Humphrey, Nixon, Wallace favor toned-down FCC. p27
Spot TV gets gold star in Bates media report. p34
Violence commission asks extensive network data. p44
TV network showsheets for last quarter. p56

It started at 10.
One thing led to another.
Now it’s The Scene at 6, too!

January 1968—WCCO Color Channel 4, Minneapolis/St. Paul, introduces a new, expanded concept in 10 o’clock news: The Scene Tonight. Reaction is immediate and enthusiastic.

April 1968—The February-March Nielsen reports that The Scene Tonight is out-rating its nearest 10 p.m. news competition by 26%—a complete reversal of the situation one year earlier.

July 1968—Nielsen again reports The Scene Tonight is No. 1 leading its nearest competitor by 35% in share of audience (ARB says 29%)... with a major increase in share of the “under 50” viewers.

September 1968—WCCO Color Channel 4 applies the innovative Scene Tonight format to its 6 p.m. news program, too (5:30 Sundays).
Soundest buy in sight... A Jerrold CATV system

Jerrold Total Turnkey CATV is the kind that's put together so it stays together—physically and financially. The kind that has turned most potential CATV system owners to Jerrold in the last 16 years.

Jerrold Total Turnkey CATV includes everything from the initial request for information to delivery of a complete operating system. Computerized signal surveys tell you about the area's TV channels. Marketing studies of quantity and quality of TV reception, income level, and potential demand for CATV back up the surveys. Advice on franchise application can be provided along with complete construction on the system and training of operating personnel. In short, there need be no loose ends. Jerrold delivers a CATV system that is the best possible beginning for a solid business venture.

If you are interested in Jerrold Total Turnkey CATV services, our representative will be happy to give you a detailed presentation. Write or telephone Mr. Frank Martin, CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut St., Phila., Pa. 19105. Phone 215-925-9870. TWX 710-670-0263.
ARE YOU PERPLEXED BY THE perplexing production puzzle?

**RME** TAKES THE PUZZLE OUT OF PRODUCTION. WE HOLD ALL THE RIGHT PIECES AND KNOW HOW THEY SHOULD FIT TOGETHER.

**RME** has helped solve the production puzzle for...

- The NBC Television Network
- The CBS Television Network
- The ABC Television Network
- The Walter Schwimmer Division of Bing Crosby Productions
- The Videotape Center of New York
- Sports Network Incorporated
- The Christian Broadcasting Network
- The Taft Broadcasting Company
- The Avco Broadcasting Company
- The General Motors Corporation
- WGR-TV (Buffalo)
- CKLW-TV (Detroit-Windsor)
- WYAH-TV (Norfolk-Portsmouth)
- WAKR-TV (Akron)

**RME** has helped fill in the pieces for such programming as...

- NFL Football
- AFL Football
- The AFL Championship
- The World Series of Golf
- Wide World of Sports
- The World Championships of Skiing
- The Buffalo Studio Arena Theatre
- Production of H.M.S. Pinafore
- Championship Bowling
- The Ohio State Fair
- The Kemper Open Golf Tournament
- The Pro Bowlers’ Tour
- The Buffalo Philharmonic Orchestra
- Major League Baseball
- The Astrojet Golf Tournament
- Commercial Production
- Sales and Industrial Presentations

**RME** is also proud to have been selected by NBC, CBS and ABC as the 1968 Network Pool Facility for broadcast coverage of both the Republican National Convention in Miami Beach, and the Democratic National Convention in Chicago.

If you are perplexed by the production puzzle, call the puzzle solvers...

**RME**

Suite 1302
100 East Broad
Columbus, Ohio 43215
(614) 224-6281

Richard S. Mann, President

BROADCASTING, Oct. 7, 1968
The attention of the Dallas-Ft. Worth football televiewers is again focused on KRLD-TV for the action-packed NFL season.

During the respective peak quarter-hour viewing period last season, Channel 4 reached 146.0% more adult viewers than the station telecasting other professional football and 21.6% more adults than the station telecasting collegiate football.*

To score with the football fans in the nation's 12th ranked television market, contact your H-R representative for NFL availabilities on KRLD-TV.

*November, 1967 ARB Television Audience Estimates
Where the fire is
High commands of television networks are awaiting outcome of national elections to decide whether to establish joint representation in Washington and if so whom to pick for job. They have talked about hiring highly placed political contact, but both their need and choice could be affected by changes in administration and Congress. As anti-network feelings mount, networks have begun thinking they need specialized presence at scene of action—in addition to more general representation of National Association of Broadcasters to which all would presumably continue to belong.

Kind of Washington man networks have in mind is Lawrence F. O'Brien, now national chairman of Democratic party. Months ago, after assassination of Robert Kennedy, for whom Mr. O'Brien campaigned, and before Mr. O'Brien joined Hubert Humphrey, he was informally scouted on availability. But nothing came of it.

CATV origination
Notice of proposed rulemaking that would prohibit CATV systems that relay television signals from originating commercials is expected to be issued by FCC early this week. Notice, which represents effort by commission to focus on controversial question of program origination by CATV systems, would make it clear commission would not bar such programming. But it would prohibit origination of commercials unless systems relied entirely on non-broadcast material for their programming. This is formula commission adopted in San Diego CATV case (BROADCASTING, July 1), which is quoted liberally in notice.

However, notice reportedly indicates commission is not completely negative on question of commercials by conventional systems. It asks whether commission should permit origination of commercials and, if so, under what circumstances. Driving force behind proposal is said to be Commissioner Robert E. Lee.

Widening search
There's growing concern that President's Commission on Violence may be extending its investigation of media beyond originally understood bounds. Not only have networks been asked for detailed reports on public-affairs programming over the past five years, together with records of affiliate clearances (see page 44), but late last week they were asked for profit-and-loss statements. What P&L's have to do with violence is anybody's guess.

Yet another violence investigation may confront TV networks. Counsel for joint legislative committee of New York state legislature got in touch with network authorities late last week to arrange for preliminary discussions apparently looking toward their appearance or submission of data before committee. This one appears to be multimedia probe of violence issue: Counsel reportedly said committee had already heard motion-picture representative.

Man to watch
Within confines of FCC, stock of Commissioner Robert E. Lee is rising with Richard Nixon's standing in presidential polls. Mr. Lee, one of three Republicans on commission, has been on friendly terms with Mr. Nixon since latter, as young congressman, was making name for himself 20 years ago investigating Alger Hiss. In those days Mr. Lee was House investigator. Speculation is that with Mr. Nixon in White House, Mr. Lee would stand good chance of getting FCC chairmanship. Incumbent Chairman Rosel Hyde, also Republican, is slated to retire next June 30.

Hit show
If workshop registration is any clue, spot television is one of hottest subjects on big advertisers' minds these days. Enrollment for all-day spot-TV workshop to be staged for Association of National Advertisers on Wednesday (Oct. 9) by Television Bureau of Advertising was near 300 mark last week—well above average for ANA workshops. More than 200 of that total were advertisers, rest primarily agency people—and all at $25 each. Capacity for event, to be held at Hotel Plaza in New York, had been set at 300 but may have to be stretched to accommodate more.

One burner turned down
Prospects for Senate probe this session into wide range of broadcasting issues, including fairness, violence and aspects of both in coverage of Democratic convention in Chicago, have all but disappeared. Hearings, under Communications Subcommittee Chairman John O. Pastore (D-R.I.), are still "sure thing" for next year, however.

Word of plans for early probe came shortly after convention's close, during week of heavy congressional criticism of broadcast coverage (BROADCASTING, Sept. 9, et seq.). Tentative plans for hearings this year got snagged in debate on Abe Fortas nomination, appropriations bills and now, rush for ad-journment.

Travel note
FCC Chairman Rosel Hyde, who was to leave yesterday (Oct. 6) for meeting of International Association of Chiefs of Police in Honolulu, will keep going west—and won't return until he's gone all the way. He's on unannounced round-world trip, accompanied by wife. It's part vacation, but there'll be business stops in Tokyo and New Delhi to discuss satellites and other international communications. Returning via Europe, Mr. Hyde will be gone a month.

Some tryout
Hour suspense series, Strange Report, hasn't been scheduled on network TV in this country yet, but already is sold to England, Australia, Japan, Hong Kong, Philippines and New Zealand. Series currently being filmed in England by Hollywood's Arena Productions, will start on that country's ITV network next fall no matter what its fate in U.S. Production is in association with NBC-TV and Associated Television Ltd., London. Lew Grade of ATV has foreign distribution rights. NBC may use series as January replacement this season.

The Staggers record
Distillate of two years' work of House Investigations Subcommittee will be contained in three reports now circulating among staff, government printer and Committee Chairman Harley O. Staggers (D-W. Va.). Probably first to emerge will be summary and conclusions of subcommittee's pot-party investigation. Chairman Staggers got page proofs late last week. Release could possibly come this week, timed to coincide with opening of FCC's long-delayed (at subcommittee's request) investigation into news-staging charges against WBBM-TV Chicago, which aired controversial footage. Sources indicated, however, that release would be delayed to beyond mid-month, to allow review by subcommittee counsel Robert Lishman, who has been absent following surgery.
Our city's rapidly growing downtown airport has a bright new fire station and modern equipment. The only thing it didn't have was — you guessed it — firemen. In case of emergency, they'd come from nearby stations. But as far as plane fires go, "nearby" is too far away for comfort.

In an exclusive series of WJW-TV editorials, we told the city about this lack. And we told them, too, that City Hall knew about it.

In the weeks that followed, we got lots of letters congratulating us on our stand. And the airport got eight full-time firemen.

No big deal, true. But it's good to know people out there are watching. And responding. WJW-TV We're turned on.
All three leading presidential candidates go on record in favor of less stringent federal regulation of broadcasting, maintain they would have no qualms about appointing commercial broadcaster to FCC. See ...

After Jan. 20: easing of controls? ... 27

FCC enigmatic in recent months to increasing dismay of broadcasters as commission elects to fish or cut bait on high-policy rulings that have stirred up enough controversy to satisfy most militant activists. See ... 

Suddenly—it's an activist FCC ... 28

FC&B's Frank Gromer tells AAA regional convention that rising media costs make it almost imperative for agencies to join forces to solve rising costs problems through common research. See ... 

TV buyer calls for war on costs ... 30

Senate committee which rules on census legislation reports out bill removing jail penalties as congressional critics, worried over "invasions of privacy" by Census Bureau, imperil basic research of radio-TV needs. See ...

Census-taking under fire ... 38

Three TV networks receive "hurry-up" request from President's Commission on Violence for voluminous amount of material including demand for information on public affairs programs offered since January 1963. See ...

Violence probers dig into networks ... 44

CBS News' Walter Cronkite directs tough words at critics of radio-TV news who would conduct inquisition into news judgments and at those of his own profession who are equivocal about media's responsibilities. See ...

Cronkite defends TV's objectivity ... 47

House consideration of suspension of equal-time restrictions is scheduled for this week when House Democrats are expected to assemble sufficient votes for suspension passage. See ...

House to vote on Section 315 ... 50

Thomas P. F. Hoving, chairman National Citizens Committee for Public Broadcasting, spawns controversy with charge AT&T and commercial TV networks are "in collusion" regarding interconnection negotiations. See ...

Friends flee as Hoving speaks ... 66

CBS/Comtec Group makes first move toward putting its broadcast electronic video recording gear on market by naming Lawrence Hilford, international sales director, CBS Enterprises, to newly created BEVR post. See ...

CBS's BEVR headed for market ... 78

TV revenues in 36 of top-50 markets in 1967 top 1966, but income was down, FCC figures show. Only six markets showed income increases; 43 showed decreases from 1966. New York led pack with $129.5 million in sales. See ...

1967 TV income down in top-50 ... 80

The Media

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Open Mike

1967 TV Rubber Down in Top-50 ... 80

Broadcasting

Week In Brief

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Advertising

American Business Press, Inc.

New RepTie

Effective October 1, 1968
KTVU, San Francisco—Oakland announces the appointment of METRO TV SALES as exclusive National Sales Representative.

KTVU
A subsidiary of the Cox Broadcasting Corporation, programming pacemaker in Bay Area television.

METRO TV SALES
A Metromedia Company Trend setter in the trend-setting markets.

BROADCASTING, Oct. 7, 1968
CBS edges out MNA win

CBS edged out NBC for top spot in Nielsen MNA ratings for Sept. 23-29. CBS's premiere week and NBC's second week of new programming. ABC, also in premiere week, lagged only two points behind, scoring 16.4 to NBC's 18.4 and CBS's 18.7.

Top-20 rankings included four movies and four new shows:
1. Mayberry R.F.D. (CBS)
2. Laugh-In (NBC)
3. Friday movie: "Sex and Single Girl" (CBS)
4. Julia (NBC)
5. Family Affair (CBS)
6. FBI (ABC)
7. Carol Burnett (CBS)
8. Doris Day (CBS)
9. Bob Hope Special (NBC)
10. Mission Impossible (CBS)
11. Tuesday movie: "Blindfold" (NBC)
12. Lucy (CBS)
13. Deion Martin (NBC)
14. Saturday movie: "The Train" (NBC)
15. Gomer Pyle (CBS)
16. Mod Squad (ABC)
17. Thursday movie: "Gypsy" (CBS)
18. Bonanza (NBC)
19. Good Guys (CBS)
20. Smothers Brothers (CBS)

CBS's Thursday night movie (Oct. 3) "Night of the Iguana" went down to ratings defeat by NBC programing in both New York Nielsens and Trender, although only for one hour in Trender. Shares for Thursday, Oct. 4:

Trender Nielsen
7:30-8 p.m.
ABC Uglit Girl in Town 27.3 24
CBS Blondie 25.2 23
NBC Daniel Boone 29.6 22
8:30-9 p.m.
ABC Flying Nun 33.4 29
CBS Hawaii Five-O 23.2 23
NBC Daniel Boone 28.6 24
9:30-10 p.m.
ABC Bewitched 41.9 28
CBS Hawaii Five-O 22.1 25
NBC Ironside 31.2 33
10:00-11 p.m.
ABC That Girl 30.7 26
CBS movie: "Night of the Iguana" 33.1 27
NBC Ironside 30.6 40
11:30-12 a.m.
ABC Movie 21.7 21
NBC Movie 30.4 35

Nixon makes tape for CATV

United Citizens for Nixon-Agnew, Washington-based campaign organization for Republican candidates, has accepted offer made by National Cable Television Association to leading candidates to "get the issues to the people" via CATV.

In announcement Friday (Oct. 4) organization said Mr. Nixon had made video tape that will be given "free of charge" to CATV's using video-tape recorders for local origination. Prepared tape may also be made available to CATV's without video-tape recorders in special short-term rental equipment package to be provided by as-yet-unnamed "major manufacturer."

Organizations has sent letters requesting "cooperation" from about 400 CATV's known to originate programming. What responses it receives will determine extent of project. NCTA spokesman notes that CATV's are not legally bound to equal-time obligations, although NCTA does have cablecasting standards which recommend equal air time for opposing candidates.

Hazard hits Hoving, quits

Although National Citizens Committee for Public Broadcasting added 42 new members last week, Chairman Thomas P. F. Hoving's remarks early in week (see page 66) brought rebuke and resignation from influential noncommercial television pioneer in Pittsburgh.

Leland Hazard, retired vice president and general counsel of Pittsburgh Plate Glass Co., now professor of industrial administration and law at Carnegie Institute of Technology, who figured in development of Pittsburgh's noncommercial WQED(TV), sharply criticized Mr. Hoving in telegram late in week. "We did not bring educational television to its heights of excellence by attacking commercial television, which both locally and nationally has given us major support in money, service and cooperation," he said.

He accused Mr. Hoving of not consulting with full committee on policy, and declared chairman "had no such mandate" to assail commercial television.

William G. Harley, president of National Association of Educational Broadcasters, said in statement his organization "strongly disagrees" with Mr. Hoving's remarks.

NAEB, along with National Educational Television and Corp. for Public Broadcasting, have been negotiating with AT&T, Mr. Harley noted. He expressed belief that "public broadcasting stations will ultimately achieve greatly increased networking benefits."

Commercial stations and networks have, Mr. Harley said, "given essential assistance to the growth of educational broadcasting and accelerated the development of this important complementary broadcasting service."

The NCCPB board of trustees sent telegram this week to all members citing approval of criticism policy and noting that issue will be forwarded for vote by full membership as soon as restructuring of board is completed.

Serious planning by NAB

National Association of Broadcasters executive committee meets in unusual three-day session Oct. 9-11 to deal with current broadcast problems and to seek overview of what troubles lie ahead, particularly in 91st Congress.

First-day session includes update on fairness, pay-TV, personal products advertising, fall conferences and FCC's one-to-a-customer rulemaking. NAB staff is expected to recommend hire research firm to make study of multiple ownership (Broadcasting, Sept. 16 et seq.). But ensuing two days mark, it's believed, radical departure over previous sessions when committee and staff lays groundwork for long-range future planning.

Tuesday night (Oct. 8) committee will meet with Bruce Palmer, president of National Industrial Conference Board, who, in personal campaign, is seeking broadcast help in program of "community action with respect to crime and violence." One suggestion has been creation of "task force" regarding violence in TV programming.

Lee questions Justice plan

FCC Commissioner Robert E. Lee, in speech to be delivered tonight (Oct. 7), expresses doubt as to desirability of Justice Department's proposal that cross-ownership of broadcasting and newspaper properties in same market be barred.

Commissioner Lee, who is to speak at New Jersey Broadcasters Association meeting in Atlantic City, did not refer specifically to Justice Department suggestion, which was made in commission proceeding looking to prohibiting broadcasters from acquiring more than one full-time station in same market (Broadcasting, Aug. 5). Department also proposed breaking up existing multiple-station combinations within same market.

But he says that "on its face," newspaper ownership of stations "may sound inimical" to freedom of competition in communications, and notes that "some people are convinced that such cross-ownership is per se contrary to the public interest."

He says he is not convinced on that
George T. Bristol, director of advertising and sales promotion, CBS, New York, named director, administration. In newly created advertising and design department of CBS/Broadcast Group. Louis Dorfsman, director of design, named VP, advertising and design in new grouping (Broadcasting, Sept. 30). Herman Aronson, manager of design department, becomes director of design operations. Alex Kennedy, director of audience promotion, CBS-TV, retains title and also will be responsible for audience promotion, CBS News. Naomi Andrews, director of advertising, CBS Radio Division, retains post as director, advertising operations. Leonard Broom, administrative manager, old design department, named director, advertising operations, CBS-TV and CBS News Division. Thomas L. Means, director of advertising and sales promotion, CBS Television Stations Division, becomes director, advertising operations, CBS TV Stations and CBS.

Herb Jellinek named VP-controller, ABC, New York; Richard Zimbert, VP-business affairs and contracts and Fred Pierce, VP-planning. Three titles are newly created as part of first stage of long-term ABC reorganization to establish profit-center more firmly in each division (Broadcasting, Sept. 30). In addition, Edward Masket, ABC VP for business affairs, moves into network organization as VP in charge of contracts under Mr. Zimbert. Mr. Jellinek has been director of financial control. ABC western division: Mr. Zimbert, VP-contracts and West Coast business affairs, and Mr. Pierce. VP and national sales director.

Dr. John R. Thayer, director of research, Peters, Griffin, Woodward, New York, elected VP. Dr. Thayer was with American Research Bureau for five years before coming to PGW and prior to that was with TV Market Reports, syndicated service, and with Comstock Advertising Inc., Buffalo (N.Y.) agency. His activities at rep firm have included creation and execution of spot TV research projects for PGW-represented stations and their advertisers.

John F. Vorisek, VP and general manager, Reeves Sound Studios, division of Reeves Broadcasting Corp., Charleston, S. C., named president. He succeeds Chester L. Stewart, who retires. Mr. Vorisek has been with company 25 years. He also worked as motion picture and television sound film editor through his own company, Sound Enterprises, New York. He has been consultant for radio and television to Governor Nelson A. Rockefeller's staff.

Jeremy Gury, senior VP and creative director, Ted Bates & Co., New York, elected deputy chairman of board in charge of creative services with responsibilities at Bates agencies throughout world. Assuming responsibilities for New York creative services under Mr. Gury are Harry J. Ballister and Ervin A. Levine, both senior VPs, who become joint creative directors. Mr. Gury has been with Bates since 1948 in various copywriting and creative capacities.

For other personnel changes of the week see "Fates & Fortunes."

FCC attacked on allocations
Both FCC and commercial UHF television channels took it on chin Friday (Oct. 4) in Chicago from testimony before House Small Business Subcommitte investigating radio frequency logjams among public safety agencies, especially during times of public disorders. FCC was cited for failing to efficiently allocate spectrum and lower UHF band was held to be "unused" hence "available" for extra police channels.

Representative John D. Dingell (D-Mich.), subcommittee chairman who presided, with Representatives John C. Kluyczynski (D-Ill.) and Lawrence Burton (R-Utah), charged FCC with "glaring and obvious dereliction in allocation management and said commission soon will be called to give full explanation. Area police and other public safety officials explained super-saturation of existing land-mobile channels and claimed recent FCC proposal to share unused UHF TV channels is but drop in bucket.

Opening range for Cox Cable
In first day offering of shares in Cox Cable Communication, stock closed at 18½ bid. Offering price for 490,000 shares of common stock in Cox Broadcasting subsidiary had been $15 per share. Volume traded in first day (Thursday, Oct. 3) of over-counter sales was not immediately available. Additional 10,000 shares of stock are being sold to company employees at $14.90 a share.

Lazard Freres & Co. is serving as manager of group underwriting issuance.

Schwimmer starts new firm
Walter Schwimmer, Chicago pioneer TV syndicator who sold his firm to Cox Broadcasting Corp. in 1966, forms new firm. Television Business Inc., 400 North Michigan Avenue, to produce specials and series for network sale. He continues as consultant to Cox.
As concerned citizens of the communities we serve, crime is our problem, too—not just something to report as news, but a prime target for involvement and action. In Detroit, WJBK-TV solicits telephone tips for Police Intelligence, supports the citizens’ network of 6,000 radio-equipped vehicles available to law enforcement agencies, helps the FBI track down most-wanted criminals. New York’s WHN has earned commendations from the National Auto Theft Bureau and FBI for a hot-car documentary. WJW-TV airs interviews with Cleveland juveniles to pinpoint reasons for looting and arson. Philadelphia’s WIBG speaks out against coddling of criminals. Elsewhere Storer stations endorse "stop and frisk" laws, gun control and lock-your-car campaigns, and also study such crime related subjects as chemical mace and public defenders. Such widespread and intensive campaigning in the war on crime takes a lot of doing, but in this, as in every phase of broadcast operations, Storer stations do as a matter of routine things that otherwise might be considered rather "special". That’s why Storer stations stand out...and another reason why it’s good business to do business with Storer.
Welcome to a greater Chicagoland

Welcome to Weston, Illinois. It's just 30 miles down the road from the heart of Chicago. There, the National Accelerator Laboratory, world's largest nuclear reactor, will be under construction.

Today a prairie town. Soon one of America's key scientific centers.

The Weston story is another example of Illinois—now in its 150th year—meeting the challenge of today. And preparing for the promise of tomorrow. With Weston, the Chicago area emerges as the nuclear research capital of the world. And it assures an ever bigger and better Chicagoland.

WGN Radio and WGN Television salute the people—and the spirit—who are making it all happen.

WGN Continental Group Stations—dedicated to quality, integrity, responsibility and performance.
Datebook

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

- Indicates first or revised listing.


Oct. 8—Deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Oct. 8—Annual stockholders meeting, Meredith Corp. Des Moines, Iowa.

Oct. 8—Meeting of Cable Television Association of New England. Sheraton-Wayfair motel, Bedford, N. H.

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

Oct. 9—Governor's Conference on Public Broadcasting. Speaker: Frank Pace Jr., chairman of the board, Corporation for Public Broadcasting, and former Secretary of the Army, Baltimore.

Oct. 10—Deadline for filing comments on FCC's proposed rulemaking to codify policy on trafficking in station construction permits and to require hearings in questionable cases.


Oct. 12—Fall conference, Florida Association of Broadcasters, Runaway Bay hotel and club, Runaway Bay, Jamaica.


Oct. 14—Annual fall outing, Federal Communications Bar Association, Potomac Polo Club, Travilah, Md.


Oct. 15-17—Annual meeting, Kentucky CATV Association, Continental Inn, Lexington.


Oct. 16—27th annual Man of Year luncheon by Pulse Inc. C. Peter McColough, president of Xerox Corp. to be honored. Plaza hotel, New York.

Oct. 16—Deadline for comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.


Oct. 18-20—Annual convention, Missouri Broadcasters Association, Plaza Inn, Kansas City.


Oct. 21—Deadline for filing reply comments on FCC's proposed rulemaking to codify policy on trafficking in station construction permits and to require hearings in questionable cases.


Oct. 22—Deadline for filing reply comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases and promote for those stations stricter compliance with minimum...
When we finished our new building, we started something really big.

We've done it. We've started to work in our new 60,000 square foot building. With a news department expanded in personnel and equipment to deliver intensive three-state, on-the-spot coverage. With the local flavor of our Nashville Sound accenting our CBS network programming.

With four full-time producers on the job. With all kinds of new equipment—GE Plumbericon cameras, three color film chains, Chroma Key, five videotape machines, electronic editing facilities, a variable speed twenty-foot turntable, a Central Dynamics triple re-entry switcher. With a fully-staffed film division—21st Century Productions. With loads of equipment—two 3500-foot silent running stages with full five-scene preset lighting capabilities, a 35mm Mitchell camera equipped with Nagra recorder for double-system sound. In the editing room, there's a Semmens 16mm interlock projector along with the newest moviola set-up. And we also have a few 16mm—Eclair, Auricon and Arriflex units on hand. We've already finished (and sold) twenty-six hours of our own Ray Anthony show.

Starting right now. For you. For us. For a lot of new ideas in entertainment. We believe our new WLAC-TV studios and production center will keep right on being the starting place for success.

474 James Robertson Parkway
Nashville, Tenn. USA
FIRST SPORTS ROUNDUP

CONTROVERSY STIRS THE GAMES OF OLYMPIA THIS MORNING. THE MAN IN THE MIDDLE IS ORSIPPUS (OH-R-SIH'-UHS)...A MEGARIAN POET WITH A DISDAIN FOR SANDALS...LOIN CLOTHS...AND FINISHING SECOND. ORSIPPUS WON THE GRUELLING OLYMPIA MARATHON RACE WITH A RECORD TIME OF TWO HOURS, 28 MINUTES AND 53 SECONDS. HE WAS MORE THAN ONE MILE AHEAD OF THE RUNNER-UP.

BUT THE FINISH WASN'T ALL GLORY FOR ORSIPPUS...MAINLY BECAUSE HE FINISHED IN THE ALL-TOGETHER.

ORSIPPUS' RIVALS CLAIM THE BAREFOOT POET DELIBERATELY LOST HIS LOIN CLOTGH AT THE HALFWAY MARK AND RAN UNENCUMBERED TO THE VICTORY.

BOOING RIVALED THE CHEERS OF THE 45-THOUSAND AT MOUNT OLYMPIA AS THE CROWN OF WILD OLIVES WAS PLACED ON THE RECORD-HOLDER'S HEAD.

IT WAS THE HOTTEST CONTROVERSY IN THE 733-YEAR HISTORY OF THE GAMES OF OLYMPIA. KING IPHITUS OF ELIS TOLD NEWSMEN..."THESE FESTIVALS WERE ORGANIZED TO HELP UNIFY THE CITIES AND TRIBES OF HELLAS INTO ONE COUNTRY. BUT THEY HAVE CAUSED NOTHING BUT TROUBLE. THEY HAVE BECOME A PUBLIC NUISANCE AND SHOULD BE ABOLISHED."

ORSIPPUS WAS UNRUFFLED. THE POET HAD TRAINED FOR HIS BAREFOOT TRIUMPH BY SOAKING HIS FEET FOR TWO HOURS EACH DAY IN PICKLE BRINE.

NONE WAS A MATCH FOR THE POET ON THIS DAY. A PISA DIPLOMAT...PEISIDOROUS (PEHS-EE'-DEHR-UHS)...FINISHED SECOND, MORE THAN FIVE MINUTES OFF THE PACE...AND HERACLES (HEHR'-AL-KLEEZ)...A SPARTAN GENERAL...RAN THIRD. BOTH RUNNERS-UP WORE THE TRADITIONAL LOIN CLOTHS AT THE FINISH.

MORE FIRST AUDIO ROUNDUP

26. 118 A-MOUNT OLYMPIA (ORSIPPUS) DESCRIBES VICTORY IN MARATHON (X X X LITTLE OUTTA BREATH.)
27. 131 A-MOUNT OLYMPIA (KING IPHITUS) COMMENTS ON MARATHON (X X X BE ABOLISHED.)
28. 116 A-MOUNT OLYMPIA (PEISIDOROUS) CHARGES MARATHON ILLEGAL (X X X BARE BEHIND.)
29. 139 V/A-MOUNT OLYMPIA (FRED DOWN W/TRACK ANNOUNCER & CROWDS) POET SETS MARATHON RECORD IN RAW.

FK4105AED 8/10/720BC
Our new cars help your new car get to you... by the modern rail way...

At savings you like— for the kind of living you like.

Up to 1800 automobiles in a single train... from assembly plant to distribution point! Volume hauling in our special-design rack cars is one reason why your new car costs many dollars less than it might otherwise. We're constantly improving. That's why average rail freight charges are lower than they were ten years ago. In just one more generation there'll be 300 million Americans—50% more people requiring more production of everything... and more good transportation. Dependence on railroads will grow and grow. And railroads will be ready for hauling the things you like... for the kind of living you like.

Association of American Railroads
NAB fall conferences

Oct. 21-22—Ambassador hotel, Los Angeles.
Nov. 11-12—Sheraton Gibson, Cincinnati.
Nov. 18-19—Atlanta Marriott, Atlanta.

Nov. 10-13—California CATV Association fall meeting. Del Coronado hotel, Coronado Island.
Nov. 18—Annual meeting. Georgia CATV Association. Atlanta Marriott hotel, Atlanta.

Dec.
Dec. 16—Oral argument before FCC on its proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

MAKE FOUR TIMES MORE PROFIT WITH THIS RADIO SERIES!

FACT:
Listener Advice Shows are riding new highs in popularity... and "It's Some of Your Business," featuring Steve Addudell, is priced below far competing syndicated shows.

FACT:
The series, dealing with money, emotional and personal problems, is the top quality talk show in its field. Produced by one of America's best known broadcasters, written by a lawyer with a journalism degree and marketed by the director of "The Bud Wilkinson Show," this series finds ready favor with sponsors and listeners.

Write today for free information and audition transcriptions. But, hurry, at the prices for which the series is selling, markets are closing fast.

“IT’S SOME OF YOUR BUSINESS”
Steve Addudell and Associates
6416 East Central
Wichita, Kansas 67206

Or, call collect
(316) 672-6689
Betty Feezor will cook your goose.

Not to mention hens. Turkeys. Legs of lamb. Or veal scallopini.

And her cooking, along with other segments of her daily show, has earned her program a number 2 national ranking when compared with all local women's personality programs in the top 25 markets.*

When Betty cooks, over 60,000 adults peek in the pot. Her 72% share of audience includes 49,600 women, and, as a matter of fact, 11,300 men.**

Just goes to prove that what's good for the goose is good for the gander.

*The audience figures are based on ARB February/March 1968 average quarter hr audience (11:30 pm, M-F). Share of audience based on total persons viewing Charlotte stations. They are estimates only and are subject to the qualifications set forth in the survey report.

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**Not to mention hens. Turkeys. Legs of lamb. Or veal scallopini.
An echo from 1963

EDITOR: Five years ago a "free swinging" broadcaster told a congressional subcommittee that he opposed giving rebuttal time on the air to individuals holding views contrary to those voiced in station editorials (Broadcasting, July 22, 1963).

Sherwood R. Gordon, the lead-off witness before a House subcommittee hearing on broadcast editorializing practices unsettled a number of legislators as well as a sizable segment of the industry when he asserted: "I do not believe I should water down my editorial content for someone who is the target of an editorial unless they request it." Mr. Gordon also questioned whether the FCC's fairness doctrine should apply at any period except during political campaigns.

Now, the U. S. Seventh Circuit Court of Appeals has found that the FCC's regulations regarding rebuttal time are contrary to the First Amendment, that they are vague, and that they tend to inhibit the journalistic freedom of broadcasters (Broadcasting, Sept. 16). Every doubt and fear raised in Mr. Gordon's testimony in 1963 may be found in the latest court decision.—Arthur Plant, vice president, administration, KSDo San Diego.

Kudos from IBFM

EDITOR: As the new president of the Institute of Broadcasting Financial Management and the general chairman of the conference recently held in Miami, I want to extend our sincere thanks to you for the excellent coverage you provided (Broadcasting, Sept. 26.—Allan Dickey, WTRF-TV Wheeling, W. Va.

Contacted, but not contracted

EDITOR: In Broadcasting Sept. 16 it was reported that a new organization called Remember Radio will "create, write and produce radio commercials as well as handle media buying" for Killington Ski Resort through our agency. This is simply not true.

Both Dick Lord, president of the agency, and myself had sounded out Remember Radio Inc. on handling the production of some spots we had already written for Killington. At the same time we consulted two other production firms, Cinema Sound Ltd. and Gavin & Woloshin, both here in New York. Gavin & Woloshin was selected to do the work.—Arthur Einstein, Jr., vice president-copy director, Lord, Geller, Federico & Partners, New York.

RADIO STATIONS! RADIO ADVERTISERS!

THESE RADIO SERIES SURPASS TV RATINGS!

A few years ago we brought back to radio the original series of "THE SHADOW". To date this series of 52 shows has been broadcast over some 252 radio stations in minor, medium and major markets...all sponsored...all highly successful.

Next, we re-activated the original "GREEN HORNET" radio series with similar results.

More recently, we brought back the original "LONE RANGER" radio series which currently is building audiences everywhere.

And NOW...scheduled to return to the air waves...

THE BIGGEST, MOST POPULAR RADIO SERIES OF ALL TIME...

"GANGBUSTERS"

52 half-hour programs from the original production now on tape, allowing for 5 commercial spots on each show. Top name stars include, Art Carney, Agnes Morehead, Santos Ortega and others.

Due to high talent and other re-payment costs, "GANGBUSTERS" will only be available for regional or national scheduling at this time on a minimum of 25 medium or 12 major markets. Individual station commitments will be accepted at a future date.

All series leased are exclusive for use over one station in a market.

If you have a product or service to sell, "GANGBUSTERS" will sell it, as will any of our other successful series, of which some markets are still open for individual leasing.

Here's your chance to wrap up your market, and make a bundle while doing it.

For complete details, write, wire or phone:

CHARLES MICHELSON, INC.
INTERNATIONAL BROADCASTING
45 West 45th St., New York, N. Y. 10036 • PLaza 7-0695

BROADCASTING, Oct. 7, 1968
YOU MAY NEVER SEE ONE MAN TAKE 233,934 PILLS* -

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

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

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

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

* A 19th century Englishman did. He also consumed 40,000 bottles of medicine before his death at 65.

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**BookNotes**

“Behind Washington’s Paper Curtain.”

For 33 years, George O. Gillingham labored on the other side of Washington’s paper curtain as a public-relations officer—first with the Tennessee Valley Authority then, beginning in 1939 and continuing until his retirement in 1966 (with time out for more PR duty in the Army during World War II) as information chief of the FCC. In this guide to government public-relations work, Mr. Gillingham has attempted to distill some of the considerable knowledge and experience that he accumulated along the way.

There is something in it for everyone—from the young public relations officer, who is advised to avoid government gobbledegook and instructed on how to prepare releases for the printer, to higher-level types, who are told: “Public images of government officials should be enhanced if they guarded against having their picture taken while holding glasses of liquor at social functions.”

He also recalls some of the hot controversies in which the FCC was involved, and what underlay them. In a chapter on White House relations, he says, without naming him, that President Roosevelt “became so upset by press criticism” that he induced “the head of a regulatory agency” (let that read the commission’s James Lawrence Fly) to initiate an inquiry into whether newspapers should be allowed to own broadcast stations. The matter, Mr. Gillingham notes, was subsequently bucked along Pennsylvania Avenue to Congress which did nothing.

Although Mr. Gillingham writes of his days behind the paper curtain with humor and looks back on them fondly, there is one problem that appears to be insoluble—the penchant of some commissioners to leak stories to news media as a means of getting publicity for themselves. Their attempts to curry favor with the press in this way, he says, are a ‘mistake,” since they antagonize the official’s colleagues and make the public-relations officer see red because they divert press contacts to the front office.

He also warns officials against becoming too friendly with members of the press—in effect, acting as their PR men. Officials should recognize, he writes, “that the press is a destroyer as well as a builder of public reputations. It is the head shrinker of official images. Sticking pins into effigies is not exclusive with witch doctors; the press needle is always busy deflating official ego.”
In concentrated listening, WTOP Radio rates more than double the second station and triple the third station studied.

Communication theorists have long speculated on the attention factor of radio stations. Now there is no need to theorize. An ambitious new study of 7,500 households measures the difference in listeners’ attention to Washington radio stations, and charts the distribution of attentiveness. It is most enlightening in the evaluation of news/talk/information radio in general, and WTOP Radio in particular. Your copy costs you nothing. Unless you don’t use it. Call collect: (Code 202) 244-5678...our Mr. Dobra will rush you our study, “The Function of A.”
Even ‘The Wall Street Journal’ can effectively use TV

Not many viewers expected to see a commercial for a specialized publication on television—not a mass medium like television. The Wall Street Journal was one of the first, if not the first, specialized national publication to successfully take advantage of television and use it consistently in combination with print media. How can the Journal, with its highly specialized appeal, rationalize using television to achieve its marketing goals?

In reality, television has been doing a special marketing job for the Journal. For almost three years, the energy of that fascinating giant communicator has been used to deliver the Journal’s message at specific targets. Initially, we recognized the applicability of television to achieve message impact where it does the most good, in those geographic areas of largest customer concentration and customer potential. No small part of our reasoning was the element of surprise to viewers who would least expect The Wall Street Journal to advertise its benefits of regular reading in the lively manner that television affords.

Wall Street Journal television buys are confined to late-news sponsorships and late-news spots. This, in order to reach those individuals who have more than a casual interest in news, and therefore the people most compatible demographically with the Journal’s own audience, News, we feel, is the environment for the messages of a leading source of news like The Wall Street Journal. The result is a synergism of program and commercial communication.

This same principle of news environment is applied in our selection of print media. Nationally we use the newsweeklies which combined with television add impact in 26 high-priority markets.

Recently, at a Midwest seminar of industrial advertisers who viewed a film of all WSJ commercials, the comment was made: “The Journal has achieved the technique of communicating effectively with the businessman.” Creatively, this means knowing our audience, saying the things that apply to them and to their wants and needs.

The creative objectives of our television commercials are to promote awareness; to develop favorable buying attitudes; to clarify the misconception among nonreaders as to exactly what the Journal is.

On the last point, surveys confirm a far greater knowledge of the Journal than an accurate knowledge of what it is. Nonreaders, even some occasional readers, narrowly view The Wall Street Journal as a tool exclusively for people involved directly with the Wall Street financial community. In reality, the Journal is a broad-based business news publication devoted to the needs of businessmen—all businessmen, reporting on everything of significance to business from civil rights to science.

Our creative message emphasizes that The Wall Street Journal is the second-largest daily publication in the country and that we thereby deliver useful business information that cannot be found anywhere else; that the Journal has the world’s largest staff of business news reporters and editors to gather, interpret and report the news for our readers, a staff that makes it possible to deliver news Monday through Friday that is 95% original reporting. We also tell how the Journal alerts the businessman to trends, before they happen; how we help the businessman make better-informed decisions; how, in simple and concise language, we help him understand the complexities of today’s business. We continue to use in all our advertising messages the “get ahead in business” theme and either use it straight out, with variations, or by implication that the background one receives from daily reading gives him an over-all competitive edge on the job and in handling personal affairs. This product capability has valid application at all levels of management—and all levels of success. In May the Journal’s 60-second commercial “Organization Chart,” that makes the “get ahead” point strongest of all received the “Clio” award at the American Television Commercials Festival on the basis of its art form, commercial technique and execution.

Currently, The Wall Street Journal has a variety of 60-second commercials scheduled throughout the country in late-news programs. These commercials have been thoroughly tested against live-businesses and evaluated for their ability to clearly and effectively put across our message. We feel that our creative effort effectively communicates and persuades and does it in good taste.

The Wall Street Journal continues to have one of the highest renewal rates in the publishing industry. It continues to obtain high-quality new circulation from direct mail, telephone and newsstand sales, three major sources supported equally by the advertising; Journal circulation advertising plays an important role in acquiring efficient circulation growth at a pace consistent with over-all goals.

In fact, from March of 1967 to March of 1968, attained circulation grew 124,508 or 12%, the largest yearly circulation gain in WSJ history, a gain attributable to product usefulness and a marketing approach made more effective by prudent use of advertising dollars in broadcast media.

Robert V. Enlow joined Dow Jones & Co. in 1964. He was formerly advertising and sales promotion manager and later marketing manager in the international division of Ford Motor Co. in Jersey City, N.J. In certain markets of Latin America he introduced the one-hour television spectacular and staged the first Broadway-style automotive show in the Middle East. He is presently circulation manager for The Wall Street Journal where he implemented the select-market circulation advertising concept.
Can Green Bay win without Lombardi?

Al Sampson has a few thoughts on that... and he's not afraid to speak them! Which is just one of the reasons more Packer fans (around here, that's just about everybody) watch his two-a-night sportscasts.

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Homes</th>
<th>Share</th>
<th>Adults</th>
</tr>
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<tbody>
<tr>
<td>6:00-6:30 PM</td>
<td>WBAY-TV</td>
<td>66,400</td>
<td>56</td>
<td>93,200</td>
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<tr>
<td></td>
<td>STATION Y</td>
<td>25,700</td>
<td>22</td>
<td>38,700</td>
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<td></td>
<td>STATION Z</td>
<td>No Local Sports Show</td>
<td></td>
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</tr>
<tr>
<td>10:00-10:30 PM</td>
<td>WBAY-TV</td>
<td>67,100</td>
<td>56</td>
<td>96,200</td>
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<td></td>
<td>STATION Y</td>
<td>42,800</td>
<td>36</td>
<td>62,800</td>
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<tr>
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<td>STATION Z</td>
<td>9,800</td>
<td>8</td>
<td>13,800</td>
</tr>
</tbody>
</table>

*Subject to limitations of survey

Can you win in Green Bay without Al Sampson?

WBAY TV2
GREEN BAY
The Resultstation

See your Blair Representative
A man has a right to the news.
The minute he gets behind the wheel.

Things being what they are these days, the first thing you want to know when you get out of the office is what's been going on in the world all day. And what you can expect tonight.

We think you have a right to that news.
The minute you want it.
And that's what people get on WINS, in New York. KFWB in Los Angeles. And KYW in Philadelphia.
News 24 hours a day. Every day.

Not the same news over and over. But new news. Constantly up-dated. And not just a handful of headlines. We give you commentary. Analysis. Editorials. So you can make some sense of this crazy world.

But the way we broadcast is only part of what makes us different.
It's also the way our audience listens.
When you're talking about things like Vietnam, crime, the weather, and the traffic...people pay attention. Even when the news stops and the commercial goes on.

And since the news keeps happening, they keep listening.
The way we see it, there's no reason why you shouldn't have news the minute you want it.

History doesn't wait for you.
You shouldn't have to wait for it.

News the minute you want it.
After Jan. 20 an easing of controls?

Nixon, Humphrey, Wallace say they'd name commercial broadcaster to a toned-down FCC

All three leading candidates for the Presidency have gone on record in favor of loosening federal regulation of broadcasting.

All three have also said they would have no qualms about appointing a commercial broadcaster to the FCC.

Although their statements were qualified to some extent, their willingness to give direct answers to questions about broadcast regulation in itself promised a change in White House attitudes. As a President whose family fortune has been largely built from broadcast holdings, Lyndon Johnson has been chary of saying anything or making any move that could be interpreted as intended to influence radio or TV regulation.

Mr. Johnson also has steered clear of filling FCC vacancies with anyone who had any associations or even familiarity with broadcasting. The majority interest in Texas Broadcasting (KTBC-AM-FM-TV Austin and other stations) owned by the President's wife and two daughters has been held in trust during his term in office but will presumably revert to them when he returns to private life after Jan. 20.

Unencumbered by such personal involvements, Richard Nixon, Hubert Humphrey and George Wallace were forthright in answering "less" to the question whether they favored more or less government control of broadcasting and "yes" to the question whether they would appoint a commercial broadcaster to the commission that regulates broadcasters.

Mr. Nixon was the first to go on record with those views. In an interview in the studios of KLZ-AM-FM-TV Denver on Sept. 25 the Republican candidate said he would "prefer a system where we have less control rather than more."

Adopting a less-is-better regulatory stance in general, Mr. Nixon explained: "I think I would favor less government control, not only in this field, but in others. I have the feeling that competition is the best control where radio and television are concerned."

As did the other candidates, Mr. Nixon qualified his position: "I think, however, [control through competition] puts a very great burden on the radio and television stations, because they've got a lot of those viewers out there, and if they think a station is abusing the privilege, they're going to look to the government to step in."

Mr. Nixon added a defense of commercials, noting that some have urged government control of broadcasting with no commercials, "as they have it in some foreign countries." He said he would urge critics "to go to a foreign country and look at some of those programs that are put on there that are owned only by the government, and you'll come back to the U.S. and say 'give us the commercials.' We are going to listen to the commercials in order to get the better programs."

Asked whether he would appoint a commercial broadcaster to the FCC if he had the opportunity, Mr. Nixon replied: "Yes, I think somebody who knows something about the business ought to be on the FCC."

He added that it would be important
to find a commercial broadcaster who didn't have a vested interest in any of the decisions to be made. Court standards could be applied, he suggested, as lawyers appointed to judgships are expected to disqualify themselves when cases come before them in which they have had a prior interest.

At the suggestion of Broadcasting, similar questions were put to Vice President Humphrey, the Democratic nominee, during an interview at WSM-AM-TV Nashville last Tuesday (Oct. 1). When asked: "Do you favor more FCC control over the broadcasting industry?", Mr. Humphrey replied: "I doubt it." But he went on to urge more industry self-regulation, particularly in the areas of fairness in news coverage and violence in entertainment programing.

"I think that what I would favor is that the broadcasting industry take a good look at itself," Mr. Humohreys said. "I know that there is a lot of competition for news, but the broadcasting industry tells those of us in public life that we ought to act responsibly. I say with all sincerity and respect that the media has a public responsibility as well."

Disavowing any role for the government as censors, he said "there may be a necessity in the broadcasting industry for it to do something about its own quality of performance and its own quality of programing. I think that's the better way."

Warning, however, as did Mr. Nixon, that a dissatisfied public would turn to the government to institute reforms, the Vice President said: "I have felt, for example, there has been too much violence portrayed on the screen. I'll be very frank with you, I think it's very bad, particularly for our young people, when it shows almost everything is settled at the point of a gun."

What's needed, he said, is "a balance." And that balance should best come from an intra-industry effort, similar to efforts underway in the motion-picture industry, he explained.

"I like westerns myself," he said, "so I don't want you to close them all off . . . I just don't like government censorship. I guess that's the way to put it."

"Would you consider appointing a commercial broadcaster to the FCC?" the Vice President was asked. "I wouldn't have any objections to that at all," replied Mr. Humphrey. "I mean I think that the best kind of people to put on the commission are people who have been in business. I am not much for these theoreticians on some of these things." Former Alabama Governor Wallace responded to similar questions put to him by Broadcasting, through aides at the Montgomery, Ala., headquarters of his American Independent party.

Mr. Wallace said he would favor less regulation of broadcasting "if radio and television are responsible and objective in their reporting." He added: "I am aware that there has been some question about their responsibility during the past few months."

To the question of whether he would appoint a commercial broadcaster to the FCC, Mr. Wallace answered: "Yes, if otherwise qualified."

Suddenly—it's an activist FCC

Overnight all those unmade decisions are dragged into daylight and made must items on the agenda

To the increasing astonishment and dismay of broadcasters, the FCC in recent months has turned into an enigma. There has been no change in membership; faces that long ago became familiar and votes that used to be predictable are still around. Yet the FCC has suddenly elected to fish or cut bait on a number of high-policy rulemakings that have stirred up enough controversy to satisfy the most militant activists of the past.

Indeed some of the proceedings have been resurrected from the tough-talk days when E. William Henry and, before him, Newton Minow, were chairmen. Some are in the genre of even older times when frankly retaliatory moves were made against newspaper publishers who owned broadcast stations and who had incurred the enmity of the architects of the New Deal.

There is the three-and-a-half-year-old proposal to limit network ownership or control of programing, and the six-year-old rulemaking aimed at permitting public inspection of network- affiliation contracts. Broadcasters had considered both safely consigned to commission subbasements awaiting only formal announcements of burial, until the commission last month said it would hold oral arguments on each and ask for updated comments on them.

Then there is the 13-year-old proposal to provide for a nationwide system of pay-television service. The commission has served notice that it is prepared to knock down the door behind which the House Commerce Committee keeps trying to lock up that old issue, in order to act on it (Broadcasting, Sept. 13).

If these skeletons were laid end to end, there are many broadcasters who would be delighted to supply the shovels to bury them for keeps. But the commission seems interested in putting new flesh on their bones.

Furthermore, in this pre-Halloween season, broadcasters are contemplating still another hobgoblin—perhaps the most frightening of all—dreamed up by the commission with an assist from the Department of Justice. The commission, in a move aimed at diversifying the number of programing sources and viewpoints, proposed prohibiting any broadcaster from acquiring more than one full-time station in any market (Broadcasting, April 1). Justice would have the commission broaden its approach and consider breaking up multiple station ownerships and newspaper-broadcasting combinations in the same market (Broadcasting, Aug. 5).

As indicated, these proposals are of a kind that would seem more tuned to the administration of a Henry or a Minow or—for those whose scars go back to the early 1940's—a James Lawrence Fly. It was the late Chairman Fly, at the bidding of Franklin Roosevelt, who made a full-scale attempt to divest broadcasters from broadcast ownerships but was rebuffed by a massive counterattack.

But the new activism is occurring under the administration of Rosel Hyde, who in 22 years was a commissioner and in 18 years before that on the commission staff of the commission and its predecessor, the Federal Radio Commission, had acquired a reputation for moderation. When he was appointed chairman in 1966 (he had served once before as chairman in 1953-54), broadcasters cheered. The same broadcasters find it hard to believe that the new surge of rulemaking would swell up in the twilight of Mr. Hyde's long service. His term on the commission expires next June 30, and he is already eligible for retirement.

It may be that the FCC has been
caught up in a confluence of forces that are not entirely under its control. The pay-TV matter, for instance, had to be faced since a one-year moratorium requested by the House Commerce Committee last year runs out next month. The issue of public inspection of affiliation contracts is an outgrowth of a staff study of an ABC request for protection against alleged raids on ABC affiliates by NBC. As for the 50-50 proposal, so-called because it would among other things, prohibit networks from owning or controlling more than 50% of their prime-time nonnews programming, the commission simply decided the time had come to grasp (although not too firmly) the nettle of that long-pending proposal.

Where will it all end?

In attempting to forecast commission actions, commission watchers generally expect Chairman Hyde to take a conservative position, and to be followed by Commissioners Robert E. Lee and James Wadsworth. Commissioners Kenneth A. Cox and Nicholas Johnson are counted on to urge a hard-line approach. Commissioner Robert T. Bartley has moved back and forth between those two camps, although he is invariably on the Cox-Johnson side in matters affecting multiple-station ownership.

As for the commission's seventh member, who will be H. Rex Lee, it will be some time before commission watchers attempt to get a morning line on him. He will not even be moving over to the commission from his present post at the Agency for International Development until late this month, at the earliest ("CLOSED CIRCUIT," Sept. 30).

Thus, forecasts are difficult, especially in view of the pressures being generated by the criticism to which the commission has been subjected recently by the press, members of Congress and even its own members.

However, there are signs and portents for anyone who wants to hazard reading them.

It seems certain, for instance, that the commission will adopt rules to provide for a pay-television service. The commission's chief concern in connection with that issue has been the well-being of free television. And individual commissioners appear to have satisfied themselves that pay television, especially if forced into the straitjacket tailored by a special committee of FCC members that fashioned the proposed rules, would not endanger that well-being.

(Incidentally, the commission's apparent determination to override the House Commerce Committee's resolution requesting additional delay involves more than the commission's concern with the pay-TV issue. The commission, no bolder than any other independent agency subject to congressional power, simply concluded that it could no longer permit a single committee of Congress to prevent it from acting on a matter before it.)

And indications are that the commission will adopt the proposal to permit public inspection of affiliation contracts. If the commission were not interested in moving ahead with it, why accept a staff recommendation to revive it now, decked out in a new rationale that makes use of the 1966 Freedom of Information Law? Furthermore, the commission has another new argument for making contracts public: the assertion of the staff that, in checking out ABC's complaint, it found nine NBC contracts containing allegedly illegal incentive-compensation provisions (BROADCASTING, Sept. 9, "Closed Circuit," Aug. 26).

However, an argument can be made that the re-emergence of the network-ownership rule points to a completely different fate for that more critical and controversial proposal.

According to some commission sources, a commission majority does not exist for adopting the proposal in anything like its present form; Commissioners Cox and Johnson are said to represent the only certain votes for it. The decision to reopen the proceeding and obtain fresh views, then, could be viewed as a method of providing the commission, in advance, with protection against criticism of members of Congress and others who have urged a crackdown on the networks. The practice of tidying up and updating rule-
making proposals before terminating them without action is not new.

However, some observers are not ready to agree that the commission is, in effect, merely setting the so-called 50-50 matter up for the kill. They note that Chairman Hyde, who had opposed issuance of the proposal for comments, would have had a stronger hand in burying the matter if he had acted before Commissioner Lee Loewinger left the commission, on June 30. Mr. Loewinger was expected to support the chairman in moving to reject the proposal.

Some commission watchers also regard as an ominous sign for the networks the legal memorandum which accompanied the order reopening the proceeding. It held that the commission has the authority to regulate the networks directly without any further legislative help from Congress (Broadcasting, Sept. 23).

The argument is not new with commission attorneys and some commissioners. But the commission has never made it publicly before. It generally relied on its authority over network affiliates. The networks are certain to do their best to convince the commission, in the new comments they will file in the proceeding, it has no such direct authority. For whatever the fate of the 50-50 proposal, a commission confident of its authority to regulate them directly is not something the networks are likely to regard lightly.

The proposal to prohibit broadcasters from acquiring more than one full-time station in a market is a reflection of what appears to be a growing commission concern with multiple-ownership questions. Although it seems highly unlikely that the commission, as presently constituted, will travel the entire route charted by the Justice Department, it seems just as unlikely that it will not take one or two steps along that path; the commission's rulemaking proposal was issued by a 6-to-0 vote.

Conceivably, the commission could restrict itself simply to broadening the present rule prohibiting FM's from duplicating more than 50% of the programming of commonly owned AM stations in cities of more than 100,000. That ban could be extended to 100% and applied to all AM-FM combinations, regardless of the size of the cities involved.

This has been mentioned within the commission as a bare minimum. But chances are the commission would go beyond this and apply a ban on acquisition, if not ownership (which would require divestiture) of AM and FM stations in the same market.

Commission officials feel that any action they take, indicating concern over concentration of control of mass media in a community might trigger market forces that would bring about some degree of the atomization of ownership that the commission's, and Justice's, proposal implies is desirable.

It would, they say, be taken as a sign that the commission is inviting the filing of competing applications for facilities licensed to broadcasters who operate two or more outlets in a community. And after a few of these applications have been filed, and especially if one of them prevails, owners of two or more stations in a market might well be persuaded that discretion dictates the sale of properties that could otherwise be lost in a comparative hearing.

There is yet another new rulemaking outstanding, one that very likely will be adopted. It is the proposal to codify and extend current commission policy barring broadcasters from profiting from the assignment or transfer of construction permits (Broadcasting, Sept. 9).

The proposal is not regarded as particularly significant, but it is interesting as an example of how commission policy can be shaped by congressional criticism. For the proposal is directly related to the thrashing the House Investigations Subcommittee administered the commission for its approval of the transfer of five UHF construction permits from D. H. Overmyer Communications Co. to U.S. Communications Corp. Members of the House panel asserted that the commission action had permitted Overmyer to profit from the transfer, in violation of the commission's own policy.

That episode, moreover, has had an effect on individual commission proceedings—most recently the one in which the commission decided to hold a hearing to determine whether the owners of WREPTV (ch. 25) Boston had engaged in trafficking in the permit for the station and had acquired the authorization for the sole purpose of profiting from it (Broadcasting, Sept. 30). Chairman Hyde, who had been subjected to harsh grilling on the Hill in the Overmyer matter, was, reportedly, the "most gung ho" of all the commission members in pressing for a hearing on the channel 25 matter.

So it seems that although the veteran commissioner may be "a friend of the industry," be, as well as other members of the commission, is very much aware of Congress looking over his shoulder. For those seeking to forecast commission actions, this is a factor worth considering.

Buyer calls for war on costs

Gromer of Foote, Cone says agencies must unite to find new efficiencies in media selection

Rising media costs make it almost imperative for agencies to join forces and work together on common, non-competitive problems in many areas, according to Frank J. Gromer Jr., vice president and director of marketing services for the New York office of Foote, Cone & Belding.

The same rising costs, he said, will also make it necessary for advertisers to share with their agencies more of the expense of conducting increasingly sophisticated research needed to insure maximum efficiency of advertising.

He estimated that by 1975 evening network and spot TV costs will be more than twice what they were in 1960, that radio costs will have risen 50% to 60% and magazine rates will be two-thirds higher than they were in 1960.

Moreover, he said, "stretching" dollars by such devices as buying 30-second instead of 60-second TV commercials can be carried only so far and in many cases is not good business anyway.

Mr. Gromer offered his observations and suggestions in a speech prepared for delivery today (Oct. 7) at the western regional convention of the American Association of Advertising Agencies, being held Sunday through Wednesday (Oct. 6-9) at Palm Springs, Calif.

He blamed broadcasters as well as agencies and advertisers for the trend to shorter commercial units.

"We've all seen the long and dismal history of greater and greater levels of commercialization on TV as costs have skyrocketed and demand has exceeded
Nobody we know at Channel 7, but figures make buttons their dial these audience us wonder.

<table>
<thead>
<tr>
<th>Station</th>
<th>Station Circulation*</th>
<th>Sunday thru Saturday</th>
<th>Total Day</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Eve. 7:30 PM 11 PM</td>
<td>7 AM 1 AM</td>
</tr>
<tr>
<td>WHIO 7</td>
<td>42 counties</td>
<td>450,000</td>
<td>535,000</td>
</tr>
<tr>
<td>Station B</td>
<td>33 counties</td>
<td>384,000</td>
<td>432,000</td>
</tr>
<tr>
<td>WHIO-TV Advantage</td>
<td>+9 counties</td>
<td>+66,000</td>
<td>+103,000</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.
supply," he said. "As as result of these pressures and the increased revenue potential to be realized, the broadcasters have continued to offer more and more commercial time in smaller and smaller pieces.

"Television is an enormously important and effective medium, but it has become less and less so as this trend has continued. Somewhere along the line, the broadcasters (and agencies and advertisers) are finally going to kill (or at least badly mutilate) the goose that has been laying all the golden eggs."

To prevent that result, Mr. Gromer said, "we'd better stop kidding ourselves that cutting commercial length is a universally effective way of compensating for increased costs."

He said agencies must begin to "search for new ways to increase the productivity and effectiveness" of advertising dollars and that in many areas (such as copy research and developing techniques to learn why a given commercial does or does not work; for example) agencies and clients will have to share the costs, while in other areas (such as developing computer programs) agencies will have to find more ways to save money by working together.

He also said that, despite many false starts in the agency field, "misleading publicity" and skepticism on the part of many people, the time has come when "quite good media-planning (computer) models are either now being offered to clients in selected instances or are rapidly approaching a state of development where they will be made available in the near future."

Mr. Gromer cited the COMPASS (for computer optimal media planning and selection system) project, in which several agencies pooled resources to develop a computerized media-planning model, as an example of cooperation that produced results "far more advanced and sophisticated than any one of the agencies involved might have developed on its own."

Mr. Gromer also forecast a growing need for other computer uses to reduce masses of data to usable forms and develop more effective marketing as well as media plans. He said his agency, for example, "is now in the process of completing a system which will make it possible in a very short time and at reasonable cost to identify various types of market target and media audience information that would literally be impossible to extract using manual methods."

He also reported that "the concept of a kind of public library of standard media and market information available to all agencies in computer-readable form is one of the possibilities under consideration" by a special committee on computers established earlier this year by AAAA.

He noted that agencies are also working together, through the Agency Media Research Council, on a proposal that agencies, advertisers and broadcasters undertake a methodology study designed to find "a commonly accepted and realistic definition of a television viewer" and then to "determine what techniques, new or old, most accurately measure television viewing in these terms" (BROADCASTING, Aug. 12). "Response to date has been favorable," he said.

[In some circles, initial reactions were lukewarm. On the ground that project probably would be prohibitively expensive. Meetings have since been held with representatives of the AAAA, the Association of National Advertisers and the National Association of Broadcasters, as a result of which the Agency Media Research Council reportedly has agreed to draw up and submit a more detailed set of specific proposals.]

MCA establishes record with $1 million ad buy

MCA Inc., which through its Universal Television operation turns out a minimum of six hours a week of prime time product for NBC-TV, apparently is channeling some of the proceeds back into the network. In what is claimed to be the largest advertising buy ever placed by a movie company on network television, Universal Pictures, another MCA offspring, is allocating $1 million for a series of 60-second spots to plug the feature films it has and will produce for theatrical showings. The advertisements will be carried exclusively on NBC-TV three weekly "nights at the movies" programs.

The campaign breaks in the Tuesday Night at the Movies time slot on Oct. 29 and is scheduled to continue to run on the various feature film programs for the next nine months. The first spot will be on behalf of Universal's "Coogan's Bluff," a movie that opens in New York this month. The buy was placed through McManus, John & Adams Inc., Beverly Hills, Calif.

NAB reviews 10 commercials

Ten more TV-radio commercials for current motion pictures have been reviewed by the National Association of Broadcasters code authority under general program and advertising standards. As in previous months, the authority has announced only the film title. Further information as to the acceptability of the listed commercials may be obtained from the three code offices.


BAR network TV-billing report for week ended Sept. 22

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Sept. 22, 1968 (net time and talent charges in thousands of dollars)

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC</th>
<th>October</th>
<th>1968 total</th>
<th>1968 total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-on 10 a.m.</td>
<td>$ 145.8</td>
<td></td>
<td>449.1</td>
<td>15,278.3</td>
</tr>
<tr>
<td>Monday-Friday</td>
<td>1,820.0</td>
<td></td>
<td>5,727.0</td>
<td>223,304.3</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>35.0</td>
<td></td>
<td>93.0</td>
<td>559.7</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>1,990.0</td>
<td></td>
<td>1,420.0</td>
<td>52,060.0</td>
</tr>
<tr>
<td>Sunday</td>
<td>1,061.0</td>
<td></td>
<td>936.0</td>
<td>16,875.7</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>4,463.0</td>
<td></td>
<td>16,009.7</td>
<td>583,664.2</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11 p.m.-Sign-off</td>
<td></td>
<td>1,299.5</td>
<td>33,829.8</td>
</tr>
<tr>
<td>Total</td>
<td>$7,317.3</td>
<td>$272,893.6</td>
<td>$291,517.9</td>
<td>$1,010,615.3</td>
</tr>
</tbody>
</table>

32 (BROADCAST ADVERTISING)
Sacramento-Stockton, THIRD IN THE WEST IN COLOR

WESTERN COLOR TV MARKETS

1. Los Angeles 1,250,000
2. San Francisco 405,000
3. SACRAMENTO-STOCKTON 187,100
4. Seattle-Tacoma 180,100
5. Portland 153,000
6. San Diego 144,200
7. Denver 126,100

COLOR TV HOMES IN ADI*

*ARB's "AREA OF DOMINANT INFLUENCE" SOURCE: AMERICAN RESEARCH BUREAU FEB./MAR. 1968

KCRA-TV
KELLY BROADCASTING CO.
SACRAMENTO, CALIFORNIA
Serving the West's fourth largest TV market

BROADCASTING, Oct. 7, 1968
Spot television, the media leader in 1968

It will be a better year for spot TV in 1968, as national media expenditures climb after a sluggish year. That's the outlook of Ted Bates & Co., the world's largest spot agency.

In its annual report on media trends for Broadcasting Bates finds spot TV and outdoor advertising leading the way with the greatest gains, as total advertising expenditures for 1968 grow 4% to 5% over 1967.

Spot TV is expected to make a healthy 15% increase over 1967 after having suffered a 4% decline last year. Network TV also will increase, but at a considerably slower rate than it has in recent years. It is expected to go up 6%, compared to a 10% growth the previous year and a total growth of 86% between 1960 and 1967.

In radio, network advertising is expected to grow slightly more this year than spot. Network radio, which has increased 48% since 1960, is predicted to show a 7% growth in 1968. Spot radio advertising, which has gone up slightly less—40% from 1960 to 1967—will grow 5% this year.

In the print media, magazines are expected to show only a 2% increase this year, for a total growth of 38% since 1960. Newspapers and supplements are expected to regain ground lost last year. They are expected to go up 6% in 1968, compared to a 5% drop the previous year.

Outdoor advertising is expected to climb back to within 2% of its 1960 level on the year's gain of 6% over 1967.

Bates finds that television's cost per thousand has remained relatively stable the past few years, especially in evening network and spot. In spot radio, with expenditures estimated to increase this year over last, gains in audience levels have not matched the rising costs, resulting in high CPMs.

For 1969, Bates projects higher CPMs for both network and spot TV as costs are expected to rise more sharply than audience increases. Day network costs are expected to go up 5%; evening network 9%, while both day and evening audiences increase 3%.

This will give a 2% increase in day network CPMs, bringing them within 5% of the 1960 level. Evening network CPMs are predicted to go up 5%, making them a total of 14% higher than 1960 levels.

Day spot costs are expected to rise 8%; fringe spot 10%. Day and fringe spot audiences both are expected to increase 3%. This would give a 3% increase in day spot CPM's, to a total 18% higher than 1960, and a 5% increase in fringe spot CPMs, putting them 31% higher than the 1960 level.

In radio, spot costs are expected to increase 4% in 1969 while audience remains unchanged, giving a 3% increase in CPMs, and putting it 20% higher than the 1960 level. Radio network costs and audience are both expected to climb 2%, maintaining the same level as 1967, 3% below that of 1960.

The Bates media department calculations are made using measurement units of: minutes for radio and TV, black-and-white pages for magazines and supplements, 1,000 lines (black-and-white) for newspapers, and 100 showings for outdoor.

Total National Advertising 1968 $5.364 billion

<table>
<thead>
<tr>
<th>Category</th>
<th>Share</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Network</td>
<td>28%</td>
<td>$1.500 billion</td>
</tr>
<tr>
<td>TV Spot</td>
<td>20%</td>
<td>$1.050 billion</td>
</tr>
<tr>
<td>Radio Network</td>
<td>1%</td>
<td>$67 million</td>
</tr>
<tr>
<td>Radio Spot</td>
<td>6%</td>
<td>$322 million</td>
</tr>
<tr>
<td>Magazines</td>
<td>24%</td>
<td>$1.300 billion</td>
</tr>
<tr>
<td>Newspapers &amp; Supplements</td>
<td>18%</td>
<td>$990 million</td>
</tr>
<tr>
<td>Outdoor</td>
<td>3%</td>
<td>$138 million</td>
</tr>
</tbody>
</table>
The charts below and overleaf show how each medium has done—and will do in 1969—relative to its own performance in the base year 1960. For each tabulation the value in that year has been set equal to 100.

Trends are shown for audience size, billings, cost-per-thousand and cost-of-unit purchases, e.g., minutes in the case of TV, black-and-white pages for magazines and supplements, 1,000 lines for newspapers.
Magazines and newspapers (top charts) show mixed expenditure and audience trends. CPM's for both print media remain relatively level as audience and cost curves climb at about the same rate.

Below, spot radio sees its CPM's climbing for 1969 as spot costs rise but audience remains relatively stable. Network radio, however, has a flat CPM level as audience and costs climb equally.
Newspaper Supplements also foresee a slight upward swing in the CPM curve after two years of plateau. Outdoor CPM's can be expected to rise even more sharply as expenditures climb and audience stays near level.

All of the graph information come from the table of figures below. Precise year-by-year index values for each line in the charts can be read from it. Listed are 1969 estimates for all categories except expenditure trends. Years are in the left-hand column; media across top.

Outdoor

BROADCASTING, Oct. 7, 1968

Ted Bates & Co Media-Program Department
Census-taking under fire

Legislative worry over ‘invasion of privacy’ may imperil basic research radio-TV needs

Legislation reflecting growing congressional criticism of “invasions of privacy” by the Census Bureau was approved for Senate action last week. The Senate bill, and a stronger measure pending in the House, would limit or eliminate the bureau’s power to compel answers to personal questions. The bureau fears that the controversy will damage research statistics necessary to a wide variety of users—including marketers and broadcast advertisers.

At stake is the quality of basic demographic statistics used to define markets, age and sex distribution of populations, income levels and standards of living. The Census Bureau provides baseline data used in projecting other information developed through sampling techniques, such as broadcast ratings and station market size and quality.

Proponents of the legislation to limit the Census Bureau’s authority to demand answers to its questions—including some broadcasters who have editorialized on the privacy issue that’s involved—say that the quality of the bureau’s information would be improved by putting cooperation with census takers on a voluntary basis. Coercion, they hold, can provoke evasions and misrepresentations that can reduce reliability of the data.

The Census Bureau, along with some users of census information—including a number of other government agencies—say that elimination of mandatory answers would tend to encourage a lack of accuracy in responses plus promote a serious number of nonresponses, whose demographic detail would not only be lost, but, by being unknown, would also introduce aggregate uncertainties in the data provided by cooperating citizens.

The Senate bill (S. 4062), sponsored by Senator A. S. Mike Monroney (D-Okla.), would only remove jail penalties for noncooperation. Violators would still be liable for fines. But legislation introduced earlier in the House by Representative Jackson E. Betts (R-Ohio), and now cosponsored by 43 other members, would eliminate all penalties on all but seven basic census questions, putting such subsidiary information such as marital status, income and employment on a strictly voluntary basis.

The Betts bill (H.R. 10952), despite its wide cosponsorship, has not been given much chance of passage this year. The House committee with jurisdiction, of which Mr. Betts is not a member, was reportedly holding firm to the Census Bureau’s position. The Monroney measure, when introduced two weeks ago, was seen by some observers as a possible compromise intended to defuse some of the emotional charge behind the issue while maintaining the mandatory requirements. But the lateness of its introduction was seen as precluding enactment this session.

The Senate committee’s prompt vote to report the Monroney bill, however, was regarded by a staff member as more of a reflection on anticensus sentiment on the committee than a desire to compromise the issues raised in the House by Mr. Betts. If a stronger bill was approved by the House, it was indicated, the Senate, if present opinion holds, could be expected to concur.

The Senate committee’s action made it theoretically possible for the Monroney measure to gain enactment this session, although House sources said that final action by both bodies would be unlikely this year.

The Census Bureau indicated it could accept the Monroney no-jail-terms bill, which it sees as a possible compromise with the broader Betts proposal. A spokesman for the bureau said he knew of no prior cases of jail terms being imposed for noncooperation with census takers.

But Congressman Betts had reservations. While withholding final comment until he had had a chance to fully study the Monroney proposal, Mr. Betts noted that one of his major goals was a definitive congressional review of Census Bureau activities and that passage of more limited legislation could reduce pressure for an over-all study. Basic to such a study would be a re-examination of the need for many of the personal questions on the present form—which he says grew “like Topsy” from the constitutional provisions for a head count of the citizenry every 10 years for purposes of congressional reapportionment.

Included in the plans for the 1970 census are specific radio and television set ownership questions. Under current plans, which are almost completely firm, the radio-TV questions would be asked of every 20th respondent to the basic form. Although only a sampling of the total population (the basic census attempts to enumerate the whole statistical “universe”), it would be asked of a large enough group to permit breakdowns of set penetration in neighborhood-sized areas.

The questions ask if the respondent has a television set (one, or two or more), and, if “yes,” if the set or sets can receive UHF—channels 14 to 83. The one-in-20 count will also tally battery-operated radios.

The radio-TV questions have not drawn the congressional fire that other, more personal questions have—(Is the bathtub or shower shared with another household?—shortened in congressional oratory to “do you share your shower?”). But even they are subject to the suggestion that information useful to an industry should be gathered by that industry.

The Census Bureau points out that not just industry benefits from accurate statistics; government agencies themselves request the data. The FCC, it’s noted, needs the television figures, especially the UHF or “BHF” penetration, for another matter of interest to broadcasters—color penetration—is not on the form. Likewise, civil-defense planning needs are behind the question on ownership of battery-powered radios.

Critics reply that government agencies, no less than citizens, must abide by the rules, and if Congress decides privacy should have a higher priority than agency or industry planning, statistics users will just have to adjust to the situation. Besides, Congressman Betts suggests, putting matters on a cooperative basis between census takers and citizens can be expected to enhance the accuracy of information provided.

The Census Bureau, meanwhile, is worried that even if the Monroney bill (which it can accept) or the Betts bill (which it fears) fail of enactment in either this Congress or the next, irreparable damage is already being done by advocates of the legislation.

The privacy crusade has caught fire, on and off the Hill. The issue has been picked up by editorial writers across the nation—including some broadcast editorial writers—and congressional mail campaigns have been initiated. The bureau fears that the ruckus will get people’s backs up, triggering evasions and defacto noncooperation when census forms are mailed out, beginning in March, 1970. The bureau is depending on mail return of the forms in areas covering about 60% of the population, a money-saving maneuver that is sensitive to a climate of acceptance to the census. Noncooperation will also add to costs of data collection where regular enumerators are used.

The editorials have been almost unanimously anticensus, the bureau notes, with the lament that with few exceptions, the editorial writers have not explained or even sought out the other side of the argument.

38 (BROADCAST ADVERTISING)
Be an independent, join one of our four networks

In an age of local radio, of successful “independents,” ours is the single idea that has made network radio a valuable and sought-after service. The four radio networks of ABC (almost 950 stations strong) are programmed for “independent” stations. Each network sounds like the format it was designed to serve—Contemporary, Information, Entertainment or FM. Each network carries a limited inventory of news and sports programming...superior programming by the one radio-only news organization of its size and scope in the world. Each network lets a station “do its own thing” by doing only what a network can really do best...and no more.

Each network is a source of revenue for stations...in at least three different ways. When you talk about network radio with ABC, you’ll find it’s a whole new business. Try it...you’ll like the bottom line.
Toyota spots aimed to appeal to youngsters

What does the philosophy of Marshall McLuhan have to do with a Japanese car specially merchandised for the American youth market? The answer may be found in two new 60-second TV spots ordered for Toyota Motor Distributors Inc., Torrence, Calif., by Clinton E. Frank, West Coast Los Angeles.

One of the spots uses clearly identifiable teen-agers to sell to their own 18- to 21-year-old age group. By the specific design of Wakeford-Orloff Inc., the small but rapidly growing Hollywood-based production house commissioned for the campaign, this commercial was given a "hot" approach. It has a partying, escapist atmosphere with boys and girls going "gee whiz" over the new Toyota Corolla models being transported by ferry boat. There's no question in the commercial that the cars, selling for as low as $1,666, are being pitched directly to what must be the youngest consumer market ever attempted by an automobile manufacturer.

The second commercial (actually it aired in national spot late last month, some weeks before the other was to be shown) is aimed at the over-25-year-olds, or the young marrieds. It clearly takes a "cool" approach. A helicopter flies a Toyota Corolla over the desert. So what? The actors in the commercials seem to be thinking. They've seen it all before. They inspect the new model but they don't enthuse over it. They're interested, but they play it cool.

Besides being geared for specific consumer markets, the basic spots (shorter length spinoffs also were made) were designed to upgrade the image of Toyota products. The objective was to get comparable production values out of a relatively small independent such as Wakeford-Orloff as are available to the Detroit-based car makers. Wakeford-Orloff was careful to insure a soft look to the Toyota's by shooting through a long lens. The production company also made sure that there was no indication in the spots that these are imported cars (Toyota Motor Distributors is a subsidiary of Toyota Motor Co. Ltd., Japan). Japanese style designs or music were out. This campaign is meant for the domestic car buying market.

The helicopter spot was filmed on location at the El Mirage Dry Lake in California. It was shot in June. The ferry boat spot (a superstructure had to be constructed on top of a barge) was much more expensive. The commercial was filmed in two days last August off Catalina Island, John Orloff, who directed the commercials, isn't saying how much they cost, but he does reveal that if rain had cancelled a day's shooting off Catalina, it would have washed away, too, some $17,000.

Richard Merritt, creative director, and Norman Lippert, producer, represented Clinton E. Frank. But the unsung hero of the ferry spot was Sandra Marquis, production assistant for Wakeford-Orloff. She solved an incredible logistics problem: how to get a boat of 70 (including a cast of eight and crew of 20), a 300-ton barge converted into a ferry boat and carrying 9 Toyota Corolla cars, eight airplanes (seven of them seaplanes), five motor vehicles (including jeep and vans), six boats (including tug) and a cargo of prefabricated ferry boat superstructure all together and working in conjunction with one another so that 20 hours of filming could be completed within a 36-hour span of time.

NAB cuts references to hard liquor in ads

The National Association of Broadcasters code authority has said nix to a vermouth mixer product that specifies "martinis," "gin" and "manhattans" and refers to the product as "such a great mixer, only on radio I can't tell you what to mix it with."

Other commercial copy for the product refers to "olives" and "maraschino cherries," which the code authority has interpreted unacceptable according to guidelines prohibiting the use of "liquor bottles, glassware or other props associated with hard liquor."

The authority said that under the code guidelines acceptable products should avoid direct and overt association with hard liquor.

NC&K, Fedders Corp. discontinue agreement

Norman, Craig & Kummel, New York, last week resigned its two-year-old account from Fedders Corp., Edison, N.J., manufacturers of air conditioners and heating systems. The agency reported that billings had fallen below $1 million and that it was unable to agree with the client on long-range growth objectives.

A Fedders spokesman said the company had not decided whether to consolidate the account at Kenyon & Eckhardt, agency for Norge, which was purchased by Fedders in July, or to select a new agency. He noted that Fedders has sponsored golf matches on ABC-TV in the past, but that most of its advertising is cooperative and trade in print media.

Admen told to watch their credibility gap

Stockton Helfrich, director of the National Association of Broadcasters code authority, told an audience last week at the sixth district conference of the American Advertising Federation in Detroit that there has to be "forward-thinking" and "responsible involvement" by both broadcasters and advertisers regarding their social responsibilities, otherwise "the effectiveness of media self-regulation will only scratch the surface."

"Misleading claims, unbelievable puffery and silly copy gimmicks widen the credibility gap," Mr. Helfrich said. "Distrust of these things is particularly felt by young consumers. . . . Responsible advertisers not only cannot and do not play games with the public but actually more and more appear to recognize the help they can give towards creating an atmosphere for public trust
ONE OF THE GREATEST FILM LIBRARIES
IN TELEVISION!

...ALL SPARKLING
IN THESE FABULOUS
WSYR FILM SHOWS:

Monday Nite at the Movies (9 p.m.)
- Tuesday Movie Specials • Hollywood Matinee
  (Mon.-Fri. 1 p.m.) • Saturday Monster Movie
  Matinee (12:30 p.m.) • Movietime (Sun. 9 a.m.)
- Sunday Movietime (5 p.m.) • Saturday Cinema (6 p.m.)
  - Sunday Movie of the Week (11:30 p.m.)
  - Sunday Spectacular Showcase (Noon)
  - Saturday Western Jamboree (7:30 a.m.)

WSYR • TV
NBC Affiliate
Channel 3 • SYRACUSE, N. Y. • 100 KW
Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS
and faith in a responsible, reasoned way of life.

In effect Mr. Helfrich told his audience "to tell it like it is" because broadcast self-regulation can do just so much. "Sometimes we industry spokesmen are expected to serve as apologists and defense runners by business-as-usual constituents unmindful that a younger, better-educated public sees through such tactics as totally self-serving. . . . " Mr. Helfrich said: "Your and our actions must have substance, not only in terms of the industries we represent but in terms of the general public."

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**Business briefly:**

**General Foods Corp., Jell-O division, White Plains, N. Y., through Young & Rubicam, New York, has scheduled a heavy day and night network and spot TV campaign this fall for its Jell-O instant puddings.**

**Hamilton Watch Co., Lancaster, Pa., is running an extensive fall campaign spearheaded by cosponsorship of four National Geographic TV specials on CBS-TV and supplemented with spot TV and print. The spot TV campaign will run in 40 markets between the first National Geographic program on Oct. 23 and the second on Dec. 3. Its TV investment is reported at approximately $700,000. The agency is Grey Advertising, New York.**

**Westinghouse Electric Corp. will sponsor Adventures in Unconquered Worlds, a one-hour special produced in Kenya by Wolper Productions with William Holden as host, on CBS-TV Wednesday, March 26, 1969 (7:30-8:30 p.m. EST.) Agency: McCann-Erickson, New York.**

**The Foundation for Full Service Banks, Philadelphia, through Dancer-Fitzgerald-Sample, New York, will sponsor Tennessee Ernie Ford's NBC-TV special, scheduled Saturday, Nov. 16, 9-10 p.m. EST.**

**Tom Fields Ltd. division of Mem Co., Northvale, N. J., through Wesson & Warhaftig, New York, has scheduled TV spots in 40 major markets on popular children's programs to promote its Tinkerbell line of children's toiletries.**

**Rep appointments:**

- WAMM Flint, Mich.: Dore & Allen, New York; Max Goldfarb, Detroit.
- WTOR Torrington, Conn.: Kettel-Carter Inc., Boston.

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**Chamber president warns of government restraints**

American businessmen were cautioned last week that consumer unrest over disreputable advertising and merchandising practices, among other causes of dissatisfaction, is likely to lead to government restraints. Businesses must learn to police themselves, seemed the thrust of a luncheon talk delivered by Winton M. Blount, president of the Chamber of Commerce of the United States, to the Town Hall Organization in Los Angeles.

Mr. Blount pointed out that legislation now before Congress included proposals to limit private advertising expenditures and others that would affect cigarette advertising, automobiles, tire defects and credit card fraud. "Business is largely responsible for creating its own problems," he asserted. "Major sources of dissatisfaction have emerged in areas of credit and installment practices, advertising claims and promotions, the quality of repair services, warranties, rising prices and lack of information," he said.

"Certainly one of the reasons for the consumer movement is the growing sophistication of the American consumer," Mr. Blount continued. "He does not expect to purchase an electronic marvel and then pay $12 an hour for shoddy repairs."

Mr. Blount revealed that the U. S. Chamber of Commerce will soon set up a national program of business-consumer relation committees in local communities. The program will be aimed at dispersing more information about business practices and products and at seeking solutions to business-consumer problems.

**Agency appointments:**

- Terry Products Inc., Eliziabeth, N. J., a subsidiary of Forest Laboratories Inc., has appointed Weiss & Geller, New York, as its first agency. W&G will handle promotion and advertising for "Snak-Stiks," a high-protein confection, snack and breakfast food, which will be introduced for test marketing in eastern markets in the next few months. Projected billings will run $250,000-$500,000 primarily in spot television and radio, according to last week's announcement.

- Mem Co., Northvale, N. J., has assigned Wessony & Waerfag Advertising Inc., New York, two of its products, Les Parfums Capucci, fragrances for men and women, and Mousset, a bath gel. Wesson & Waerfag is also the agency for Mem's Houbet-Clear, a cleansing soap, and Tinkerbell, a children's toilettry line.

**Also in advertising:**

- New firm formed: E. E. Spitzer, a vice president of Papert, Koenig, Los Inc., New York, has left that agency after seven years to form E. E. Spitzer Advertising Consultants at 375 Park Avenue, New York. Clients include Arnold Bakers, Scientific American magazine and Browning Fifth Avenue (clothing store).

- Artemis adds TV: Film producer, Artemis Films Inc., New York, has formally announced its entry into TV commercial production. In business since June 1967, Artemis has been almost exclusively in the writing and producing of sponsored films (in lengths of 15-to-25 minutes). Henry C. Bate, formerly a vice president and a TV production supervisor at Ted Bates & Co., New York, has joined Artemis which now will also offer a full range of production services for TV commercials.

It's at 118 Riverside Drive, New York City 10024; telephone (212) 799-7790.

**Liberty Mutual, SNI set on winter series**

Liberty Mutual Insurance Co., Boston, will spend more than $1 million to sponsor 31 half hour episodes of Outdoors With Liberty Mutual, starting in January 1969, on 73 TV stations throughout the country.

Sports Network Inc., New York, is setting up a group of stations that will be fed the programs directly, while others will receive the segments through mail delivery. SNI hopes to clear at least 60% of the lineup for direct feeds, a spokesman said. The program will consist of half-hour segments of the Gadabout Gaddis and Joe Foss episodes, most of which will be fresh productions but some will be from earlier TV presentations.

The agency for Liberty Mutual is BBDO, Boston and New York.

**Milk rates a better budget**

The American Dairy Association, Chicago, continues to increase its advertising spending for the broadcast media, especially TV.

The ADA has approved a record promotion budget of $15 million for 1969, an increase of $2.5 million over this year. Of the total $12 million will go for consumer advertising of milk and milk products with $6.26 million slated for television, the largest single media share. Radio is to get $825,000. ADA's agency is Compton Advertising, Chicago.
HOLLYWOOD HARLEM
With Tony Lawrence, Diana Sands,
Nipsey Russell, Herbie Mann,
Lou Parks Dancers, Count Basie
& Band
Producer-Director: Garth Dietrick
60 Mins., Sun. (14), 9 p.m.
PARTICIPATING
WNEW-TV, New York

It's become a cliche to cite
WNEW-TV's leadership in com-
munity programming. But so long
as the Metromedia channel con-
tinues to outstrip New York's
other independents, three odco's
and the public outlet in provoca-
tive and worthwhile local produc-
tion, the cliche must stand.

This time out, the station topped
its regent excellent Apollo Thea-
tre location hour featuring soul
singer James Brown with an hour
of breezy variety from Mount
Morris Park in East Harlem.
Featured were highlights from the
preem event in the second annual
Harlem Cultural Festival.

In top form were Count Basie
and band and scat-blues vocalist
Richard Boone; jazz flutist Herbie
Mann and group, comedian Nipsey
Russell, and Tony Lawrence and
Diana Sands, who cohosted in a
casual fashion suitable to the
whole piece.

But the remarkable feature of
this natural show in a natural set-
ing was the production. Color and
sound values were firstrate
throughout. Editing gave a pace
that built neatly to a spectacular
next-to-closing dance turn (which
wound under the credits, in fact)
by the Lou Parks Dancers, which
has to be the loosest, liveliest and
sexiest terp group on the tube
these days. Camerawork on this
seg — intimate focus on the
anatomies in action — would give a
network standards man the
vapors. For viewers it was exci-
ting and entertaining.

Show was further enhanced by
close shots from the big park audi-
ence and a marvelous turn in
which the juves were invited on-
stage to groove, a la the Apollo
Theatre Saturday matinees.

WNEW-TV is scheduled to tele-
cast four more events from the
Harlem Cultural Fest, which is
being presented by the Dept. of
Parks, Park Assn. of New York
City and the station. Station is in
part underwriting the fest and
it's a good investment. Bill.
Deep look at network clearances

Violence commission, on eve of hearings, seeks five-year history of public affairs

The President's Commission on Violence has formally asked the three television networks for a voluminous amount of material—and it wants it by today (Oct. 7).

The commission, established by President Johnson last spring following the assassination of Senator Robert F. Kennedy (D-N.Y.), is scheduled to hold open hearings in Washington on Oct. 16 and 17 on the mass media (BROADCASTING, Sept. 30). The material requested from the networks presumably is for this purpose.

One of the most staggering requests, according to network sources, was a demand for information on public affairs programs offered since January 1963. The violence commission also asked for the names and reasons why affiliates declined to use them.

One network, CBS, actually received a subpoena for the material. ABC and NBC, however, received the request in the form of an unsigned subpoena having no force in law. CBS, it's understood, asked that a subpoena be issued for its material. The other two networks apparently raised no formal objections to the demands.

The requests were signed by Robert K. Baker, co-director of the violence commission's task force on mass media.

A covering letter signed by Mr. Baker invited the networks to discuss any problems with regard to the program information sought or the due date.

Network spokesmen acknowledged that they had received the requests and indicated that the scope of the material requested makes the Oct. 7 date unrealistic.

An ABC source said: "They asked for a lot of things. Some we'll have to discuss, others we simply can't supply.... We've already sent them some material. We are trying to do what we can, but some of the requests are crazy.

Some of these things would take a year to find out. To try to do it in a week is ridiculous."

A CBS spokesman said: "We did receive a subpoena and they asked for quite a load of stuff. At this time it is under advisement. We will comply to some extent, but beyond that we have no comment at this time."

An NBC source said: "We expect to produce all the information we possibly can and, of course, will cooperate as fully as possible."

Similar demands were made on some newspapers and news magazines.

Ever since the killing of Senator Kennedy and the violence in Chicago, the TV networks have been at the receiving end of innumerable requests for information on programs and news shots. The violence commission itself has established a special task force to look into the disturbances in Chicago (BROADCASTING, Sept. 30).

Special meeting held by CBS

Criticisms of convention coverage aired; concern voiced over future plans

The controversy over television coverage of the violent Democratic National Convention, which continues to plague the networks, has resulted in an "unusual" special meeting between top CBS officials and the network's advisory board.

CBS officially said that the meeting, which was held in Phoenix Saturday (Sept. 28) "had its genesis in the nationwide discussion concerning television's coverage of the Democratic national convention. Station managers reported that never before had they been involved in so many discussions nor received so many calls and letters expressing opinions and raising questions about television's role in reporting the events."

A CBS official who attended the session described it as "in-family, frank and candid—a no-holds-barred examination of reaction." He acknowledged that it "was an unusual meeting, certainly" and that "it is fairly rare" for the network to call such a gathering.

The session was in addition to the regular annual affiliates advisory board meeting which will be held after next month's presidential election.

Although reaction expressed to the network at the meeting was described as a mixture of praise and complaints about convention coverage, one official said, "I would have to say the reason we called the meeting was to hear criticisms, not get pats on the back. There was a wide diversity of opinion, and a lot of it was critical comment."

Among the issues discussed were the amount of time given to demonstration coverage; the advisability of gavel-to-gavel coverage and the possibility of using more selective coverage in the future; the amount of time devoted to pool coverage of speeches from the podium and the division of time between the anchor booth and the floor reporters.

One major topic, reportedly, was the amount of interpretive commentary done by newsman. One network executive said: "Some people thought there was too much editorializing. This wasn't specifically confined to our network, but the election coverage in general. While there was some endorsement of it, there was quite strong criticism in some quarters."

Among the network officials who heard the advisory board were the three top executives of the CBS News division: Richard S. Salant, division president; Bill Leonard, vice president, news programming, and Gordon Manning, vice president, director of news.

They were described as "absorbing" the affiliates' comments but "not responding." An official said: "There was no defense done. They did not seek to explain as much as to get suggestions helpful to the future. They were there on a fact-finding mission to get grassroots reactions of what stations and viewers thought of the coverage." However, there was some "analysis" of the coverage and video-tape segments of the more controversial moments were shown.

Although presumably the comments will be taken into consideration in
ONLY ONE MAJOR SOUTHEASTERN STATION OFFERS THE BEST OF NBC AND CBS

WAPI-TV 13
BIRMINGHAM, ALABAMA
Represented nationally by Harrington, Righter & Parsons, Inc.

A CBS Affiliate

BROADCASTING, Oct. 7, 1968
planning coverage for 1972 conventions, a spokesman said: "Obviously nothing is being decided at this time. We are now in the period of digesting and considering them. We've got four years to decide to implement them. Everyone just felt it was a good idea to have a meeting now while the subject was still fresh in our minds rather than three-and-a-half years from now when everyone's memory would play tricks on them."

The affiliate representatives were told that the news division is "engaged in a post-audit of convention coverage." An official said that "some recommendations for the future got a very careful hearing."

At the conclusion of the day-long meeting, the advisory board passed a resolution that said: "The CBS Television Network Affiliates' Advisory Board, having been duly assembled to review thoroughly the coverage of the recent political conventions as provided by CBS News, and after a full discussion of the public reaction to such coverage both from the standpoint of content and the amount of time devoted to such coverage, be it, and it is hereby resolved, that the CBS Television Network Affiliates Advisory Board recommends CBS News for its leadership and achievements and for undertaking a thorough reexamination of this type of broadcasting, to the end that future convention coverage will be even more meaningful and informative."

CBS officials attending the session, in addition to the news division officials were CBS President Frank Stanton; John A. Schneider, president, CBS/Broadcast Group; Thomas H. Dawson, president, CBS-TV network; William B. Lodge, vice president for affiliate relations, and John P. Cowden, vice president for information services.

**Shortage of TV writers studied**

**Hallmark, Arena Productions will research lack of interest in TV**

Hallmark Cards Inc., Kansas City, a staunch if specialized network television advertiser for some 17 years, is co-financing a research project to determine why more young writers don't work in television ("Closed Circuit," May 27). The greeting card company's partner in the research is Arena Productions, Hollywood, which is headed by producer-writer Norman Felton.

The study, initiated by Mr. Felton, will be conducted by Professor Lawrence W. Lichty, chairman of the Radio-Television-Film Division of the University of Wisconsin.

He will, through the Writers Guild of America, conduct personal interviews with television writers and producers. Other interviews and research will be conducted in New York and at the Iowa writer's workshop. Ultimately a comprehensive report will be published. It will attempt to discover why more promising writers don't aspire to television writing.

Hallmark, which began on television with a weekly half-hour dramatic series, sponsored Gian-Carlo Menotti's original Christmas Opera for television Amahl and the Night Visitors on Christmas eve 1951. It also was the first advertiser to use network color with the sponsored performance of Amahl on Dec. 20, 1953. Through the ensuing years Hallmark has sponsored classic plays and long-run theatrical hits on the Hall of Fame series of specials on NBC-TV.

Arena Productions has produced many series for television including Dr. Kildare and The Man from U.N.C.L.E. The production company currently is filming Strange Report in England. It's an hour detective series for showing on NBC-TV, possibly in January or September of next year.

**Who Cares When Disaster Strikes?**

**The WHO Stations, that's who!**

When a May, 1968 tornado took 17 lives and wreaked unbelievable destruction in northeastern Iowa, the WHO Stations appealed for aid.

Within two weeks, the WHO Stations received $68,600 from more than 6,000 sympathetic members of the WHO radio and television family.

Yes, Iowans care. And, the WHO Stations care about Iowans. It's a pleasant way of life.
Cronkite defends TV's objectivity

CBS editor warns against cowering before any 'inquisition' by radio-TV's critics

Walter Cronkite, managing editor of CBS News, has directed some tough words at the critics of TV-radio news, and at those of his own profession who are equivocal about the media's responsibilities.

His remarks come at a time when the news media continue to receive assault by both public and congressional critics regarding its coverage of the political conventions, particularly the Democratic gathering and what Mr. Cronkite called "its ancillary madness."

Mr. Cronkite spoke during dedication ceremonies for the new College of Communication at Ohio University in Athens last week. At that time he was presented the university's Carr Van Anda award, given to journalists of "outstanding contribution and reputation."

"Those of us in television and radio, subject to the onerous dishonor of federal license and control, hear abroad in the land the approaching tread of the witch hunters, the robed figures of the Inquisition, the thought-controllers who seek to muzzle our powerful voice by the old and sneaky trick of impugning our motives," Mr. Cronkite charged.

But, he added, I am staggered by those in the news profession who agree with our critics, who seem themselves to believe the shibboleth that we, somehow, have manufactured the world we seek only to report and interpret, and who falsely confess that the press fails in its stated purpose of objectivity."

Mr. Cronkite said he suspected that those of the news profession who cry "mea culpa" are "fearfully running before the assault, finding the holes in which they expect to hide during the Inquisition. . . ." And he lambasted those critics who have suggested that TV newsmen do a "little soul-searching": "Humbug and balderdash! My dictionary says of soul-searching: 'Deep self-examination of one's motives, principles, convictions, desires.' While I can speak only from my own experience . . . I don't acknowledge that our motives or principles need one moment's attention. I know them to be of the highest. If there are others who suspect them, let them have at their inquiry."

Mr. Cronkite further remarked that the roles of reporter and commentator have frequently been confused. "We need the socially conscious reporter, the scientifically trained reporter, the specialist as we never needed him before. And we need the analyst . . . but let us not confuse the roles. We need more than we have ever needed—and more than we need the specialists and the analysts—good, solid reporters. . . ."

And Mr. Cronkite took note of a tendency toward "reportorial surmise": "I think we have slipped a little in letting analysis, commentary, personal reactions creep into our straight news reports." However, he felt that the news media are "by-and-large" practicing the objectivity which is their responsibility.

What further concerns Mr. Cronkite are suspensions cast on the networks' news judgment. "There is no more reason to believe that the television station owners or the network operators are single-mindedly attempting to control the news," he said, "than there is to

The kids had taken to the streets, because their neighborhood youth center was a mess. Dingy. Depressing. Lacking in facilities. What could be done about it?

WCBS-TV New York "adopted" the Clinton Youth Center. Donated lumber, paint, equipment. Station personnel and the Center staff donned overalls to rehabilitate the building. Then staged a glittering "Gala" to raise funds and involve the surrounding business community. (Another WCBS-TV community activity: the station's famed Prince Street Players gave free performances for children in a different neighborhood park each week all summer long.)
About what you'd expect of a CBS Owned station.

THE FIVE CBS OWNED TELEVISION STATIONS WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis
believe that the newspaper owners and the wire services are trying to control it."

No inquiry, he suggested, "can legitimately investigate our news judgment, nor what we choose or do not choose to show, nor what we choose to say."

The process of self-examination with its aim of seeking to do a fairer job of reporting the news through re-appraisal of methods and techniques is "our responsibility," Mr. Cronkite said, "and we are discharging it."

Harley urges church involvement in programs

There is a "vast opportunity" for social service agencies, including churches, to involve television and radio in programs of action designed to promote greater awareness of our problems, according to William G. Harley, president of the National Association of Educational Broadcasters.

Mr. Harley told the annual meeting of the board of managers of the National Council of Churches' Broadcasting and Film Commission in New York that religious broadcasters can encourage the development of special features for radio and TV to reinforce church programs that have social implications. He said churches also can assist both commercial and educational broadcasters in mounting more effective programs of information and education directed toward minority groups.

New rule would allow two-way TV in school

Educational television up until now has been a one-way proposition, from instructor to instructed. But if a change in its rules that the FCC has proposed is adopted, conversation could be two way for students and teachers in schools making use of the instructional fixed television service.

The FCCs-change proposal is in response to a petition filed by Stanford University. The petition asked that additional circuits be made available in the IFTS to enable students and instructors to exchange ideas and questions and answers directly.

The IFTS was created by the commission to provide multi-channel visual and aural instruction to students in classrooms. The service occupies the 2500-2690 mc band, which is divided into 31 channels each 6 mc wide.

This leaves 4 mc unused, the frequencies from 2686 to 2690 mc. These are the frequencies that would be used in the proposed service.

The commission's proposal looks to one response channel for each IFTS channel. In order to minimize the chance of interference to other licens-
Bureau frowns on Cleveland CATV’s

Charges companies failed to present studies of potential impact

Three CATV firms seeking to import distant signals into the Cleveland market have "failed completely in their burden of proceeding and proof," according to the FCC’s Broadcast Bureau. In "proposed findings of fact and conclusions of law" filed last week, the bureau urged that the proposals of Telerama Inc., Akron Telerama Inc. and Lorain Cable TV Inc. be denied.

In addition to carriage of Cleveland stations, the three firms had proposed importation of signals from Pittsburgh, Wheeling, W. Va., and Columbus and Steubenville, both Ohio (Akron); Erie, Pa.; Toledo, Ohio; and London, Ont. (Telerama and Akron); Windsor, Ont. and Detroit (all three). Major company involved is Telerama, which presently operates systems in the Cleveland suburbs of Shaker Heights, Warrensville Heights and Warrensville Township, and wants to expand its service into nine adjoining communities.

In accordance with FCC rules, the proposals were considered in an evidentiary hearing after the commission last year turned down all three petitions for waiver of its distant-signal rules (Broadcasting, April 10, 1967). Central to that hearing were questions as to the effect of present and proposed Cleveland-area CATV service on existing and potential broadcast activity—particularly UHF—and, in Telerama’s case, whether its proposals were made in good faith, and whether denial would harm the firm economically and damage its existing service. The hearing record was closed on July 2.

The three firms failed to establish that their proposals wouldn’t hamper UHF development, the Broadcast Bureau said, and failed even to submit studies of potential CATV impact. According to the Broadcast Bureau, Telerama’s president assumed "without basis" that the effect of CATV on UHF and VHF would be similar in the Cleveland area. Moreover, the bureau said, the firms’ contentions that they would limit the number of subscribers—and thereby minimize the impact of their CATV systems in the overall market—conflicted with the requirements of Akron’s franchise and with Telerama’s own estimates of its probable impact.

The bureau also said that, while top-100-market hearings are supposed to consider the overall CATV picture in a market, the firms limited their evidence to the effect of their own systems.

Addressing itself to the issue specifically concerning Telerama, the Broadcast Bureau contended that the firm did not seek and acquire its franchises in good faith. Telerama sought over 50 franchises in the Cleveland market between 1964 and 1966, the bureau said, despite early warning that the FCC would probably impose restrictions on distant-signal importation, as it did in early 1966. The firm "forged ahead at its own peril," according to the bureau.

Watts. Three years after, still almost like a foreign land. Someone had to show white Southern California what it was like to live in the ghetto. But how? Who?

KNXT Los Angeles produced "Black on Black" — a 90-minute eye-opener. To tell it like it is, a documentary unit spent three months in the South Central Los Angeles ghetto. More to the point, the entire broadcast was told by the area residents themselves. No announcer, no narrator. Significance? It put viewers in the position, maybe for the first time in their lives, of looking at the world through the eyes of the black community. In clear, shocking perspective.

About what you'd expect of a CBS Owned station.

THE FIVE CBS OWNED TELEVISION STATIONS WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis
House to vote on Section 315

Observers anticipate Democrats can muster enough votes for suspension of equal time

House consideration of a suspension of the equal-time provisions of Section 315 of the Communications Act for presidential and vice presidential races has been scheduled for this Tuesday (Oct. 8). The scheduling of the proposal was confirmed after the House Rules Committee last Thursday (Oct. 3) agreed to consider the legislation and then gave its approval for a one-hour floor debate.

House Democrats are expected to be able to assemble sufficient votes for passage of the suspension, as amended by the House Commerce Committee (BROADCASTING, Sept. 30, 23), by Tuesday. Action had been earlier contemplated on Thursday afternoon, after the Rules Committee meeting, but it was apparent to the House leadership that sufficient votes could not be rounded up for immediate action.

Testimony by and questioning of Commerce Committee members in the Rules Committee hearing pointed up the need for a rule on the legislation. Support and opposition to the measure were divided on strict party lines, and after all the speeches observers only needed to count heads on the Republican and Democratic sides of the table to determine that the rule would be voted.

The same arithmetic can be expected to prevail on Tuesday. With a rule, the Democrats only need a majority of those representatives present and voting to gain passage. Under an alternative procedure, had the Rules Committee not receded from a self-enforced three-month hiatus in rulemaking, supporters would have had to gather a two-thirds majority—more than the Democrats alone could muster.

The Rules Committee granted an “open rule,” which will permit floor amendments. Any amendments not acceptable to the Democratic leadership in the resolution, however, can be expected to be defeated on a straight party vote, an observer noted.

The timetable for ultimate enactment remains in doubt because of the House amendment that insists on the inclusion of third-party candidate George C. Wallace in any debate invitations. The measure, as it is expected to be passed by the House, thus differs from the simple suspension, patterned after the 1960 suspension that permitted the Kennedy-Nixon televised debates, as already passed by the Senate.

There are rumors that the Senate is prepared to directly concur with the House changes in the resolution (S. J. Res. 175), therefore eliminating the necessity for conference-committee meetings to hammer out a compromise. Senate spokesmen were not predicting what course the Senate would take when confronted with the House amendments, and House Commerce Committee Chairman Harley O. Staggers (D-W. Va.), testifying for the measure in the Rules Committee hearing, would not speculate on possible Senate action.

Prompt Senate concurrence could mean final enactment this week. The necessity of a conference would not rule out final passage this week, but it would make such action less likely.

With Chairman Staggers, speaking for the bill in the Rules Committee hearing, were Representatives John D. Dingell (D-Mich.) and Brock Adams (D-Wash.). The only Democrat on the Commerce Committee opposing the resolution, John E. Moss (D-Calif.), did not appear. Opposition was provided by Commerce Committee ranking minority member William L. Springer (R-Ill.), who noted that he had not signed Mr. Moss’s minority views, but found them sound. Mr. Springer never actually said he was opposed to passage of the resolution but delivered a long antinetwork speech blistering the whole idea of a suspension.

The networks, he said, were the only ones pushing for the suspension—at least as far as his office contacts on the matter indicated. He said he concluded that the networks only wanted the bill to “save money” and to use as a lever to next year to urge outright repeal of Section 315. Mr. Springer said the money to be saved were network funds that would be normally required to put “all qualified candidates” on the air, under the regular operation of the section.

Also, he said he was not sure that the networks should be the judge of the kind of program to be put on under the suspension—a point of concern to Rules Committee members on both sides of the table.

Mr. Staggers noted that under the law his committee did not feel it could properly specify the exact format to be used in the broadcasts. He noted that formats would be up to the candidates and the networks to work out. But the power of the participating candidates to shape the formats to their liking seemed to be overshadowed in the minds of Rules Committee members by
the specter of broadcasters cracking the whip on a “take-it-or-leave-it basis.”

Opinions on the possibility of debates featuring all three contenders were not quite as gloomy last week on Capitol Hill as they had been the previous week. Although Republican nominee Richard M. Nixon had not modified his stand against appearing on any program with Mr. Wallace, some observers felt that with passage of the suspension resolution Vice President Hubert H. Humphrey could apply sufficient heat on Mr. Nixon to force a change in his declared position.

Barring a Nixon appearance, observers also thought that two-way debates between Messrs. Humphrey and Wallace were a likely possibility.

**FCC grants waiver request for two UHF’s in W. Va.**

The FCC has approved the request of Clearview TV Cable Inc. for waiver of distant-signal rules, permitting the firm to import two UHF’s into the Charleston-Huntington, W. Va. market. Three other petitions for waiver in the same market have been denied and designated for consolidated hearing.

The grant to Clearview covers five small Kentucky communities in the western portion of the Charleston-Huntington market. According to the commission, the fact that these communities are not presently served by any Kentucky stations, although they are politically and economically oriented to Kentucky, was central to the decision. Additionally, the two distant signals (WLXT-TV and WXYT both Lexington, Ky.) are network-affiliated and subject to program exclusivity, the commission said.

The three petitions denied and designated for hearing were filed by C & S TV Inc., Capitol Cablevision Corp., and Kanawha Cable Television Co. In contrast to Clearview’s petition, the commission said, the other three requests proposed service to areas in the center of the Charleston-Huntington market, where the question of Charleston-Huntington UHF development is crucial.

The commission noted, as did all four cable firms, that off-the-air reception in the Charleston-Huntington market is hampered by mountainous terrain. “This is the type of area where CATV cannot provide a useful service,” the commission said. With respect to the requests designated for hearing, however, the commission added: “Our concern for UHF development overrides this factor when we are considering a waiver for the very heart of the market—the area UHF will most likely rely on.”

**FCC gives approval on Wallace interview**

George C. Wallace’s participation in an interview broadcast by noncommercial WNDT-TV New York did not obligate the station to provide equal time to other presidential candidates.

The FCC, in response to a complaint filed by the Socialist Workers 1968 National Campaign Committee, last week held that the program involved, *NET Journal*, represents one of the types exempt from the equal-time law.

The commission noted that *NET Journal* is a regularly scheduled program in which the news interview format is regularly used, “that the format and questions in the interviews are decided by NET [National Educational Television network],” and that “the factors in selecting interviewees are the public significance of the individuals and their news interests.”

Accordingly, the commission said, it concludes that the interview “met the requirements of a bona fide news interview within the meaning” of the amendment to the Communications Act providing for exemptions from the equal-time section.

The committee initially wrote NET about the Wallace interview scheduled for Aug. 12.

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**A study in frustration. On one hand, the unemployed, many untrained and unskilled. On the other, businesses and factories with jobs going begging. How to close the gap?**

WBBM-TV Chicago conceived “The Opportunity Line” (now on all five of the CBS Owned television stations). It brings together jobs and the jobless… has been instrumental in finding employment for thousands, job-training for thousands more. It also won a Peabody Award this year for WBBM-TV, “For outstanding television public service.”

About what you’d expect of a CBS Owned station.

**THE FIVE CBS OWNED TELEVISION STATIONS**

WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis
Southern eye fixed on the networks

Nashville businessmen back project to record and catalogue all network news

Walter Cronkite, Chet Huntley, David Brinkley and Frank Reynolds have an avid viewer of their nightly TV news programs in Nashville. But this viewer doesn't forget what it sees.

The viewer is an Ampex Videotape recorder, one of several that each night, Monday through Friday, faithfully records the Messrs. Cronkite, Huntley-Brinkley and Reynolds—for posterity.

The question posed by this preservation and eventual retrieval of network news is whether it will benefit future historians or prove a noisome index of alleged bias in the way networks report the news. Both aspects have surfaced in an investigation of the recording project, probably unique in this country, that is being conducted under the auspices of Vanderbilt University.

The project is under the direction and supervision of Frank Gresham, director of the Vanderbilt Joint University Library. Researchers with one-inch Videotape recorders have been in use since Aug. 5 recording those network news programs. In addition, coverage of the Republican and Democratic conventions by all three networks is compiled on about 130 tapes.

The taping is scheduled to continue at least through election night Nov. 5. Whether it goes on beyond that will depend on the availability of funds.

The initiation of the project is credited to Paul Simpson, of Nashville, a district manager of Metropolitan Life Insurance Co. According to Mr. Simpson, he approached Vanderbilt with the idea of handling the project because "it's a little bit horrifying that as history is being made, the national television network news programs, which have a greater impact on the public than newspapers, are being lost to students and historians for future study. The national television network news programs are of such importance that they should be kept on tape."

Mr. Simpson further said that the project was ultimately accepted by university Chancellor Alexander Heard who vested it in an ad hoc faculty committee headed by the university secretary, Robert McGaw. When the project is completed, Mr. Simpson said, it is hoped that the accumulated material may eventually be indexed and provided other university libraries throughout the country in the form of an original tape of a particular program or a tape of programs catalogued by subject matter (what one or all of the networks reported about Vietnam, for instance).

Mr. Simpson said the project, which has cost an estimated $19,000 to $20,000, was originally scheduled to end Nov. 5, but with the infusions of new money (Mr. Simpson had contributed some personal funds), he said it may continue until the first of 1969.

One source of additional funding, he said, is Jack C. Massey, chairman of the board of Nashville-based Kentucky Fried Chicken Corp.

However, if the project is to be sustained, Mr. Simpson said, it would have to be undertaken by some foundation because neither Vanderbilt (which he reportedly views as providing a permanent monitoring facility) nor private benefactors would be able, in his estimation, to put up the estimated $100,000 a year to keep the project going.

Mr. Simpson said he had approached some foundations, but declined to specify them by name, saying it was "premature to discuss the matter."

From other sources, it was learned that approaches had been made to Fred Friendly, adviser to Ford Foundation President McGeorge Bundy.

According to Mr. McGaw of Vanderbilt, Mr. Simpson had broached the project to the university by noting that "40 million people will be looking at the news tonight and there is no one—neither the national networks, the FCC nor the Library of Congress—systematically keeping a record of national news." In Mr. McGaw's view the project is "just a remedy."

Mr. McGaw further said the university is conducting the project on a "pilot basis" to demonstrate the feasibility of providing a permanent record of network TV news and to ascertain what is the best technology for this purpose and the best indexing method. Vanderbilt, he said, would probably not be a permanent agency for a monitoring facility. In his view, the monitoring should be conducted by "some government agency—perhaps the Library of Congress."

Mr. McGaw said he had hoped the project would be conducted for a test period of at least two or three years, but that on such a sustaining basis it would be "terribly expensive." The university, he said, had already tapped some of its own financial sources for the project; other funding, he suggested, would have to come from foundations.

He declined to say whether any such groups had been approached.

The importance of retrieval and historical record aside, there are other implications in the project.

A Nashville associate of Mr. Simpson said that "he is concerned about
the process of decision in network news reposing in the hands of two or three men." Another source close to Mr. Simpson said that he is a "conservative but not a John Bircher. He thinks some views expressed on network news shows are reddish or pinkish."

Another view of the project was emphatically expressed by Mr. Massey, who said he and others (whom he refused to identify) had backed the project because "it is needed in this country—necessary, good information to have. Do you know that TV news media influences people more than newspapers? And when three TV outfits [networks] can say things that are not fair or unbiased, then people ought to know about it. You can't prove that they [the networks] said anything—we tried that two or three times before and failed. Now we can."

Pro football TV may be expanded on Mondays

If the football commissioner gets his wish, professional football games will be telecast in prime time on Monday nights when the two pro leagues merge in 1970.

Commissioner Pete Rozelle, speaking at the International Radio and Television Society luncheon in New York Thursday (Oct. 3), proposed that games be broadcast on Monday nights to hit a mass market, to reach people not already "hooked" on football, and to relieve the pressure on Sunday afternoons so that rights costs could be reduced. A few selected games are currently carried on Monday nights.

Mr. Rozelle made it clear that CBS-TV and NBC-TV, now carrying National Football League and American Football League games respectively, both have a negotiating position. "With 13 games between 26 teams every week, we'll probably need two networks to handle it," he noted. In the event that one of the networks didn't want football coverage, he said, "we'll go to Las Vegas and see what Dick [Bailey of Sports Network] and his friend [Howard Hughes] can do."

The officials have not decided whether to keep the American and National divisions in the 1970 merger or completely realign conferences, Mr. Rozelle stated, but they are in agreement on the continuation of television blackouts of cities where games are being played. The problem of cable-TV operators importing signals from outside the blackout area they hope to solve through copyright laws, he said.

A proposed new writers' contract

Negotiating teams from WGA and networks blueprint offer to union's members

After four weeks of negotiating sessions in New York—some of them of a marathon nature—between the three major radio and television networks and the Writers Guild of America, terms for a possible new bargaining agreement were established last Thursday (Oct. 3).

The proposed deal, identified as the "final offer" to be made by the networks, would call for a three-year contract. Among other things, the new contract reportedly would include an approximate 18% minimum wage increase for news writers at network-owned stations in Los Angeles, Chicago, Washington, Philadelphia and New York spread over the three years.

It also was reported that the contract would include an approximate 20% hike for writers of live TV shows. The negotiating team for the guild said the proposal would be taken back to the membership for evaluation.

The new contract would cover live-

In a city 31 percent Negro, the lot of the Negro, his hopes and his aspirations, had to be dramatized for the entire community. A large order. Could it be done?

WCAU-TV did it, and won the national Emmy Station Award in the process. "Now Is the Time," narrated by Ossie Davis and Ruby Dee, used the writings of Negro spokesmen as backdrop for the spontaneous expression of Philadelphia's Negroes, to let the black citizen speak clearly for himself. And the community heard him: two broadcasts of the documentary were seen by a combined audience of more than a million!*

About what you'd expect of a CBS Owned station.

THE FIVE CBS OWNED TELEVISION STATIONS WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis
TV, radio-free-lance, documentary-film, staff-news and continuity writers. Involved in the negotiations on management side are packagers of live television shows.

The Writers Guild's existing contract with networks and program packagers ended on Sept. 30. A nationwide strike affecting live and taped TV shows, daytime TV programs, specials, comedy-variety and audience participation programs, filmed documentaries, network news and feature shows threatened after expiration of the contract but the guild agreed to extend the strike deadline. WGA was negotiating on behalf of more than 900 of its members who are covered by the expired contract. Negotiations started in New York on Sept. 4.

**Top writer offers successful formula**

Today's audiences are keen, perceptive; imperative need for better communications

A leading television and movie writer last week told West Coast advertising media executives that in today's times he and they must try to communicate with a far more perceptive and discriminating audience than any the world has known before. This may be a "blessing or a cause," writer-producer Stirling Silliphant told members of the San Francisco Advertising Club at a luncheon meeting. For today's hip audience has been constantly exposed to cultural claims on its attention.

According to Mr. Silliphant, this makes it a difficult job for would-be communicators. The idea is to try to be a little ahead of the audience, but "nothing stays avant garde for very long any more," he pointed out. "You can never be out there by yourself. The minute you do, everybody is out there joining you."

The way Stirling Silliphant views the situation, "people don't seem to listen any more." Now "they only watch." As a result, Mr. Silliphant, who won an academy award for his screenplay of *In The Heat of Night* and who wrote many of the scripts for TV's *Naked City* and *Route 66* series, feels it imperative for television creators and advertising message writers to "capsulize" more and more. "We have to learn to direct our work to the very perceptive, hip people in the audience," he said.

"Don't bring along old ideas still beating on for 20 or 30 years," he cautioned. Instead, "if you can catch that brevity, it will work very well."

Mr. Silliphant was supposed to discuss violence as seen on television and in feature films. But he declined, say-

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Using any general coverage communications receiver the International Model 1120 provides the necessary standard signals for measuring frequencies. Easily calibrated against WWV to provide an accuracy of $1 \times 10^8$ for measuring the frequency of harmonics of FM subcarrier frequencies. The Model 1120 is designed for field or bench use with its own self contained rechargeable battery and charger. Long term stability of $\pm 10$ cycles over range $40^\circ F$ to $100^\circ F$. Short term stability of better than $1 \times 10^7$ can be obtained. Zero adjustment for oscillator on front panel. All transistor circuits provide outputs at 1 MHz, 100 KHz and 10 KHz. Level of signal can be set with gain control.

Order direct from International Crystal Mfg. Co.

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---

BROADCASTING, Oct. 7, 1968
When temperatures rise, so do tensions. In St. Louis, 27 poverty area playgrounds were scheduled to close. No funds. The city had no choice. Or did it?

KMOX-TV got wind of it. Mustered citizens, officials, talent from all over the community, and put the plight of the playgrounds up to the people in a mammoth 15-hour drive. Result: $90,000 pledged. And all the playgrounds stayed open. Said Mayor A. J. Cervantes: "St. Louis is lucky to have a station like KMOX-TV."

About what you'd expect of a CBS Owned station.

THE FIVE CBS OWNED TELEVISION STATIONS WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis

New Clark unit aims at upper young market

Those pushing two score years of age can rejoice. Dick Clark Enterprises now considers them, too, part of the new generation. The Hollywood-based production company, specializing in youth and young adult programs for television, no longer considers the age of 25 the upper limit of the young market.

The youth, teen and young adult market, the company proclaims, has expanded to age 35. To help today's merchandisers to understand this concept, Dick Clark Enterprises has formed a special marketing and communications division. The division will offer consultation to clients on "anything and everything" that has to do with a company's approach to sell products or services to that now newly defined "(no longer lumped into a single percentage figure)" youth and young adult market.

As he iron in this new fire it's building the marketing and communications division is starting a marketing publication, to be sold on a yearly subscription basis, that presumably will tell it like it really is for marketers interested in reaching all of the now generation. Jack H. Mann, vice president of the now defunct ABC Radio Western Division, has been appointed vice president in charge of marketing for the new Dick Clark operation. Stanford Clark, formerly head of United Public Relations, Los Angeles, is vice president in charge of communications.

Public service films spots offered by Navy

The Department of the Navy public affairs office is making available to TV stations a selection of public service spot announcements and 30-minute public affairs films.


To obtain films contact the area Navy public affairs office. In the East; 200 West 57th St., New York. In the Midwest; New Federal Bldg., 219 South Dearborn St., Chicago; and in the West; 6087 Sunset Boulevard, Hollywood.
### TV network showsheets: four-quarter schedules

**Sunday morning**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-10 a.m.</td>
<td>ABC-TV 8:30-9:30</td>
<td>No network service; 9:30-10 Pokémon Place, part.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 8:30-9</td>
<td>Succes Semester, part; 9:30-9:30 Tom &amp; Jerry, part; 9:30-10 The Adventures of Atzaman, part.</td>
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<tr>
<td></td>
<td>NBC-TV No network service.</td>
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**Monday-Friday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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<tbody>
<tr>
<td>7-10 a.m.</td>
<td>ABC-TV 7:05-7:55</td>
<td>News with Joseph Benitz (two feeds) part.</td>
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<tr>
<td></td>
<td>CBS-TV 7:11-11:35</td>
<td>News with Harry Reasoner</td>
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**Monday evening**

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<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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<tbody>
<tr>
<td>7:30-9 p.m.</td>
<td>ABC-TV 7:30-8:30</td>
<td>Avengers, part; 8:30-9 Peyton Place I, part.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 7:30-8:30</td>
<td>Gunsmoke, part; 8:30-9 Here's Lucy, part.</td>
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<tr>
<td></td>
<td>NBC-TV 7:30-8:45</td>
<td>The Dream of Jennie, part; 8:45 Rowan and Martin's Laugh In, part.</td>
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**Tuesday evening**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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<tbody>
<tr>
<td>7:30-9 p.m.</td>
<td>ABC-TV 7:30-8:30</td>
<td>Mod Squad, part; 8:30-9 It Takes a Thief, part.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 7:30-8:30</td>
<td>Lancer, part; 8:30-9 Red Skelton Hour, part.</td>
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<tr>
<td></td>
<td>NBC-TV 7:30-8:30</td>
<td>Jerry Lewis, part; 8:30-9 Julia, part.</td>
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</table>

**Wednesday evening**

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<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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</thead>
<tbody>
<tr>
<td>7:30-9 p.m.</td>
<td>ABC-TV 7:30-8:30</td>
<td>Here Comes the Brides, part; 8:30-9 Peyton Place II, part.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 7:30-8:30</td>
<td>Dick Tracy, part; 8:30-9 Two Good Owls, part.</td>
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<td></td>
<td>NBC-TV Verison, part.</td>
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**Thursday evening**

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<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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<tbody>
<tr>
<td>7:30-9 p.m.</td>
<td>ABC-TV 7:30-8:30</td>
<td>Upliast Girl in Town, part; 8:30-9 Flying Nun, part; 8:30-9 Bewitched, part; 8:30-9 Quaker Oats, part.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 7:30-8:30</td>
<td>Blonde, part; 8:30-9 Hawaii Five-0, part.</td>
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<tr>
<td></td>
<td>NBC-TV 7:30-8:30</td>
<td>Daniel Boone, part; 8:30-9 Ironside, part.</td>
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**Friday evening**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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<tbody>
<tr>
<td>7:30-9 p.m.</td>
<td>ABC-TV 7:30-8:30</td>
<td>Journey to the Unknown, part; 8:30-9 Ironside, part; 8:30-9 Danny Kaye, part.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 7:30-8:30</td>
<td>Thursday Night Movies, part.</td>
</tr>
<tr>
<td></td>
<td>NBC-TV 7:30-8:30</td>
<td>Ironside, part; 8:30-9 Dog and Night, part.</td>
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</table>

**Saturday evening**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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</thead>
<tbody>
<tr>
<td>7:30-9 p.m.</td>
<td>ABC-TV 7:30-8:30</td>
<td>No network service.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 7:30-8:30</td>
<td>No network service.</td>
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<tr>
<td></td>
<td>NBC-TV 7:30-8:30</td>
<td>No network service.</td>
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</table>

**Sunday afternoon-evening**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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</thead>
<tbody>
<tr>
<td>Noon-1 p.m.</td>
<td>ABC-TV 12:1</td>
<td>College Football, ... 1968, part.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 12:15-12:30</td>
<td>Face the Nation, (2nd feed); 12:30-1 No network service.</td>
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<tr>
<td></td>
<td>NBC-TV No network service.</td>
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</table>

**Monday-Friday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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</thead>
<tbody>
<tr>
<td>1-2 p.m.</td>
<td>ABC-TV 1:30-2</td>
<td>Directions, part; 1:30-2 Issues and Answers, part.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 1:30-2</td>
<td>No network service.</td>
</tr>
<tr>
<td></td>
<td>NBC-TV 1:30-2</td>
<td>Meet the Press, Sperry Rand; 1:30-2 Religious series, part.</td>
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</tbody>
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**Monday evening**

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<thead>
<tr>
<th>Time</th>
<th>Network</th>
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<tbody>
<tr>
<td>1:30-2 p.m.</td>
<td>ABC-TV 1:30-2</td>
<td>Dinner House, part; 1:30-2 Funny You Should Ask, part; 1:30-2 Children's Doctor, Bristol-Myers, part.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 1:30-2</td>
<td>Sunrise Semester, part; 1:30-2 As the World Turns, part.</td>
</tr>
<tr>
<td></td>
<td>NBC-TV 1:30-2</td>
<td>No network service; 1:30-2 Five's Let's Make a Deal, part; 1:30-2 News, part.</td>
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</table>

**Tuesday evening**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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</thead>
<tbody>
<tr>
<td>2-3 p.m.</td>
<td>ABC-TV 2:30-3</td>
<td>Newwood Game, part; 2:30-3 Dating Game, part.</td>
</tr>
<tr>
<td></td>
<td>NBC-TV 2:30-3</td>
<td>Doctors, part.</td>
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</table>

**Wednesday evening**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-4 p.m.</td>
<td>ABC-TV 3:30-4</td>
<td>General Hospital, part; 3:30-4 One Life to Live, part.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 3:30-4</td>
<td>Secret Storm, part; 3:30-4 Edge of Night, part.</td>
</tr>
<tr>
<td></td>
<td>NBC-TV 3:30-4</td>
<td>Another World, part; 3:30-4 You Don't Say, part.</td>
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</table>

**Thursday evening**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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</thead>
<tbody>
<tr>
<td>4-5 p.m.</td>
<td>ABC-TV 4:30-5</td>
<td>Dark Shadows, part; 4:30-5 No network service.</td>
</tr>
<tr>
<td></td>
<td>NBC-TV 4:30-5</td>
<td>Match Game, part; 4:30-5 Floyd Kalber News, part.</td>
</tr>
</tbody>
</table>

**Friday evening**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
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</thead>
<tbody>
<tr>
<td>5-7:30 p.m.</td>
<td>ABC-TV 5-7:30</td>
<td>No network service; 6:30-7:30 ABC Evening News with Frank Reynolds, part. (three feeds)</td>
</tr>
<tr>
<td></td>
<td>CBS-TV 5:30-7:30</td>
<td>No network service; 6:30-7:30 CBS Evening News with Walter Cronkite, part. (two feeds)</td>
</tr>
<tr>
<td></td>
<td>NBC-TV No network service; 6:30-7:30 Huntley-Brinkley Report, part. (two feeds)</td>
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**Saturday evening**

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 p.m.-1 a.m.</td>
<td>ABC-TV 11-11:30</td>
<td>No network service; 11:30-1 a.m. Joey Bishop Show, part.</td>
</tr>
<tr>
<td></td>
<td>CBS-TV No network service.</td>
<td></td>
</tr>
</tbody>
</table>
Friday evening
7:30-9 p.m.
ABC-TV 7:30-8:30: Operation: Entertainment, part.; 8:30-9:30: Felony Squad, part.

9-10 p.m.
ABC-TV 8:30-9:30: Don Rickles Show, part.; 8:30-10:15: Ours of Will Sotnett, part.
CBS-TV 8:30-9:30: Friday Night Movies, part.
NBC-TV 8:30-11:15: Name of the Game, part.

10-11 p.m.
ABC-TV Judit for the Defense, part.
CBS-TV Movies, cont.
NBC-TV Star Trek, part.

Saturday
8-10 a.m.
NBC-TV 8-8:30: No network service; 9:30-9:30: Sufer 6, part.; 9:30-10:15: Top Cat, part.

10-11 a.m.

11 a.m.-noon
ABC-TV 11-11:30: Geologist of the Earth, part.; 11:30-12:30: Paulastolic Four, part.

Noon-1 p.m.
NBC-TV 12:30-1:30: Birdman, part.; 12:30-1:30: Super President, part.

1-2 p.m.
ABC-TV 1:30-1:30: American Bandstand, part.; 1:30-2:30: No network service.
CBS-TV 1:30-3:30: Mighty Mouse/Mighty Mightor, part.; 1:30-3:30: Louie Wong, part.
NBC-TV No network service

2-3 p.m.
ABC-TV 2-3:30: 3-3:30: ABC Football, part.
CBS-TV No network service
NBC-TV No network service

5-7:30 p.m.
ABC-TV 5-6:30: Wide World of Sports, part.; 6-6:30: No network service.
CBS-TV 5-6:30: No network service; 6:30-7:30: News with Roger Mudd, part.
NBC-TV 5-5:30: No network service; 5:30-6:30: College Bowl, General Electric; 6-6:30: No network service; 6:30-7:30: Frank McGee Report (two feeds) part.

Specials in the fourth quarter

ABC-TV
Oct. 6, 4-5 p.m.: Preview of 19th Summer Olympic Games.
Oct. 12-27, various times: Summer Olympics from Mexico City.
Oct. 14, 7-8 p.m.: How Life Begins (R).
Oct. 21, 9-10 p.m.: Heminou's Spain: A Love Affair.
Oct. 23, 9-10 p.m.: Sophia.
Nov. 5, 7 p.m.: lesson: election coverage.
Nov. 13, 7-8 p.m.: Sense of Wonder.
Nov. 15, 7-8 p.m.: The Undersea World of Jacques Cousteau: Whales.
Nov. 28, 7-8 p.m.: Thanksgiving Visitor.
Nov. 29, 10-11 p.m.: Man and his Universe—the Scientists.
Dec. 5, 9-10 p.m.: The Secret of Michelangelo: Every Man's Dream.
Dec. 6, 8-9:30 p.m.: Coaches All-American Team.
Dec. 9, 9-10 p.m.: Gittensburg.
Dec. 10, 8-9:30 p.m.: A Guide to the Swissian Bachelor.
Dec. 15, 7-8 p.m.: The Undersea World of Jacques Cousteau: Whales (R).
Dec. 24, 7:30-8:30 p.m.: Christ Is Born (R).
Dec. 25, 9-11 p.m.: Silent Night.

CBS-TV
Oct. 15, 9-10 p.m.: CBS Playhouse “The People Next Door.”
Oct. 20, 9-10 p.m.: Pat Paulsen for President.
Oct. 23, 7:30-8:30 p.m.: National Geographic, “America's Wonderlands—the National Parks.”

Oct. 24, 7-8 p.m.: It's the Great Pumpkin, Charlie Brown (R).
Oct. 25, 8-9 p.m.: Girl Friends and Naboras.
Oct. 28, 9-10 p.m.: NFL Football.
Nov. 3, 10-11 p.m.: election preview.
Nov. 6, 9-10 p.m.: election coverage.
Nov. 25, 9-10 p.m.: Francis Albert Sinatra Does His Thing.
Nov. 26, 9-10 p.m.: Thanksgiving Parade Jubilee.
Nov. 27, 8-9 p.m.: NFL Football.
Nov. 30, 10-11 p.m.: Miss Teen-Age America.
Dec. 1, 9-10 p.m.: Anx-Marrolet and the Men in Her Life.
Dec. 3, 7-8:30 p.m.: National Geographic.
Dec. 4, 9-10 p.m.: CBS Playhouse.
Dec. 8, 7-8:30 p.m.: A Charlie Brown Christmas (R).
Dec. 20, 7:30-8:30 p.m.: A Nutcracker (R).
Dec. 22, 7-8:30 p.m.: Dr. Seuss's How the Oriich Stole Christmas (R).
Dec. 25, 9-11 p.m.: Young People's Concert.

NBC-TV
Oct. 14, 9-10 p.m.: Bob Hope Special.
Oct. 14, 10-11 p.m.: Mitzi Gaynor Special.
Oct. 17, 7-8 p.m.: Fabulous Shorts.
Oct. 17, 8-9:30 p.m.: Soul.
Oct. 21, 7:30-8:30 p.m.: Barber the Elephant.
Oct. 23, 10-11 p.m.: Bing Crosby Special.
Nov. 5, 7-8 p.m.: election coverage.
Nov. 6, 9-10 p.m.: Bob Hope Special.
Nov. 15, 9-10 p.m.: Tennessee Ernie Ford Special.
Nov. 16, 10-1 p.m.: Jack Benny Special.
Nov. 17, 7-9 p.m.: Heidi.
Nov. 20, 7-8 p.m.: Hallmark Hall of Fame: “Aunt Funt, a Pass and a Prayer.”
Nov. 23, 7-8:30 p.m.: Mouse on the Mayflower.
Nov. 23, 8-9 p.m.: Cowgirls Special.
Nov. 24, 9-10 p.m.: Peppi Fleming Special.
Nov. 27, 9-10 p.m.: Bob Hope Special.
Nov. 28, 9-11 p.m.: McCoy's Thanksgiving Day Parade.
Nov. 28, 10-12 noon: A Farewell to Arms.
Dec. 1, 10-11 p.m.: Perry Como Special.
Dec. 3, 9-10 p.m.: Elvis Presley Special.
Dec. 10, 10-11 p.m.: Brights of the Broadway Special.
Dec. 6, 7-8:30 p.m.: Rudolph the Red-Nosed Reindeer.
Dec. 7, 4:30 p.m.: NFL football.
Dec. 8, 7:30-8 p.m.: Pinocchio.
Dec. 22, 8-9 p.m.: Supremes Special.
Dec. 14, 4-5 p.m.: AFL football.
Dec. 16, 12-12:30 p.m.: Eternal Light Hanukkah Special.
Dec. 19, 7-8:30 p.m.: The Little Drummer Boy.
Dec. 19, 8-9 p.m.: Andy Williams Christmas Special.
Dec. 19, 9-10 p.m.: Bob Hope Special.
Dec. 21, 7-8 p.m.: Christmas Musical.
Dec. 29, (time TBD): AFL Championship Game.
Dec. 30, 9-11 p.m.: Urban Crisis Special #2.
Dec. 31, 7-8:30 p.m.: Orange Bowl Parade.
NBC takes 6 of 7 in NTI rankings

Movies dominate all nights on all networks as new season rolls into high gear

The "last" Nielsen Television Index ratings for the week of Sept. 16-22, premiere week for NBC, but prior to ABC and CBS new programming, showed NBC the leader in over-all averages and in six of the seven nights individually.

NBC's average for the week was 22.3, compared with 13.6 for CBS and 14.7 for ABC. NBC took top ratings Monday through Saturday, and its programs took the top nine places in rankings. ABC scored highest on Sunday and put three programs in the top 20. CBS also had three shows in the rankings.

The top shows were Julia, Rowan and Martin's Laugh-In, Bonanza, Dean Martin, and a movie, Madame X, all on NBC.

For the previous two weeks, encompassing the last week of summer programming and NBC's premiere week (Sept. 2-15), the NTI ratings were much closer: NBC 15.7, CBS 15.4 and ABC 14.9. NBC averaged best on three nights, CBS and NBC on two each. Top programs in that period were Miss America Pageant (NBC), Andy Griffith (CBS), Bonanza (NBC), Family Affair (CBS) and a Johnny Carson special (NBC).

New York Nielsens for the week (Friday, Sept. 27 through Wednesday, Oct. 2) show that movies are more than hold their own against both new and old shows every night, and whichever network had the movie won that night's averages. Neither of the week's two paid political shows fared well.

The same movie trend held in the Trendex ratings for the week, with ABC-TV's "Cat Ballou" Wednesday night (Oct. 2) receiving the highest ratings and shares. Other programs doing well were CBS-TV's Gomer Pyle on Friday; ABC-TV's Land of the Giants and FBI on Sunday; CBS-TV's Smothers Brothers and Mission: Impossible also on Sunday; NBC-TV's Rowan and Martin on Monday and Julie on Tuesday, and ABC-TV's Here Come the Brides and Peyton Place on Wednesday.

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<th>Friday, Sept. 27</th>
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<tr>
<td>7:30-8 P.M.</td>
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<td>ABC Operation: Entertainment</td>
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<td>2-3 A.M.</td>
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<td>ABC That's Life</td>
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<td>NBC Movie</td>
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<td>CBS Good Guys</td>
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(Continued page 60)
MEMO TO: RADIO STATION OWNERS AND MANAGERS
FROM: CINE-VOX

Would you like to have the nation's leading country music deejay, Ralph Emery, on your station?

As I am sure you are aware, Ralph has been the No. 1 country radio personality for many years. He's four-time winner of the Country Music Association's National Fan Club award as the most popular deejay in America. And Music Reporter magazine named him, twice in a row, the nation's No. 1 disk jockey.

Both you and I realize that all radio is local. Now, by a completely revolutionary method of localization, Cine-Vox has developed a system called Custom Radio. Through this unique and exciting innovation, Ralph Emery makes any time prime time. Cine-Vox puts Ralph behind your microphone to work a regular shift, every day of the week, totally customized to your format.

Ralph Emery is an almost unbelievable asset for you. In addition to the prestige and personality value of having Ralph on your station, you get the tremendous selling power of his voice on your local commercials.

Since we are offering Emery exclusively to one station in each market, at a price your station can afford, we know you will be interested in learning all about the Ralph Emery Custom Radio service.

Ralph Emery is available on a first-come, first-served basis. So, for complete information, return the coupon below today. For even faster service, wire or call me collect at (212) 661-3700.

Yours sincerely,

Ross Charles, Sales Manager
Continuing comments on new TV offerings

The nation's television critics concluded their dissection of the season's new offerings and offered a mixed bag of opinions about the five final shows.

In general they like CBS's Hawaii Five-O and ABC's Journey to the Unknown. Comments on ABC's Ugliest Girl in Town and CBS's Blondie were of the unkind variety. As for ABC's Don Rickles Show, the critics who like Mr. Rickles liked the show or at least held out hope for it.

Here's how a cross-section of the critics viewed the five new series of Sept. 26-27:

**Ugliest Girl in Town (ABC-TV, Thursday, 7-30-8 p.m. EDT)**


"...some basically distasteful overtones..." Harry Harris, *Philadelphia Inquirer.*

"...completely delightful at the start, then descended into abysmal climax..." Percy Shain, *Boston Globe.*

"...the most vapid half-hour in the nation last night..." Richard F. Shepard, *New York Times.*

"...ought to catch on with the teeny-boppers," Bernie Harrison, *Washington Evening Star.*

"...better done than most of the original retreads of this season. Lawrence Laurent, *Washington Post.*

"...a wild, half-hour comedy," Rick DuBrow, UPI.


"...looks to be one of the sillier comedy efforts of the season." Hal Humphrey, *Los Angeles Times.*

"...here and there amusingly needles the fashion pacesetters." *Time.*


"...has got to be a one-joke series." Cynthia Lowry, AP.

"...a one-joke theme." Paul Molloy, *Chicago Sun-Times.*

"It's funny in spite of a premise which is still raising eyebrows." Bevo Baker, *Dallas Morning News.*

**Blondie (CBS-TV, Thursday, 7:30-8 p.m. EDT)**

"...would appear to be a children's show exclusively..." George Gent, *New York Times.*

"...like a Sunday [comic] strip, but that requires 30 seconds of someone's time, not 30 minutes." Harry Harris, *Philadelphia Inquirer.*


"...this time, even CBS-TV went too far." Lawrence Laurent, *Washington Post.*

"...what a price to pay for non-violence." Terrence O'Flaherty, *San Francisco Chronicle.*

"...is an unmitigated disaster." Don Page, *Los Angeles Times.*

**Hawaii Five-O (CBS-TV, Thursday, 8-9 p.m. EDT)**

"...anyway you slice it, still standard TV melodrama..." Harry Harris, *Philadelphia Inquirer.*

**Journey to the Unknown (ABC-TV, Thursday, 9:30-10:30 p.m. EDT)**


"...sick, sick sick and slick, slick, slick..." Harry Harris, *Philadelphia Inquirer.*

"...may be the dramatic sleeper of the season." Harry F. Waters, *Newsweek.*

"...wasn't badly done, just over-familiar." Bernie Harrison, *Washington Evening Star.*


"It plays like a good detective drama should." Don Page, *Los Angeles Times.*

"...excellent, well-produced show." Pete Rahn, *St. Louis Globe-Democrat.*

"...welcome addition...should be a shoo-in." Cynthia Lowry, AP.

"...muddling good cops-and-robbers series with fine production values and a competent regular cast." Larry Williams, *Memphis Commercial Appeal.*

"...has a good chance." Paul Molloy, *Chicago Sun-Times.*

"The journey will be a short run on TV." Lawrence Laurent, *Washington Post.*

"...was an engaging television experience." Don Page, *Los Angeles Times.*

"...wierdest-and most fascinating excursion since...Twilight Zone." *Time.*

"...a very good beginning." Cynthia Lowry, AP.

"Definitely not for children or even impressionable adolescents." Paul Molloy, *Chicago Sun-Times.*

"If...a study in terror, it failed...but if it is designed to offer good acting and good writing, then it succeeded." Bevo Baker, *Dallas Morning News.*

**Don Rickles Show (ABC-TV, Friday, 9:30-10 p.m. EDT)**

"...comedy revue with a mystery format." Bernie Harrison, *Washington
WBKB-TV announces a little something to remember by.

A new name. WLS-TV.
Nothing else has changed.
We're still going up in ratings faster than any other station in Chicago.
We're simply going by a new name.

WLS-TV
AN OWNED STATION OF THE AMERICAN BROADCASTING COMPANY, INC.
Artnell alleges $350,000 from NBC plus another $500,000 in 1968 and $474,398 under its corporate contract with NBC.

In the court of the Chicago White Sox, Mr. Cory was released from his contract after an out-of-court settlement of his $5-million suit for damages against WIND.

Miller moves to WCFL, makes even more money

Howard Miller, morning personality on WIND Chicago for 23 years who was taken off the air abruptly last April for comments after local riots, takes over the 6-10 a.m. period this week on WCFL Chicago. He was released from his WIND contract after the settling of his $5-million suit for damages against WIND.

Patriotism, decency, and law and order will still build up Mr. Miller's conversation list, he said last week, indicating he expects no interference from the Chicago Federation of Labor station even though he is a registered Republican. Politicians, however, will be taboo, he agrees. Eventually he hopes to enter politics, though, and after a year or two may run for public office.

As if it is true he has been Chicago's highest paid radio performer, Mr. Miller agreed, but indicated he is making even more at WCFL. His previous salary had been in the $80,000-$100,000 range.

PBL modifies committee, sets new guidelines

The acquisition of Talent Associates Inc. was completed last week, with Norton Simon Inc. agreeing to pay at least $4 million for the television production company. Terms of the acquisition of Talent Associates Inc. were announced last summer (Broadcasting, Aug. 26), involves an initial payment of Norton Simon preferred stock worth about $4 million, with payment of an additional $4.8 million preferred stock to be paid subsequently depending on the earnings performance of Talent Associates Inc. over a five-year period. Talent Associates will operate as a merged subsidiary of Norton Simon with David Susskind continuing as president.

Norton Simon was formed in July upon the consolidation of Hunt Foods & Industries Inc., Canada Dry Corp.
New Gates TV Audio Console

can be expanded as your station grows.

Gates new dual-channel TV-15 audio control console is a big-facility board in a space-saving size. Compact, yet capable of providing complete audio control with proven solid-state reliability for your entire television operation.

The TV-15 features 15 mixing channels—six studio microphone channels, an announce booth channel, and eight medium-level channels. Each channel has a four-station interlocked push-button selector to expand the total number of inputs to 60. All channels are provided with a jumper card or preamp board for hi or low level inputs.

Easy-to-operate vertical attenuators provide precise audio control—and a cue position on each feeds the inbuilt cue amplifier. Audio follow video may be added by plugging in the remote controlled relays.

As your station grows, the TV-15 can be expanded to 21 mixing channels, or 27, or more.

Write for complete information.
and McCull Corp. It's currently based in Fullerton, Calif., but has announced plans to move to Los Angeles.

Talent Associates, formed in 1952, is based in New York. Currently it produces Get Smart for NBC-TV, NYPD for ABC-TV and The Good Guys for CBS-TV.

**Bloom TV Productions established in S.F.**

Aaron S. Bloom, formerly with ABC-TV San Francisco, has formed Aaron S. Bloom TV Productions, 3993 Washington St., San Francisco, to package and syndicate TV programs.

Ready for syndicated distribution to sponsors, and group and independent stations is TV Crossword Quiz, a local live game show. Negotiations are underway for the production of The Nobel Prize, a series of specials dramatizing the lives of Nobel laureates which will be available for network sponsorship only.

**Cards-Tigers attract huge network coverage**

NBC lined up more than 500 television stations and 1,200 radio stations for the 1968 World Series between the Detroit Tigers and St. Louis Cardinals, which began last Wednesday (Oct. 2).

Telecasts are carried by 231 stations in the U.S., Canadian Broadcasting Corp. stations, and the Telesistema network in Mexico. A satellite pick-up is being used by WKAQ-TV San Juan, P.R., where the series is sponsored by Gillette of Puerto Rico. Puerto Rican and Mexican commentators are reporting the games in Spanish from the two stadiums. WBBN-TV St. Thomas, V. I., is broadcasting a kinescopied version, and stations in South America, Bermuda and the Philippines have one-hour wrap-ups.

Radio coverage is broadcast on nearly 500 U.S. stations, 305 Canadian stations, 30 Latin American stations and the 303 radio outlets of the Armed Forces Radio and Television Service. AFRTS' 65 television stations were to show kinescopes of the games.

**CVS set for profiles of college players**

CVS Sports Inc., Cleveland, has announced plans to produce The All American, a series of 13 one-hour color programs, each exploring the development of a leading collegiate athlete. Within this vein they presently syndicate Brian Dowling of Yale, a one-half hour TV show following his football career. It is being sold to ABC affiliates as an adjacency to the Yale-Dartmouth game, Nov. 2. Charles Loftus, former Yale sports information director, is handling its distribution for the East Coast.

Last year Rockwell Manufacturing, Cleveland, bought CVS's The Making of an All-American on Tom Schoen of Notre Dame, and has purchased the Brian Dowling show for this year. In addition to this show, CVS has produced Purdue's Keys to Success, featuring Leroy Keyes, which will be shown and sold late in November or December.

CVS also produces a spring training baseball show and The Headhunters, a five-minute series on pro football, both for radio.

The firm's address is: 419 Bulkeley Building, Cleveland 44114.

**Program notes:**

**News rescheduled** NBC-TV has scheduled a new live news program, The NBC News Sunday Report during half-time of the second game on Sundays when doubleheader American Football League games pre-empt The Frank McGee Sunday Report. The half-time report is expected to be broadcast around 5 p.m. Frank McGee's regular report is presented 6-6:30 p.m. NYT.

**Talent pool** The Los Angeles local of the American Federation of TelevisIon and Radio Artists is attempting to create a talent pool of non-white professional performers for submission to the broadcast networks, radio and TV stations, advertising agencies and independent producers for television and radio programs and commercials. Ethnic members of the local are being urged to register their race or color identity and work background. The talent pool information is being put together by the recently appointed AFTRA Equal Employment Opportunities Committee.

**Pacific expedition** The Illuher Expedition, an eight-hour Spanish sea saga to explore an anthropologic theory, will be made into a television special for next year by Triangle Stations. The expedition will attempt to prove that the Maori peoples of the South Pacific all originally came from the British Columbia area of Canada.

**Apollo coverage** NBC News has hired Rene Carpenter, widow of astronaut M. Scott Carpenter and mother of four children, to assist with NBC's coverage of the Apollo VII manned space flight slated for Oct. 11. Mrs. Carpenter has been named a special correspondent and will work in the New York studios.

**Consultation** The University of Illinois Medical Center, Chicago, is offering a TV series. Consultation, on a 13- and 26-week basis. The half-hour programs deal with the health sciences and community service. Two radio programs, Your Doctor Speaks and The Search For Mental Health, are also available on a 15- and 25-minute format.

**Topical cartoons** WLW(TV) Cincinnati will be featuring political and topical cartoons on its early evening newscast. Newspaper cartoonists such as Tom Engelhardt of the St. Louis Post Dispatch will be supplying the cartoons.

**Pantomine specials** In a move that accentuates its recent entrance into the animation and syndication field, 20th Century-Fox Television has signed famed pantomist Marcel Marceau to perform in an undetermined number of half-hour specials. Mr. Marceau will be the only live performer, with all the other characters being animated.

**Copland comments** WNCN(FM) New York is placing the Aaron Copland Comments radio series into syndication. The weekly, one-hour program featuring the composer began on WNCN last Monday (8-9 p.m.). The weekly broadcasts will cover Mr. Copland's ideas about his own music and development as a composer; about his favorite composers outside this country and about his own special interest, contemporary American music.

**Howard special** David Frost Presents... Frankie Howard, a one-hour TV color special starring the English comedian, has been purchased by more than 60 stations, it was announced last week by Westinghouse Broadcasting Co. Productions and Program Sales.

**Musical arrangement** Hanna-Barbera Productions, Hollywood, and Decca Records, a division of MCA Inc., New York, have entered into a two-year arrangement involving music written for and recorded by a singing and instrumental group appearing on NBC-TV Saturday morning. The arrangement calls for Decca to distribute the music of The Banana Splits, who appear in The Banana Splits Adventure Hour.
make it big...
make it now...
make it
Young Adult Theatre

Pre-Sold in 57 Markets!

MAKE THE NOW TV SCENE
WITH THOSE SWITCHED ON
TUNED IN... 'IN PEOPLE! IT'S THE GROOVIEST—
GET WITH IT... 

26 swinging
action-packed films
in COLOR—
with proven
audience rating grabbers
such as—

BEACH BLANKET BINGO
Starring FRANKIE AVALON * ANNETTE FuncielLO * DEBORAH WALLEY
* MARVIN McCLENN * RONNIE MIZELL * NANCY SINATRA 
* DONNA LOREN 

BEACH PARTY
Starring BOB CUNNINGHAM * DOROTHY MALONE * FRANKIE AVALON
* ANNETTE FuncielLO * HARVEY LEMBECK * JODY MCGRE A
* JOHN ASHLEY 
* DON RICKLES

GHOST IN THE INVISIBLE BIKINI
Starring TOMMY KIRK * DEBORAH WALLEY * ARON KINCAID
* HARVEY LEMBECK * JESSIE WHITE * CLAUDIA MARTIN
* NANCY SINATRA * GERTHEIN * Special Guest Star MARSHA RATHBONE 

HOW TO STUFF A WILD BIKINI
Starring ANNETTE FuncielLO * DWAYNE HICKMAN * BRIAN DONLEVY
* BUSTER KEATON * BEVERLY ADAMS * HARVEY LEMBECK * JOHN ASHLEY
* JODY MCGRE A * and Guest Star MICKEY ROONEY

PAJAMA PARTY
Starring TOMMY KIRK * ANNETTE FuncielLO * ELSA LANCHESTER * HARVEY LEMBECK
* JESSIE WHITE * JODY MCGRE A * BEN LESBY * DONNA LOREN * SUSAN HART * BOBBY SHAW

BEACH PARTY
Starring BOB CUNNINGHAM * DOROTHY MALONE * FRANKIE AVALON
* ANNETTE FuncielLO * HARVEY LEMBECK * JODY MCGRE A
* JOHN ASHLEY 
* DON RICKLES

BIKINI BEACH
Starring FRANKIE AVALON * ANNETTE FuncielLO * MARTHA HYER
* HARVEY LEMBECK * DON RICKLES * JOHN ASHLEY * JODY MCGRE A
* CANDY JOHNSON * LITTLE STEVIE WONDER * THE PYRAMIDS

MUSCLE BEACH PARTY
Starring FRANKIE AVALON * ANNETTE FuncielLO * LUCIANA PALUZZI
* JOHN ASHLEY * DON RICKLES * JODY MCGRE A * Featuring DICK DALE

SKI PARTY
Starring FRANKIE AVALON * DWAYNE HICKMAN * DEBORAH WALLEY 
* YVONNE CRAIG * Guest Star ROBERT O. LEWIS * with JAMES BROWN
* AND THE FAMOUS LAMES * LESLEY GORE * Joining ARON KINCAID

American International Television
165 West 46th Street New York, N.Y. 10036 Circle 5-3035

Friends scatter as Hoving talks

Furor raised when head of citizens committee says networks, AT&T conspire to debase TV

With what was basically a restatement of its position on interconnection, the board of trustees of the National Citizens Committee for Public Broadcasting vaulted into controversy last week when Thomas P. F. Hoving, chairman of the committee, published the statement with remarks of his own.

The statement urged a "swift resolution wholly in favor of the noncommercial broadcasters" of interconnection negotiations with AT&T, and castigated the company for "blatant holding actions...with its costly offers...of off-peak hours" at reduced rates.

"No one will deny that any firm's idle equipment or services, even when sold for less, simply adds that much more profit to a company's coffers," the statement read. It also applauded the efforts of the Corp. for Public Broadcasting, the Ford Foundation, National Educational Television, Eastern Educational Network and the National Association of Educational Broadcasters in attempting to get free or reduced interconnection rates.

In releasing the statement, however, Mr. Hoving charged that "AT&T and the commercial television networks could be said to be in collusion. These two giants, with a corner on what can be shown on television nationally, keep our electoral process muted and prevent our people from being fully informed while the country cries out for solutions to the chaos and divisions it faces."

He called the commercial network's efforts to get a repeal of equal-time provisions for political debates "an artificial issue and a stalling tactic that lets them off the hook of realizing their responsibilities to the public."

Mr. Hoving maintained the networks could juxtapose filmed statements from the various candidates if they had regularly scheduled prime-time public affairs broadcasts, and that "if noncommercial broadcasting had networking capability, they could do the job on which the commercial broadcasters are reneging." He cited NET President John White's offer of debate time regardless of the suspension of 315 as an example of true public interest, and criticized the commercial networks for being more concerned with self-interest.

Although Mr. Hoving's outspoken criticisms centered on AT&T and what he termed the "overwhelmingly cautious commercial broadcasters," most of the reactions came from the noncommercial sector, cautious now for fear of jeopardizing its on-going talks with AT&T.

Frank Pace Jr., chairman of the newly created Corp. for Public Broadcasting, made it clear that his organization had no association with the Citizens Committee and did not support Mr. Hoving's remarks. John White, president of NET, also disavowed the chairman's charges of "collusion." Both felt that their AT&T negotiations were "promising" and "in good faith," and that the commercial networks were sympathetic to their problems.

Two of the Committee trustees also disagreed with Mr. Hoving. Devereux C. Josephs, chairman of the board of noncommercial WNET (TV) Newark, N. J.-New York, who was present at the committee board meeting and voted against the statement, resigned as a trustee. His letter of resignation did not mention Mr. Hoving's charges, but merely stated that he could not continue in both positions because of a conflict of interest.

Newton H. Minow, who, as chairman of the FCC from 1961-1963 called the commercial networks to task for their "vast wasteland" of programing, has threatened to resign over the committee's position; but as of late last week, he had not notified the organization. Mr. Minow is now practicing law in Chicago, and AT&T and CBS are two of his clients.

AT&T defended its position with the statement that "we share the public interest in educational television and radio...we have outlined two possibilities for greatly reduced rates for ETV...based on using facilities at times when they would not otherwise be required and at prices which cover the additional broadcasts without imposing a burden on other users of communications. There is no such thing as 'free service.' The cost must be borne by someone."

The three commercial networks had no comment.

Of the five other trustees present at the meeting and voting for the statement, only one is associated in any way with broadcasting—Mrs. Moise W. Denenery, president of the Greater New Orleans Television Foundation, owner of noncommercial WYES-TV. The others are Philip Gainsley, a Minneapolis attorney; Dr. Charles Siepmann, New York University professor emeritus; Mrs. David Skinner, patron of the arts in Bellevue, Wash.; and June Wayne, director of the Tamamrd Lithography Workshop, Los Angeles.

Mr. Hoving and the remaining trustees seemed undaunted by the outcry, however, and are planning a reorganization of the board.

The reorganization may not necessarily be an expansion, explained Ben Kubasik, executive director of the committee; instead, it may take the shape of a local steering committee as part of the national board. "We want people who can come to meetings," Mr. Kubasik noted.

He confirmed that the committee was in the process of hiring a Washington lawyer to get greater voice in Congress and the FCC.

The National Citizens Committee has been working toward an expansion on all levels and greater involvement with congressmen and government officials since its inception in May 1967, and it has outlined its goal of free or reduced interconnection before in its state of the industry report published in July. The recent critics have no quarrel with the ends, but rather with the means adopted to achieve the goals. Privately, many sources feel the committee is too im-petuous and uninitiated in the processes of the broadcasting industry, and may destroy what little progress has been made by trying to work too fast.
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Court backs renewal of KTYM

Rules FCC was correct in its 1966 decision after anti-Semitic charges

A federal court in Washington last week upheld the FCC's action in 1966 in renewing the license of KTYM Inglewood, Calif., without a hearing, despite charges that the station broadcast anti-Semitic programs.

A decision upholding the commission's ruling was issued by a three-judge panel of the U. S. Court of Appeals for the District of Columbia. Circuit Judge Warren E. Burger wrote the decision; he was seconded by Senior Circuit Judge Wilbur K. Miller and E. Skelly Wright, although Judge Wright issued a separate opinion.

The case began when the Anti-Defamation League of B'nai B'rith, Jewish service organization, charged that KTYM had permitted Richard Cotten on his Conservative Viewpoint programs to make offensive comments about Jews and Judaism, as well as, in one instance, attacking by name the Anti-Defamation League and one of its officials.

In renewing the station's license, the commission with only Commissioner Kenneth A. Cox dissenting, said that although it decreed the content of the questioned broadcasting, it must be bound by the principle that the expression of any views not involving a "clear and present danger" is in the public interest. It also said that the station should have notified ADL at the time of the alleged defamatory personal attack, but that since this was an isolated instance, no action was initiated.

The station, the FCC noted, had offered its facilities to the ADL to reply to the objectionable comments of Mr. Cotten. ADL, however, declined the invitation.

The ADL, in fact, contended that any broadcaster permitting his facilities to be used for the broadcast of "bigotry" and "hatred" is ineligible to hold a license. It claimed that the commission could not renew the KTYM license without giving ADL a chance to prove this in a hearing.

Judge Burger declared that the commission acted properly in denying an evidentiary hearing "as to the undisputed facts which formed the basis of appellant's claims."

And he added, the U. S. Supreme Court has already indicated that broadcasting falls under the protection of the First Amendment and that the Congress has withheld the power of censorship of programs from the FCC. After quoting extensively from former Commissioner Lee Loewing's concurrent opinion in the FCC decision, Judge Burger said:

"While the commission has the power and indeed the duty to consider a pattern of libelous conduct in a license renewal hearing, the First Amendment demands that it proceed cautiously and Congress, as we have noted, limited the commission's powers in this area. We hold that the record reflects substantial evidence in support of the commission's decision."

Judge Wright maintained that "a license to run a radio station is not a license to libel an individual." A radio station, he said, like a newspaper, cannot claim immunity from the libel laws.

Where a broadcast attacks a group, Judge Wright said, a harder problem is presented. Under such a circumstance, he said, the commission "may decide to require a licensee to seek with reasonable diligence exponents of other views when it presents one side of a controversial issue in which a group or class is attacked."

He also indicated, in a footnote, that the commission is not precluded from deciding that it is not in the public interest for a station to regularly program views solely slanted toward one side of a controversial issue.

"The commission could conclude," he said, that a station which offered more rounded programming better served the public."

Surveillance system unveiled in Olean, N.Y.

One of those special services that CATV claims it is capable of has been unveiled in Olean, N. Y. It's a closed-circuit TV surveillance system, under the control of Olean's police department, that will monitor the city's main business district 24 hours a day. The system employs nine G.B.C. America Corp. closed-circuit TV cameras mounted on utility poles and trained on five city blocks or 75% of the Olean business district. Monitoring is performed by one policeman at police headquarters.

The system is a service of the All- band Cablevision division of multiple-CATV-owner Television Communications Corp., which already provides CATV to Olean subscribers, and will be maintained by the cable company under a five-year contract at a cost to the city of $6,500 annually—reportedly less than the salary earned by one city policeman.

Allband plans to offer special hook-ups to the main surveillance system to banks and other business firms at an estimated cost of about $25 a month.

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WDBJ-TV Roanoke

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BROADCASTING, Oct. 7, 1968

(The Media) 71
What if you had to buy your TV camera like you buy your car?

In both cases you've got quite a choice of makes, models and options. But a manufacturer of broadcast TV cameras gives you one more choice: the freedom to specify certain critical major components, the most critical of which is the lens system. You can specify and get immediate delivery of Rank Taylor Hobson Varotal V and XX series zoom lenses for use on Vidicon, Plumbicon and Image Orthicon format cameras. If you already own an RTH Varotal lens and want a newer model camera, good news. Keep your old friend, the Varotal, Rank Taylor Hobson now has a Lens-Pak which permits you to adapt your present RTH lens to fit almost any new camera. (It will work better too — the Lens-Pak has a “ride the rails” device that allows close-up focusing to less than one inch). We've also got the famous RTH zoom pre-set servo unit — the “shot box” with its 7-position, 11-speed fingertip control range. Tell us what camera you have in mind and the situations in which you'll use it. We'll send you detailed recommendations to help you select the right lens system. All it will cost you is a stamp — a small price for a choice that even Detroit won't give you. Write Albion Optical Co., Inc., 260 N. Rt. 303, West Nyack, N.Y. 10994.
Columbia’s seminar on all subjects

Experts cover FCC, court decisions, TV critics, talk shows, much more

A jaw-breaking title was the springboard for a discussion of broadcasting’s hopes and failures in New York Sept. 28 and 29 by a group of broadcast intelligentsia under the auspices of Columbia University’s School of Journalism.


The seminar was conducted by Louis G. Cowan, one-time CBS TV president and now a professor at the Columbia graduate school.

Six papers, presented in manuscript form to the participants at the beginning of the sessions, were analyzed and discussed by the more than 50 people present. The papers were by Kenneth A. Cox, FCC commissioner; Robert M. Lowe, communications consultant to the Department of Transportation and one-time staff professional for the Senate Commerce Committee who wrote a voluminous report on the fairness doctrine (Broadcasting, May 13); Marcus Cohn, Washington communications lawyer; Earle K. Moore, New York lawyer; Everette Parker, United Church of Christ, and Lawrence Laurent, Washington Post TV-radio editor.

Mr. Cox, the bulk of whose presentation was almost a point-by-point rebuttal of the decision by the Seventh Circuit Court of Appeals that the commission’s personal attack and editorializing rules were unconstitutional (Broadcasting, Sept. 16), warned that so-called radio talk programs were in many instances not only anti-public interest, but in some cases positively dangerous.

He used his sharpest language for those programs that employ moderators “simply because he has a glib tongue and is willing to express an opinion on any subject” and who insult and harass those who disagree with him. “It really seems incredible to me,” Mr. Cox said, “that the licensees presenting these programs can think that they illumine public understanding or otherwise serve the public interest.”

Mr. Cox expressed agreement, however, with those programs where the station announces a general subject for consideration and bring experts into the studio to contribute to discussions. He also suggested that callers be identified by name, or at least that stations have the names on file. He also thought all open mike programs should be taped so that those seeking rebuttal under the fairness doctrine would be able to hear exactly what was said.

Mr. Lowe, presuming that the U. S. Supreme Court may uphold the Seventh Circuit Court’s fairness ruling, suggested that since this would preclude the FCC from effectively viewing programming (programming content is the consideration paid by the broadcaster to the public for use of the radio spectrum, he said) proposed that the commission establish minimum qualifications for a licensee and then set a monetary payment as a lease for the license period to be paid into the general treasury of the U. S. Where two or more applicants apply, he suggested, the assignment should go to the highest bidder.

Where, Mr. Lowe proposed, the total monies paid to the treasury equal the expense of running the FCC, the excess should be paid into a special trust fund that would be for the benefit of public broadcasting.

Mr. Cohn’s premise was that the FCC needed an overseer. “The seven FCC commissioners are mortal human beings,” he said, “who, just as broadcasters, have both virtues and vices. They will better discharge their obligations as the overseers of broadcasting if a committed and knowledgeable critical lover oversaw, screened, analyzed and commented on their activities.”

At the nub of Mr. Cohn’s discontent with the FCC was what he called the lack of continuity within the commission. And one reason for this confusion, he said, was the turnover in commissioners. Although all commissioners are appointed for seven years, the median length of service, he noted, is

Star Stations dedicate Omaha headquarters

Nearly a thousand national and local dignitaries were in Omaha Sunday (Oct. 6) evening for formal dedication of the new $1.5 million-plus national headquarters of the Star Stations. Hosts at the black tie-dinner event were Board Chairman Don W. Burden; President Joe W. Wilkerson, former Young & Rubicam executive now with Star group, and John F. Davis, a Star director, board chairman of Omaha’s First National Bank.

Located in park-like setting on Omaha’s west side near IBM and Guarantee Mutual Insurance headquarters, the Star headquarters is pre-cast concrete and steel with an exterior of grey tinted glass and white expose aggregate columns. The three-story structure features ground-level parking and offices with KOIL-AM-FM Omaha on second floor and cooperate offices on third.

Building has six fully equipped studios utilizing Gates and IGM equipment in completely customized modules. Besides KOIL-AM-FM, Star stations include KISN Portland, Ore., and WIPR-FM Indianapolis. Talent at dedication celebration included Harry Belafonte.
Your Blair Man Knows . . .

CENTRAL SEVEN! Elegant design and 20,000 bricks are "out front" inviting passersby into the brand new WTRF-TV and WTRF-FM communication center. This ultramodern glass and brick structure now houses 24,000 square feet of studios, production facilities and the newest color TV and FM stereo equipment atop the underground parking garage. Sixty-one full time and talented employees are "about your business" at new CENTRAL SEVEN (and enthusiastically welcome the opportunity to handle more). Drop in to see CENTRAL SEVEN and help WTRF-TV celebrate its fifteenth anniversary of serving the Wheeling-Staunton Valley from the heart of downtown Wheeling hub of the rich and busy industrial upper Ohio River Valley.

BLAIR TELEVISION
Representative for
WTRF-TV
Color Channel 7 - NBC
Wheeling, West Virginia

4.77 years and the average 5.78 years. Only eight commissioners, he observed, have served more than seven years; 26 have served less than seven years.

Messrs. Moore and Parker proposed greater public disclosure by stations so that the public would be more aware of a licensee's activities. Mr. Moore went to the extent of suggesting that all licensees include "public directors." He called on the FCC to give "great weight" to a showing that editorial, news and program personnel are "broadly representative" of all segments of the community, including minorities.

He also called for a requirement that a station's program logs be available to the public, and that licensees be required to maintain "what amounts to a transcript" of all programming. Mr. Parker called on the FCC to "spot check" programming. "Coupled with a thorough investigation of public complaints," Mr. Parker said, "spot checking would permit the FCC to exercise the control it is obligated to discharge under the law."

Above all, Mr. Parker said, a new Communications Act "... must wrestle with the definition of the term "freedom of the press."" Such terms, Mr. Parker urged, must be redefined in the light of contemporary situations. "Is it too much to suggest," he said, "that the broadcaster has not lost his freedom because he must make a place for the multiple views of the public he serves?"

Mr. Laurenti said he has found "an appallingly low level of criticism of broadcasting" among TV-radio editors of daily newspapers. And, he added, despite the fact that publishers are the largest single conglomerate ownership entity in broadcasting, "on most newspapers a hostility continues to exist toward broadcasting"—not on the part of the managers but among editors.

Gale, WGN seek reversal on decision

Claim FCC alleged procedural errors can be rectified to meet court's approval

On July 30, a Washington federal court overturned the sale of WFMT(FM) Chicago, ruling that the FCC had failed to conform to procedural requirements in approving the transfer. In particular, the court said, the commission should have awarded standing to a private citizens' group, the "Citizens Committee to Save WFMT-FM (sic)," late and improperly filed objections notwithstanding. Now, according to the two principals, the commission should rectify its procedural errors, consider and dispose of the citizens' protest, and reaffirm its earlier approval of the sale.

In a joint petition filed last week, Gale Broadcasting Co. and WON Continental Broadcasting Co.—the assignor and assignee, respectively—said that the broadest of the commission's alleged procedural errors could be readily corrected to the court's satisfaction. The court ruled that the commission had not found explicitly that the "public interest, convenience and necessity" would be served by the transfer, despite counter arguments by Gale and WON that the commissioners' votes themselves could only be interpreted as a judgment that the public interest would be served. The commission should simply make that judgment explicit, the firms said.

The question of the citizens' committee could be resolved by treating its protest as a petition for reconsideration and denying its contentions on merit, according to Gale and WON. The committee had demanded a hearing on the proposed transfer because of fears that WFMT's classical-music format would be changed under new ownership. As a late objection which was not filed as a petition to deny according to customary procedure, the citizens' protest was deemed standing. According to the Communications Act, a person who does not file a pre-grant petition to deny must file a post-grant petition for reconsideration in order to "afford the commission an opportunity to consider and pass upon matters prior to their presentation to the court." While the citizens' petition was not in strict compliance with that regulation, the court allowed it under an admittedly lenient interpretation which took into account the unusual circumstances. Although they termed the court's action "rebutable," Gale and WON said that the commission could so construe the petition, and could then reject it on merit. The two firms held that the committee had offered only unverified general allegations to support its claim that WFMT's format would be changed, and that the change would cause it to serve the public interest.

Further complicating the proceeding is the question of concentration of media control in the Chicago area. WON Continental is a subsidiary of the Chicago Tribune, owner of the Tribune and American in that city, and owns WGN-AM-TV. The court pointed out that on the same day the commission approved the transfer, it adopted the proposed one-to-a-customer rulemaking. WON and Gale countered that the proposal is still just that—a proposal—and that their transfer of control was considered and approved under long-standing multiple-ownership rules.

THE MEDIA
Renewal hearing set by FCC

Owner's character, transfers of control are issues in case

George I. Norman Jr., sole owner of KICM Golden, Colo., and majority stockholder in the licensee of KSVN Ogden, Utah, faces the loss of both properties in a license-renewal hearing ordered by the FCC last week.

Two of the issues involve Mr. Norman's criminal record, which includes several convictions, and a third involves the sale of stock in a KICM Radio Co. The hearing is also to determine whether Mr. Norman participated in "one or more unauthorized transfers of control" of KICM and KSVN.

Action on applications for the assignment of licenses of both stations will be deferred pending the outcome of the hearing. The applications are for the sale of KICM by Norman Broadcasting to the Greater Leasing Co. and of KSVN by North American Broadcasting Co. to Intermountain Valley Broadcasting Co.

A commission investigation determined that Mr. Norman was convicted on one felony and three misdemeanor counts between 1951 and 1953. The felony conviction, which involved an auto theft, was in a federal district court in Ohio. A Colorado state court convicted him in 1966 on felony charges of conspiracy and false pretenses, but an appeal is pending.

The hearing is to determine whether Mr. Norman misrepresented or concealed facts or was lacking in candor in statements to the commission concerning his record, and whether the convictions disqualify him from being either a licensee or a principal in corporate licensee.

The KICM Radio Co. involved in the hearing order is said to have no relationship to the station. The commission wants to determine the nature and extent of Mr. Norman's participation in the sale of stock in the company, and whether his representations that neither he nor his family profited by that transaction were true.

Two CBS executives are preparing to face international opponents in Mexico City next week as members of the U.S. Olympic fencing team.

William Latzko (left), director of research and analysis for the CBS direct marketing services division, is manager of the 25-member team, Albert Axelrod (right), technical director, advanced systems, CBS laboratories division, is a three-time winner of the U.S. championship competition.

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American Information Radio Network

BROADCASTING, Oct. 7, 1968
FCC says no on WBTW taxes

Says Jefferson Standard may not delay paying tax on $4.5-million sale

Jefferson Standard Broadcasting Co. was turned down by the FCC last week in a bid for permission to postpone payment of federal income tax on the $4.5 million sale of WBTW (TV) Florence, S. C., in February.

Jefferson had asked the commission to certify that the sale—to Daily Telegraph Printing Co.—had been necessary under a change in commission policy. A certificate would have permitted the licensee to treat the sale, under the tax laws, as an involuntary conversion of property. Jefferson would then have been able to postpone the tax payment if it bought another station before Dec. 31, 1968, at a price at least equal to that which it received for WBTW. Jefferson in July applied for permission to acquire WAVY-TV Richmond, Va., for some $5 million.

The commission, however, by a 3-to-2 vote, held that the sale was not prompted by its action "and, therefore, the reason for the sale is not within its certain knowledge." Accordingly it denied the requested certification.

Jefferson based its claim on the impact of a change in the commission overlap rule. The licensee, which continues to own WBTW (TV) Charlotte, N. C., said that it had wanted to improve the facilities of that station and WBTW to meet competition, but the resulting overlap would have resulted in a violation of commission rules. Jefferson said the overlap would have been permitted under a rule in force in 1964, at the time it acquired WBTW.

The commission, however, said it could accept either of the applicant's premises. "Which commit the commission to decisions it was never asked to make . . . ." The commission said no applications had been filed to improve the facilities of the two stations either before or after the overlap rules were changed. As a result, the commission said, it was never asked to decide whether an improvement of facilities of either or both of the stations would have been permitted. It also said Jefferson could not assume that the overlap would have been permitted before 1964.

The commission rejected Jefferson's argument that the sale was involuntary. "Neither the commission nor any court compelled Jefferson to sell station WBTW," it said.

Chairman Rosel H. Hyde and CommissionErs Robert E. Lee and James J. Wadsworth were in the majority, with Commissioners Robert T. Bartley and Kenneth A. Cox dissenting.

NCTA, AT&T settle origination restrictions

The National Cable Television Association negotiations with AT&T regarding program origination restrictions in certain cable-telephone company contracts proved fruitful last week.

AT&T has agreed to file amended tariffs which "will essentially eliminate the restrictions which currently apply to local program origination," as well as amend existing pole attachment agreements with CATV operators "to make them consistent" with those amended tariffs. The amended provisions are those contained in leaseback tariffs which result to the uses to which CATV channel service can be applied.

The AT&T offer was made in a letter from J. Kenneth Loo, AT&T assistant vice president, to Frederick W. Ford, NCTA president.

The question of limiting language affecting program origination was one of several posed in April negotiations between AT&T and NCTA (Broadcasting, April 29). It was noted at that time that most AT&T pole attachment agreements and leaseback tariffs permitted limited originations—time- and-weather mostly, and some local public service originations—which essentially constituted that programming conducted by CATV's about ten years ago. As the letter notes, "as CATV has developed over the years the Bell System tariffs have from time to time been amended to meet new requirements." The letter said the tariff amendment was the result of "our most recent review." The AT&T action is expected to affect an estimated 1,400 pole attachment agreements currently in effect.

Announced:

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

- WHEW Riviera Beach, Fla.: Sold by Donn and Lee Cole to Bertram Lebhar and Jay Lewis Solomon for $375,000. Mr. Lebhar is former New York radio sportscaster and owns advertising agency and radio-TV program packaging firm. Mr. Solomon is salesman for WEAT-AM-TV West Palm Beach, Fla. WHEW is full time on 1600 kc with 1 kw.
NAB adds to agenda of fall conference

Panels to discuss problems facing broadcasters during next session of Congress

Additional broadcasters have been named to participate in two panels to be held at each of the National Association of Broadcasters six fall conferences (BROADCASTING, Sept. 30).

The panels are government affairs and broadcast personnel policies and practices.

Discussing what problems will face broadcasters during the 91st session of Congress at each opening joint assembly will be: Oct. 21 in Los Angeles, Clayton Brace, kogo San Diego; Ray Johnson, KMDX Medford, Ore., and James A. Murphy, Washington State Broadcasters Association president.


Nov. 11, Cincinnati, N. L. Benston, WLOL Minneapolis; Marianne Campbell, Avco Broadcasting Corp., Cincinnati, and Raymond A. Plank, WKLA Ludington, Mich.

Nov. 14, Dallas, Don C. Dailey, KKNX Springfield, Mo.; A. Louis Read, wostu-TV New Orleans, and Willard E. Walbridge, KTRK-TV Houston.

Nov. 18, Atlanta, Harold Essex, WJSB-TV Winston-Salem, N.C., and Ray Holbrook, WHR Danville, Ky.

Paul Comstock, NAB vice president for government affairs, and Hollis Sea- vey, assistant to the vice president, will moderate the sessions.

Ways to attract and keep qualified station employees will be the subject of a panel on broadcast personnel policies and practices to be held during the first morning joint TV-radio assembly at each conference. William L. Walker, NAB director of broadcast management, will moderate.


Oct. 24, Denver, Merritt Milligan, WATD Quincy, Ill.; Thad Sandstrom, WIBW Topeka, Kan., and Jack Rosen-

EXCLUSIVES!

TEXAS —Single station market daytimer in city of 10,000 popula-

tion. Retail sales of $19,000,000 indicate billing potential of $95,000. Present billings half that. Currently absentee owned. Owner-manager type of property, good equipment, experienced staff. Price $85,000—29% down

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Contact George W. Moore in our Dallas office.

EAST —Combination AM daytimer and FM stations assigned to suburban town of 7,500 population but 2 MV AM contour covers area in which retail sales are in excess of $427,000,000. Deal includes 13 acres of land plus studio and transmitter building valued at $50,000. Price $250,000. Both down payment and balance are negotiable. Should sell readily.

Contact C. L. “Lud” Richards in our Washington office.
thal, KFDO Casper, Wyo.

Nov. 11, Cincinnati, George Campbell, Nationwide Communications, Columbus, Ohio; Eldon Campbell, WFAM, and Mr. Land.

Nov. 14, Dallas, Mr. Campbell of Nationwide Communications; Bill E. Cook, KFDA Amarillo, Tex., and Ben B. Sanders, KICD Spencer, Iowa.

Nov. 18, Atlanta, Mr. Bohn; Charles Sanders, WSPA Spartanburg, S. C., and Mr. Sanders of KICD.

FCC grants parity to Long Island CATV

Defining its top-100-market CATV policy as "not one of mutual exclusivity as in broadcast, but of mutual exclusiveness," the FCC has authorized Suffolk Cable Corp. to serve the Long Island, N. Y., communities of Southampton and Brookhaven with eight distant signals already authorized for carriage by other CATV systems in a number of nearby Suffolk county communities.

The commission's major-market rules, which require hearings on distant-signal proposals in order to determine their impact upon existing or potential stations, had previously been waived to permit importation of the same signals into Suffolk county by Long Island Cablevision Corp. and Broadway Maintenance Corp. In such cases, according to the commission, past policy has been either generally to authorize carriage of distant signals or generally to prohibit it, but not to allow carriage by one CATV and not another. Authorization for Suffolk Cable, the commission said, "will result in no increase in CATV penetration," and should therefore be granted.

The cable firm had also requested permission to import five signals not previously authorized for Suffolk county. This request will require further consideration as a separate petition for waiver, the commission said.

The eight authorized signals include WPPI-TV, WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV, and WOR-TV, all New York; WNET-TV, New York; and WOR-TV Hartford, Conn. The five not yet approved are WTEV-TV New Bedford, Mass.; WJAR-TV and WPRI-TV, both Providence, R. I.; WHTV-TV Hartford, Conn., and WATV Waterbury, Conn.

Times-Mirror Co. sells papers to Gannett Co.

The Times-Mirror Co., Los Angeles, publisher of the Los Angeles Times, has agreed in principle to sell the San Bernardino (Calif.) Sun and Telegram to the Gannett Co., Rochester, N. Y.-based group publisher and broadcaster.

The sale, announced last week follows court order requiring the Los Angeles publisher to sell the San Bernardino newspapers. The court decision came as a result of an antitrust action brought by the Department of Justice.

The Times-Mirror Co. formerly owned KTTV-TV Los Angeles.

Also following a government antitrust suit, and a consent judgment entered last week, the E. W. Scripps Co. has agreed to sell its interest in the Cincinnati Enquirer within 18 months. Scripps also owns the Cincinnati Post, and in 1958 bought the Cincinnati Times-Star which was merged into the Post. The E. W. Scripps Co. owns 67% of Scripps-Howard Broadcasting Co., group broadcaster.

NET consolidates its PBL and CTW divisions

Integration of the Public Broadcast Laboratory and Children's Television Workshop as divisions of National Educational Television has been formalized with a new management coordinating committee, NET announced last week.

Members of the committee include NET President John White as chairman; A. W. Estin and Fred Bohem of PBL; Joan Ganz Cooney of CTW; Edwin R. Bayley, NET vice president for administration; Gerard L. Appy, NET vice president for network affairs; William H. Kobin, NET vice president for programming; and Stephen A. Glauber, NET general counsel.

Further functions of the three operations have been combined; Fritz Jacobi, NET director of information services, will also handle those duties for PBL; Stuart Sucherman, PBL director of business affairs, and Thomas Kennedy, PBL director of finance, will assume those responsibilities for CTW.

CBS's BEVR headed for market

Sales specialist put in charge to introduce new system of electronic film for television

The CBS/Comtec Group last week made what it said was the first big move toward putting its widely heralded broadcast electronic video recording (BEVR) gear on the market.

The move was the appointment of Lawrence B. Hilford, director of international sales for CBS Enterprises, to the newly created post of vice president and general manager of Broadcast EVR.

"The significance of this appointment," said Felix Kalinski, president of the CBS/Comtec Group, "is that it marks the first major step toward implementing commercial introduction of a revolutionary technical breakthrough in broadcasting."

Just when the first BEVR equipment will be offered for sale remained unclear, however. Spokesmen said they could offer no estimates of either timing or pricing until Mr. Hilford and his associates get further into their planning.

They noted that Mr. Hilford "has been in the job only a few days" and is busy "building an organization," but indicated that a timetable might at least begin to emerge within a few weeks.

Broadcast EVR uses a special camera to transmit color images—said to be equal in quality to the best 35mm color film—that have been recorded by a special electronic process on 16mm black-and-white film.

When the development—under the direction of Dr. Peter G. Goldmark, president of CBS Laboratories—was first disclosed a year ago, CBS authorities said the system produces better quality pictures than are now available and does so at less cost, and suggested that in time it may replace conventional film and tape as the basic medium for TV programs and commercials (Broadcasting, Oct. 23, 1967).

Dr. Goldmark estimated at that time that the camera would sell for a fraction of the cost of conventional broadcast film and tape transmission gear and in addition to providing superior pictures would also be simpler to operate. In his projections then, he suggested the Broadcast EVR camera would sell to stations at $15,000 to $20,000.

More recently, Eastman Kodak has reportedly been at work on a technique applying another CBS Labs de-
development, the electronic image enhancer, to an Eastman "super 8" color film, with results that are said to produce 16mm color quality on 8mm film (CLOSED CIRCUIT, Sept. 22).

This work—which Eastman has never acknowledged publicly—has led to speculation that because of its much lower cost, 8mm film might eventually replace 16mm as the color standard for TV and also create a competitive problem for CBS in introducing, Broadcast EVR.

The announcement of Mr. Hilford’s appointment was regarded in some quarters as intended at least partly to dispel any doubts about CBS’s marketing intentions for Broadcast EVR, as well as to get the marketing under way as soon as possible.

Mr. Hilford, a graduate in psychology at Yale (1955) with a master’s degree from the Harvard graduate school of business administration (1959), joined CBS in 1964.

Expanding need for spectrum foreseen

Forecasts of growing demands for spectrum space appear to have been documented in the results of a survey of companies working on projects involving prospective spectrum allocations. The results indicate that the spectrum cannot accommodate many industry-sponsored developments, let alone those sponsored by the government.

The survey—on “Future Needs and Uses of the RF Spectrum”—was made by a subcommittee of the Joint Technical Advisory Committee of the Electronic Industries Association and the Institute of Electrical and Electronics Engineers.

It was made at the request of the director of telecommunications management and the FCC. A report on the survey has been submitted to those agencies.

The subcommittee conducting the survey recommended the establishment of a spectrum engineering entity to serve the FCC and DTM. One of its responsibilities, the subcommittee said, should be the review of prospective new developments to assure spectrum availability for those successfully completed.

Questionnaires were submitted to some 100 companies, and more than 200 completed questionnaires were returned. Government projects, even though contracted to commercial organizations, were not involved in the survey. These are to be handled separately by the Office of Telecommunications Management.

The JTAC subcommittee report says that 75 of those responding said that a spectrum allocation has not been made.

Furthermore, 110 of the respondents said work under development would provide service in the near term (less than five years). Seventy-seven said the service involved would be provided beyond the five-year period.

In response to other questions, 77 respondents said the new technology would create new services, 120 said it would result in an improvement in existing services, and 46 said it would replace existing services.

Forty-four said the technology involved related to safety of life, 92 said it would meet a national defense need, 96 said it would meet a public need and 56 said a private need was involved.

Ward buys Hoffman

Hoffman Electronics Corp., El Monte, Calif., which introduced its first color television set in 1953, last week quit the consumer electronics field. The color television pioneer sold its 51% interest in Hoffman Products Corp., Chicago, a subsidiary, to Montgomery Ward & Co. for a reported $2.7 million in cash. The subsidiary produced color and monochrome TV sets, radios and stereophonic equipment for private-label customers such as Montgomery Ward as well as for the parent concern. Montgomery Ward previously owned 49% of Hoffman Products.
1967 income down in top-50

Only six TV markets showed bigger profits, though revenue increased in 36

Television revenues in 36 of the top 50 markets in 1967 topped 1966; 14 of those top-50 markets, however, reported a drop in sales last year.

In income, however, the obverse was true. In 1967, only six markets showed an increase in income before federal taxes, while 43 showed decreases from 1966.

The 1967 revenues, expenses and income of TV stations in the top-50 markets were made available by the FCC last week. The report also includes market financial figures for network, national and regional spot and local advertising time sales (see page 81).

Last week's report was the third partial documentation of 1967 financial figures issued by the FCC in the last six months. Earlier the commission released 1967 figures for networks and their 15 owned TV stations (BROADCASTING, April 15), and last month the figures for the national radio networks and their 19 owned stations (BROADCASTING, Sept. 2) and the first 11 television markets (BROADCASTING, Sept. 16).

Sales last year among the top-50 TV markets were mostly up from sales in 1966, with New York again leading with almost $129.5 million compared to over $124.2 million in 1966.

But, surprisingly, some of the major markets slipped: San Francisco-Oakland, for example, registered revenues of $41.3 million in 1967, it had $41.5 million the year before. Pittsburgh had sales of $22.7 million last year, down from $24 million in 1966. Providence-New Bedford was over $8.6 million for 1967, down from $8.8 million in 1966.

Other markets where TV revenues in 1967 slipped from the year before: Cincinnati, $13.5 million vs. $14 million; Seattle-Tacoma, $14.7 million vs. $14.9 million; Kansas City, Mo., $13.1 million vs. $13.2 million; Sacramento-Stockton, Calif., $10.35 million vs. $10.8 million; Columbus, Ohio, $12.1 million vs. $12.2 million; Portland, Ore., $10.5 million vs. $10.7 million; New Orleans, $10.5 million, vs. $10.75 million; Flint-Saginaw-Bay City, Mich., $5.9 million vs. $6 million; Louisville, Ky., $8.1 million vs. $8.2 million.

In income, the six markets where earnings were up in 1967 compared with 1966 were:

New York, $44.2 million vs. $44.1 million; Chicago, $24.1 million, vs. $23.8 million; Cleveland, $15.85 million vs. $14.5 million; Denver, $1.7 million vs. $1.6 million; Greenville-Spartanburg (S.C.)-Asheville (N.C.) $20 million vs. $18.8 million; Charleston-Huntington (W. Va.)-Ashland (Ky.), $2.41 million vs. $2.37 million.

The other 43 TV markets reported income in 1967 that fell below that reported in 1966.

The TV and radio financial reports this year have been issued by the Broadcast Bureau's research division on a hand-calculated basis and in abbreviated form because the commission's financial broadcast figures entirely are being fed into computers this year for the first time and the changeover has resulted in some bugs that require corrections. This has delayed the issuance of the annual financial reports that normally come out in August for TV and in October for radio.

Complete reports for 1967 are expected to be issued in December, according to FCC sources.

Broadcast stocks post good records

CATV issues show best figures but most in field beat market averages

Broadcasting industry stocks, in general, prospered well through the month. The quarter and the nine months ended Sept. 30.

The first three quarters of 1968 have been spectacularly successful for a number of stocks in the BROADCASTING index, a new feature introduced this week and appearing on page 82.
index. As a group, the best performing
stocks were those in the CATV category, all up uniformly in the month, quarter and three quarters, with none having a rise of less than 52% in the nine months.

On the other hand, advertising agency
stocks, in the service category, continued to show disappointing results, with only Grey Advertising and Ogilvy & Mather registering substantial gains, both making comebacks from previous lows.

Broadcasting stocks generally did better than the Standard & Poor industrial average in a year when the over-all market is up. Stocks of the networks showed little performance in comparison with the group broadcasters, many of which made spectacular gains. All programming stocks were up for the month. Leading all the stocks in price increase was Reeves Broadcasting, up 62% in the month and 262% in the nine months. Wall Street observers laid this to speculation over the success of Reeve's purchase last year of a nationwide home-selling service and an exclusive placement agency and combination of them in a computerized division.

Trans-Lux, in the programming category, also put on a spectacular performance, climbing 29% in the month and 269% in the nine months. Observers laid this to a combination of the firm's new board and the success of its joint project with in-flight motion pictures to create a chain of automated movie theaters.

Walter Corp.'s 29% gain in the quarter and 314% increase in the nine months was due to an improved outlook for its Lionel Corp. acquisition.

Reflecting the general market trend, the only two major conglomerates in the Broadcasting index were both down fairly steeply for the nine months—Avco, in the broadcasting-with-other-major-interests category, 28%, and Gulf & Western, in the programing section, 23%—although they did make gains during the month.

Manufacturing stocks, including NBC's parent RCA, followed the general market trend more closely than other categories, with somewhat mixed performance, although most of them were up by healthy amounts in the month, quarter and nine months.

How the top 50 made out

Official FCC tabulations of television-station time sales, revenues, expenses, profits in 1967 (in thousands of dollars)

<table>
<thead>
<tr>
<th>Market</th>
<th>No. of Stations</th>
<th>Time Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>7</td>
<td>15,552 115,708 14,201</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>11</td>
<td>8,175 82,824 20,459</td>
</tr>
<tr>
<td>Chicago</td>
<td>6</td>
<td>7,769 64,664 13,030</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>6</td>
<td>6,491 36,388 10,413</td>
</tr>
<tr>
<td>Boston</td>
<td>5</td>
<td>4,898 30,910 9,696</td>
</tr>
<tr>
<td>Detroit</td>
<td>4</td>
<td>5,253 23,370 7,193</td>
</tr>
<tr>
<td>San Francisco-Oakland</td>
<td>5</td>
<td>4,376 34,985 8,656</td>
</tr>
<tr>
<td>Cleveland</td>
<td>3</td>
<td>4,636 20,855 7,516</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>6</td>
<td>3,065 19,049 4,137</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>3</td>
<td>4,059 18,980 5,805</td>
</tr>
<tr>
<td>Baltimore</td>
<td>4</td>
<td>2,617 11,335 4,348</td>
</tr>
<tr>
<td>St. Louis</td>
<td>4</td>
<td>3,109 15,289 3,773</td>
</tr>
<tr>
<td>Hartford-New Haven, N.B.</td>
<td>5</td>
<td>2,532 12,511 2,502</td>
</tr>
<tr>
<td>Providence, R.I.-New Bedford, Mass.</td>
<td>3</td>
<td>2,111 5,983 1,949</td>
</tr>
<tr>
<td>Dallas-Ft. Worth</td>
<td>64</td>
<td>2,888 13,507 6,611</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>3</td>
<td>2,651 8,439 3,493</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>4</td>
<td>2,710 10,467 7,277</td>
</tr>
<tr>
<td>Indianapolis-Bloomington</td>
<td>4</td>
<td>2,211 10,763 6,209</td>
</tr>
<tr>
<td>Atlanta</td>
<td>4</td>
<td>2,220 9,986 4,419</td>
</tr>
<tr>
<td>Miami</td>
<td>5</td>
<td>2,143 11,430 4,048</td>
</tr>
<tr>
<td>Buffalo, N.Y.</td>
<td>3</td>
<td>2,789 12,437 4,039</td>
</tr>
<tr>
<td>Seattle-Tacoma</td>
<td>5</td>
<td>2,304 10,091 4,783</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>3</td>
<td>2,201 8,888 3,336</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>4</td>
<td>2,501 9,502 4,744</td>
</tr>
<tr>
<td>Sacramento-Stockton, Calif.</td>
<td>3</td>
<td>1,795 7,266 3,037</td>
</tr>
<tr>
<td>Houston-Galveston</td>
<td>44</td>
<td>2,259 11,628 4,324</td>
</tr>
<tr>
<td>Dayton, Ohio</td>
<td>44</td>
<td>2,291 4,344 3,753</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>3</td>
<td>1,749 7,691 4,501</td>
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<tr>
<td>Johnstown-Altoona, Pa.</td>
<td>3</td>
<td>1,336 1,807 926</td>
</tr>
<tr>
<td>Harrisburg-Lancaster-York-Lebanon, Pa.</td>
<td>5</td>
<td>1,737 3,403 1,882</td>
</tr>
<tr>
<td>Tampa-St. Petersburg, Fla.</td>
<td>4</td>
<td>1,723 6,066 2,886</td>
</tr>
<tr>
<td>Memphis</td>
<td>3</td>
<td>1,991 4,376 2,585</td>
</tr>
<tr>
<td>Charlotte, N.C.</td>
<td>4</td>
<td>2,261 4,401 2,254</td>
</tr>
<tr>
<td>Syracuse, N.Y.</td>
<td>1</td>
<td>1,855 5,431 1,788</td>
</tr>
<tr>
<td>Toledo, Ohio</td>
<td>4</td>
<td>2,210 2,849 1,361</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>4</td>
<td>2,970 7,126 3,055</td>
</tr>
<tr>
<td>Grand Rapids-Kalamazoo, Mich.</td>
<td>4</td>
<td>1,557 5,224 1,890</td>
</tr>
<tr>
<td>Denver</td>
<td>4</td>
<td>2,157 7,447 3,382</td>
</tr>
<tr>
<td>Birmingham, Ala.</td>
<td>3</td>
<td>2,564 4,696 2,105</td>
</tr>
<tr>
<td>Nashville</td>
<td>3</td>
<td>1,607 3,556 2,526</td>
</tr>
<tr>
<td>Albany-Schenectady-Troy, N.Y.</td>
<td>3</td>
<td>2,113 5,555 2,226</td>
</tr>
<tr>
<td>New Orleans</td>
<td>4</td>
<td>1,797 5,971 4,336</td>
</tr>
<tr>
<td>Greenville-Spartanburg, S.C.-Asheville, N.C.</td>
<td>4</td>
<td>1,337 3,235 1,445</td>
</tr>
<tr>
<td>Greensboro-Winston Salem-High Point, N.C.</td>
<td>4</td>
<td>1,554 2,899 1,737</td>
</tr>
<tr>
<td>Flint-Saginaw-Bay City, Mich.</td>
<td>4</td>
<td>1,373 3,279 2,042</td>
</tr>
<tr>
<td>Louisville, Ky.</td>
<td>4</td>
<td>1,940 4,396 2,675</td>
</tr>
<tr>
<td>Charleston-Huntington, W. Va.-Ashtabula, Ky.</td>
<td>4</td>
<td>2,175 2,587 2,205</td>
</tr>
</tbody>
</table>

Note: Data withheld in these markets to maintain confidentiality of individual station figures: Wheeling, W. Va.-Steubenville Ohio. Lansing and San Diego.

1 Before commission to agencies, representatives and others.
3 Total revenues consist of total time sales less commissions plus talent and program sales.
5 All not in stations in this market operated a full year during 1967.
The Broadcasting stock index
A weekly summary of market movement in the shares of 69 companies associated with broadcasting, compiled by
Roth Gerard & Co.

<table>
<thead>
<tr>
<th>Stock</th>
<th>Symbol</th>
<th>Exchange</th>
<th>Closing Oct. 3</th>
<th>Closing Sept. 30</th>
<th>Stock Change</th>
<th>Month of Change</th>
<th>Quarter to Sept. 30</th>
<th>9 mo. to Sept. 30</th>
<th>% Change</th>
<th>% Change</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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Broadcasting

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<th>Stock</th>
<th>Symbol</th>
<th>Exchange</th>
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Broadcasting with other major interests

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<th>Exchange</th>
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<th>Closing Sept. 30</th>
<th>Stock Change</th>
<th>Month of Change</th>
<th>Quarter to Sept. 30</th>
<th>9 mo. to Sept. 30</th>
<th>% Change</th>
<th>% Change</th>
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<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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CATV

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<th>Stock</th>
<th>Symbol</th>
<th>Exchange</th>
<th>Closing Oct. 3</th>
<th>Closing Sept. 30</th>
<th>Stock Change</th>
<th>Month of Change</th>
<th>Quarter to Sept. 30</th>
<th>9 mo. to Sept. 30</th>
<th>% Change</th>
<th>% Change</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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Programming

<table>
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<tr>
<th>Stock</th>
<th>Symbol</th>
<th>Exchange</th>
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<th>Closing Sept. 30</th>
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<th>% Change</th>
<th>% Change</th>
<th>High</th>
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<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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Service

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<tr>
<th>Stock</th>
<th>Symbol</th>
<th>Exchange</th>
<th>Closing Oct. 3</th>
<th>Closing Sept. 30</th>
<th>Stock Change</th>
<th>Month of Change</th>
<th>Quarter to Sept. 30</th>
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<th>% Change</th>
<th>% Change</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
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Manufacturing

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<tr>
<th>Stock</th>
<th>Symbol</th>
<th>Exchange</th>
<th>Closing Oct. 3</th>
<th>Closing Sept. 30</th>
<th>Stock Change</th>
<th>Month of Change</th>
<th>Quarter to Sept. 30</th>
<th>9 mo. to Sept. 30</th>
<th>% Change</th>
<th>% Change</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

Standard & Poor's Industrial Average: 110.21 +4 +3 +7 112.18 95.05

82 (FOCUS ON FINANCE)
Financial Notes:

- Outlet Co., Providence, R. I., department store chain with broadcast ownership, reports that quarterly dividends of $1.37 1/4 per share on 5% convertible preferred stock and 16 1/4 cents per share on common stock will be paid to stockholders of record Oct. 18 and payable Nov. 1.
- Corinthian Broadcasting Corp., has set a dividend of 7 1/4 cents per share on common stock to be paid Oct. 31 to stockholders of record Oct. 16.
- Tele-Tape Productions Inc., Chicago, last week filed a registration statement with the Securities and Exchange Commission for a public offering of 200,000 shares of common stock. Tele-Tape, which is heavy in video-tape and film production work in New York and elsewhere, already is traded over the counter.
- Screen Gems Inc. has formed the Learning Corp. of America to create and market educational materials to schools, colleges, libraries and other institutions. It will make its headquarters at 711 Fifth Avenue, New York.
- Great American Holding Corp., a New York insurance holding company, filed suit Sept. 27 in a New York federal court against National General Corp., Los Angeles. Essentially an entertainment company, with movie theaters and television and motion picture production among other interests, National General has been attempting to acquire Great American through a tender offer. The complaint charges that National General conspired to take over Great American and made false statements and fraudulent claims in the process. Great American's management favors a different tender bid made by AMK Corp., New York.
- John Blair & Co. has declared a dividend of 20 cents per share, payable Nov. 15 to shareholders of record Oct. 15.

Promotion

Flexibility built into Storer's UA film appeal

Storer Studios, Inc. of Atlanta has produced a ten-minute 16mm color film for the United Appeal campaign in the Atlanta metropolitan area. The film, which UA Chairman A. Anderson Huber described as "the finest piece of work that has been done for United Appeal in its history," contains a series of studies depicting in character the suffering people who are aided by United Appeal.

The production was designed so that 60-second, 30-second, 20-second and ten-second television spots could be lifted directly from the film for separate airing during the United Appeal campaign in Atlanta. The spots have been used by WAGA, WSB and WATL in the recently started campaign. The film has also been distributed widely to civic and industrial organizations in Atlanta.

ABC Radio report slated for five cities

ABC Radio executives are going on tour next week with an elaborate presentation designed by New York's Charisma Productions. The presentation, which is intended to tell the story of 10 months of ABC Radio four-network service, will go to five cities, opening at the Detroit Athletic Club on Oct. 15.

Network President Walter A. Schwartz and Vice President and Sales Manager Herb Grath are supervising the project.


Rates that may stick

Who says radio rate cards are complicated? To prove that its rate card is simple and easy to read, KRLA Pasadena, Calif., reproduced the 12 lines of statistical material and notes on the square inch head of a specially designed pin. The effect was created by shooting the rate card on microfilm, which was then embedded in clear plastic and attached to a pin shaft. The pin is being presented to timebuyers along with an old fashioned pin cushion.

Think, Feel and Care Enough

Support your Mental Health Association
Drumbeats:
Tribute * The North American Association of Alcoholism Programs, a group of state and local alcoholism care officials in the U. S. and Canada, has given its first annual media award to NBC News and its late president, William R. McAndrew, for the one-hour documentary, The American Alcoholic, citing the program as "an exceptional contribution to increased public understanding of the problem of alcoholism in our society."

TV marathon * The 15th annual WHAS Crusade For Children TV marathon, Sept. 21-22, broke all its previous records by raising $520,536 in cash, checks and pledges. The Louisville, Ky., station presented 49 grants to agencies serving mentally and physically handicapped children in the Kentucky-Southern Indiana area.

U. S. salutes RAI * The four U. S. television networks, ABC, CBS, NBC and NET, presented a Steuben glass eagle to RAI Corp. (Italian Radio-TV System) as a salute to its Prix Italia international television competition on its 20th anniversary. NET President John White made the presentation in Rome Sept. 21.

WGN's jobmobile * WGN Continental Broadcasting Co., Chicago-based group owner, last week fielded a mobile unit designed specifically to help neighborhood unemployed find jobs. Unit is manned by Chicago Alliance of Businessmen and Illinois State Employment Service. WGN Chicago will promote services of the "jobmobile."

WABC-FM contribution * WABC-FM New York, has donated its entire classical record-album library to the Ghetto Arts Program of the New York State Council on the Arts. The library contained 3,000 albums.

Introduction * WNHC-TV New Haven, Conn., was invaded last month by 40 girls from Blair Television. The sales assistants, secretaries and traffic clerks were introduced to every phase of a television station's operation, including following a commercial from mail room receipt to telecast during a simulated half-hour newscast. Blair hopes the information will be useful to the girls in their future station dealings.

Leonard Marks leaves USIA
Will head U.S. Intelsat delegation, and then resume his law practice

Leonard H. Marks, director of the U. S. Information Agency and a former Washington communications lawyer, has been named by President Johnson to be chairman of the U. S. delegation to next year's conference of the International Telecommunications Satellite Consortium (Intelsat).

The Intelsat conference, a meeting of 63 members of the consortium, is scheduled to begin Feb. 24, 1969 in Washington. Its purpose is to formulate a permanent treaty on the use of the American communications satellites now in use over the Atlantic and Pacific oceans.

Mr. Marks's resignation as USIA director will become effective in mid-November, he said last week. He also said he will return to the active practice of law as a partner in the former law firm of Cohn and Marks at the conclusion of the conference.

Mr. Marks was one of the incorporators and a director of the Communications Satellite Corp. when it was established in 1964. He was named to the USIA post by President Johnson in 1965. Before entering private practice, Mr. Marks was assistant general counsel of the FCC.

As chairman of the U. S. delegation, Mr. Marks will carry the personal rank of ambassador.

Mr. Marks
Mexican stations get assist from GE

General Electric Co. is in the process of filling contracts from two Mexican broadcasting stations worth more than $2.5 million, according to GE's Visual Communication Products Department in Syracuse, N. Y.

Fomento de Television Nacional, S.A. de C.V., Mexico City, and Televisi6n de Puebla, S.A. de C.V., Puebla, have ordered equipment for two new stations and a production center in Mexico City, including nine live and three film color cameras, monochrome live and film cameras, film projectors and multiplexers, video and audio control and switching systems, transmitters, antennas, and color and monochrome mobile units.

Mormons get waiver

The FCC has granted a request by international broadcast station WNYW for special operation of the station October 6-9. The temporary authorization was requested to permit broadcast by WNYW of the semiannual Mormon Conference. The commission waived its frequency assignment and use requirements and the authorized frequency hours, permitting WNYW to operate an additional 14 hours beyond its normal authorization of 64 frequency-hours.

The station broadcasts in English and Spanish to Central America, Europe, South America and West Africa.

USIA honors Murrow

The U. S. Information Agency last week renamed its Greenville, N. C., shortwave transmitting complex and dedicated it to the memory of Edward R. Murrow. The facility went on the air in 1963, while Mr. Murrow was director of USIA. During ceremonies at USIA's Washington headquarters Thursday (Oct. 3), a plaque commemorating Mr. Murrow was unveiled at the complex, which now boasts 18 transmitters totaling 4.8 kw in power. The facility was renamed "The Edward R. Murrow Transmitting Station." Mr. Murrow was USIA director between 1961 and 1964, following a lengthy career as a radio and television journalist with CBS.

Color TV ownership

Nielsen estimates current U.S. color ownership at 30%. Penetration by region continues to show the Pacific coast above the national average (with 39% of TV homes color-equipped) and the South well below (24%).

The following local market color data are Papert, Koenig, Lois estimates as of October 1968. They are projections from NSI spring-summer data adjusted to regional growth patterns developed by Nielsen from census, color set sales and Nielsen survey data. The markets listed are NSI defined "designated market areas," which exclusively assign each county to a specific market. The PKL ranking is based upon each market's DMA TV households.

Nielsen cautions that because NSI survey data are sample base estimates, they are subject to both survey and sampling error, and thus should not be regarded as exact to precise mathematical values. The PKL projections have the additional error-possibility associated with forecasting.

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- Kansas City, Mo.-St. Joseph - 572,860 28 138,200
- Cincinnati - 560,930 29 177,300
- Average for markets 1-10 - 50

- Miami-Flt. Lauderdale - 559,700 29 159,300
- Charlotte-Hartford-New Haven, Conn. - 548,940 26 154,100
- Buffalo, N.Y. (U.S. only) - 543,010 26 138,500
- Milwaukee - 539,820 35 183,900
- Memphis-Jackson-Jonesboro, Ark. - 496,120 19 94,300
- Providence, R.I. - 487,910 32 156,200
- Portland, Ore. - 478,120 41 197,500
- Tampa-St. Petersburg, Fla. - 472,100 26 122,800
- Sacramento-Stockton, Calif. - 466,950 44 204,600
- New Orleans, B.I.x.U., Miss. - 441,590 25 111,800
- Average for markets 1-10 - 50

- Columbus, Ohio - 430,400 41 178,900
- Nashville, Bowling Green, Ky. - 428,720 21 88,800
- Denver - 421,030 38 160,900
- Birmingham, Ala. - 408,130 23 93,900
- Charleston-Huntington-Parkersburg, W. Va. - 405,540 23 93,300
- Grand Rapids-Kalamazoo, Mich. - 383,950 31 119,100
- Albany-Schenectady-Troy, N.Y. - 382,620 27 101,900
- Dayton, Ohio - 374,010 39 144,190
- San Diego - 369,810 41 150,600
- Charlotte, N.C. - 366,880 22 80,400
- Average for markets 1-10 - 50

- Louisville, Ky. - 366,370 23 83,900
- Oklahoma City - 348,770 23 81,000
- Greenville-Spartanburg, S.C. - 339,880 23 79,200
- Lancaster-Harrisburg-Lebanon-York, Pa. - 329,180 31 102,100
- Wichita-Hutchinson, Ensign-Garden City, Hays-Goodland, Kansas, Neb. - 322,730 22 72,600
- Norfolk-Portsmouth-Newport News, Va. - 222,389 18 59,100
- San Antonio, Tex. - 217,379 32 101,300
- Phoenix - 215,012 30 100,500
- Flint-Saginaw-Bay City, Mich. - 315,012 29 100,500
- Syracuse, N.Y. - 313,420 29 92,200
- Average for markets 1-10 - 50

- Orlando-Daytona Beach, Fla. - 304,269 30 91,900
- Salt Lake City - 296,040 33 88,900
- Tulsa, Okla. - 296,690 25 71,100
- Greensboro-High Point-Winston Salem, N.C. - 284,810 22 62,400

BROADCASTING, Oct. 7, 1968
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**Nielsen Territory**

- **Northeast** 14,931,290
- **Central** 8,158,890
- **West Central** 10,304,290
- **South** 13,312,490
- **Pacific** 8,773,190

**Total U.S.**

(excluding Alaska and Hawaii) 56,988,470

86 (TELESTATS) BROADCASTING, Oct. 7, 1966
Broadcast Advertising

Mr. Jordan    Mr. Hilton


C. K. Carmichael, account management supervisor, Geyer-Oswald Inc., New York, elected senior VP.

John R. Bassetti, D. Reynolds Moore and Marston Myers, VP’s and management supervisors. Sullivan, Staufer, Colwell & Bayles, New York, elected senior VP’s.

Sy Ethan, with Gumbinner-North Co., New York, named VP and account group supervisor.

Mutual affiliates slate elected

Eleven metropolitan representatives elected to two-year terms on MBS Affiliates Advisory Council. Names of alternates in parentheses: Ed Berneinstein, Wolf Syracuse, N. Y. (Ed Newman); WMAS Springfield, Mass. (Victor Dicke, WALT Hazelton, Pa., chairman (William Stone, WRBS South Charleston, W. Va.); Charles Smith, WTMX Charleston, S. C. (James Martinson, WWOK Charlotte, N. C.); Carter Peterson, WWLG Savannah, Ga. (Charles McCute, WHYS Columbus, Ga.); William McIvan, WMNI Columbus, Ohio (John Shepard, WLYF Fort Wayne, Ind.); Dennis Israel, WNBUS Chicago (Neil Searles, WMAD Madison, Wis.); George Mooney, WKNX Knoxville, Tenn. (William Hart, WNPB New Orleans); Harvey Swenson, KLMS Lincoln, Neb. (Robert D. Bruce, KCNC Des Moines, Iowa); Durward Tucker, WORX Dallas (Sam Pendleton, KSET El Paso); Charles Jones, KGGM Albuquerque, N. M. (Richard Wheeler, KTLK Denver); Richard Brown, KMPQ Portland, Ore. (Sherwood Gordon, KSDO San Diego).

Peter A. Lund, general sales manager, KYW Philadelphia, joins WIND Chicago, in same capacity. Both are Westinghouse Broadcasting Co. stations.

Marion N. Hampden, manager of sales services, WCNX-TV New York, appointed to newly created position of manager of sales administration.

Charles F. Kleber, VP and account supervisor, Benton & Bowles, New York, joins W. B. Doner & Co., Detroit, as assistant to chairman.

Brenda Berkley, formerly with Governor Rockefeller’s press staff and Candid Camera, New York, joins Kane, Light, Gladney Inc., that city, as manager, TV/radio.

Ralph Pettigrew, general manager, KDWM Santa Monica, Calif., joins KFI Los Angeles, as local sales manager.

Robert Lewis, account executive, RKO Television Representatives, New York, appointed manager of new RKO television sales office, Atlanta.

Julian E. AvRutick, account supervisor, Young & Rubicam, New York, named VP.

Henry Newbauer, account supervisor, Cunningham & Walsh, New York, named VP.

Michael Blatt, executive art director, Gardner Advertising Co., New York, named VP.

Richard L. Buck, account supervisor; Peter J. Dalton, media director, and Stuart Hyatt, copy chief, also named VP’s. In St. Louis office, Claude R. Bruner Jr., account supervisor; Seth Dingle, account supervisor, Jane D. Groves, director of information center; Charles W. Haines Jr., corporate media research manager; Phillip Mango, account group head supervisor; Gene F. Murray, creative supervisor, and Francis H. Noedel, research director, all named VP’s.

Diane L. Sass, research, Aveco Radio Television Sales Inc., New York, named VP. Vincent T. Deluca, manager, Chicago television sales; Arthur C. Elliott, group manager, New York television sales; Robert T. Lamkin, administration and finance, and James Richards, manager, New York radio sales, also named VP’s.

George L. Jones, assistant manager of advertising and sales promotion, west-
ern area, products division of Atlantic Richfield Co., Los Angeles, appointed manager of department. He succeeds Fred M. Jordan, who retires after holding position 16 years.

**Media**

Marshall A. Pife, sales manager, WAVZ New Haven, Conn., named VP of Kops-Monahan Communications Inc., licensee of WAVZ.

Thomas J. White, regional manager, ABC station relations, New York, joins NBC, that city, in same capacity. Gerald M. Jaffe, manager, ratings, named director. television ratings, Nancy Mead, supervisor, ratings, appointed manager, nighttime television ratings.

Peter F. Hanes, senior research analyst, daytime and sports, appointed supervisor, daytime and sports ratings.

Glenn C. Jackson, manager, station relations, Mutual Broadcasting System, New York, joins WRDU-TV Durham, N. C., as general manager. Station to begin broadcasting this month.

Morlimer Weinbach, retired VP and general counsel of ABC Inc., New York, joins law firm of Katz, Moselle and Schier, there. Mr. Weinbach, who retired Aug. 1 after 17 years with company, was in charge of labor relations and was general counsel of network.

Norm Hankoff, general manager, KTTH-AM-FM Tahoe Valley, Calif., named VP.

George Bonnell, manager station operations, WQXV-FM Baton Rouge, joins WAFB-FM there as manager.

Jack H. Wiedemann, operations manager, WATE-TV Knoxville, Tenn., joins WEX-TV Petersburg-Richmond, Va., as general manager. He succeeds Irvin G. Abeloff, who retires.

Helene Lindow, daughter of Lester W. Lindow, executive director of Association of Maximum Service Telecasters, will become press, social and personal secretary to Mrs. Lyndon B. Johnson when family moves to Texas in January. Johnson family controls Texas Broadcasting Co., which includes radio, TV and CATV holdings.

John B. Slade, operations manager, WJMO Cleveland Heights, Ohio appointed station manager.

**Programing**

Gino A. Conte, Maurice J. Corwin, George Habib and John R. Kennedy, managers of production services, broadcast facilities and operations, unit managers and technical operations departments, respectively, for NBC-TV West Coast, all appointed directors of their respective departments.

Dale Sheet, VP, MCA-TV, Universal City, Calif., appointed president, Trans-General Inc., Los Angeles, new corporation and division of Imagineering Inc., St. Louis, involved in talent management, live TV packaging and in TV and movie production.

Richard Colbert, VP, western sales, Four Star Entertainment Corp., San Francisco, named VP and general sales manager.

Pat Kelly, program manager, KFI Los Angeles, named VP, operations and programing.


Jack P. Fleischmann, executive consultant on Journey to the Unknown series, appointed executive story editor on all pilots and special projects at 20th Century-Fox Television, Los Angeles.

Bob Novak, general manager, Pittsburgh Playhouse, joins KGO-TV San Francisco, as program director.

Don Thomas, air personality, KFMB-FM San Diego, joins KRNO San Bernardino, Calif., as program director.

Bill Mann, air personality, WEXL Detroit, appointed program and music director.

Philip Z. Lando, announcer, WSC Somerset, Pa., joins WCUM Cumberland, Md., as program director.

Art Mann, news personality and music director, KOXK Keokuk, Iowa, appointed program director.

Johnny Knox, announcer, WQAM Miami Beach, Fla., appointed production director.

David Sterling, air personality, KFI Los Angeles, appointed production manager.

**News**

Hans W. Sitarz, assistant news director, WHTN-TV Huntsville, Ala., appointed news director.

Tom Connor, with WIPB Indianapolis, appointed managing news director.

**Promotion**

Arthur I. Selby, supervisor, photographic services, NBC, New York, appointed manager, photographic services, NBC press. Mr. Selby succeeds Sidney Desfor, who has retired after 34 years with NBC.


**Deaths**

Edwin T. Jameson, 50, executive with Time-Life Broadcast Inc., New York, died Sept. 29 of heart attack. Mr. Jameson joined Time-Life Broadcast in 1962. He previously served as VP and general sales manager, ABC Television National Sales and as national manager for NBC Television Spot Sales. He is survived by his wife, Virginia, son and daughter.

Frank Bauchers, 83, former VP and director of won New York and Crowell-Collier Publishing Co. (now Crowell Collier & Macmillan Inc.) there, and former president of Periodical Publishers Association, died Sept. 29 at New York hospital. Mr. Bauchers began career as reporter with Illinois and California papers; later he entered magazine publishing as western manager, Review of Reviews. In 1922 he became VP and director of Crowell, and in 1937 joined war in same position. He later served as president of Magazine Advertising Bureau and of Publishers Information Bureau. He is survived by his wife, Lucile, and two daughters.

William Doughtery Bowen, 60, former radio director, Radio Free Europe, died Sept. 25 in New York. of cancer. Mr. Bowen was social worker in New York and served in Army (Pacific) during World War II. He joined Radio Free Europe after war. He is survived by his wife, Jutta.

Beth Ljungh, 53, Canadian stage-radio-television actress, died Sept. 21 in Toronto, of heart attack. Mrs. Ljungh began career in Winnipeg as radio journalist-producer and actress. She later moved to Toronto where she acted major TV roles and won trophy as best director, 1961 Central Ontario Drama Festival. She is survived by husband, Essa Ljungh, drama supervisor for Canadian Broadcasting Corp. radio network.

Arthur Schatzow, 50, chief of FCC Broadcast Bureau's division of research and education, died Oct. 1 in Washington, of cancer. Mr. Schatzow joined FCC in 1960 after serving with Department of Labor. He is survived by his wife, Clara, and two sons.
As compiled by Broadcasting, Sept. 25 through Oct. 2 and based on filings, authorizations and other FCC actions.


New TV stations

Final action

• FCC assigned ch. 40 to Fort Smith, Ark. Assignment terminates rulemaking to amend TV Ch. 40 assignments adopted July 12. Action Oct. 2.

Other actions

• Review board in Homewood, Ala.—TV broadcasting, docket 15461, 16700-61, 16707-61. Granting petition for extension of time filed Sept. 16 by Birmingham Television Corp., extended to Oct. 30 time within which to file motions to initial decision. Action Sept. 27.


Actions on motions

• Chief Hearing Examiner James D. Cunningham in Terre Haute, Ind. (Broadcasting Affiliates Corp., Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, designated Hearing Examiner David L. Krausser to serve as presiding officer, scheduled prehearing conference for Nov. 23 and hearing for Dec. 16 (Doks. 18320-2). Action Sept. 29.

• Chief Hearing Examiner James D. Cunningham in Terre Haute, Ind. (Broadcasting Affiliates Corp., Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, designated Hearing Examiner Thomas H. Donahue to serve as presiding officer, scheduled prehearing conference for Nov. 15 and hearing for Dec. 16 (Doks. 18323-4). Action Sept. 25.

Existing TV stations

Final actions

• WBRZ-TV Wilkes-Barre, Pa.—Broadcast Bureau granted CP to change ERP to 2746 kw v.i., 548 kw a.; change type trans., type ant., ant. structure, increase ant. height to 160 ft.; condition. Action Sept. 25.

• WBRE-TV Wilkes-Barre, Pa.—Broadcast Bureau granted CP to change ERP to 2746 kw v.i., 548 kw a.; change type trans., type ant., ant. structure, increase ant. height to 160 ft.; condition. Action Sept. 25.

• FCC denied request by Jefferson Standard Broadcasting Co. for certificate entitled it to proclaim federal income tax on sale of WBTW(TV) Florence, S.C., because sale which was not promptly by commission action and therefore reason for sale is not within its certain knowledge, Action Oct. 2.

• WVEK(TV) Burlington, Vt.—Broadcast Bureau granted license covering new station.

• KNDK(TV) Yakima, Wash.—Broadcast Bureau granted mod. of CP to change ERP to 296 kw v.i., 37.1 kw a.; change type ant.; change antenna structure and increase ant. height to 960 ft. Action Sept. 25.

Action on motion

• Chief Hearing Examiner James D. Cunningham in Miami (Coral Television Corp. [WCIX-TV]). TV proceeding, designated Hearing Examiner Isadore Honig to serve as presiding officer, scheduled prehearing conference for Oct. 31, hearing for Nov. 27 (Doks. 18325). Action Sept. 25.

Designated for hearing

• FCC designated for hearing applications by Integrated Communication Systems Inc., of Miami, Fla.—TV, WREB(TV) Boston, for extension of time to build and make facility changes. Issues include possible trafficking and unauthorized transfer of control. Action Sept. 25.

New AM stations

Other actions

• Review board in Sumiton, Ala.—AM broadcast proceeding, docket 15156-84, granted petition for extension of time filed Sept. 26 by Cumlin Music Broadcasting Co., extended to Oct. 10 time within which to file response to supplementary comments with respect to petition to enlarge issues. Action Sept. 30.

• Review board in Grandview, Mo.—AM broadcast proceeding, docket 15133-84, granted motion for extension of time filed Sept. 25 by H-B-K Enterprises and Broadcast Inc., extended to Oct. 14 time within which to file reply to Broadcast Bureau's opposition to petition to change type of agreement and for other relief. Action Sept. 26.

Action on motion

• Hearing Examiner H. Gifford Irion in Sunbury, Pa.—Stirring and Wetching, both New Jersey (Sunbury Broadcasting Corp.), Herbert P. Michels, Rel Broadcasting Co.), AM proceeding, extended to Nov. 14 and scheduled further prehearing conference for Dec. 2 (Doks. 18329-31). Action Sept. 27.

Call letter application

• Hayward P. Spires, Hartford, Ky. Requests WLLS.

Existing AM stations

Applications

• Cedartown, Ga.—Cedar Valley Radio. Sues amendment to CP for new AM station at 530 kHz, with remote control, to make changes in ant. system. Ann. Sept. 27.

• Mass.—Natick Broadcast Associates Inc. Seeks amendment to CP for new AM station at 1060 kHz, 1 kw-D, with remote control, to change antenna location to the east of Prospect Street, Natick, Mass. Ann. Sept. 25.

• WMPS Memphis.—Seeks CP to increase antenna height from 100 ft. to 250 ft. and change from DA-N to DA-A; install new trans. Ann. Oct. 1.

Final actions

• WRAQ Carrollton, Ala.—Broadcast Bureau granted CP to change ERP to 296 kw v.i., 1 kw-D, with remote control, to make changes in DA-N system. Action Sept. 25.


• KLOX Lompoc, Calif.—Broadcast Bureau granted CP to replace expired permit. Action Sept. 25.

• KRON San Francisco, Calif.—Broadcast Bureau granted CP to change ERP to 296 kw v.i., 1 kw-D, and change from 15461, 16760 -61, effective Oct. 1. Action Sept. 25.

• KOA Denver, Colo.—Broadcast Bureau granted CP to change ERP to 296 kw v.i., 1 kw-D, with remote control, to make changes in DA-D system. Action Sept. 25.

• KXEL Des Moines, Iowa.—Broadcast Bureau granted license covering new station. Action Sept. 25.

• WJFF Canton, Ohio.—Broadcast Bureau granted license covering new station. Action Sept. 25.

• WORX Vinton, Iowa.—Broadcast Bureau granted license covering new station. Action Sept. 25.

• WJAI Clinton, Iowa.—Broadcast Bureau granted license covering new station. Action Sept. 25.

• WQJW Madison, Wis.—Broadcast Bureau granted license covering new station. Action Sept. 25.

• WMPS Memphis.—Seeks CP to increase antenna height from 100 ft. to 250 ft. and change from DA-N to DA-A; install new trans. Ann. Oct. 1.

Negotiators for the Purchase and Sale of Radio and TV Stations • CATV Appraisers • Financial Advisory

EDWIN TORNBERG & COMPANY, INC.

Notaries for the Purchase and Sale of Radio and TV Stations • CATV Appraisers • Financial Advisory

New York—60 East 42nd St, New York 17, N. Y. • MU 74242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531
Summary of broadcasting Compiled by BROADCASTING, Oct. 7, 1968

<table>
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<tr>
<th>On Air</th>
<th>Licensed</th>
<th>CP's</th>
<th>Total on Air</th>
<th>CP's Not on Air</th>
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<td>84</td>
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1 Includes two AM's operating with Special Temporary Authorization.
2 Includes three VHF's operating with ST's, and one licensed UHF that is not on the air.

Station scoreboard Compiled by FCC, Sept. 1, 1968

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<th>Com'n</th>
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<th>TV</th>
<th>Educ FM</th>
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</tbody>
</table>

Includes two AM's operating with Special Temporary Authorization.
Includes three VHF's operating with ST's, and one licensed UHF that is not on the air.

Other action


Fines

Broadcast Bureau notified WLAD Danbury, Conn. It has incurred apparent forfeiture liability of $250 for violation of Sec. 73.39(d)(1)(vii) of rules by failing to make and enter in maintenance log weekly calibrated test on Radio Equipment, Licensee has 30 days to contest or pay forfeiture. Action Sept. 24.

Broadcast Bureau notified WVQX New Rochelle, N.Y. It has incurred apparent forfeiture liability of $200 for violation of Sec. 73.47(b) of rules by failing to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest. Action Sept. 24.

Broadcast Bureau notified KOOS Coos Bay, Ore. It has incurred apparent forfeiture liability of $100 for violation of Sec. 73.57(a) of rules by not maintaining required tolerances of 10% below authorized power of 1000 w. D. and 250 w. N. Licensee has 30 days to pay or contest. Action Sept. 24.

Broadcast Bureau notified WLAT Conway, S.C. It has incurred apparent forfeiture liability of $200 for violation of Sec. 73.47(b) of rules by failing to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest. Action Sept. 24.

Broadcast Bureau notified KERB Kermit, Tex. It has incurred apparent forfeiture liability of $200 for violation of Sec. 73.111(a) of rules by not making regular entries in maintenance log. Licensee has 30 days to pay or contest. Action Sept. 24.

Broadcast Bureau notified KOJQ Quanah, Tex. It has incurred apparent forfeiture liability of $100 for violation of Sec. 73.111(a) of rules in that maintenance log does not contain entries attesting that required maintenance inspections are being made. Licensee has 30 days to pay or contest. Action Sept. 24.

Broadcast Bureau notified KOJI Cody, Wyo. It has incurred apparent forfeiture liability of $200 for violation of Sec. 73.47(b) of rules by failing to provide data concerning equipment performance measurements made within past year were average. Licensee has 30 days to pay or contest. Action Sept. 24.

Broadcast Bureau notified KLME Laramie, Wyo. It has incurred apparent forfeiture liability of $200 for violation of Sec. 73.111(a) of rules in that there were no entries in maintenance log. Licensee has 30 days to pay or contest. Action Sept. 24.

Call letter applications

WHOY, Orlando Radio & TV Broadcasting Corp., Orlando, Fla. Requests WORJ.

Designated for hearing


Presunrise authority

Broadcast Bureau pursuant to Sec. 73.99 of rules until further notice granted following applications for broadcast authority for station to sign off from 6:00 a.m. or sunrise, whichever is earlier, to 9:00 a.m. for the following stations: WELF Conway, Wis. 500 w. and WMLC McLeansboro, Ill. 120. Action Sept. 24.

New FM stations

Applications


Henderson, Ky. — Future Sound Inc. Seeks 90.1 mc. ch. 273A Ant. height above average terrain 300 ft. P-O address: c/o Dr. Frank Fultz Jr., 210 Fifth Street, Henderson, Ky. 42442. Estimated construction cost $17,000; first-year operating cost $7,500; revenue $8,000. Principals: Mason W. Clifton, sole owner. Mr. Clifton is owner of KBRX Brinkley, Ark. Action Sept., 4.


Centerville, Tenn. — Trans-Aire Broadcast Corp. Seeks 104.9 mc. ch. 385, 3 kw. Ant. height above average terrain 8 ft. P-O address: Box 428, Chattanooga, Tenn. 37404. Estimated construction cost $4,300; first-year operating cost $4,000; revenue $4,300. Principals: A. N. Thomas, sole owner. Action Sept. 25.

New York. — Mercer Island, Wash.— Mercer Island School District No. 300. Seeks amendment to application for CP to change frequency from 98.9 mc. to 98.5 mc. action. Sept. 26.

Final actions

Lake City, Fla. — Deep South Radioways Inc. Broadcast Bureau granted 94.3 mc. ch. 299A, 3 kw. Ant. height above average terrain 100 ft. P-O address: Highway 441 South Lake City. Estimated construction cost $25,000; first-year operating revenue $24,000. Principals: Joe L. Duckett, president; W. C. Carothers, treasurer and Miles H. Ferguson, vice-president and secretary, each 33% owner of WDSR Lake City and 50% owner of WDST Orlando. Estimated construction cost $19,000; first-year operating revenue $15,000. Rights to WRLD West Daytona, Fla. and partner and supervisor of WHRO Tallahassee, Fla. and vice-president and president of WEDW Dawson, Ga., 25% owner and vice-president of WOCA Calo., Ga., 25% owner and president of WSGS Green Cove Springs, Fla. and 51% partner in WBBK Blakely, Ga. Action Sept. 27.

Belvidere, Ill. — Belvidere Broadcasting Corp. Seeks new broadcast facility for 93.3 mc. Application denied pending further notice. Action Sept. 27.


Other actions

FCC rescinded rule regarding operation on applicant for new FM station of Cherokee Broadcasting Co., Murphy, N.C. and Fannin County Broadcasting Co., Murphy, N.C. for Nov. 14 at 10 a.m. (Docs. 17086, 7). Action Sept. 25.

Broadcast Bureau now has resinded its first report and order (Do 18222) adopted Aug. 28, insofar as it affects the assignment of station WNCU, New Castle, Ind. Action resinding assignment; it is not effective until a further order is taken pending further notice concerning assignment of channel at Rushville, Ind. Action Sept. 25.

Review board in Pompano Beach, Fla., FM broadcast proceeding. Docs. 18020-21, 18197. Granted joint request for extension of
time filed Sept. 25 by Almard Inc. of Florida and Denver Radio Co., extended to Oct. 9 time within which to file replies to Board's comments on proposed request for approval of agreement. Action Sept. 27.

Review board in Pleasantville, N.J., FM broadcasting co. (Docs. 1800-1809) granted joint petition under rule 1,523 for approval of joint and related procedures filed Aug. 26 by Almard Inc. and Atlantic City Broadcasting Co.; agreement approved; agreement deadline date extended. City Brooading Company denied in Petition; application for reconsideration was retained in hearing status. Action Sept. 26.

Action on motions


Chief Hearing Examiner James D. Cun
ningham, Long Beach, Calif., filed motions for dismissal of both Arkansas (KFPW Broadcasting Co. and Georgia Broadcasting Co.), FM proceeding, ordered to appear before Hearing Examiner Sept. 26 and scheduled for further prehearing conference set for Oct. 3 and scheduled for completion of scheduled hearing set for Oct. 7, continued to date to be specified in subsequent order (Docs 18324-41). Action Sept. 26.

Chief Hearing Examiner James D. Cun
ningham, Long Beach, Calif., granted motions for dismissal of both Arkansas (KFPW Broadcasting Co. and Georgia Broadcasting Co.), FM proceeding, ordered to appear before Hearing Examiner Sept. 26 and scheduled for further prehearing conference scheduled for Oct. 3 and scheduled for completion of scheduled hearing set for Oct. 7, continued to date to be specified in subsequent order (Docs 18324-41). Action Sept. 26.

Hearing Examiner Charles J. Frederick in Fort Wayne, Ind. (The Gospel Broadcasting Co. Inc., and Fort Wayne Broadcasting Co.), FM proceeding, ordered to appear in front of Hearing Examiner presented petition and amendment by Fort Wayne Broadcasting Co. concerning changed status of Hearing Examiner. Motion to change hearing scheduled by Hearing Examiner for Oct. 7 to be continued to date to be specified in accordance with change in status of Hearing Examiner. (Docs. 17958-64). Action Sept. 27.

Hearing Examiner Isadore R. Hong in Pennsylvania (Soundview Broadcasting Inc.), FM proceeding, granted motion by Soundview Broadcasting Inc. and others to file proposed findings of fact and conclusion in support thereof in file related proceeding (Docs. 17918-71). Action Sept. 27.


Hearing Examiner Chester F. Naumovich Jr. in Gordon and Mason, both Georgia (Heart of Georgia Broadcasting Co., Middle Georgia Broadcasting Co., Inc.), FM proceeding, set certain procedural dates and scheduled hearing date for Dec. 16 (Docs. 18728-90). Action Sept. 26.

Rulemaking petitions


Larry C. Bowler, Scobey, Mont. — Requests reconsideration of decision for proceeding to change table of FM assignments by assigning channel 9 to Missoula, Mont. (Docs. 539-50). Action Sept. 27.

WCPO Chesapeake, Va.—Requests institu-
tion of rulemaking proceeding looking to-ward amending rules to change table of FM assignments by assigning channel 9 to Chesapeake, Va. (Docs. 585-92). Action Sept. 27.

KBPX Seattle, Wash.—Requests notice of proposed rulemaking proposed for FM table of assign-
ments to provide for assignment of a first class A FM channel to communities in New York, Arizona, Mississippi, Michigan, Louisiana, and New York, Pennsylvania, and Kentucky. Following proposals are included in new class, ch. 126A: Chicago, ch. 294A; Denver, ch. 294A; Denver, ch. 294A, to provide for size of Lake Havasu City, its decision in this case will be this time to selection of either ch. 294A or 294A.1 as may be in view of size of Lake Havasu City, its decision in this case will be this time to selection of either ch. 294A or 294A.1 as may be (Docs. 294A.1-294A.2). Action Sept. 27.

Francisco requested deletion of ch. 269A from Hayward and assignment to Livermore, both California. Action Oct. 2.

Call letter application

WEMB Inc., Ervin, Tenn. Requests WMSI(FM).

Existing FM stations

Final actions


KWAV(FM) Monterey, Calif.—Broadcast Bureau granted limited license, type ant.; make changes in ant. system; condition. Action Sept. 25.

KOA-FM Denver —Broadcast Bureau granted mod. of license to change name to General Electric Broadcasting Co. of Colorado. Inc. Action Sept. 24.

WHSV(FM) Storrs, Conn.—Broadcast Bureau granted mod. of license to change name to General Electric Broadcasting Co. of Connecticut. Inc. Action Sept. 24.


WNAF(FM) Indianapolis—Broadcast Bureau granted mod. of license to change name to Fairbanks Broadcasting Co. Action Sept. 25.

KEYN-FM Wichita, Kan.—Broadcast Bureau granted mod. of license to change name to General Electric Broadcasting Co. of Kansas. Inc. Action Sept. 25.


Broadcast Bureau authorized to file new type station application to be filed before commission. (Docs. 12, 1969. Action Sept. 20.

WBBF-FM Rochester, N.Y.—Broadcast Bureau granted mod. of license to change name to WBBF, Inc. Action Sept. 25.

WFQM(FM) Lebanon, Tenn.—Broadcast Bureau granted mod. of license to be continued to Sept. 25, 1969. Action Sept. 20.


Other actions


Hearing Examiner Forest L. McClennan in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Co. [KGBU-FM]), FM proceeding, granted petition to Bexar Broadcasting for leave to amend application to amend financial proposal to include current balance sheet; provide additional information of financial position of principal Robert C. Brown; and show availability of additional funds or the related changes in Sec. III of application (Docs. 18286-9). Action Sept. 26.

Call letter applications


Call letter actions


Renewal of licenses, all stations

Broadcast Bureau granted renewal of licenses for following stations: KTSKL Burien; and KBK Kermit, both Texas. Action Sept. 26.

Broadcast Bureau granted renewal of licenses for following stations: KPVQ Cape Girardeau, Mo.; KLL Lubbock, Tex.; KVL Bountiful Valley, Utah; and WIRZ Newwark, N.J. Action Sept. 25.

Broadcast Bureau granted renewal of licenses for following stations: KSAE Scogney, Mont. of ant. system; KFVS Cape Girardeau, Mo.; KLVIS Bountiful Valley, Utah; and WIRZ Newwark, N.J. Action Sept. 25.

Broadcast Bureau granted renewal of licenses for following stations: KSAE Scogney, Mont. of ant. system; KFVS Cape Girardeau, Mo.; KLVIS Bountiful Valley, Utah; and WIRZ Newwark, N.J. Action Sept. 25.
Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP to extend translator station limits.
- KBEC-AM Kansas City, Mo., to May 1, 1969.
- KTWN-FM Anoka, Minn., to April 3, 1969.
- KALL-FM Salt Lake City to Dec. 1, Actions Sept. 25.

Other actions, all services

- Review of FCC staff ruling on fairness complaints against WDSU-AM-TV New Orleans.
- Action Sept. 25.

Translators

Actions

- KQHA Camp Nelson, rural area east of Springfield, Springfield and Balch, all in Illinois.
- KUGW-TV Springfield, Ill., for license of VHF TV translator station to change call letters to KQJCY-TV.
- KFPA-FM Las Vegas, KFLN-FM Sandy, Utah, for KJED-FM Cedar City, both in Utah.
- KWRG-FM University Park, N.Y. (KVMF-FM) to Cable Television Inc., for cable license.
- KTVW-Yuma, Ariz., for license of VHF TV translator station to change call letters to KJEO-TV.
- KTXC-TV Greenville, Calif., broadcast bureau granted request for license of VHF TV translator station to change call letters to KJEO-TV.
- Las Vegas Translator Cooperative, Las Vegas, N.Y., broadcast bureau granted CPs for new VHF TV translator stations.
- KQFA Lakewood, Wash., for license of KQH-TV translator station to serve Prineville and Redmond.
- KTVQ-AM Daytona Beach, Fla., for license of KCFM-AM translator station.
- KQTL-TV Leaf River, Tenn.
- Broadcast bureau granted assignment of license of UHF TV translator station to Twin City Area Educational Corporation.
- Las Vegas, Nev., for license of KQH-TV translator station to serve Silver Lake, Wash.
- Broadcast bureau granted license for a new UHF TV translator station to serve Silver Lake.
- Silver Lake Community Television Association, Silver Lake, Ore., for license.
- Broadcast bureau granted renewal of licenses for broadcasting.
- Broadcast bureau granted renewal of license for WNYT-TV, all in New York.

CATV

Applications

- Carbon Cable Television Inc.—Requests distant signals from WWNY-AM-FM and WWNY-TV, both in New York.
- Lyon CATV Inc.—Requests distant signals from KMBC-TV and WDAF-TV, both in Kansas City.

Ownership changes

Applications

- KXO-AM-TV El Centro, Calif.—Seeks transfer of control of KXO from Morrie Y. Hutton, to Victor H. Hrusa, Sitka, Alaska.
- Other actions.
- Action Sept. 25.
- Other action.
- Action Sept. 25.
- WHEW Riviera Beach, Fla.—Seeks assignment of license from Copley Enterprises Inc. to Beach Broadcasting Corp. for $175,000.
- Broadcast bureau granted license.
- Action Sept. 25.
- KTVX-AM Livermore, Calif.—Seeks assignment of license from Copley Enterprises Inc. to Beach Broadcasting Corp. for $575,000.
- Broadcast bureau granted request.
- Action Sept. 25.
- KTVX-AM Livermore, Calif.—Seeks assignment of license from Copley Enterprises Inc. to Beach Broadcasting Corp. for $175,000.
- Broadcast bureau granted request.
- Action Sept. 25.
- WYND Sarasota, Fla.—Seeks assignment of license from Radio-Video Inc. to Lowell W. Paxson, sole owner, for $102,000.
- Broadcast bureau granted license.
- Action Sept. 25.
- WYND Sarasota, Fla.—Seeks assignment of license from Radio-Video Inc. to Lowell W. Paxson, sole owner, for $102,000.
- Broadcast bureau granted license.
- Action Sept. 25.
- WYNT Wood River, Ill.—Seeks assignment of license from Madison County Broadcasting Inc. to Avo Broadcasting Inc. for $3,000,000.
- Broadcast bureau granted license.
- Action Sept. 25.
- KUMU Honolulu—Seeks extension of license to John H. Weiser (50% before, 1% after) and John H. Weiser Jr. (none before, 49% after) for $10,000.
- Broadcast bureau granted license.
- Action Sept. 25.
- John H. Weiser Jr. (none before, 49% after) for $10,000.
- Broadcast bureau granted license.
- Action Sept. 25.
- WYNT Wood River, Ill.—Seeks assignment of license from Madison County Broadcasting Inc. to Avo Broadcasting Inc. for $3,000,000.
- Broadcast bureau granted license.
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- KUMU Honolulu—Seeks extension of license to John H. Weiser (50% before, 1% after) and John H. Weiser Jr. (none before, 49% after) for $10,000.
- Broadcast bureau granted license.
- Action Sept. 25.
## Professional Cards

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<td>Jansky &amp; Bailey</td>
<td>1812 K St., N.W.</td>
<td>(202) 232-6600</td>
<td>AFOOB</td>
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## Service Directory

- **Commercial Radio Monitoring Co.**
  - Precision Frequency Measurements
  - AM-FM-TV
  - 103 S. Market St.
  - Phone: 476-3106

- **Cambridge Crystals**
  - Precision Frequency Measuring Service Specialists
  - 445 Concord Ave.
  - 617-876-3108

- **Telecommunication Consultants**
  - International, Inc. (TCC)
  - Offering Consulting Services in Telecommunications
  - Gerald C. Gross, President
  - 1028 Connecticut Avenue, N.W.
  - Suite 1024-1030
  - Wsh., D.C. 20036
  - Phone: (202) 675-1030

- **Telmol, Inc.**
  - Offering The Services Of Its Registered Structural Engineers
  - 8027 Leesburg Pike
  - McLean Va. 22101
  - Phone: (703) 893-7700

[93]
CLASSIFIED ADVERTISING

Payable in advance. Credit or pre-payment 3%.

Situations Wanted: 25¢ per word—50¢ minimum.

Applicants: If tapes or film are submitted, please send in a stamped, self-addressed envelope for return. For responses, use return postage. All replies are subject to pre-screening and will be returned only if accompanied by a stamped, self-addressed envelope.

Deadline: Monday preceding publication date.

Display ads $25.00 per inch to cover display. Sold at non-of-rate—Stations for Sale. Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—$4.00 minimum.

No charge for blind box number.

Announcements: replies to BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO—Help Wanted

Management

Best medium-market management job of the year now available. Five figure base salary. Liberal expenses. Share of profit. Instant option for ownership. Share based on performance at a bargain price and we’ll furnish the money. Apply first letter in full with complete resume earnings record and particular sales record. If you’re our man, we’ll call you and send you a round trip air ticket for interview, leading to immediate employment. Reply Box J-222, BROADCASTING.

Manager-sales manager for deep south CW station. Must be knowledgeable of sales & management. Position opens now. Box 1-298, BROADCASTING.

Sales

3rd ticket-combo, board and sales position open with upstate New York, vacation heartland small market station. Must have experience with sales personnel, commensurate to experience, plus commission and fringe benefits. Send complete resume and salary requirements to Box J-227, BROADCASTING.

Personality wanted: Sell yourself on our air and you’ll be an even better salesman off the air for top rated station in northwest northeast area. Can you do both? Low 5 figures a year are a “shoo-in” for the right man. Send resume and recent photo to Box J-295, BROADCASTING.

Sales manager: For 1 kw AMD with FM affiliate going to 5 kw in 60 days in southern Calif. 50% commission on sales (interest payments will be included). Send resume outlining experience that relates to sales. Send complete information, returnable photo to Box J-300, BROADCASTING. Virginia two stations operation seeks experienced stable salesman, permanent position, would want to become part of management and share in profits; must be a good radio man. If this means to you, contact us today. Box K-23, BROADCASTING.

Aggressive married radio salesman needed for expanding sales force in major southern market. Send complete resume immediately. Box K-25, BROADCASTING.

Immediate opening, number one sales position in a thriving medium market. Immediate. Good earnings, guaranteed draw against 25% commission. Hospitalization, vacation, sick leave, group credit. Holiday plans. Sales experience desired but not mandatory if you have the ability to sell. Applicant will be responsible to pay mailing, ad expense. Mail full particulars to Ken Soderberg, Vice President-Radio Sales, KAUS AM-FM, Austin, Minnesota.

Ground floor opportunity for salesmen or experienced radio station salesmen. Complete resume required. No phone calls. Please, Dave Low. KLSX/KSMN, Madison, Wis.

Broadcast school counselor wanted, we will teach experienced broadcaster. Our present counselor, who earns $5100.00 weekly (records available for inspection), is being promoted. Live and work in San Francisco. Please send resume, photo to Wm. Anderson, President, Columbia School of Broadcasting, 18006, San Francisco, 94118.

Salesman wanted for background music, virgin territory. KMOX, St. Louis, Missouri. Send resume and photo to Box K-23, BROADCASTING.

Southern New Jersey—AMD needs strong local sales talent. Tremendous opportunities. Sales management possible. Call 609-305-5653.

Orlando, Florida, home of the Disney Project and Sunshine State needs account executive with good track record! Pay commensurate with ability. Write Big Top Radio, P.O. Box 2328 Orlando, Florida. Attention: Russe Sarner.

Announcers

Talk man—Experienced communicator for regular shift at one of nation’s outstanding all-talk, two-way programs. Must have first phone ticket, but will do no maintenance work on air. Must have good written or air check and references to Box H-3, BROADCASTING.

If you want to grow with our chain, immedicate opening for announcer with list ticket. No maintenance work at MGN on the east’s beautiful DelMarVa peninsula. Send tape, resume and references to Box H-223, BROADCASTING.

Contemporary eastern North Carolina 5 kw wants experienced morning man to dub into sales or news. Third phone required. Send resume and tape to Box J-187, BROADCASTING.

Experienced announcer for station in the middle west. Permanent position. Good salary. Send tape and resume to Box J-185, BROADCASTING.

Announcer—first phone. Excellent opportunity with unique morning station. No maintenance work at market station near several metropolitan areas. No maintenance. Unlimited growth potential with excellent man anxious to assume responsibility. Salary growth commensurate with initial experience. Regular, high-toned programing. Starting salary $200.00 per week. Box J-191, BROADCASTING.

Midwestern half-million market needs another contemporary dj. First ticket increases your worth. Work with the first class operation. Air check, resume, photo to Operations Director, Box J-241, BROADCASTING.

Dynamic radio only group has career for accent free pro at top station in sunny Florida. Light fast paced format, group, life and medical insurance. Send tapes and resume to Box J-310, BROADCASTING.

Experienced announcer for daytime slot on Vermont AM station. Good money and fringe benefits. Good working conditions. Box J-313, BROADCASTING.

Florida, 5000 watt regional full-time station. Program director, job opening. Contemporary format, hard worker. Believable mature voice. $200.00 per week. Write and send tape to Box J-321, BROADCASTING.

Announcer experienced in commercial writing and production. Part time sales. Send tape and resume to Box J-327, BROADCASTING.


Immediate opening, announcer looking for permanent position. First class license a plus. Good pay. Send tape and resume to Box 14, KLIF, Lubbock, Texas.

Announcer—complete experience. Your opportunity to work in a backwoods community. Must have good copy. Send tape and resume to Box 12, KLFL, Batavia, Ohio.


Announcer—commercial experience preferred. Opportunity to work in a twenty market area. Must be a good radio man. Send resume and tape to Box K-629, BROADCASTING.

Midwest market, good music station needs top quality announcer, rapid advancement to program director possible. Though not totally necessary, 1st ticket will mean more money. Send resume and tape to WPVL, Painesville, Ohio.

First phone announcer, MGN AM, 90,000 watt stereo FM newspaper affiliated station. Send resumes. Considered. $500 to $550 month, paid Blue Cross insurance. Send resumes to WGN AM-FM, Davenport, Iowa. 52804, 319-673-3111.

Man for sports play-by-play. Must also have announce sales or commission experience. Must have some maturity, good references. V. J. Kaspar, WILDO AM-FM, Franklin, Indiana.


Wanted: MGR of .. sales and play by play opportunity possible. Good pay, good conditions. Send resume and tape to Box N-11, BROADCASTING.

New AM station with modern country format needs air personalities, college city in the growing Pikes Peak area. West Coast. Begun as USA. Send resume and tape to John H. Brown, 220 A Unity St., Belingham, Washington.

Wanted: with first phone, for New Castle, Indiana. MGR. No maintenance, good working conditions. Salary open. Call 317-529-2600 immediately.

Announcers—(cont’d)
Announcers—(cont'd)

Immediate opening first phone announcer. Unlimited opportunity to a major network. Will tell you about it. Get excited! Boud Clark, A.C., Box X-J-4, BROADCASTING.

Technical

First ticket combo man for 25 wtw full time Pennsylana station. Must be experienced in news and sports. Will be expected to do news and sports and news desk in one. Write Box X-J-2, BROADCASTING.

Programing, Production, Operation

PD-operations man—MOR format large market northeast. Start $3,000.00 to $10,000.00. Experience age 25-35 yrs. Must have minimum of two years experience. Send tape and resume. Box I-364, BROADCASTING.

Wanted: "Cable-newsman" capable of doing evening sports and baseball. Must be able to handle minor evening announcer's work. Excellent salary and benefits. Immediate opening. Write Box K-369, BROADCASTING.

Chief Engineer

Chief engineer/announcer needed. Great Plains college or similar location. Mirror board, station. Salary negotiable. Send resume, photo, and salary requirements to Box K-369, BROADCASTING.

Chief Engineer/Announcer

Chief engineer/announcer needed. Great Plains college or similar location. Mirror board, station. Salary negotiable. Send resume, photo, and salary requirements to Box K-369, BROADCASTING.

Castings

Immediate opening in midwest for program director and drive time disc jockey. We play a combination of Rock, Top 40 and soul. Excellent prospects for growth. Immediate opening. Write Box K-71, BROADCASTING.

Radio producer for university radio network and 100,000-watt prime assignment. Some experience. Send resume. Box K-319, BROADCASTING.

Successful manager, experienced in all phases of broadcasting. Looking for one station or a chain in New Jersey. Prefer TV area. Box K-15, BROADCASTING.

Proven record, Mgt. Strong sales 1st phone—community minded. Box K-22, BROADCASTING.

Major market salesman with programing experience desires management. College degree and engineering experience. Excellent references. Box K-32, BROADCASTING.

Manager/salesmanager for small-medium market station. 100,000-watt station. Experience selling local, retail, direct as salesman, salesmanager, manager. Must have adequate sales experience plus commissions. Highest industry references. Box K-34, BROADCASTING.

General Manager

General Manager, Young, aggressive, heavily sales oriented. Solid background in programing and engineering. Will work long and hard for responsible owner. Must have good potential. Box K-52, BROADCASTING.

Available in 60 days, general manager, radio, twenty-five years experience. Currently superintendant of major market. Bring small station to no. one in area of five radio stations, one TV station. Age 45, Texas or Louisiana. Box K-63, BROADCASTING.

Outstandingly successful 42 year old business executive desires general manager or sales manager position with stable Radio or TV station in market under 100,000. Background in Radio includes staff announcer, commercial manager, general manager. Offering extensive experience in other industry. Box K-52, BROADCASTING.

Developed outstanding intangible sales organization of over 1.2 million annually in Omaha—75 miles south of Chicago. Work in management and supervision. Midwest top preference. Home owner, 4 sons, Lions Club, N.A.A.C., etc. Write 9320 Clayton Road West, Fort Worth, Texas 76116.

Sales

Salesman, beginner, degree. Toastmaster. Broadcast- ing specialist. Northeast Florida. Box K-17, BROADCASTING.

Experienced, employed, salesman. Stable, married, family. Ready to move into sales management. Desires opportunity in Florida. Box K-22, BROADCASTING.

I am 26 years old, B.S. in R-T-V, one year toward M.S. in broadcasting. Excellent in all phases of broadcasting except sales. Desire sales position. Prefer Florida. Box K-24, BROADCASTING.

Top salesman seeks great ideas with group for growth. Terrific background for sales management. Box K-78, BROADCASTING.

Announcers

No cute gimmicks, just a plea for a job. Some experience, good voice. Must have a tape and resume, write Box J-212, BROADCASTING.

Recent broadcasting school graduate seeks position as announcer and play-by-play sportscaster. FCC licen- sure endorsement. Draft exempt. Box J-283, BROADCASTING.

Black personality disc-jockey/producer. Show program variety shows and commercials. Excellent sound ratings. Dependable married. Resume, tape upon request. Box J-234, BROADCASTING.

College graduate, 27, third-endorsed mature voice and facial expression. Seeking position with stable adult oriented station. Experience as announcer but desire to sell or work a combination. Position must offer advancement in programing or management. Box J-284, BROADCASTING.


Experienced beginner—broadcast school graduate—first endorsement potential position with great background. Prefer northeast. Box J-323, BROADCASTING.

Di-announcer, 3rd ticket, tight board, good production, New York area. Box K-5, BROADCASTING.

First phone! Seven years experience, veteran. MOR or country. Prime concern is best offer. Box K-6, BROADCASTING.

No. 1 rated C&W personality dj in one of nation's top 20 markets. Light production, creative, multi station. Solder, slammer, family man, will locate anywhere in major market. Box K-9, BROADCASTING.

Am seeking position. Two years experience, third station. Will work for local company to start, will work in major market when ready. Box K-190, BROADCASTING.

Broadcasting school graduate, first phone, military fulfilled, for break in anywhere, prefer northwest. Box K-347, BROADCASTING.

Play by, all sports, 3rd endorsed, news, sales, married. Box K-38, BROADCASTING.

Available today! Announcer-first class engineer, Pennsylvania and surrounding states preferred. If you need a hard working beginner, contact Box K-38, BROADCASTING.

Excellent references, resume. Tape. Any format. Sales manager, West coast. Want move up. Box K-48, BROADCASTING.


1st phone job with major market exp. want more money. Prefer a city such as New York, or California. Box K-60, BROADCASTING.

Top adult music personality major markets. 20 years experience. Prefer Florida, Family man. Let’s talk!

Box K-61, BROADCASTING.

Professional seeking step up in major market radio/ TV. Good voice. Heavy experience gathering, writing, airing news. Also experienced MOR dj. shows Young, but mature. Hard working, responsible. Married, Box K-64, BROADCASTING.

Negro jack, first class licente, three years experience, Draft exempt, single, experienced in programing and production. Relocate anywhere, Box K-65, BROADCASTING.

Experienced-disc jockey-announcer-newscaster. Tight board, third endorsed, sales. Box K-66, BROAD- CASTING.


Beginner . . . . . . . dj, disc-jockey/announcer. Contact information/sales, communications, basketball, third endorsed/tight board/available. Box K-70, BROADCASTING.

Recent Bill Wade School graduate, 22 year old vet, seeking a job, good communication. Sales experience. Joe on top 40 or up tempo MOR. Will relocate. Box K-73, BROADCASTING.

Authoritative newcomer beginner. Willing to relocate. Third class, Box K-75, BROADCASTING.

Expressed/tape references/custom jingle sound/voice/good experience. Received special award recognizing service to youth, 1968/20. Phone 813-983-7676.
**TELEVISION—Help Wanted**

**Sales**

Are you a professional local TV salesman who's wondering where your career is headed? Local business is big. And if you're ready to do it well, if you're ready to be paid for your performance, you're ready to do it big. Join the fast pace of mid-America's most dynamic TV market. Let the West to make your best presentation. (Location and market will be selling you) you've ever done. Send it to Box K-25, BROADCASTING.


**Announcers**

Announcer-director for Midwest UHF. Need a man for small hard working staff. Chance for experience in all phases of photo, resume and audio tape to Box I-210, BROADCASTING.

Personable, dependable announcer for south Texas station. Box K-99, BROADCASTING.

Staff announcer—we have an immediate opening for an experienced television staff announcer with a background in sports to handle general announcing assignments. Starting salary is $170 with annual increases and a complete range of fringe benefits. Send resume and tape to Mr. Don Piatka, Production Manager, WVL-D, 1500 Avco Drive, Dayton, Ohio 45439. An equal opportunity employer (m/f).

**Technical**

Engineering position available to work with PC-70's. VHF, UHF, radio and television. Outstanding network affiliate VHF operation. First class license required. Write Box I-56, BROADCASTING.

Engineering position available in major Midwest market. Experience of RCA TK2-1 Ampex 2000 first class license required. Station full-color board complete resume to Box K-18, BROADCASTING.

Opportunity for qualified, reliable assistant chief, southwest VHF. Box K-50, BROADCASTING.

**NEWS**

Miami area broadcasters. Your audience knows me I know your market. Top reputation newspaper. Monthly newspaper radio and first years TV. Box K-7, BROADCASTING.

Experienced competent newsman seeks major mid- west or northeast market move College graduate—Ed. Broadcasting, B.S. Biographical data, resume. Box K-29, BROADCASTING.

Metro news pro all categories. Ten years, includes news directorships and major market background. Now and for three years, top market station in first market in Seattle. Seeking challenge with future. Radio, television or both. Background earns first rate salary. Reply to Box K-16, BROADCASTING.

For sale: Talent. 13 year pro, radio, TV, all phases. Price needs reducing. Wolverton with family references—$50 minimum will relocate. Box K-30, BROADCASTING.


**Programing, Production, Others**

Program director, dedicated professional who desires to be an important part of fast growing TV station. Will handle all production, film editing, traffic, Washington, D.C. Box J-325, BROADCASTING.

**Prog., Prod., Others**

Documentary cameraman, creative, skilled cameraman to shoot half-hour documentaries. Produces has a half-hour documentaries and has work done in color. All film in color. Most is double system with stress on detail. Equipment runs $1500. Bring resume for interview. Send resume and work to Box J-201, BROADCASTING.

Wanted: Assistant advertising and promotion manager for east coast station. Excellent growth position. Department handles on-air, print, radio, transmit other types of commercials and publicity. Send resume to Box K-2, BROADCASTING.

Young writer director needed by midwest network affiliate. You're recently out of college or the service and you're ready for that first (or second) important job. You possess the basic knowledge to handle this position and you're willing to work hard to polish your skills. As director, you'll be responsible for producing a quantity of programs and commercials. Part of your time will be spent writing commercials. You'll be busy, but you'll be learning a great deal, too. Send us a resume that includes everything you've learned and done which will help us decide if you're right for this position. Box K-56, BROADCASTING.

Opportunity for a bright, ambitious TV director for full color, newly equipped net-affiliate station. Opportunity unlimited. Send resume of experience to: Bruce Gronen, KAUS-TV, Austin, Minn. 55913.

**TV—Stations Wanted**

Management

Leading UHF station with outstanding industry reputation and proven record and ability available in 30 day. Inquire, full-time to: Box J-260, BROADCASTING.


**Technical**

12 years experience all facets of TV engineering, including major manufacturer. Experienced in RF, facilities planning, construction as TV chief. Will take over and run technical operation of 14,000' TV station.

TV engineer, 1st phone, interested in transmitter operations, experience in GE and RCA UHF transmitters. Box K-33, BROADCASTING.

**NEWS**

Weatherman ready for your station. I intend to keep your viewers well informed. Also booth work and news. Married. Box K-55, BROADCASTING.


**Programing, Production, Others**

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-227, BROADCASTING.

Director, five years experience in medium market. Currently directing news and public affairs position. Call or write. Have BA plus graduate work in television. Available immediately after notice to present employer. Deployment to southeast or mid-Atlantic Box J-305, BROADCASTING.

Producer-director/A.D. seeks major market position with fast growing station. Experience. Your inquiry, Box K-19, BROADCASTING, will bring resume on truly dedicated guy. Presently employed, full time color affiliate network, major market.

Producer director in a top 20 market desires position in Florida television with management potential. Box K-31, BROADCASTING.
Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas 75235.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 KW & 10 KW AM and FM transmitters. No Junk. Guaranteed Radio Supply Corp., 1314 Hurst St., Dallas, Texas 75200.

5 kw low band VHF transmitter. Prefer Central Electric, 1160 Phone 601-6000.

Need used 250 watt AM transmitter send description price to WLEG, PLAYA-PONCE, P.R. 00311.

RADIO—Help Wanted

Management

RADIO SALES MANAGER

Group owned station will offer solid career opportunity to salaried ready for management position. Send resume to Box K-44, Broadcasting.

Our employees know this of ad.

Sales

SALES OPENING!

Do you believe the broadcast industry needs a good Radio Sales Manager? If so, why not investigate the opportunities now available with this well-established broadcast personnel. We are ready to make a major expansion program and offer unlimited potential to people with an eye to the future. We need a man of management caliber with maturity and intelligence to join our staff as a specialist in contacting TV and Radio key influential. The man we select will function effectively in the "highly confidential" management consulting business. These men who meet our resume will earn top money plus receive stock options while working in an atmosphere of dignity, prestige and confidence. Send resume to Ron Curtis, President.

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**NEWS**

**NEWSMAN**
We need a 1st phone Newsman. Must have good news background. Group operation. $300 per week to start.
Box K-43, Broadcasting.

**RADIO NEWS**
Top 50 market, Midwest station has a rare opening in its 8 man news department for an experienced radio newscaster. Must have extensive background in broadcast news. Immediate opening. Send complete resume, salary requirements and audition tape on first reply to:
Terry Wood, PD, WAKE Radio
Box 1500, Akron, Ohio 44309
We are an equal opportunity employer.

**TELEVISION—Help Wanted**

**Situations Wanted—Programming, Production, Others**

**ANNOUNCER/WEATHERMAN**
VHF Station in Top 10 Market needs experienced staff announcer with a weathercasting or meteorological background. Send a detailed resume immediately to:
Box J-327, Broadcasting.

**TELEVISION—Help Wanted**

**IMMEDIATE**
Permanent openings for experienced television engineers at expanding Midwest station originating Big Ten sports. Opportunity to advance to supervisory post. FCC First Phone license required. $500 up depending on experience with VT, color, microwave, and transmitter maintenance. Send resume to
Box K-37, Broadcasting.

**Video Tape Technician**
Southeast TV Station will pay up to $200.00 per week for experienced Video Tape Technician. Call Ron Curtis at 312-337-5318 for more info. Nationwide Broadcast Consultants. No fee to applicant.

**Broadcast Personnel**
New ETV Station
Ground-floor key position openings now available for West Virginia's first public/educational TV station—WWVU-TV, Affiliated with N-ET, EEN. New physical plant including million-dollar color facility. High band color video tape (4) and color film (2). Transmitter 30 kw. Openings for Master Control Switcher, Video Tape/Plm, Maintenance, and Transmitter Operators. Competitive salaries and excellent fringe benefits. Apply by resume to: Employment Manager, Personnel Office, West Virginia University, Morgantown, West Virginia 26506.
An equal opportunity employer.

**NEWS**

**TV NEWS EDITOR**
Great opportunity for all-around TV newsman who knows how to shoot film, report, write and do authoritative on-the-air newscast. This man should be able to run TV news department. Great future for right man. TV-Radio group headquarters station in Midwest. Immediate opening. Send complete resume, salary requirements and audition tape on first reply to:
WAKR-TV, Box 1500
Akron, Ohio 44309
We are an equal opportunity employer.

**RADIO NEWS**

Current openings for experienced radio newscaster. Must have extensive background in broadcast news. Immediate opening. Send complete resume, salary requirements and audition tape on first reply to:
Terry Wood, PD, WAKE Radio
Box 1500, Akron, Ohio 44309
We are an equal opportunity employer.

**PROGRAM MANAGER**
Medium East coast market has immediate opening for experienced Program Director. Salary $12,000 with benefits. Send resume to:
Box K-46, Broadcasting, Confidential

**SITUATION WANTED**
**ANNOUNCER**
LOOKING FOR AN ANNOUNCER?
Let Dick Good help you.

Dick is Director of Job Placement Services at Columbia School of Broadcasting. With our 27 offices in the U.S. and Canada the chances are excellent that we have just the graduate you’re looking for. Just tell him what you want and he’ll send you a resume, photo and audition tape. Air Mail.

Columbia School of Broadcasting
4444 Geary Blvd., San Francisco 94118
Telephone: (415) 752-5162
(Not affiliated with CBS, Inc. or any other institution)
The Amps Agency

By Broadcasters • For Broadcasters

Join the list of stations and applicants who have been pleased with our services. Backed by 25 years of experience in broadcasting, we have successfully filled all 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: rely on us for your request or resume in confidence.

* The Amps Agency *
All Media Placement Service
3924 Wilshire Blvd., Los Angeles, Calif. 90005
Telephone 213-388-3116

FOR SALE: 1st Nat'l Bank in Your Town!

We give your $10 back if this series of 7 commercial intros does not sell the first National or First State Bank in your city within ten days. Only one per market. Stations, salesmen, agencies... hurry! $10 to:

fuw Radio
Box 1000
Oklahoma City, Okla.

WANTED TO BUY

WANTED TO BUY:

100 watt - 750 watt - 1,000 watt TV TRANSMITTERS

Hope to get them cheaply, so write us your best terms. Describe condition; work needed to put them in shape.

Box K-1, Broadcasting.

Miscellaneous

Attention Small to Medium Markets!

STA. MGRS. • P.D.'S DISC JOCKEYS!

Add personality to the sound of your shows promoting your personalities, news, features, commercials, etc., with authentic sounding impersonations of Walter Brennan, Ed Sullivan, Jimmy Cagney, Edward G. Robinson, Arthur Godfrey, Jimmy Stewart, Boris Karloff, Peter Lorre, etc. You write what you want the voices to say, or we'll write them for you. Packages of 12 promos tailored for you, exclusive in your market for only $25.00! Also commercials with voices at low rates.

Be Different!

Raise Ratings!

Voices Unlimited

9536 W. Ohio Place
Denver, Colorado

For Sale: Don Martin School

Radio & TV

(America's Foremost School of Broadcasting) est. 1937

* Individualized Instruction
* Most Comprehensive Methods
* Utilization of Visual Aids
* Highly qualified Instructors
* One Low cost until completion
* Inexpensive accommodation nearby

Next Class Scheduled to Start

October 14th

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Harlan assets Broadcasting. granted assignment Mr., cipals: $13,500. munications M. dedicated. Consideration Buyers have D'Ella Alister, chairman Lehman, J. E. Birdwell, David Newby and Frankis has other business interests. Tilley is legal secretary. Action. KSEL-TV Lubbock, Tex.—Seeks transfer of ownership of KSEL from McAlister Broadcasting Corp. (Ray A. Maron, president) to Charmabell Broadcasting Corp. (R. B. McAllister, president) before, none after. W. G. McMillan Corp. (none before, 5% after) and Giles C. McCollum (25% before, none after) have been appointed to the board of Charmabell. Buyers have no other business interests indicated. Consideration: $70,000. Ann. Oct. 1.

**Actions**

- **WBSA** Bosz. Ala. — Broadcast Bureau granted transfer of control of WBMA to John Allen (100% before, 100% after) in operation of mountain top transmitter site. Principal: John Allen (all before, all after).
- **KSFY** Sioux Falls, S. Dak.—Broadcast Bureau granted transfer of control of KSFY from Ted Coop and Bill Coop (50% before, 100% after) to }

**Community-antenna activities**

The following are activities in community antenna television reported to Broadcasting through Oct. 2. Reports include applications for permission to install and operate CATV's, grants of CATV franchises, sales and leases of existing antennas.

**Franchise grants shown in italics**

- **Daily Chief, Carson City, Nev.—Grande Cable Co. Pacifica, has applied for an exclusive franchise.**
- **Comanche, Idaho—KING-TV Seattle (multiple CATV owner) has applied.**
- **Crookston, Minn.—Crookston Broadcasting Corp. has been granted a 25-year CATV franchise in Crookston.**
- **Newtown, Conn.—Garden State CATV Inc. has been granted a franchise by the city of Newtown.**
- **Jersey City, N. J.—Teleprompter Corp. New York (multiple CATV owner) has applied for a franchise.**
- **Staten Island, N. Y.—Staten Island Broadcasting Co. has been granted a franchise by the city of Staten Island.**
- **WZZX—Witz Media Inc., New York (multiple CATV owner) has applied for a franchise.”

**KRAM Las Vegas — Broadcast Bureau granted assignment of license from Theodore and Joanne Lambert to Nevada Broadcast Co. for $500,000. Sellers: Theodore I. Oberfelder, president (15% before, 56% after) and Burton Lambert (each 43%). et al. Buyer: Sovereign Broadcast Corp., Las Vegas, Nev. (56% before, 15% after).**

**KVK—AM-FM Lamesa, Texas — Broadcast Bureau granted assignment of license from Edavard M. Brown to The Cobra Corp. to The Connors Corp. for exchange of stock to restructure organization. Principals: Robert E. Bradbury, Jr., secretary. Buyer: Robert E. Bradbury, Jr., President (25%) and KETP-AM-FM Lamesa, Texas—Broadcast Bureau granted assignment of license from Weldon Miller to The Cobb Co. Buyer: The Cobb Corp. to The Connors Corp. for exchange of stock to restructure organization. Principals: Robert E. Bradbury, Jr., secretary. Seller: Weldon Miller.**

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The name of the game is expansion

but sometimes frustrating position since 1961 when he first saw Bill Cosby performing in a Greenwich Village night club. Over coffee afterwards, the performer and his personal manager agreed to be run together over the long haul and see where it would lead them.

Roy Silver was as much of a fledgling as Bill Cosby. Cut adrift when an advertising agency he was with capsized, the then-26-year-old Silver—on more or less a dare—became a Greenwich Village entrepreneur (without portfolio or much of anything else except mental agility and determination not to be inhibited by anything) by serving jazz concerts with Sunday morning coffee in a dilapidated theater. Then he set out to become a sort of hip William Morris of the Village folk field with such unknowns as Bob Dylan, Judy Collins and Mama Cass Elliott as clients.

But the important relationship was with Bill Cosby. He used to tape every night’s performance of the comedian in a club and the next day, dragging Mr. Cosby off a basketball court and sitting with him on a bench at Sixth and Washington in the Village, analyze why a routine didn’t “get laughs and modify them or insert new things.”

The dazzling, dizzy pace since then started with shaky but stunning appearances on Jack Paar’s Tonight show and included a rousing three-season run on I Spy, triumphant night-club dates and albums selling in the millions.

In August 1966, with his operations moved to the West Coast (“that’s where it’s happening”), Roy Silver teamed with producer Bruce Campbell to form the Campbell, Silver, Cosby Corp. as hopefully a self-contained entertainment complex (“the only way to maintain quality control”). A five-minute nightly radio series—The Bill Cosby Radio Program—backed by Coca-Cola Co. for 50 weeks—was the firm’s first splashy effort. The radio series, heard on some 410 stations, probably will go into a second year. Beyond that there’s a $15-million deal with Warner Bros.-Seven Arts for five motion pictures (Mr. Cosby to star in two) and another independent movie commitment. In addition there is a CSC public relations division, plus record publishing, personal management, Tetragrammaton Records and television syndication divisions.

And the growth at CSC is even more tangible. The firm’s Beverly Hills, Calif., offices teem with young people and youthful enthusiasm. The oldest staff member, among 82 full-time employees, is 42 (included are offices in London and New York).

“We’ll have contractual commitments with an anticipated income of $40 million over the next two or three years,” says Roy Silver. The ratio of Bill Cosby’s participation to income is about 40%.

This leaves a sizable chunk for CSC to generate on its own. The aim of the company is to make it big in the entertainment community independent of Bill Cosby’s activities.

Roy Silver is wearing a Mexican bandito mustache these days. Behind it lurks a guy clever and resilient—such as the streets of New York produce best —able to talk and project his way successfully past situations that may appear to be beyond him. He’s not the kind to remain hitched only to a star.
Editorials

Where the action ought to be

An interpretive report appearing elsewhere in this issue lists a number of actions the FCC has taken lately in the direction of radically tightening the regulation of broadcasting. If all of these first steps in rulemaking procedures were followed to their proposed ends, they would remake the broadcasting business.

Among the results that would come from proposals now under formal consideration at the FCC are these: All multi-media ownerships within individual markets would be broken up. Current relationships between television networks and their affiliated stations would be dismantled. Television would have to create whole new systems of national program supply. And there are more.

Not all of these ends will be achieved. Some may not be reached at all, and others may be altered in the process of attaining. But collectively, the matters that the commission has set out to pursue add up to a spate of activism that is unmatched in any earlier period of the agency's history.

There is some doubt that the FCC, if left alone, would have voted to embark on so many adventures all at once. But the FCC has not been left alone. It has been alternately bullied and sniped at in the Congress. It has been told by the Justice Department how to create a special antitrust policy for broadcasters. It has been belabored in the press. And it has harbored within its own staff some career civil servants who sincerely believe that broadcasters are unsuited to run broadcasting and who stand ever ready to insinuate the government into broadcast management.

At this point the question is not so much how the commission got into all these rulemakings as how it will get out of them. It will need strong reasons not to carry to fruition the proposals it has initiated. No only that, it will need relief from the political pressures that have beset it and would boil up again at signs of an FCC retreat.

Broadcasters may take some comfort in the prospects that the Nov. 5 elections may eliminate some of their more militant critics in the government. But it would be unrealistic to suppose that the next administration and next Congress will be wholly disposed to roll back the regulation of radio and television. The wiser course is to assume that there will be an ongoing need to cultivate understanding for broadcasting in Washington.

The record clearly proves that broadcasters have not done enough so far. Their existing apparatus of Washington representation is better designed to put out fires than to prevent their starting. No system of consistent and coordinated effort by broadcasters themselves exists.

If broadcasters are to command respect in any administration and any Congress, they must individually work with the legislative delegations from their own areas, and they must support a stronger on-the-scene representation in the capital— even, indeed especially, when things seem quite.

The not-so-hidden threat

Unless his aim was personal publicity, Thomas P. F. Hoving did his cause no good with his theatrical—and incredible—charge that the commercial TV networks and AT&T are in cahoots to keep the public uninformed.

Mr. Hoving heads what he invented and calls the National Citizens Committee for Public Broadcasting, a euphemism for noncommercial broadcasting, which purports to be his cause. His charge was so outlandish that responsible leaders of noncommercial television felt called upon to issue prompt and public disavows of association with his views.

But Mr. Hoving should not be dismissed lightly. In a subsequent elaboration he made clear that he’s determined that there is going to be public participation in TV programing decisions, and his committee is going to be in the forefront making it happen.

That claim may not be as empty as Mr. Hoving’s accusation, because the call for public participation fits into a pattern that has been developing. We won’t try to distinguish warp from woof, but in the past month alone new configurations have been added to the pattern not only by Mr. Hoving but also by FCC Commissioner Nicholas Johnson in a major labor magazine—not to mention innumerable earlier Johnson speeches—and by the Consumer’s Union in its call for formation of a television and radio consumers council (Broadcasting, Sept. 16, 30).

It adds nothing to Mr. Hoving’s stature that his charge of collusion was not only unfounded but was stated in a context of deception. Mr. Hoving claims the networks and AT&T are distributing “new-season trivia when our times literally scream out for relevancy,” and that noncommercial broadcasters, who could fill the gap, are prevented from doing so by AT&T’s refusal to give them interconnection facilities in decent hours at reduced rates. Mr. Hoving is entitled to his own views on both commercial programing and noncommercial capabilities, but he is not entitled to claim—as he did—that noncommercial broadcasting is “entitled by law to free or reduced rates for national and regional hookups.”

Sounds as if AT&T is required by law to offer free or reduced rates, doesn’t it? But what the law says is merely that common carriers, in this case AT&T, are not prohibited from offering free or reduced rates.

Actually there were two statements last week, a somewhat milder one by Mr. Hoving’s committee, and the one by Mr. Hoving in releasing the committee’s. The committee’s also made the mistaken claim of legal entitlement to lower AT&T rates, but it at least had the grace to add a footnote quoting the law verbatim.

Mr. Hoving’s charges naturally took the headlines away from his committee’s statement, and perhaps that’s what he had in mind. But whatever his intent, he does nothing to advance noncommercial broadcasting by making wild charges that even its most dedicated leaders can’t buy.
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