNBC New York), when company began broadcasting in 1926. He is survived by his wife, Elizabeth, son and daughter.

George O. Roesler, 67, retired national sales manager, Thoms Radio-TV Enterprises, Asheville, N. C., died July 11 following long illness in Asheville. He is survived by his wife, Elizabeth.

Martin M. Barnett, 59, cameraman, CBS, died July 24 in Chicago. He is survived by his wife, Sylvia, son and daughter.

Harold Oliver, 42, VP-engineering, Malrite Broadcasting Co., died July 28 of heart attack in St. Clair Shores, Mich. He is survived by his wife, Leona, and six children.

Joe McCauley, 49, air personality, WP Philadelphia, died July 25 at his home. Mr. McCauley was with station 25 years. He is survived by his wife, Roseline, two sons and two daughters.

John Paul Sheehan, 44, associate professor, radio and television, Indiana University, Bloomington, died July 24 of heart attack at his home. He is survived by his wife, Mildred, and five sons.

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FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, July 24 through July 31 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced; ant.—antenna; aur.—aural; CATV—community antenna television; ch.—channel; -critical hours, CP—construction permit; D—day; DA—directional antenna; ERP—effective radiated power; kw—kilowatts, kw, kwatts; LA—local area; mc—megacycles; mod.—modification; N—night; P—paperless service authority; SSA—subsidiary communications authorization, SIA—specified hours, SCA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra-high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

APPLICATION

New Orleans—New Orleans Broadcasting Corp. Seeks UHF ch. 38 (616.630 mc); ERP 100 kw vis., 29 kw aud. Ant. height above average terrain 310 ft; ant. height above ground 366 ft. P. O. address: c/o Charles O. Verrill Jr., Suite 710, 1500—17th Street, N.W., Washington 20036. Estimated construction cost: $200,000; first-year operating cost: $300,000; yearly operating cost: $500,000. Geographic coordinates: 90° 36' 30" west long; 30° 43' 0" north lat; 20° 50' 20" west long. Type trans. RCA TUF-363. Ant. RCA TUF-380. Legal counsel C. O. Verrill; consulting engineer William C. King Jr.


FINAL ACTION

Sacramento, Calif.—Heretules Broadcasting Co., Review board, granted petition UHF ch. 18 (416-422 mc); ERP 485 kw vis., 96.6 kw aud. Ant. height above average terrain 1120 ft; ant. height above ground 506 ft. P. O. address: 3236 El Camino Avenue, Sacramento 15, Calif. Estimated construction cost: $646,360; first-year operating cost: $487,936; yearly operating cost: $1,010,100. Geographic coordinates: 38° 45' 45" north lat; 120° 51' 20" west long. Type trans. RCA TTT-35. Ant. RCA TTT-37. Legal counsel McKinna and Wilkenson; consulting engineer Edward Edison. Principals: Manning Slater, president and treasurer (29%); J. Kenneth Bradley (30%); et al. Mr. Slater has no other business interest except 25% ownership of KRAK Sacramento, Calif. Mr. Bradley is partner in law firm. Applicant is licensee of KRAK Sacramento, Calif. Ann. July 19.

ACTIONS ON MOTIONS

Hearing Examiner David L. Kraushaar on July 94 in Homewood and Birmingham, both Alabama (Chapman Radio and Television, Co., Alabama Television Inc., Birmingham Broadcasting Co. and Birmingham Television Corp. (WBBJ)) TV proceeding, granted petition by Birmingham Television Corp. for leave to amend application to provide certain information previously submitted by letter in more formal form and to supply biographical information on Scott Hodes, who recently joined applicant's board of directors (Docs. 15461, 15700-1, 15708).

Hearing Examiner Forest L. McClennan, on July 25 in joint broadcast proceeding, both Florida and Asheville, N. C. (Florida-Georgia Television Co., Community First E., Co., New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co.) TV proceeding, granted motion by Action Television Inc. for discovery of facts, interpretations and conclusions in possession of Wometco Skyway Broadcasting Co. to limit and suppress information discovery, including certain information previously submitted by non-party Antwin Televisions Inc., denied motion by Antwin Televisions Inc. for discovery and production of documents for inspection and copying and to permit entry; dismissed motion by Florida-Georgia Television Co. for protective orders with respect to motion for discovery and to written interrogatories on Antwin Televisions Inc. for having been untimely filed and for reason it was not named in motion for discovery and interrogatories were not propounded to; and denied motion by Antwin Televisions Inc. to strike (Docs. 10264, 17562-4, 18165-8).

Hearing Examiner Chester F. Natafecz, Jr. on July 24 in Medford, Ore. (Liberty Televisio, joint venture comprised of Liberty Televisio, Inc. and Shidkoy Broadcasters Inc. and Medford Printing Co.) TV channel 8 proceeding, ordered hearing to resume Sept. 23 (Docs. 17681-2).

Existing TV stations

FINAL ACTIONS

FCC denied requests by Aben E. Johnson Jr. and General Media Television Inc., permittees of unconstructed WAXG (TV) ch. 62, Hammond, and WMGT (TV) ch. 50, Gary, both Indiana, respectively, for waiver of spacing requirements applicable to the latter station and 73-698 of rules, Applications to change facilities were dismissed. Action July 27.


KRIS-TV Corpus Christi, Tex.—Broadcast Bureau granted CP to change type ant. Action July 23.

OTHER ACTIONS

FCC informed Metromedia Inc., licensee of WTTG-TV Washington, D.C., has been "responsible for exercising reasonable diligence to prevent or minimize" material. Information is in letter following investigation of videotaped interview of John F. Roche, special assistant to the President, by Pierre Salinger, broadcast April 21, Action July 23.

FCC notified Gross Telecasting, Inc., Berkley and WIDN-DT, Milwaukee, Wisc., that it has broadcast editorials involving material in which it had private economic interest without disclosing the economic interest to broadcast audience. Action July 24.

ACTION ON MOTION

Hearing Examiner Millard F. French on
### SUMMARY OF BROADCASTING
 Compiled by Broadcasting, July 31, 1968

<table>
<thead>
<tr>
<th>LICENSED</th>
<th>COM</th>
<th>COM'FM</th>
<th>COM'FTV</th>
<th>EDUC COM'TV</th>
<th>EDUC TV</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP's on air</td>
<td>4,151</td>
<td>1,812</td>
<td>614</td>
<td>335</td>
<td>123</td>
<td></td>
</tr>
<tr>
<td>Total on air</td>
<td>4,203</td>
<td>1,850</td>
<td>655</td>
<td>348</td>
<td>156</td>
<td></td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>86</td>
<td>244</td>
<td>160</td>
<td>30</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,289</td>
<td>2,094</td>
<td>815</td>
<td>378</td>
<td>188</td>
<td></td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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</table>

1 Includes two AM's operating with Special Temporary Authorization.
2 Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

#### APPLICATIONS

- **WRUP Huntsville, Ala.** Requests CP to change hours of operation from daytime to unlimited time using 500 kw, 5 kw with DA-N, and install new trans. Action July 26.
- **WRMA Montgomery, Ala.** Requests CP to change hours of operation from daytime to unlimited with DA-N, and change location to Union Avenue, College Road, adjacent to Union Academy Church, Montgomery. Action July 26.
- **KALF Mesa, Ariz.** Requests CP to change hours of operation from daytime to unlimited time using power of 5 kw, 10 kw, with DA-N; separate nighttime site (In- send Road, and a distance of 11 miles North-West of Mesa, Arizona); and install new trans. Also, petition for waiver of Sec. 73.24 of rules and request for acceptance of application for filing. Action July 26.
- **KGMG Englewood, Colo.** Requests CP to change station location 1,000 kw to 1 kw and install new trans. Ann. July 26.
- **KVDX Sacramento, Calif.** Requests CP to change hours of operation from 1 kw to 5 kw and take changes in daytime and nighttime to DA system. Ann. July 26.
- **WRWF Wyandotte, Mich.** Requests CP to operate with DA-N at separate nighttime site (6.6 mile north of U. S. 80, 5.5 miles west of Columbus, Miss.) and install new trans. Ann. July 26.
- **WSNE Cumming, Ga.** Requests CP to change frequency from 1410 kc to 1170 kc and change from DA-D to non DA. Ann. July 26.
- **WNNP Evanston, Ill.** Requests CP to change hours of operation from daytime to unlimited time, operate from separate nighttime site (southeast of Rolling Ave. and McCormick Blvd., Lincolnwood Village Ill.) and install new nighttime rules. Also, requests CP to change studio location to 1492 N. Washtenaw Ave. and install new trans. Action Sec. 73.24(b) of rules. Ann. July 26.
- **WCHM Clarksburg, W. Va.** Requests CP to change power from 500 kw to 1 kw, change 1st and 2nd adjacent to WCHD. Ann. July 26.
- **WLCI Indianapolis, Ind.** Requests CP to change frequency from 1550 kc to 1600 kc and make changes in DA system and add new tower. Ann. July 26.
- **WMCR Elyria, Ohio.** Requests CP to increase nighttime power from 300 kw to 5 kw and make changes in DA system and add new tower. Ann. July 26.
- **WDCL Anderson, S. C.** Requests CP to operate with DA-N at daytime to unlimited time, operate from separate nighttime site (southeast of Rolling Ave. and McCormick Blvd., Lincolnwood Village Ill.) and install new nighttime rules. Also, requests CP to change studio location to 1492 N. Washtenaw Ave. and install new trans. Action Sec. 73.188 of rules. Ann. July 26.
- **WDBL Meridian, Miss.** Requests CP to increase power and rate of power for new daytime operation to 5 kw; requests CP to change nighttime operation to 5 gw and install new trans. Ann. July 26.
- **WFXV Mobile, Ala.** Requests CP to increase power from 500 kw to 1 kw; change ant-trans. to State Route 1643, off a new station of 50 kw and install new trans. Action July 26.

### STATION BOXSCORE
 Compiled by FCC, July 1, 1968

<table>
<thead>
<tr>
<th>Licenses (all on air)</th>
<th>CP's on air (new stations)</th>
<th>CP's on air (not new stations)</th>
<th>Total on air</th>
<th>CP's not on air (new stations)</th>
<th>Total authorized stations</th>
<th>Licenses deleted</th>
<th>CP's deleted</th>
</tr>
</thead>
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<td>614</td>
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**Note:** The table includes all broadcast stations operating as of July 1, 1968.

#### Broadcast Advertising

- **Edwardsville, Ill.** Requests CP for new daytime operation to 110 kw and Blue Ribbon to operate with power of 50 kw and install new trans. Action July 26.
- **WPTV Miami, Fla.** Requests CP for new daytime operation to 110 kw and Blue Ribbon to operate with power of 50 kw and install new trans. Action July 26.
- **WQEX New Orleans, La.** Requests CP for new daytime operation to 110 kw and Blue Ribbon to operate with power of 50 kw and install new trans. Action July 26.
- **WQXI Atlanta, Ga.** Requests CP for new daytime operation to 110 kw and Blue Ribbon to operate with power of 50 kw and install new trans. Action July 26.
- **WQXI Atlanta, Ga.** Requests CP for new daytime operation to 110 kw and Blue Ribbon to operate with power of 50 kw and install new trans. Action July 26.

### RATING

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<th>Licensed</th>
<th>COM'FM</th>
<th>COM'FTV</th>
<th>EDUC COM'TV</th>
<th>EDUC TV</th>
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<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Notes</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>1812 K St., N.W.</td>
<td>202-296-6400</td>
<td>Member AFOOE</td>
</tr>
<tr>
<td>JAMES C. MCMARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Washington, D.C. 20004</td>
<td>202-714-1205</td>
<td>Member AFOOE</td>
</tr>
<tr>
<td>—Established 1926—</td>
<td>PAUL GODLEY CO.</td>
<td>Consulting Engineers Box 799, Upper Montclair, N.J. 07043</td>
<td>201-746-3000 Member AFOOE</td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS</td>
<td>RADIO &amp; TELEVISION 527 Munsey Bldg.</td>
<td>202-783-0111</td>
<td>Member AFOOE</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>CONSULTING ENGINEERS</td>
<td>WASH., D.C. 20005</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS</td>
<td>INWOOD POST OFFICE DALLAS, TEXAS 75209</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KEAN, SKLOM &amp; STEPHENS</td>
<td>CONSULTING ENGINEERS</td>
<td>19 E. Quincy Street Riverside, Illinois 60546</td>
<td>(214) 631-8360 Member AFOOE</td>
<td></td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING ENGINEERS</td>
<td>8200 Snowville Road Cleveland, Ohio 44141</td>
<td>216-526-4386 Member AFOOE</td>
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<td>MERL SAXON</td>
<td>CONSULTING ENGINEER</td>
<td>622 Hoskins Street Lufkin, Texas 75901</td>
<td>634-9958 632-2821 Member AFOOE</td>
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<tr>
<td>JOHN H. MULLANEY</td>
<td>and ASSOCIATES</td>
<td>3110 Connecticut Ave., N.W. Washington, D.C. 20036</td>
<td>202-223-1180 Member AFOOE</td>
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<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220 Coldwater, Michigan 49036</td>
<td>517-276-6733</td>
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<tr>
<td>FRANK A. ZOELLER</td>
<td>TELEVISION SYSTEMS CONSULTANT</td>
<td>20 Years Experience Box 366 San Carlos, Cal. 94070</td>
<td>415-593-1751</td>
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<tr>
<td>TERRELL W. KIRKSEY</td>
<td>Consulting Engineer</td>
<td>5210 Avenue F Austin, Texas 78751</td>
<td>512-454-7014</td>
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<td>COMMERCIAL RADIO</td>
<td>MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS</td>
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<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING</td>
<td>SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138</td>
<td>617-876-2810</td>
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<tr>
<td>PAUL DEAN FORD</td>
<td>Broadcast Engineering Consultant</td>
<td>R. R. 2, Box 50 West Terre Haute, Indiana 47885</td>
<td>812-533-1661</td>
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<tr>
<td>John B. HEFFELINGER</td>
<td>CONSULTING ENGINEERS</td>
<td>9208 Wyoming Pl. Hilland 4-7010</td>
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<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td>CONSULTING ENGINEERS</td>
<td>711 14th St., N.W. Republic 7-6666</td>
<td>Washington, D.C. 20005</td>
<td>Member AFOOE</td>
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<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS</td>
<td>Radio-Television Communications-Electronics 2029 K St., N.W., 4th Floor Washington, D.C. 20006</td>
<td>202-223-6604</td>
<td>Member AFOOE</td>
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<tr>
<td>PETE JOHNSON &amp; Associates</td>
<td>CONSULTING ENGINEERS</td>
<td>304-925-6281 Charleston, West Virginia</td>
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<tr>
<td>A. E. Towne Assoc., Inc.</td>
<td>TELEVISION AND RADIO ENGINEERING CONSULTANTS</td>
<td>727 Industrial Road San Carlos, Carlsbad, CA 94104</td>
<td>415-392-1394</td>
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<tr>
<td>RAYMOND E. ROHRER</td>
<td>Consulting Radio Engineers</td>
<td>317 Wyat Blvd. Washington, D.C. 20005</td>
<td>301-347-9011 Member AFOOE</td>
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WELF Tomahawk, Wis.—Requests CP to increase 500 w to 1 kw and install new trans. Ann. July 26.

FINAL ACTIONS
• Commission has denied request by Limington Co., for waiver of prohibited overlap limitation of Sec. 37.37 of rules, and returned as unpatentable application to change WKAC, Athens, Ala., operating frequency from 1 kw CH to 1 kw CH-DAY. Application is for same station, located in same community, with new ERP of 1 kw at a new site.

ACTION ON MOTION
• Hearing Examiner Basil P. Cooper on July 25 granted (FCC File No. 216191) to Eileen E. Tramo, CB, for erection of CB antenna to be located near Edmund, N. H. Action July 26.

NEW FM STATIONS
• FCC notified WWM New Orleans that it has incurred apparent liability of $3,000 for noncompliance with terms of its license. FCC will consider application for renewal of license.

LETTER APPLICATIONS
• WRFY, Richmond, Va.—Resolution of committee’s rules. Action July 24.

LETTER ACTIONS
• FCC granted renewal of license for WKAM-FM and KRGM-FM, both in Chillicothe, Ohio, owned by General Electric Cablevision Co. Action July 24.

NEW FM stations

ACTION ON MOTION
• Commission has denied request by Margaret M. Shinn, Miami, Fla., to transfer license to her husband, J. H. Shinn.

LETTER APPLICATIONS
• KUZZ-FM, Thunderbird Broadcasting Co., was granted renewal for new VHF TV station to serve Seattle, Wash. Action July 24.

CALL LETTER APPLICATIONS
• KYPW, Thibodaux, La.—Request for class D station. Action July 24.

RENEWAL OF LICENSES, ALL STATIONS
• Broadcast Bureau granted renewal for following stations and their co-pending applications. FCC Action: July 25. All stations listed in Table 128 of FCC Bulletin 1969-10.

LETTER APPLICATIONS
• Broadcast Bureau granted CP to install an auxiliary daytime trans. Action July 25.

LETTER ACTIONS
• FCC granted CP to make changes in DA system. Action July 25.

NEW FM stations
• FCC accepted application, from Times Mirror Broadcasting Co., to change frequency of 91.9 to 91.3, at Santa Cruz, Calif. Action July 25.

NEW FM stations
• Commission has granted CP to FM station to operate on ch. 236 (95.1) at Rockmart, Ga.; ch. 175 (76.1) at Scruggs, Miss.; ch. 74 (88.1) at Scruggs, Miss.; ch. 28A at Ojai, Calif.; ch. 25A at Buford, Ga.; ch. 27A; proposed to operate on ch. 272A at Alaba, Ill., proposed to operate on ch. 26A; and proposed to operate on ch. 22A, proposed to operate on ch. 272A, proposed to operate on ch. 262A, proposed to operate on ch. 297B.

NEW FM stations
• Commission has granted CP to change frequency of 91.9 to 91.7, at Lula, Ga.; and 91.2 to 91.7, at Lula, Ga. Action July 25.

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Wanted!! A budding empire builder. Need person with $ who is willing to relocate, acquire equity position in and manage midwestern daytimer FM station—small, but dynamic market. Send complete resume in strictest confidence to FM BROADCASTING.

Wisconsin station offers management challenge and investment opportunity to mature sales executive. Must have background in all phases of radio operation and a minimum of $10,000.00 to invest in growing operation. Opportunities abound. 50 miles from Manhattan. Established AM-FM seeks general manager. Must be excellent salesperson & a talented manager. Send resume and salary requirements. Box H-35, BROADCASTING.


General manager of proven integrity with proven record of success. Opportunity offers future growth and association with professional group (Radio) Broadcasters. More money and fringe benefits than you thought possible, plus the right to run your property. Under guidelines of corporate policy for overall unity. Qualifications: Age 35-42. General manager, minimum 5 years, in market ranking of top 10. All replies to our President and held in strict confidence. Box H-71, BROADCASTING.

Sales

Top-40 in major North Carolina market. Looking for young aggressive salesman with radio background and record of success. Good drive and excellent potential for the right person. Please send resume, photo and track record as radio salesman to Box H-5, BROADCASTING.

Florida east coast C&W wants one good salesman. Must be able to show bona-fide sales record. Position demands settled and responsible person of clean habits and a real worker. No beginner—no amateurs. References required and will be checked. This is a real opportunity for a permanent position who wants to be number one in the market. Everything in first letter. Repeat: That bottom line of success is imperative. Box H-51, BROADCASTING.

Dynamic radio group has openings for energetic, shirt-sleeve salesmen in the following markets: Florida—4 men. Kansas City, Mo.—2 men, Little Rock, Arkansas—2 men. New station acquisitions have created these openings. Rapid advancement into management is a segment if you have the ability. Call Mr. Karp, President. 785-9775. Apply before 6:30 p.m. or Box H-60, BROADCASTING.

Salesman aggressive, successful salesman wanted for central Virginia small mkt. Salary open. Send complete resume and requirements to Box H-72, BROADCASTING.

Experienced radio salesman, MOR network station with adult audience. Opportunity to do play-by-play radio sports. Send complete information including salary requirements to Cereki Management, P. O. Box 352, Yuma, Arizona 85364.

Sales

Sales—(cont’d)


Salesmen—$125 to $150 a week start for right men. Local sales only. Hard worker—good community image. Must like to call door to door. Immediate openings. D. C. WINX—624-9292—Mr. Eaton.

Notice to smaller and medium market experienced radio advertising salesman who would like to move up in market size and market income potential. We have a fine opportunity for a man with proved success who would like to work for a high-quality, adult radio operation in one of the nation’s finest areas, Minneapolis-St. Paul. We have 5,000 watts of AM and FM-Stereo power, we broadcast magnificent music, fine features, mature personalities. Leads are purchased and operated for three years. Average employee tenure over 9 years. 25 persons have come back to work for us a second time. We have a reputation for stability, integrity and good business practices. If you are a person of proved sales success and want to work with a clean, reliable, responsible team of professionals, you can have a career opportunity with a potential of $30,000 to $40,000 per year. Please send details to Bill Stewart, President, WPCB Radio, Minneapolis, Minnesota 55423.

We build a better one . . . not to "mosserup" but to serve better our customers. Readiness of this section continues upward. Advertisers tell us about increased responses, including sales pitches from other publications. When you have something to buy or sell, fill a vacancy, or want a better job use BROADCASTING’s classified section—THE marketplace for everything and everybody in broadcasting.

Sales manager with successful background in personal promotion and supervision of sales department wanted for full time independent station. Applicants should have desire to develop into management and become an investor with future growth. Excellent compensation for experienced manager who can fill this immediate opening. Contact John R. Livingston, 866-666, area code 615, Nashville, Tennesse.

Radio time sales . . . outstanding station in the greater Hartford area, with an 8% address plus attractive and aggressive and hard working salesman, Salary negotiable. All correspondence to be identified as confidential. Send resumes to Al De Dominici, 234 Old Lane Road, Cheshire, Connecticut.

Sales—(cont’d)

Salesman—good salary and commissions, fine account lists. Contact Fred Davis—P. O. Box 745, Athens, Tenn.

Announcers


Announcer for single market station near Daytona Beach. Must be able to pay for own private car. Jobs available. Send resume and tape with first letter. Box G-184, BROADCASTING.

Announcer wanted for commercial radio station who must have experience or very mature voice. Join a growing station in northeast Texas. Box G-244, BROADCASTING.

Can you do high school football-play-by-play? Like middle of the road program? Write a few commercials? We need a good man now. Box G-256, BROADCASTING.

Immediate opening . . . for a top-flight modern C&W air "personality" for major market multi-time slot. Photo. Top salary for the right man plus many fringe benefits. We’re looking for experienced pros in the great northeast. Please send complete resume, tape, photo to: Box G-393, BROADCASTING.

Morning man for 5 kw fulltime MOR with heavy accent on news and sports. #1 in medium market of over 100,000. 5 or more years in MOR field. Salary and benefits. Contact box for full details. Box G-231, BROADCASTING.

Wanted first phone bright morning man, who can provide a cheerful, tight production, MOR setting for total information radio. Midwest region station in market under 100,000. Send tape, photo, and complete resume to Box G-371, BROADCASTING.

Announcer, some experience, send resume, tape, picture, salary requirements for small market MOR/sports station, experience desired. Box G-376, BROADCASTING.

Good announcer needed in good size midwest market. Send tape, resume and salary requirements. Box G-403, BROADCASTING.

Talk man—Experienced communicator for part-time split at one of nation’s outstanding all-talk, two-way radio stations—with substantial ticket, but will do no maintenance. Top station in a top market. Send resume, air check and references to Box H-4, BROADCASTING.

You are a bright, talented, witty morning man. You have at least five years experience. You would like to be a sales manager in a progressive eastern group station. You will be sent a resume to Box H-12, BROADCASTING.


**Announcers**

Maryland station has immediate night shift openings for experienced announcer.

Send tape, resume Box H-13, BROADCASTING.

Spanish announcer—first phone helps.

For Miami station and Spanish-speaking market. Tape and full particulars to Box H-28, BROADCASTING.

Immediate opening.

Contact Jack Chapman, Staff announcer, Opportunity needs opening Maryland station.

MOR, AM-FM operation in Great Lakes area. Salary open. Box H-30, BROADCASTING.

Experienced announcer capable commercial writing and production plus other duties. An effective man can make a good job out of it. Send tape and resume to Box H-38, BROADCASTING.


North Carolina single market needs announcer—salesman. $100 weekly plus 15%. Opportunity for excellent earnings if willing to work. Write Box H-53, BROADCASTING.

Announcer, salesman, newsmen... Cape building. Send tape and resume, tape to Box H-54, BROADCASTING.

We don't need you, if you are a prima donna, arrogant, a know-it-all. We want you if you are a pro—humble... can take direction and are talented. This as a number one organization in a competitive market and the right person can become a part of the staff. Check the salary requirements and photo. All inquiries will be answered. Box H-53, BROADCASTING.

Leading quality music station, located on east coast in 10th largest market, needs mature announcers with board work experience. No top $40-$50 per 5 day 4 hour week. Regular raises, 3 weeks paid vacation. APTA. Modern studios with latest equipment. Send tape and resume to Box H-10, BROADCASTING.

Need two announcers—salesmen for new clear channel daytimer in one of New Mexico's fastest growing communities. Ideal with experience. Start immediate. Excellent pay to start. Write Box H-78, BROADCASTING.

10,000 watt KAWA, Waco, Texas. Opportunity for opening for first phone man... evening drive, strong on reading and production... send tape and resume and resumes for position to Johnny Dallas, phone SW 2-2445 or PL 42448.


Immediate opening for 1st phone announcer. MOR station with some specialized blocks. (If you like C/W better forget.) Fringe benefits, year-round temperate weather, excellent housing conditions. Excellent pay to start. Rush full details to Gene P. Loiter, KGEZ, Kalispell, Montana.


First phone for swinging night show. No maintenance. Top rated station. Salary $130 weekly. Do not call, send tape and resume to Manager, WBEZ, Pittsburgh, Pa.

WLA MOR top metro feeder needs experienced combo board man. Professional move up to big city positions. Midwest background. Send resume to Mr. Kraychev, WBBY, POB 60, West Bend, Wisconsin.

WCCW, Traverse City, Michigan looking for polished experienced air personality to join producing staff.

**Announcers**

Attention Pennsylvania, New Jersey, Maryland, Virginia. Immediate opening for a responsible pro who can handle air shift and production details without fuss, highly rated 5 kW A.M- F M station. Send resume details to Ed K. Smith, WCBM, Harrisburg, Pa.

WERT is offering an unusual opportunity to a qualified applicant who is seeking pleasant atmosphere of a company and a broadcast-oriented operation. We are looking for a morning man who has knowledge and likes to perform a talk program. If interested, send tape and resume to WERT, completed in Westbury, N.Y., Rhode Island 02891.

Personality for all nite show at adult MOR station. Group operation with full benefits and opportunity. Take picture and resume to WHEB, 191 East Ave., Rochester, N.Y. 14604.

Evening shift at contemporary MOR. First ticket—no maintenance, air-check, plus room, to WHEB, P. O. Box 3265, West Palm Beach, Florida.

Experienced combo—bright newsports MOR, standard salary. $150, first phone. WHMC, Gaithersburg, Maryland.

Announcer with copy and production talent, character and easy voice. ABC affiliate, half-hour from Ann Arbor, Lansing and Detroit. Forward no materials without enclosed container for their return. WHMI, Howell.

Florida coastal station has opening for chief engineer-announcer. Pleasant living by the ocean. Opportunity for advancement with station. A MOR station. Must be capable of maintenance on AM & FM, reasonably good announcer for MOR, POP format. Send tape and resume to Houston Miller, WTRA, Ft. Pierce, Florida.


"Soul jock" needed at once. Send photo, tape, background. Must be young and ambitious. Have endorsement with experience. Send to WNOO, Box 106, Chattanooga, Tennessee 37402.

Announcer... WRCX, Hartford, full-time. AM-FM. MATTE, Swim, Voice, full benefits, paid vacation, sick leave. Send resumes to WRCX, Box 910, Hartford, Connecticut 06101.

Wanted-announcer-salesman or announcer-newman for healthy, medium market MOR. Contact Spence Allen, WRTA, Altoona, Pennsylvania.

5 kW MOR small market station needs experienced anncer, ready to assume PD slot. Call or write C. Petito, WVLV, Pekin, Ill. 209-245-2134.

Immediate opening for a 1st phone all night dj at leading central New York top 40 operation. Rush tape and resume to: Bill Quinn, WTLB, Strauss Broadcasting Group, Utica, New York.

Wanted for Ohio MOR AM-FM. Want the right man to do a good job. Will consider little experience or qualified beginners. Contact WINS, Coshocton, Ohio 43812.

Need a real swinger with personality for MOR format. Must have minimum of 2 yrs experience. Affiliated with TV. Salary and talent. Send tape to WJAC, 1504 Glick Rd., P.O. Box 745, Altoona, Pa. 16601.


Michigan AM needs experienced middle of the road announcer dj for modern country sound. Medium market, 5 kW. 24 hour operation. Air mail tape. Information to: Paul Pigeon, WJN, 45 E. Bay City, Michigan.

**Technical**

Immediate opening for board operator steady and permanent—Chilgoe station 3rd listener required. Box G-189, BROADCASTING.

Qualified chief engineer needed by Pennsylvania full time 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-216, BROADCASTING.

Chief engineer for southeast AM-FM operation. Construction, maintenance and reliability necessary. Well established station in stock. Inquire immediately now open. Box G-354, BROADCASTING.

Chief engineer. Quality AM-FM regional in large update New York market. A great opportunity for the right man who has excellent reputation locally and nationally. Must be capable of operation and maintenance. Box G-471, BROADCASTING.

Chief engineer. Milwaukee metropolitan area. Full charge AM-directional, FM, MX. No board hours necessary. Announcing and engineering—Combined ability. Apply first letter. Box H-5, BROADCASTING.

Chief engineer for upscale New York small market. Limited opening. Ideal living by the ocean. Assistant chief east coast some experience or willing to learn, excellent opportunity send complete resume with salary requirement, Box H-22, BROADCASTING.

Interesting opening for 1st phone. New modern facilities. Call or send information to Chief Engineer, WAVJ/WQAD, 315-224-1137, Dayton, Ohio 45408.

Chief engineer for AM-FM stereo. Plan to expand IGM automation system soon. Extra income possible. Send resume and tape to Chief Engineer, WBBR, Westport, South Carolina 29485.

Nassau Broadcasting Company, WYWH in Princeton, N. J. and WQCA in Trenton, N. J. need 2 or 3 1st ticket engineers for AM and FM for maintenance duties covering AM, FM stereo, SCMS, audio, automation, remote control, microwave etc. Please apply to Art Silver, Director of Engineering, Box 1250, Princeton, N. J. or call 609-924-3600.

Immediate opening for qualified technician, first phone required, transmitter experience desirable. Excellent working conditions. Write or call, Leo Rymarz, Eng., WWJ-AM-FM, 662 Lafayette Blvd., Detroit, Mich. 48231 Tel: 313-222-2313.

Television network engineers: Positions available—maintenance and operations. Excellent working conditions. Radio or television first class license required. Send resume to: N.E.T. Television, Inc. 2715 Maple Road, Amherst, N. Y. 14228.

Wanted: Engineer-stations for metropolitan station in Jackson, Miss. 5000 watt AM and 100,000 FM. Send resume to P.O. Box 9801, Jackson, Miss. 39209.

CBS affiliate upstate New York wants experienced Engineer, journalism major preferred. Will accept recent graduate experience. Gather, write, read good copy. Send tapes, wire and visual production resume immediately. Box G-353, BROADCASTING.

**NEWS**
Mid-Michigan top rated independent AM-FM radio station has immediate openings for experienced news director and newswoman. Must be aggressive and experienced in newswriting. Ability to handle radio and television will be required. Take and photo to Box H-21, BROADCASTING.

Upstate New York group station seeks newsman to round out operation. College education essential. Excellent salary open. An equal opportunity employer. Box H-20, BROADCASTING.

Important southeastern New York station seeks newsman to round out operation. Excellent salary open. An equal opportunity employer. Box H-20, BROADCASTING.

News is an important part of our format. Will consider experienced newswriters. All day hour AM station needs one more, aggressive newswoman to complete their news department. Must have a good voice and the creative ability to find and report the interesting news of the New, New stations. One in one of the leading downtown buildings. The very latest in equipment. Interested? Write or contact Jim Mann, 21 W. Church St., Jacksonville, FL 32206-3546.

New director — creative news department head with voice and delivery compatible with our contemporary format. Opportunity for play-by-play and talk shows if qualified for either or both. Call manager, 617-914-3335.

**Programing.—Production, Others**

FM-stereo station needs “take charge” man or woman to direct operations of new station. Must be energetic and a long time broadcaster. Will do air work and production on first live 3 day show. Must have experience in television market. Box G-356, BROADCASTING.

... experienced top 40 promotion man for major market Rocky Min. area, who believes in imagination more important than budget. Details first letter. Box H-87, BROADCASTING.

KWIX has filled two positions, now looking for general staff members who have varied experience in news, disc jockey, play reviews and special programming. For some reason southern programmers have not applied. We need a program director to handle program load at one of nations finest smaller market morning radio operations. Will pay up to $600 a month to start. Call Lawrence Welker, 816-283-1200. This broadcast job definitely not routine.

**System—Experienced.**

Open wide first phone—run tight board—promotion director, attention to detail, responsibility, ability to work well as part of a team, view your future covered. We want you.

**Graduate assistanship available, educational radio station, (program director). Livable salary, opportunity to pursue M. A. Call or write E. V. Brown, Program Director, State College, Warrensburg, Missouri, 64093.**

**Situations Wanted—Management**

General manager—thoroughly experienced manager. Successful background. Currently major market. Box G-201, BROADCASTING.

Southland: Ten years programming, sales. Seeking first manager’s position. Ambitious, hardworking, has excellent references. Family. Current salary $9000. Box G-240, BROADCASTING.

Medium or smaller markets. Ten years experience, programming, selling currently billing $50,000, engineering (first ticket) 2½ years. Exceptional background. Prefer midwest, far west. BA degree. 28. Box H-58, BROADCASTING.

**Management—(Cont’d)**

Station Mgr., GSM, excellent broadcasting experience. Proven ability to back up, top 10 medium markets. AM-TV, Administration, program, promo, research, marketing skills. Offers salary package. Box G-359, BROADCASTING.

Station owners, do you need a manager with ideas? I have been in sales about 20 years, also have managed two stations. I would work in the right location. Call Bob 402-729-2102.

**Sales**


I am 28, currently doing telephone talk show, experienced in all phases of radio except sales. Would like to secure sales position. S.S. in TV, one year tour with MS in Journalism. Salary $7,500. Box H-7, BROADCASTING.


I want to work in California 6 years experience newslines radio. Number one salesman now making $13,000. Desire interview and/or audition last week in September. Box H-28, BROADCASTING.

Grow big billings with my sales fertilizer. Cultivating advertising sales for ten years. College graduate, experienced, Mid- west radio or TV cropland. Consider others. Box H-52, BROADCASTING.

Want a good professional sales manager who can produce plus help others too? Call 513-542-2393.

**Announcers**

Experienced, mature announcer, radio and/or TV. Storied, commercial. Knows music, but not rock. $140 average minimum. Immediately. Box G-360, BROADCASTING.

Negro dj-announcer. Real swinger. Broadcast school graduate wants to settle, experience. Box H-1, BROADCASTING.

Strong morning man—first phone—no maintenance. Good air sell. Tight production, MOR or rock, AM-FM. Experience, good reference. Must have credits. S. W. and Wisconsin. Box H-9, BROADCASTING.

Country, western—announcer with twenty years experience throughout West, desires opportunity in states only. Family man, tapes available. Box H-20, BROADCASTING.

Conversation-music M.O.R. Professional available, air and on-air. Much experienced in all phases of business. Non-smoker, nonsmoker preferred. Box H-24, BROADCASTING.

Florida and southeast—Veteran announcer-sports caster with 1st phone experience for mutually beneficial position with permanency. Box H-33, BROADCASTING.

Dependable dj. Tight board, third endorsed, excellent continually man. Relocate. Box H-34, BROADCASTING.

Major market MOR. Pro. Seeks stability in “Personality” operation. Five figure salary. Box H-38, BROADCASTING.

Mature, happy family man. Experienced, third endorsed. Seeks announcer writer-director, with proven MOR station, Reliable. Salary first letter, Box H-37, BROADCASTING.

Two years experience, some college, third good voice. Box H-49, BROADCASTING.

Not great, but good. Also experienced, competent, enthusiastic. One of your announcers-DJ. Box H-43, BROADCASTING.

Leading NYC newscaster anxious to shed format straightjacket. Would relocate and accept salary, either talk show or create a winning new late night entry. Box H-49, BROADCASTING.

**Announcers—(Cont’d)**

California, I can be had! 1st phone jock. Production man, pd. experience. 6 yrs rock, fm in larger markets only. Needed: contact person; man, woman. Carolina background. Box H-57, BROADCASTING.

Looking for position with solid corporation larger markets only. Must requirement is advancement opportunity into management. Production and sales could also be involved. Currently in mid-west, ten year background includes announcing network dance bands. Currently in multi-shift, ten year experience in sales—man—announcer. 2½ years same station. Prefer midwest, midwest, midwest—are you interested? Box H-60, BROADCASTING.

Experienced dj/announcer, authoritative news, versatile, solid show biz experience, creative, dependable. Tight board, endorsed, will relocate. Box H-63, BROADCASTING.

Broadcaster, looking. Three colleges, military out of the way. 25, married. Currently top 40 afternoon drive, music, detections, some TV. Box H-65, BROADCASTING.

15 yrs. exp. MOR-C&W—rock seeks pd. position in stable mkt. Box H-69, BROADCASTING.


Attention: Soul or jazz jock ready. Excellent New England seeks break, good voice, 3rd phone. Willing worker. Box H-10, BROADCASTING.

Dj, salesman, announcer, experienced tight board, third endorsed, dependable, will relocate. Box H-78, BROADCASTING.

Aggressive inhibitor, dj, broadcast graduate, experienced, work hard for experience, New England area. Box H-81, BROADCASTING.

Dj announcer broadcaster mature, authoritative, versatile. College and NY school of broadcasting grad. Box H-83, BROADCASTING.

Young, draft exempt, married, stable, 3rd year college. CW personality show. Tape available. 408 South 3rd, Chipley, Fla.

**News-DJ-MOR, recent Chicago broadcast graduate. H. 313, Box 2155 South Michigan, Chicago, Ill. 60617.**

New York City area announcer with a good job in the background in market including Philadelphia, Scranton, New York, and a little bit in a major market. Can write news. In broadcasting field since 1960. Robert Francis Curley, 630 Thomas St., Woodbridge, N. J. M-F 4-1024.

**Technical**

Experienced electronic engineer looking for position utilizing design/maintenance and sales. Has extensive background in larger northern California or N.W.—no announcing. Box H-10, BROADCASTING.

Rochester, N. Y.—student with first, commercial board operation, part time. Box H-19, BROADCASTING.

Chief engineer: experienced AM/FM, construction, maintenance, directionals, can radio, N.C. ~ Delta Bridge for measurement and adjustments of antenna systems. Box H-68, BROADCASTING.

**NEWS**

Competent experienced western Pennsylvania newscaster seeks move to major north- College graduate—Vietnam veteran. Tape available upon request. Box H-50, BROADCASTING.


TELEVISION—Help Wanted

Sales

Medium market southeastern VHF television station has immediate opening for aggressive, mature sales account executive for local sales position. Good commission. Send photograph and complete resume to Box G-90, BROADCASTING.

Come on in and hunt, sell, and make money. KREX-TV is looking for a young (35) salesman. If you are selling TV or radio and want to be in the midst of the American part of civilization, send your resume to Richard T. Gearen, salesman manager, KREX-TV, Box 789, Grand Junction, Colorado. TV account executive—fastest growing exciting station, has immediate opening in local sales for experienced media salesmen. Send resume to: Sales, WDCA-TV, Channel 20, Wash., D.C. 20016.

Technical

Transmitter supervisor—midwest VHF needs transmitter supervisor, experienced in GE project work. Must be able to complete charge of maximum power transmitting facility.全家 must be a qualified man. Reply Box G-257, BROADCASTING.

Transmitter operation and maintenance: beginners considered. Excellent working and living conditions. Northern Wisconsin. Position open early September. Write Box H-16, BROADCASTING.

Chief engineer with 1st class license for midwest VHF market. Must have experience in setting up and maintaining new television engineering equipment and assist in designing efficient studios and control room. We are looking for a technically minded and personally motivated individual who organizes and gets well with others. A long-term commitment is required. Excellent salary and opportunity. Box H-17, BROADCASTING.

Opening for man to take over technical operation of station. Must have experience in studio video and transmitter in present location. Box H-31, BROADCASTING.

Engineer capable of maintaining RCA TVU25B. Contact Jim Hall, Chief Engineer, KREX-TV, Box J-91, Medford, Wash., 97501. Area code 305-62-1301.


Full color studio needs engineers with experience and knowledge of RCA tape machine—RCA color camera—also need experienced microwave maintenance engineer. First phase of project for sale to existing J. W. Robertson, Vice-President—Engineering, 3808 N. 19th St., Las Vegas, Nevada.

TELEVISION—Situation Wanted

News photographer reporter for midwest TV radio. Cover stories using all equipment utilized to develop own newscast. Be qualified to do the radio and TV air work in news capacity. Send resume, photo, tape (audio-video) to G-272, BROADCASTING.

Wanted news director for mountain state TV station emphasizing morning drive. Be able to organize and direct news staff. Send complete resume, tape of sample newscast, samples of writing and picture to Box G-383, BROADCASTING.

Prime opportunity for a TV news professional. Reporting staff of number one rated CBS affiliate in mid-west state capital. Direct on-the-air reporting and film assignments in the field. Latest equipment including color processor. We place highest premium on desire and drive. Send complete resume, photograph and video tape recording to Box G-385, BROADCASTING.

Will trade excellent starting salary, 5 day work week, and good benefits in exchange for experienced on air TV newsman, who must be able to do complete newscast direction and is ready to enter the exciting field of TV. Contact News Director, 305-814-0323. No collect.

PROGRAMMING—Production, Others

Producer with special aptitude for children's programs. Directing experience desirable, but not essential. ETV station in north east. Box G-253, BROADCASTING.

Continuity director opening at WLWT, Cincinnati for new TV continuity director. Good pay and fringe benefits. Send a confidential resume of experience, education and availability to: Employment Manager, AVCO Broadcasting Corp., 140 W. 49th St., New York, N.Y. 10019. An equal opportunity employer (M/F).

Management—Situation Wanted

TV, program director, experienced in the creation of ideas, 33, married, college, vet, broadcast trade schools, network training. FCC first class. Experienced Engineering/Production/Art Director employed as program director TV small market. Producing, engineering, advertising background. With present TV since sign on. Box G-322, BROADCASTING.

Television operations manager—Eleven years experience including production. Young aggressive, Excellent references. Box H-4, BROADCASTING.

Management—Cont'd

General Manager—National sales manager for major midwestern network affiliate. Thoroughly experienced all phases, 14 years in position. Prior TV/FM background. Box H-12, BROADCASTING.

Sales

Is there a sales manager who is looking for an account executive with two years of local TV spot sales, ten years of production experience, and a knowledge of who one is well versed in traffic, films, news aggressive ness and dedication. Will relocate. Box H-67, BROADCASTING.

Sales manager—experienced all levels, excellent references. Good man looking for position in southeast. Box H-77, BROADCASTING.

Announcers

Attention Califoston! Chicago area TV sportscaster, ex-radio music maker, 33, married, seeks position as TV sportscaster. Two years experience includes: Outstanding play-by-play, interviews, MC, on camera. Seeking position in Chicago or Cleveland with references available, plus VTR-Film. Final answers only. Send resume with photograph to meet interested parties. Box H-58, BROADCASTING.

Attention east coast: Experienced announcer seeking permanent position with prestigious television station (also can direct) and want to head up group. For personal interview call 703-952-3949.

Technical

Television—assistant chief/translator supervisor. Experience: Installation, operation, maintenance, micro-wave, Midwest only. Box H-82, BROADCASTING.

NEWS

Sportscaster, 15 years experience. TV, radio, news background. Box G-297, BROADCASTING.

Chicago television reporter seeking major or medium market position. Resumes—VTR upon request. Box G-334, BROADCASTING.

Tired fighting management to continue unique approach which brought not only the best ratings of 4 air men in #2 station-300,000 people. Good production background. Available now. I like hard work, money, and people. Box J-9, BROADCASTING.

Topflight N.Y.C. radio newscaster making big money but anxious to crack TaeVee. Box H-44, BROADCASTING.

Young experienced newswoman with documentary background and master's degree seeking TV reporting position. Box H-52, BROADCASTING.

Programming—Production, Others

Modest money investment plus 15 years varied TV experience available for new plant or re-org. Box G-340, BROADCASTING.

Assistant director experienced in full color network TV. Four year degree, 5 years on camera. Must be willing to move and accept position as producer/director with progress management organization. Box G-347, BROADCASTING.

Artist-tight, full color, medium market experience. Seeks responsible position. Box G-42, BROADCASTING.

Major market experienced director ready for production manager or assistant program director position. Family, employed. Box H-11, BROADCASTING.

Creative, young producer-director. Experienced in all phases of production. Looking for position with a future. Married. Box H-18, BROADCASTING.

15 years experience—promotion—producer—director with major midwestern network affiliate. Worked well with station. Position available. Box H-32, BROADCASTING.
SALE—Equipment

Pre-owned equipment — August clearance special — 1176A-AF-1 spectral density and modulation monitor $275 ... 1171-AI, visual frequency monitor $150. Both $225. 1185-T1, audio frequency and modulation monitor $350. Robin, Radiomatic, remote control system $450, EW-11A frequency monitor $120. Two 1171 special effects generator $800. Tektronix—S25 Waveform monitors, four models collect to 305-822-1241, Continental Electronic Wholesale Corporation, P.O.B. 206, Hialeah, Florida 33010.

Ampex 390, 350, 352, 400, 450 users, for greater S/N ratio, replace first playback stage with plug-in transistor preamp. For specifications write VIF International, P.O. Box 1555, Minn. View, Calif. 94040.

Pre-owned monitor special—Doolittle FD-1 AM frequency monitor $75, unused air alarm monitor $75. Both $150, phone orders—collect to 305-822-1241 or contact P.O. Box 206, Hialeah, Florida 33010.

Towers, any type, Groundwire new 70s per lb, Bill Angle, P.O. Box 3123, Martinsville, Virginia. 24112.


MISCELLANEOUS

Deejays! 6000 classified gag lines, $1.00. Comedy catalogue, available for ASFGE Degree. F.C.C. License training offered in residence in Washington, D.C. Write for information on desired courses to D. J. Productions, 2206 A St. S.E., 318, Auburn, Wash. Fully paid to state residents add $45 state sales tax. Sorry, no CODs.

Big Jon and Sparkle now in 20th year with taped "Frisbee Days," Daily newspaper and weekly tapes available. Low rates on programs from commercials. Details: Jon Arthur Programs, 4532 Fulton Street, San Francisco 94112.

INSTRUCTIONS—(Con'd)

For First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory instruction. Elkins Radio License School of Minneapolis, 4113 East Lake Street, Minneapolis 6, Minnesota.

The Masters. Elkins Radio License School of Atlanta, offers the highest success rate of all First Class courses. Veterans Training. Elkins Radio License School of Atlanta, 11 South Spring Street, Atlanta, Georgia 30308.


Announcing, programming, producing, newscasting, sportscasting, console operation, antenna mounting, and all phases of TV and radio broadcasting. All taught by highly qualified professional teachers. Finest, latest and most complete facilities including our own commercial broadcast including our own commercial broadcast station—KILY. Fully approved for veterans training, Accredited by the National Association of Trade and Technical Schools.

Write Elkins Institute, 2503 Inwood Road, Dallas, Texas 75205.

Since 1943, original course for FCC first class radio telephone operators license in six weeks. Approved for all Federal facilities and most commercial schools. Reservations are required. Several months ahead advisable. Enroll now for Sept. 8, 1963.

For information, references and reservations write to the Williams Technical Institute, 5037 Warner Avenue, Huntington Beach, California 92647. Telephone—Fountain Valley, California 2601.

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen weeks FCC license teaching experience. Proven results. Bob Johnson Radio License Institute, 711 E. Duncan, Manhattan Beach, Calif. 90266.


Going to Kansas City, Kansas City here I come! You gotta right R.F.I. school there and I'm gonna get me some—by this time next year. $300.00, Rooms & apartments $12-$17 per week. Call Old Joe at 373-1441. Classes begin Sep. 3, 1963. Elkins Radio License School, 2009 Caroline Street, Fredericksburg, Virginia 22401.

New York City's 1st phone school for people who can't afford to make mistakes. Proven results; April 6 graduation class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New program methods; course cost as low as $35.00. Write for complete information. Opportunities. Contact A.T.A., 28 W. 43rd St., N.Y.C. Phone—Bide, to arrange for Technicians, Combo-men, and Announcers.

Your 1st Class License in six weeks or less at America's foremost school on the west coast. School of Radio and Television (serving the entire Broadcast Industry since 1937). Reservations now for our Accelerated Theory and Laboratory class in instruction and methods. Lowest costs.Finest accommodations available. Phone WE-1-6444 or write R.F.I., 3133 Gilham Road, Kansas City, Missouri 64129.

PUBLIC relations isn't a job for people who can't afford to make mistakes. Proven results; April 8 graduating class passed FCC 2nd class exams. 100% passed FCC 1st Class exams; New program methods; course cost as low as $35.00. Write for complete information. Opportunities. Contact A.T.A., 28 W. 43rd St., N.Y.C. Phone—Bide, to arrange for Technicians, Combo-men, and Announcers.
RADIO—Help Wanted—Sales

IOWA OPENINGS—fee paid
(1) Sales Manager for powerful 33K station.
(2) Branch Studio Manager, must be good idea man and acceptable newsmen. Ideal candidate needed. Opening for young salesman with successful record ready to move up. Mail resume.
Radio-Television Personnel Placement Service
6633 Wise St., St. Louis, Missouri 63139

HELP WANTED—ANNOUNCERS

RADIO-TV ANNOUNCER
RADIO: MOR with good production & news announcing. TV: Spot casting & on-camera commercial work. Beautiful mid-west community under 100,000. Send VTR, SOP, or tape and photo plus complete resume to:
Box G-579, Broadcasting.
All material will be returned.

WANTED
Professional radio and TV sports reporter. Must "live and breathe" all sports. We're expanding our radio-TV sports activities. This is a career position, not seasonal. Major league market. Send resume, video and audio tape.
Box G-342, Broadcasting.

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.
Box G-208, Broadcasting.
An Equal Opportunity Employer.

Promotion Manager
Major Market
Immediate Opening

Group-owned TV station offers excellent opportunity to ambitious and creative individual. Must have record of success in sales promotion and audience-building promotion. Send resume to:
Box G-331, Broadcasting.

TELEVISION—Help Wanted

ANNOUNCERS

TV-RADIO ANNOUNCER
TV: Spotcasting & on-camera commercial work. Beautiful mid-west community under 100,000. Send VTR, SOP, or tape and photo plus complete resume to:
Box G-280, Broadcasting.
All material will be returned.

TELEVISION—Help Wanted

Program—Production, Others

WANTED
Beautiful TV: Sportscasting
News
IOWA OPENINGS
other benefits.
Salary, major market
employment opportunities.
Chief Executive—Attorney
Dynamic young Attorney—President of radio station group with spectacular record of growth and profits wishes to explore broader career opportunities with expanding communications-oriented organization.
Box H-14, Broadcasting.

HELP WANTED—ANNOUNCERS

RADIO-TV ANNOUNCER
RADIO: MOR with good production & news announcing. TV: Spot casting & on-camera commercial work. Beautiful mid-west community under 100,000. Send VTR, SOP, or tape and photo plus complete resume to:
Box G-579, Broadcasting.
All material will be returned.

WANTED
Professional radio and TV sports reporter. Must "live and breathe" all sports. We're expanding our radio-TV sports activities. This is a career position, not seasonal. Major league market. Send resume, video and audio tape.
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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.
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An Equal Opportunity Employer.

Promotion Manager
Major Market
Immediate Opening

Group-owned TV station offers excellent opportunity to ambitious and creative individual. Must have record of success in sales promotion and audience-building promotion. Send resume to:
Box G-331, Broadcasting.

PROG.—Production, Others—(Cont’d)

WE WILL
Trouble-Shoot your Art Problems!
Total graphic design plus slide and film production facilities. Call CHIPPEWA PRODUCTIONS for answers 202-233-1500 or write 2309 Clavert St., NW, Washington, D.C. 20008

BUSINESS OPPORTUNITY

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IF YOU ARE NOT GETTING YOUR SHARE OF THE MARKET!
We'll survey and research your market, then show you how to program for ratings and sell for MONEY!
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Join the list of stations and applicants who have been pleased with our services. Backed by 25 years of experience in Broadcasting, we have successfully filled all job categories of this industry and allied fields, throughout the country—Management, Sales Promotion, Publicity, Engineering, Secretarial, Traffic, Bookkeeping, Programming, and Announcing. Employers and applicants send us your request or resume in confidence.
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CONSULTANTS TO MANAGEMENT
"EXECUTIVE SEARCH" AND PERSONNEL EVALUATION

Nationwide Broadcast Consultants
645 North Michigan Avenue • Chicago, Illinois 60611 • Tel. 312 327-6810
EXECUTIVE, ADMINISTRATIVE, PROGRAMMING, SALES, AND ENGINEERING PLACEMENT

Chief Executive—Attorney
Dynamic young Attorney—President of radio station group with spectacular record of growth and profits wishes to explore broader career opportunities with expanding communications-oriented organization.
Box H-14, Broadcasting.

TELEVISION—Help Wanted

RADIO—TV
GROUP wants experienced manager with strong sales experience for established major market UHF station. Excellent salary, profit sharing, retirement and other benefits. Please send full resume.
Box G-377, Broadcasting.

FOR SALE—equipment

Specialists in Broadcasting

We know and understand your problems—radio, television, CATV, background music. Our ability to appraise the MARKET VALUE of broadcast properties enables us to go beyond the balance sheet net worth when evaluating a lease application. Call us collect.

Broadcast Equipment Leasing Co.
Division of Anchor Leasing Co.
1219 Plaza Blvd., Pittsburgh, Pa. 15219
Area Code 412—Phone 281-3768

BROADCASTING, August 5, 1968
2 TO 1 OVER NEAREST AM RIVAL YEAH!

Is your market here? New York, Chicago, L.A., Phila., Detroit, Boston, St. Louis, San Francisco, Wash., D.C., Miami, Atlanta, even Kansas City, Denver, New Orleans, keep going... our promotion works!

W DVR-FM, Phila., now #4 overall, average 1/4 hour adults 18+.

WIP-AM 91,000
WCAJ-AM 71,000
WFL-AM 53,000
W DVR-FM 52,000

*ARB—April/May ’68. What are you waiting for? Call or write:
R. A. Weiner
Robert-Carle, Inc.
525 East Church Road
Philadelphia, Pa. 19117
215-635-1501

WANTED TO BUY—Stations

SOLID YOUNG GROUP
Seeks medium market stations with potential. Prefer east, R.E., or midwest. Will act quickly. Replies confidential.

Box G-387, Broadcasting.

FOR SALE—Stations—(Cont'd)

Radio Stations For Sale

930kc, 5kw Daytime

102.1 mc FM, Background Music, 1/7 Interest to assist in settling estate. 111M, 29 percent. Leo A. Sharp, Route 4, Sevierville, Tenn. 37862.

Mich. single daytime $200M 65M
Ala. small daytime 50M cash
Neb. medium AM&FM 200M 70M
M.W. major daytime 135M 50%
Col. major daytime 110M cash

FOR SALE—Stations—(Cont'd)

SOUTHWEST


NORTHERN MIDWEST

1 kW full time small market station. Profitable. Real estate included. Desirable. Good price. $75,000 with 25% down. Balance 10 years.

Box H-85, Broadcasting.

930kc, 5kw Daytime

102.1 mc FM, Background Music, 1/7 Interest to assist in settling estate. 111M, 29 percent. Leo A. Sharp, Route 4, Sevierville, Tenn. 37862.

Mich. single daytime $200M 65M
Ala. small daytime 50M cash
Neb. medium AM&FM 200M 70M
M.W. major daytime 135M 50%
Col. major daytime 110M cash

FOR SALE—Stations—(Cont'd)

Radio Stations For Sale

30,000,000 bracket major fulltime AM-FM facilities in a top U.S. market. Will consider selling to or merging with a multi-market company with unchallenged financial capacity. Principals only.

Box H-39, Broadcasting.
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 31. 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.

Broadmoor, Calif.—Western TV Cable Co., a subsidiary of Western Video Cable Co., Inc. (multiple CATV owner), has been granted a franchise by the city of Broadmoor for a 20-year franchise.

Dana Point, Calif.—Southern California Video Co., Laguna Niguel, Calif., has been granted a franchise by the city of Dana Point. Installation and monthly fees will be $25 and $5, respectively.

Greenville, N. C.—Greenville Utilities Commission has been granted a franchise for a cable system. Applications were filed by Carolina Communications Group Inc. for a franchise.

Kings Mountain, N. C.—Kings Mountain Cablevision, Inc., has been granted an exclusive 12-year franchise with a 10-year option. Corporation president Kernon K. Bridges is general manager of WKNM, city and secretary of Tri-County Broadcast Co., Rt. 3, Kings Mountain, N. C., a subsidiary of Continental CATV Inc., subsidiary of Continental CATV Inc., a subsidiary of Continental CATV Inc.

Ohio—Division of Video Services Corp., Columbus, Ohio, has been granted permission to install and operate CATV. Installation and monthly fees will be $25 and $5, respectively.

Dover, Ohio—Dover-Cable TV Co., York, Pa., has been granted permission to install and operate CATV. Installation and monthly fees will be $25 and $5, respectively.

South Boston, Va.—South Boston CATV Co., Martinsville, Va., has been granted permission to install and operate CATV. Installation and monthly fees will be $25 and $5, respectively.
BROADCASTING, opportunities for "Talk About America," is published this fall (October in England; November in the U.S.), readers will find the volume displayed in a colorful dust jacket on which is pictured an American bald eagle, one claw clutching the Stars and Stripes, the other claw grasping a radio microphone.

The jacket's graphics, unlike some of the confused art work one sees these days, are very apt, for "Talk About America" will be a collection of 41 radio talks, all concerning the U.S. and selected from Mr. Cooke's weekly British Broadcasting Corp. radio program, Letter From America.

Mr. Cooke, probably best known in the U.S. for his nine-year stint as host of television's Omnibus, has been a U.S. citizen since 1941 and a wide-ranging and perceptive observer of the American scene for the BBC since 1938 (his 15-minute weekly Letter program began in 1946; he recently aired his 1,000th broadcast). Although he's not heard here in North America—just about the only place he isn't—Mr. Cooke is probably the world's most widely listened-to commentator on the U.S., thanks to his BBC program.

And if that sort of circulation isn't enough for one man, Mr. Cooke reaches still more with his comments on the U.S.: He writes six columns each week for England's highly respected Manchester Guardian, of which he has served as chief U.S. correspondent since 1948; and he's still seen as host of some segments of International Zone, produced by United Nations Television and distributed to TV stations here and abroad.

Drive-Time Radio = Radio, however, is his "first love." In a recent interview, the urbane Mr. Cooke—tanned from weekends at his home on Long Island, silver-haired, and more impressive in person than even his television image would suggest—avowed writing for radio gives him more pleasure than writing for television, or for newspapers. "Radio is literature for the blind man, for those who can't see an event actually taking place. The writer picks the images," he said. "The art of radio writing and speaking, is pretending to say what comes to mind, yet all the while deliberately creating a structure of images. In this respect, radio has gotten a bad deal—especially here in the U.S.—and has been by-passed as a great creative medium. But the automobile can give radio another chance, both here and in Britain. Much of the day, radio has a captive audience in those people driving to and from their work," he said. "In this time, radio can provide something creative and important, if it wishes." For Mr. Cooke, the opportunities of drive-time are self-evident: "70% of my mail comes from listeners who hear me while driving," he said.

In the United Kingdom, Mr. Cooke's 15-minute Letter is heard Sunday evening, and then again on Monday morning—during drive-time. He writes his radio pieces—as well as his Guardian dispatches—in the study of a book-filled apartment overlooking New York's Central Park. His BBC letter is written on Friday morning, taped on Friday afternoon, and then flown to London in time for the initial Sunday evening broadcast. While taping, he judges his material by the reaction it receives from "two very good engineers—one is Viennese and the other is from New Jersey, and together they provide the best gauge I can get for the quality of my piece," he said.

"One's radio writing must first have a sense of what the audience is feeling, what conceptions a listener in Kent has about, say, politics in California. The writer must try to touch everyone—bishops and plumbers—with his words, his images." It's said that in this, Mr. Cooke is eminently successful: The story is told of a past British prime minister and his chauffeur who had a mutual agreement whereby their Monday morning forays from 10 Downing Street were scheduled so that both would be sure to hear Mr. Cooke's latest Letter on the Rolls-Royce radio.

On the newer medium, television, Mr. Cooke can also speak with some authority. His first experience with TV took place before World War II when he appeared on an experimental telecast mounted by the BBC, but it is his tenure as host of television's Omnibus which best qualifies him to comment on the medium and for which he is best remembered in the U.S. Omnibus is one of those occasional oddities of American television: The series had a long run (nine years); all three networks carried it at one time or another; and it was—and still is—generally conceded to be a proud chapter in the still short history of the medium.

View of American TV = From the vantage offered by many years in both American and British broadcasting, Mr. Cooke commented on U.S. television:

"Unfortunately, the quality of most entertainment on American network television has taken a downward turn in recent years. It's sad that some programmers greatly underestimate the intellectual level of the viewer—and consumer," he said. "The network view of on-going entertainment has become abominable, but then, maybe some programmers believe [H. L.] Mencken's suggestion that no one ever went broke underestimating the American people. But I don't agree with that, however. A redcap in Cleveland once asked me, "Who wrote the theme music for Omnibus—Aaron Copeland or Walter Piston?" It seems he had a bet with a fellow redcap who wrote the music. It was Piston, and the first man won. Does that sort of wager indicate intelligence levels of 12-year-old children?"

According to Mr. Cooke, "television has improved beyond recognition, its sense of responsibility in the area of public affairs. Reportage of social and political problems is something the industry does very well. In fact, fulfilling its journalistic function is something American television does quite well and of which it can be justly proud." This from a man who is, among other things, a world-renowned journalist.

In his introduction to the "Vintage Mencken," the now classic anthology of the redoubtable H. L. Mencken's writings, Mr. Cooke refers to the iconoclastic and trenchant Mr. Mencken as a "prince of journalists." There are listeners (and readers) the world over, it seems, who would also apply that appellation to Mr. Cooke with no hesitation.

WEEK'S PROFILE

(BBC's astute observer of the American scene)

[Alfred] Alistair Cooke—commentator on American affairs, British Broadcasting Corp., and chief U.S. correspondent, Manchester (England) "Guardian"; b. Nov. 20, 1908, in Manchester; BBC commentator on American affairs, 1938; host, "Omnibus" (on ABC, CBS, and NBC TV. 1952-61; host, United Nation's "International Zone," 1960; m. Ruth Emerson, son, John Byrne; 2d m. Jane White Hawkes; daughter, Susan Byrne.

BROADCASTING, August 5, 1968 81
Number's up

If Nicholas Johnson served on the bench instead of the FCC, chances are he would have been impeached long ago. The difference is that he is on a hybrid called a "quasi-judicial" agency, where the same ethical standards do not seem to apply.

They should. Aside from condemning his majority colleagues on the FCC "bench" as boobs who make a "mockery" of practically every important case they decide, the 33-year-old self-anointed boy wonder makes a fetish of rushing to print and even to TV and radio interviews to get exposure for his minority and invariably antibroadcasting views—at taxpayers' expense.

His latest excursion, however, defies all rules of ethics and even judgment. He addressed a closed meeting of some 200 women leaders sponsored by McCall's, ostensibly on the subject of program improvement with antiviolence as the ever-popular theme. It was reliably reported (Broadcasting, July 29) that he suggested that sponsors' products be boycotted to bring networks and stations into line.

Here was a federal official, talking off-the-record to women leaders. But more than that the sponsor of the meeting was the corporation publishing McCall's, Redbook and the Saturday Review, consumer magazines which compete with radio and TV for advertising. What's worse, from an ex-parte standpoint, is that McCall's is an applicant for a color TV channel in a controversial domestic-satellite pilot program (Broadcasting, July 15).

This was a venomous antibroadcasting session. The law that Nick Johnson swore he would follow happens to be pro-broadcasting. It affirmatively recognizes commercial broadcasting as a service to be encouraged.

When asked by Broadcasting's reporter about the New York meeting, Nick Johnson denied urging an economic boycott or suggesting letters to Congress complaining about programs, among other pressure tactics (call for local hearings on renewals, lawsuits, etc.). Others at the meeting had different recollections of his remarks.

There's no doubt that the administration regrets placing this arrogant young man on the FCC—a judgment echoed by members of the FCC, with the possible exception of Commissioner Ken Cox, Mr. Johnson's sometimes partner-in-dissent. Johnson had a gory two-year stint as maritime administrator. His tenure was quietly undone by the labor unions and the ship operators whose complaints were surprisingly similar to those of his FCC colleagues and of licensees—making trouble for trouble's sake, provided there were headlines to be had.

The surprising thing is that broadcasters, common carriers and other FCC licensees, with all their vaunted muscle, haven't been able to accomplish what the maritimers did in two years. Nick's two years on the FCC passed on July 1.

They're off

Everything that has happened in the presidential sweepstakes to date in this election year now can be charged off to exercise or warm-up.

Today at Miami Beach the main events begin. More Americans will know more about what goes on than the delegates or the battalions of newsmen—individually—can possibly learn on the scene.

More money will be spent on broadcast coverage from now until the November elections than ever before. The networks alone have budgeted some $30 million for political conventions and the election. Little of that will be saved even if there's depleted coverage from Chicago's Democratic convention later this month because of the telephone installers' strike, and the uneasy truce that precludes setting up downtown studios and pickups. Budgets for earlier stages of the campaign went out the window with the extraordinary coverage occasioned by the lamentable June assassination of Senator Robert Kennedy.

No matter what the outcome, all eyes will be on TV (and ears on radio). And practically all TV and radio will be focused on the political race.

Healthy union

The proposed merger of MCA into Westinghouse would intensify competition in broadcasting and programing. The broadcast division of Westinghouse, under the direction of Don McGannon, has been among the most imaginative innovators in station operation and program development. MCA, under Jules Stein and Lew Wasserman, has an undisputed track record in the creation and distribution of popular entertainment for both television and theatrical exhibition.

Combined, the resources and skills of these two companies would constitute a new force to challenge the established order in television. If there is eventually to be a fourth television network in this country, a Westinghouse-MCA would have the talents and tangibles to create it.

Like all mergers of such dimensions, this one will have to survive the scrutiny of the Department of Justice. Presumably, however, it will not require the approval of the FCC; no transfer of control of broadcast licenses appears to be involved.

This time the Justice Department will be deprived of the device it used to queer the ABC-ITT merger. Since the FCC will be without jurisdiction, Justice cannot ask the agency to reject the merger, as it did in the ABC-ITT case, or appeal an FCC decision, as in ABC-ITT. If Justice doesn't like this one, it must go to the mat in an antitrust proceeding in the courts.

But we see no reason for Justice to dislike the Westinghouse-MCA merger. If the antitrust laws are still interpreted to encourage competition, their purpose will be served by this consolidation.
...is a new concept in public service programming conceived and produced by KSTP NEWS for KSTP Color TV, Channel 5, Minneapolis-St. Paul, and presented each Sunday at 2:00 p.m.

INSIGHT is designed to locate and discuss the problems of the minority community by bringing together members of the “establishment” and the minority community to sit down and discuss the problem. It also presents in depth coverage of problems that arise from the relationships between minority groups and government, industry and labor.

Moderated by KSTP Newsman Ed Karow, INSIGHT employs an interview, panel discussion or special report format—which ever is most effective. Thus, it remains current and vital, a fact that raises it from the level of most problem discussion shows.

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