Washington may be friendlier town through '72. p27
Newsmen's stamina tested during election coverage. p32
Fairness dilemma passed up to Supreme Court. p56
Radio, TV whet consumer appetite on new products. p73

EVERYTHING'S THE SAME BUT THE NAME.

MPC
METROMEDIA PRODUCERS CORPORATION
(Formerly: Wolper Productions, Inc.)
DELIVERS MORE:

adults
with more education,
including more men,
more executives,
more managers,
more professional men,
more technical workers,
more proprietors,
and more clerks,
more salesmen,
more skilled laborers,
also more semi-skilled laborers,
which means more white and blue-collar workers,
who make more money,
buy more new cars,
drink more beer,
and take more airline trips,

than any other radio station in Chicago.

Source: Pulse LOB-4111968)
Your very own set of rave Donald O'Connor Show reviews.

I like the sound of your offer. I'm aware I might have missed some important reviewers' reactions to singing-dancing Donald's entertaining approach to his 90 (or 60) minute show. I understand it never loses momentum.

I'm particularly interested in the (check reviews you're particularly interested in):

☐ Don Page Los Angeles Times review that says. "O'Connor's casualness is infectious..."

☐ Percy Shain Boston Globe review that says. "The show had the feel of a lively party..."

☐ Rex Polier Philadelphia Evening Bulletin review that says. "He is warm and congenial and talented..."

☐ Paul Jones Atlanta Constitution review that says. "It emphasizes entertainment more than talk..."

☐ Frank Judge Detroit News review that says. "The fellow is a real pro at the job..."

☐ Please rush me all Donald's many raves. I understand that if I don't get pretty excited I should consider taking a tonic. I understand Donald's a tonic. I understand.

(Circle one)
Mr. Mrs. Miss

Address

City State Zip

METROMEDIA PRODUCERS CORPORATION
(Formerly Wolper Productions, Inc.)
485 Lexington Avenue New York (212) 682-9100
More TV reach
More TV penetration.
The combination of the new
WTEV 1,049-foot tower and
programming specifically
planned to increase listenership
among all age groups is
sharply increasing the station's
ratings and audience share of
the greater Providence market.

Continuing significant leadership in
young-adult TV audiences.

**UP 102%** in total homes Monday through
Friday 5:00 to 7:30 p.m.*

With WTEV, your sales move up in
the greater Providence area.

*Based on Feb.-March 1969 ABB and/or Nielsen estimated as
compared with Feb.-March 1968 estimates subject to
inherent limitations of sampling techniques and other qualifications
issued by ABB and Nielsen, available upon request.
Time bomb

If one House Investigations Subcommit-tee member has his way, probe of broadcast coverage of Chicago Demo-cratic convention coverage will blow roof off. Congressman wants subcom-mittee to go after networks and news-casters hammer and tongs, convinced that broadcasters were “deliberately trying to destroy Democratic party in Chicago.”

Subcommittee staff is proceeding with study, and field investigators have been active in Chicago and New York. But indications are that matter will remain internal subcommittee business at least through remainder of year. Envisioned now is fact-gathering effort and completion of report early next year for “subcommittee evaluation,” not public release. Commerce Committee Chairman Harley O. Staggers (D-W. Va.) wants to be in position to reassure fel-low Democrats that his subcommittee is doing its homework.

Surge of revenue

Another indication that national-spot (and local) TV business is coming up strong in fourth quarter this year: Broadcast Advertisers Reports, which monitors 75 markets one week each month, notes 30% gain in September vol-ume of non-network commercial units. BAR covered 251 stations in September 1967, 252 in September this year. BAR’s data at later date will be broken out as to local and national spot, with dollar value given to latter, using sta-tions’ published rate cards for estimates. Also showing up in monitoring of com-mercial units is continued proliferation of brands advertised—2.4% increase in national spot and local in September.

Almost ready

President’s Task Force on Telecommu-nications Policy is coming down home stretch with possibility that final, nine-chapter report will go to Presi-dent this week or next. Report is ex-pected to make hard recommendations in international telecommunications field (transoceanic satellite communica-tions, merger of international carriers) as well as proposing test of domestic satellite systems with suggestion that broadcasters be authorized to deal di-rectly with operator, presumably Com-munications Satellite Corp., and even to own ground stations.

In other areas, however, such as spec-trum management and broadcasting, conclusions are now believed to call for further studies rather than out-and-out recommendations as originally pro-posed in staff document (BROADCAST-ING, Sept. 9).

Answer to middlemen

Young & Rubicam, New York, is reported to have set up unit in media-relations department that will serve as liaison between TV-radio stations and Y&R’s media buyers. Unit, estab-lished to serve regional sections of country for spot TV and spot radio, will receive availability from buyers and make contact with stations on daily basis. But Y&R’s position is that unit is not considered negotiating team but group that will appraise stations’ values for clients.

Though Y&R, along with many agen-cies, is critical of independent media-buying services, word is that new unit was contemplated before these brokers made their comparatively strong im-pact this year. But there’s no denying that new unit may serve as deterrent to effectiveness of outside media buyers.

Washington front

That super-lobbying job that networks informally discussed with Lawrence F. O’Brien, Democratic national chairman, may now go to someone else—or perhaps no to one. Mr. O’Brien was ap-proached after death of Senator Robert Kennedy, for whom he campaigned, and before he took national committee chairmanship to run Humphrey cam-paign (“Closed Circuit,” Oct. 7). Search may now turn—if it goes on at all—to someone who would be persona grata to both Republican administration and Democratic Congress. There’s some in-dication networks feel there’s less rea-son for alarm with Mr. Nixon in Presi-dency.

Big green light

FCC, long accustomed to being urged by members of Congress to delay action on pay television, has finally been urged by influential member to make move. Senator Everett Dirksen (R-Ill.), Senate minority leader, wrote FCC to express hope it would act soon on proposal to estab-lish national pay-TV service. He reportedly took no position, pro or con, on proposal, other than to indicate that 15 years already spent on it are enough. It was noted that Zenith Radio Corp., principal backer of pay-TV pro-posal, has headquarters in Chicago.

Senator’s statement comes as year-long moratorium that House Commerce Committee asked commission to ob-serve on issue runs out. Committee in September asked commission to observe second moratorium, this one to expire at end of first session of new Congress. But FCC has made clear it will no longer be bound by committee requests.

Reeves expanding

Sale of Videotape Productions of New York to Reeves Broadcasting Corp. is reported to be virtually set, with Reeves taking over Videotape’s studios for use exclusively as facilities for its list of outside tape producers. This move by Reeves was said to be prompted, in part, by its need for studio space since Reeves must vacate its present premises to clear ground for expansion of United Nations complex. MGM and 3M Co. each own 50% of Videotape Produc-tions.

Bitter taste

New York Citizens for Humphrey Committee Friday (Nov. 8) said it was preparing formal complaint to FCC over radio spot commercial for Richard Nixon that ran prior to Tuesday’s elec-tion on several major-market Negro-orientated stations in East. Committee charges that FCC political sponsorship-identification requirements were not met by announcement stating only that commercials were sponsored by “an independent citizen for Nixon.”

Spot said: “Remember this: In 50 years, Democrats in power five times. All five times, war times. Republicans in power three times. No wars. Remem-ber this for your boys. Throw the war party out.” Some stations reportedly refused spots when offered.

Still watching

One assiduous viewer of TV network news every weekday night since Aug. 5 proved surprisingly selective in its attention to election-night coverage. Vanderbilt University project, where video-tape recorders have been faith-fully preserving programs for eventual retrieval in effort to answer: “the great question of whether television news is biased” (BROADCASTING, Oct 7), chose to record only one hour period, 10-11 p.m. (EST), rather than tape entire coverage, as it had previously for both Republican and Democratic conven-tions. Time period was selected, it’s said, because of “greatest interest in Congress” concerning effects network coverage might have on those polls not yet closed in Far West.
He doesn't solve the world's problems; he sorts them out.

Somehow, the world doesn't seem quite so mixed up after Tom Finn reports the news as anchorman of the "News 7 Noon Report." He shows a special knack of turning reams of wire copy and numerous reports from WMAL-TV Newsmen into an understandable, relaxed half-hour presentation.

Finn's authority derives from a decade of broadcasting experience, extensive travel behind the Iron Curtain and in Scandinavian countries, and a capacity to develop news sources. In Washington his assignments have exposed him to the White House, Capitol Hill, national and local government agencies and other major news sources.

He's frequently seen and heard on WMAL-TV's Public Affairs program, "Close Up." And his narrative skill is put to good use on documentaries (including the recent award-winning "Sweet Smell of Freedom," which explored the D.C. Reformatory at Lorton, Va.).

Get the complete story, from one who knows. The award-winning News 7 is presented weekdays at 12 noon, 5:30 p.m. and 11:00 p.m. Weekends at 6:30 p.m. and 11:00 p.m.

wmal-tv
The Evening Star Broadcasting Company
Washington, D.C.
Represented by Harrington, Righter & Parsons, Inc.
More of the same sour attitude toward broadcasting may be in evidence on Democrat-controlled Capitol Hill, but President-elect Nixon is on record preferring less, rather than more, regulation of broadcasting. See ...

Some hope for easing of controls ... 27

Election-night coverage turns out to be most expensive, most extensive and most closely watched yet, with general agreement among broadcast executives that media rose to the occasion. See ...

Endurance test for newsmen ... 30

WAST(TV) Albany, N.Y.; is sold for $8 million to Sonderling Broadcasting Corp.; Roy H. Park Broadcasting Co., pays total $2.9 million for KRSI-AM-FM St Louis Park, WEBN Duluth, both Minnesota, WNAX Yankton, S.D. See ...

Sonderling increases holdings ... 45

Preliminary agreement is reached between Corp. for Public Broadcasting and AT&T that will provide interconnection for public TV during prime time at costs lower than commercial rates. See ...

CPB gets AT&T rate reduction ... 48

Broadcasting's freedom of press issue is tossed to Supreme Court as U.S. solicitor general and FCC ask high court to review conflicting court opinions on fairness doctrine, claim 315 validity now in question. See ...

Landmark case may go to court ... 56

FCC Hearing Examiner McClennig turns down requests of three CATV's to import distant signals into Cleveland TV market, but says in initial decision CATV's could originate programing, could not sell advertising time. See ...

CATV importation request denied ... 62

TV networks may drop as many as eight shows from nighttime schedules. Six reported to be axed are Daktari, Phyllis Diller, Journey to the Unknown, Don Rickles Show, Operation: Entertainment, Felony Squad. See ...

Network show obit list jelling ... 64

It's tough to get the world to take notice of a better mousetrap, tougher yet if manufacturer has built only another mousetrap, but broadcasting rates high as means of whetting consumer interest. See ...

Care and feeding of new product ... 73

NAB says FCC's use of field-strength charts is crucial to whole framework of TV broadcasting, changes "could severely disrupt" its orderly growth as FCC proposes to use actual measurements to determine TV-FM coverage. See ...

NAB fights field-strength ... 76

Representatives of U.S., Mexico will sit down this week at bargaining table for third negotiating session in effort to agree on new treaty governing their respective broadcasters' use of AM broadcast band. See ...

U.S.-Mexico try again on treaty ... 83
Who gets the 6-9 a.m. audience in Charlotte? TV? Look again. It’s radio . . . WAYS Radio, to be exact. No other station in Charlotte—radio or TV—tops the morning audience of WAYS.  

And from 9 a.m. to 5 p.m., WAYS tops all of Charlotte’s nine radio stations . . . and all but one of the four TV stations, **even though the television ARB covers 35 counties more than the radio survey!**

When you’re buying the Charlotte market, take another look. Buy WAYS Radio . . . and get more than meets the eye.

WAYS Radio

Contact your EAST-MAN . . . or call WAYS Radio, 704/392-6191 today!

*People 12 plus or total adults.
Oppose disclosure plan
Broadcast industry representatives expressed opposition Friday (Nov. 8) to FCC's revived proposal to require public disclosure of network affiliation contracts.

But opposition was less than overwhelming. It came in relatively brief comments filed by three major networks and CBS and NBC-TV affiliate groups, while support for proposal was filed by Mutual Broadcasting System.

Of six parties filing, only NBC-TV affiliates said they intended to participate in oral argument that commission has scheduled for Nov. 18.

Commission, in reviewing 1962 proposal, cited enactment in 1966 of public information section of Administrative Procedure Act (Broadcasting, Sept. 23). Commission raised question whether maintaining confidentiality of affiliation contracts filed with it is consistent with letter and spirit of law.

ABC, CBS, NBC and two affiliate groups generally restated arguments made against proposal six years ago—that it would not provide public interest benefits and could, as NBC said, have an inhibiting effect on competition among networks.

ABC, which cited its effort to close affiliate gap with CBS and NBC, said it would be harmed in that effort if its affiliation contracts were made public.

It noted that it has offered premium compensation as an inducement to stations in certain markets to clear its programs.

But MBS, whose standard affiliation contract does not provide for compensation, said public information act gives commission no choice but to make contracts public.

Offering sold out
Stock and debenture offering by Wonderling Broadcasting Corp. sold out Thursday (Nov. 7). Sold were 60,000 common shares offered by stockholder at $37 a share, and $8 million worth of 3½% convertible debentures due in 1988, convertible into common stock at $41.44 a share.

Cox buys Ocala CATV
Cox Cable Communications Inc., principally owned by Cox Broadcasting Corp., Atlanta, has purchased Video Corp. cable system in Ocala, Fla. Cox Cable stock and assumption of debt covered purchase price of approximately $1 million.

No decision on CATV
FCC commissioners on Friday (Nov. 8) reported they had “useful conversations” but reached no conclusions in day-and-a-half retreat on CATV matters in Belmont, Md. (see page 56). Commissioners, who left Wednesday evening, all returned by mid-afternoon Friday.

Among documents commissioners brought with them for study and discussion reportedly was draft of notice of proposed rulemaking embodying proposal to impose freeze on importation of distant signals into top 100 markets until Congress acted on copyright bill and other matters affecting CATV.

More windfalls for ETV
Corp. for Public Broadcasting, which received windfall last week from AT&T on interconnection for public television during prime time at costs lower than commercial rates (see page 48), will provide half of $500,000 needed to underwrite startup costs of new service. Other $250,000 will be donated by Ford Foundation. It was announced Friday (Nov. 8).

On Cypress board
Franklin B. Lincoln Jr., one of President-elect Nixon's representatives making arrangements for orderly transition of federal power on Jan. 20 and member of Mr. Nixon's New York law firm, is director of Cypress Communications Corp., multiple CATV system owner that went public last March.

For night telecasting
Engineers attending first International West Coast Conference on Broadcasting in Los Angeles have been shown extremely sensitive, low-light TV camera tube that can pick up dimly lit scenes having only 1 millionth illumination found in normally lit room. Camera tube, called Image Iscoin, was developed by British engineers. D. P. Mouser of English Electric Valve Co. Ltd. described tube, which is now commercially available.

Fights for tax break
Jefferson Standard Broadcasting Co. has appealed to federal court against FCC decision last month denying request for certificate that would have permitted postponement of income tax on sale of WBTW-TV Florence, S.C. (Broadcasting, Oct. 7).

Certificate would have allowed Jefferson Standard (WBT-AM-FM and WBTW-TV, Wrentzell, Charlotte, N.C.) to claim involuntary conversion of property under tax laws, permitting it to delay tax if it buys another station before Dec. 31, 1969. WBTW was sold to Daily Telegraph Printing Co. (WHTS-AM-FM-TV Bluefield, W. Va.-Bluefield Telegraph) for $4.5 million plus extras. Jefferson Standard has bought WRAA-TV Richmond, Va., from Larus Investing Co. for $5 million.

Jefferson Standard contented that it had to sell Florence station because if it had attempted to improve facilities of either of two TV stations, overlap between them would have violated FCC duopoly rules.

NBC tops MNA
In abnormal week of program pre- emptions by paid political telecasts and news coverage, NBC-TV led Nielsen MNA ratings with 18.2 for period Oct. 28-Nov. 3. CBS-TV had 17.4 and ABC-TV had 16.5.

President Johnson's bombing-halt address on all three networks (Broadcasting, Nov. 4) placed in top 20 on basis of viewing on NBC alone. Paid politicals, however, fared poorly, bringing such programs as NBC's Walt Disney. ABC's Land of the Giants and five movies to fore.

More "At Deadline" on page 10

WAPO sale approved
Sale of WAPO Chattanooga from Martin Theatres of Georgia Inc. to Turner Advertising Co. for $305,500 has been
Jack Fritz, VP and general manager of Blair TV Stations Division, named to newly created post of VP and general manager of broadcasting, with responsibilities for coordinating both radio and TV divisions of station representation firm. He has been with Blair since 1953 in various executive positions. Succeeding Mr. Fritz is Robert Hemm, who has been VP and New York sales manager of Blair TV Stations Division since 1965. John White, who has been VP, sales, for division, replaces Mr. Hemm as VP and New York sales manager.

William E. Chambers Jr., elected president, succeeding Norman B. Norman, who becomes board chairman, in management changes at Norman, Craig, & Kummel, New York. Mr. Chambers recently resigned as chairman of executive committee. Foote, Cone & Belding, and was general manager of FC&B's New York office. In other appointments: George C. Milliken, former VP and management supervisor on Trans World Airlines account at FC&B, joins NC&K as executive VP; John C. Savage, president, NC&K (Canada) Ltd., elected executive VP of parent company and remains chairman of NC&K Canada; Nadeen Peterson, formerly VP and copy group head at FC&B, joins NC&K as VP and associate creative director; Walter W. Bregman, president of NC&K/Europe, who continues in that post, also elected executive VP of NC&K, and Thomas K. Myers, NC&K's senior VP and director of marketing services, appointed chairman of agency's new operating committee.

Alfred L. Hollender, president of Grey International, New York, named executive VP of Chris-Craft Industries Inc., diversified manufacturer and group-station owner. Mr. Hollender was with WIND and WJJD Chicago for 10 years. During World War II he was chief of overseas branch of Office of War Information—radio division. In 1951 he handled radio-TV activities for Eisenhower campaign, and in 1952 joined Grey as VP and director of radio and television. Chris-Craft owns WCPX (TV) Los Angeles, KPTV (TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

Joseph E. Giaquinto, since October 1966 director of affiliate relations. ABC-TV, elected to newly created post of VP in charge of operations, affiliate relations. Mr. Giaquinto has been with ABC for 25 years in network's accounting department, in station clearances and in affiliate relations.

Leonard Mosby, assistant general manager, WJXT (TV) Jacksonville, Fla., named area VP. James T. Lynagh, general manager, WKBG-TV Cambridge-Boston, Mass., for last two years, becomes VP and general manager for WJXT-TV. Mr. Mosby, 16-year veteran at Post-Newsweek station, previously served as program manager. Mr. Lynagh earlier was general manager for Wkas-TV Burlington, N.J., Philadelphia and WKB-D-TV Detroit and was program director of KTAL-TV Texarkana, Tex.-Shreveport, La. Glenn Marshall, who has been acting as president and general manager, continues as president.

approved by FCC.
Martin Theatres owns about 150 motion picture theaters in south and WTCX (TV) Chattanooga and WTVM (TV) Columbus, Ga. Company, without Wapo, is being sold to Fuqua Industries Inc. in stock transaction valued at $20 million (Broadcasting, Aug. 12).

Perfection mite marred
Although NBC News was generally credited with flawless performance in projecting election winners last week (see page 32), it was later discovered that network made one mistake that went "virtually unnoticed."
For about 10 minutes from 10:53 p.m., NBC had incumbent Democrat, C. L. Terry Jr., posted as winner of Delaware governor's race. "We still don't know what went wrong, whether it was clerical error or what, but somebody put a check mark by his name," said Frank Jordan, director of NBC election operations. "Once I saw it was wrong, we immediately took it down, and apparently hardly anyone noticed it."

Benefits seen from 30's
Growth in 30-second commercials can be beneficial to both advertisers and TV stations, Bruce McLean, president, Needham, Harper & Steers of Canada Ltd., told annual meeting of Atlantic Association of Broadcasters in Freeport, Grand Bahamas.
In speech to broadcasters from Eastern Canada, Mr. McLean pointed out 30-second spots can stretch advertising dollars; can open up TV to advertisers who could not afford it previously, and can increase revenues for stations.
Ward Huey's a weekend duffer and weekday pro. He's general sales manager for WFAA-TV, and weekdays his secret as a winner is follow-through. That's where his "army" comes in, the programming, traffic, operations, promotion, accounting and sales-staff people. They're behind Ward 100%. Like in golf, at WFAA- TV follow-through is fundamental. Ask Ward... or his army.

WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.
2500 accidents
did not happen
...because of WWL-TV

WWL-TV doesn’t believe you stop accidents with platitudes. That’s why it launched a year-long traffic safety program called Project Life.

Activities included everything from full-length documentaries (7 in all) to in-school safety tests for 200,000 youngsters.

And Project Life won for WWL-TV the Alfred P. Sloan award, the National Headliners’ Club award, and, most recently, the National Safety Council award for outstanding public service, among other citations.

Project Life did more than win awards. It actually saved life and limb. In New Orleans, 1967 vs. 1966, there were:

- 2500 fewer accidents
- 1000 fewer injuries
- 12 fewer deaths

No other TV station has ever won an Emmy Citation, plus the Sloan award, plus the National Headliners’ Club award, plus the National Safety Council award in a single year. But prizes are only one measure of the effectiveness of WWL-TV public service. Because WWL-TV cares about people, people care about WWL-TV... not just as a television station, but as an active, positive force in their lives. It makes a difference.
90 retarded children are going to school...because of WWL-TV

In December of 1967, WWL-TV telecast "The Other Side of the Shadow," a 30-minute special documentary on the education and rehabilitation of retarded children at St. Michael's School in New Orleans.

"The Other Side of the Shadow" won a special Emmy Citation for WWL-TV—the first ever awarded. But it had another, more dramatic effect.

A New Orleans businessman, who insisted on remaining anonymous, was so moved by the story that he walked into St. Michael's and wrote a check for $50,000...enough money to aid the school’s expansion program...and make space for 90 more students.
DIVORCE COURT lands with IMPACT in market after market

In Indianapolis
DIVORCE COURT sent
share up 67% homes up 94% adults up 78% women up 115%
over the program previously in the time slot on WTTV, Monday through Friday, 8:30 p.m.

"Divorce Court" consistently delivers more homes, more women.

Cherchez Les Femmes

30 Rockefeller Plaza
New York, N.Y.

Datebook

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

indicates first or revised listing.

November

Nov. 10-15—Society of Motion Picture and Television Engineers' 104th technical conference, L'Enfant Plaza Communications Center, Washington, D.C.

Nov. 11-12—Fall regional conference, National Association of Broadcasters, Sheraton Gibson, Cincinnati.

Nov. 11-15—Fourteenth annual Holm seminar on electronic contact phenomena, sponsored by Illinois Institute of Technology and ITT Research Institute, Sherman House, Chicago.


Nov. 16 — Deadline for filing comments on FCC's proposed rulesmaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities.

Nov. 16 — Annual H-B promotion seminar, Deauville hotel, Miami Beach.

Nov. 16 — Annual client promotion seminar of The Katz Agency, Deauville hotel, Miami Beach.

Nov. 16 — Peters, Griffin, Woodward seminar for station clients. "The Challenge of Station Identification at the Start of the 70's." Deauville hotel, Miami Beach.


Nov. 18-19 — Oral argument before FCC on its proposed rulesmaking to permit public inspection of network contracts.

Nov. 18-19 — Fall regional conference, National Association of Broadcasters, Atlanta Marriott, Atlanta.


Nov. 19 — Meeting of stockholders of Technicolor Inc. and Memorex Inc. for consideration of merger. Brown Palace hotel, Denver.

Nov. 19 — Deadline for filing reply comments on FCC's proposed rulesmaking that would permit stations licensed in the same community to relay service to transmit program material originated by CATV systems.

Nov. 19-21 — Annual meeting, Television Bureau of Advertising, Continental Plaza hotel, Chicago.

Nov. 19-22 — Forty-fourth annual National Association of Educational Broadcasters convention. Speakers include Frank Pace Jr., chairman, Corp. for Public Broadcasting, and FCC Commissioner Nicholas Johnson.

Sheraton-Park, Washington.


Nov. 20-23 — Fifty-ninth anniversary meeting, Sigma Delta Chi. Speakers include Dr. Frank Stanton, President CBS Inc.: Roger Tatarian, UPI editor; Lou Harris, pollster, and Donald Shamar, Chicago Daily News European correspondent, Atlanta Marriott, Atlanta.

Nov. 21 — Deadline for reply comments on FCC's proposal to permit the use of held strength measurements for determining coverage of FM and TV stations, and to establish a standard method of making such measurements.

Nov. 21 — American Research Bureau seminar for TV stations on use of ARB reports. Philadelphia.


Nov. 22 — Autumn managers seminar, Kansas Association of Radio Broadcasters, Ramada Inn, Manhattan.

Nov. 22 — Luncheon meeting, Pacific Pioneer Broadcasters, Sportmen Lodge, North Hollywood, Calif.


December


Dec. 3 — American Research Bureau seminar for TV stations on use of ARB reports. St. Louis.


Dec. 9 — Deadline for filing comments on FCC's proposed rulesmaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Dec. 9 — American Research Bureau seminar for TV stations on use of ARB reports. San Francisco.


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

January 1969

Jan. 9 — Deadline for filing reply comments on FCC's proposed rulesmaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations.

Jan. 9 — American Research Bureau seminar for TV stations on use of ARB reports. Washington, D.C.

Jan. 10 — Network newsman newsmaker luncheon, International Radio and Television

Graham Junior College

RADIO AND TELEVISION BROADCASTING

Learn by doing. Two Year Work-Study Programs in Radio and Television Broadcasting and Management, Communications, Liberal Arts. Professional training on School Station WUSB and WOUB-TV. Activities: Placement, Dormitories. Co-Ed. Catalog. Write Mr. Roberts.

Graham Junior College
(Founded as Cambridge School)
602 Beacon St., Boston, Mass. 02215

14 BROADCASTING, Nov. 11, 1968
NOW...

Guarantee your audience's listening comfort

Our Automatic Loudness Controller delivers the sound that's right for every ear. Automatically eliminates excessive loudness. Unconditionally guaranteed!

No doubt about it. Other devices can control volume and modulation levels. That's what they're for.

But only one instrument can analyze and automatically control loudness levels.

Ours.

Reason? We designed it "from human ears".

At CBS laboratories, we tested every conceivable sound sensation: Frequency content. Peak factors. Ballistic response.

Combinations of complex signals. All the characteristics that affect even the most sensitive ear.

Result? An instrument so "humanly" perceptive it automatically keeps loudness levels under control. And does it inaudibly. Keeps your audience in their chairs...listening comfortably. No constant jumping up and down to flip the dial. They enjoy continuous listening pleasure.

Give this remarkable instrument an operational test yourself. Install it. And use it free for 30 days. You will believe your ears. It's guaranteed. Unconditionally.

Write or call us collect (203) 327-2000.

SEE THEM AT NAEB—BOOThS 41 AND 42
Jan. 10-12—Midwinter conference, Florida Association of Broadcasters, Orlando.
Jan. 14—American Research Bureau seminar for TV stations on use of ARB reports, Boston.
Jan. 16—Florida CATV Association meeting, Marco Island.
Jan. 16—American Research Bureau seminar for TV stations on use of ARB reports, Detroit.
Jan. 17—Cable Television Association of New England meeting, New Hampshire Highway motel, Concord, N. H.
Jan. 21—American Research Bureau seminar for TV stations on use of ARB reports, Atlanta.
Jan. 21-23—Twenty-fourth annual Georgia Radio and Television Institute, University of Georgia, Athens.
Jan. 23—American Research Bureau seminar for TV stations on use of ARB reports, Dallas.
Jan. 24-25—First annual convention, Georgia Cable Television Association, Macon.
Jan. 28—Deadline for filing reply comments on FOC's proposed rulemaking to limit station acquisitions to one full-time outlet per market.
Jan. 28—American Research Bureau seminar for TV stations on use of ARB reports, Denver.
Jan. 30—American Research Bureau seminar for TV stations on use of ARB reports, Los Angeles.

February 1969
Feb. 9—Meeting, board of directors, American Women in Radio and Television, Las Vegas.
Feb. 7-8—Annual winter convention of New Mexico Broadcasters Association, Hilton hotel, Albuquerque.
Feb. 12-14—Annual convention, National Association of Television Program Executives, Los Angeles.

March 1969
March 23-25—Southern CATV Association meeting, Monteleone hotel, New Orleans.

April 1969
April 13-14—Spring board meeting and broadcasting day, Florida Association of Broadcasters. University of Florida, Gainesville.
April 29-May 2—Twenty-sixth annual national convention, Alpha Xi Delta Rho, Statler Hilton hotel, Detroit.

May 1969
May 8-10—Spring meeting, Kansas Association of Radio Broadcasters. Statler-Hilton Inn, Salina.
May 15-16—Annual spring convention, Ohio Association of Broadcasters. Imperial House, Dayton.
May 19-23—Annual international television symposium and technical exhibition. Information: Case-Box 97, 1920 Montreux, Switzerland.

OpenMike
FM: praised but ignored
Editor: We read rah-rah success stories by reps about how well they are doing for their FM stations. But really, isn’t this kind of talk nothing but “sweet grapes”? Well, I have some “sour grapes” for you to pick.
KQIP (FM) Odessa, Tex., on the air almost eight years, is an independent FM station that has made almost every nickel locally. The National Association of FM Broadcasters published a list of reps interested in FM. We wrote to all of them. Invariably, they responded that they do not represent FM stations in the market.
How about networks? ABC and Mutual are in the market, but there is no NBC or CBS within miles. Want to know what they said? It is against their policy to take on FM stations not affiliated with AM’s.
For the information of those interested, KQIP is an independent FM station, and like many of its peers, lost money for two years before turning the profit corner. Reps ... networks ... awakened! The year is 1968!—Roy A. Elmer, general manager, KQIP(FM) Odessa, Tex.

Calls for action
Editor: Where are the voices which are supposed to cry out for “fairness” on the part of the broadcast industry? It would appear that we’re about to be cut lower than the daily or weekly newspapers in our communities. New York
NON-IDENTICAL TWINS by IGM.
Both offer tomorrow's engineering today.

The automated broadcast control system consoles pictured above are both products of IGM design and manufacture. Both are:
- designed to free creative people from routine button-pushing
- human-engineered for easy operation
- state of the art engineered, modular for ease of maintenance and plug-in expansion
- custom-tailored to individual tasks
- installed by IGM personnel.

So how are they different? The big console at the left above automatically programs a 12-channel television network from information originating in a computer. It uses few relays and contains over 6,000 integrated circuits. It's sophisticated, because that's what was needed.

The console at the right above is an IGM audio control unit, typical of automated IGM equipment systems now in use by more than 300 AM and FM radio stations. It makes extensive use of relays and some integrated circuits. It will be continually changed and improved based on experience gained from the larger, more sophisticated television program control.

With IGM, you're getting tomorrow's engineering today. Write or call International Good Music, Inc., P. O. Box 943, Bellingham, Wash. 98225. Telephone (206) 733-4567.

IGM audio control systems
Advanced, state of the art design, "human engineered," wide choice of optional features and accessories.

IGM taped music services
Contemporary to classical, announced or unannounced. World's largest, highest quality taped music service for radio.
4-Tube Color or 3-Tube Color? ...at RCA You Choose

The TK-42 "Best of the 4-Tube Cameras"

The TK-42 is the 4-tube design, and the only one employing a 4½-inch image orthicon for resolution unequalled by any 4-tube camera... and sharpest color pictures. With a high degree of technical sophistication, the TK-42 has earned the reputation for producing the very finest of color pictures.

The TK-44A "Best of the 3-Tube Cameras"

The TK-44A is the latest in 3-tube design employing lead oxide tubes. It's especially useful where a lightweight, easy-to-handle camera with high color performance is required. With its many engineering innovations, it produces pictures that are sharper and more detailed than those of any other 3-tube camera.

These RCA cameras can easily be color matched to work together in color productions. Furthermore, they will function beautifully in a total system of RCA broadcast equipment that is matched in design and performance to create an image of highest quality for broadcast stations.

For further information on these cameras, contact your RCA Broadcast Representative or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.
attorney John F. Banzhaf III would have all cigarette advertising removed from radio and television. Yet, it appears evident that we're not too concerned about the loss of many millions of dollars.

Mr. Banzhaf has his "own thing" against smoking cigarettes. Great! But since when can one man or one group of men force a whole industry to yield? It appears possible because we in the industry are too little concerned.

Perhaps one day there will be no automotive products advertised on the air because a man or group of men contend that driving an automobile is, in the case of accidents, not safe.

All I can say is shame! Shame on us for not standing up for what we think is right. WFBM-AM-FM-TV (Indianapolis) stood up for what it thought right [Broadcasting, Oct. 28]. Now where are the rest of us—Don Karnes, program director, WTIC-MTMELO, N. Y.

More on music compensation

Editor: Your editorial "Money and music" (Broadcasting, Oct. 28) fails to touch on some of the vital issues in the performance-license controversy. For example, you can only play one record at a time. To pay Broadcast Music Inc. more money, based on actual use of BMI music, might possibly be justified, if the American Society of Composers, Authors and Publishers payments were made on the same basis. You argue that BMI should receive more money, simply because ASCAP collects more. Stations supporting the Georgia Broadcasters Music Committee contend that ASCAP's rates should be scaled to a realistic figure, and that BMI is now being amply compensated for its repertory.

Neither licensing group wants to make any allowances for stations that are heavy on talk, sports, forums, and other non-music features.

And, BMI apparently has forgotten that it was radio, admittedly in self-defense, which made it all possible. Meanwhile, many recording artists and composers rake off $25,000 or more on so-called hit records—all because radio spins them—and pays to do it—Ed Mullinax, chairman, Georgia Broadcasters Music Committee, Atlanta.

A plea for help

Editor: I am interested in obtaining copies of old radio programs—programs of radio drama, comedy, vaudeville and those pertaining to the history of radio.

I would appreciate any help which you could give me in this matter.—Donald G. Godfrey, station manager, KWAK (FM) [noncommercial] Eugene, Ore.
Beeline® Country...awfully big in Retail Sales

and BEELINE RADIO KMJ is a proven way to reach an important part of this market

Why not cash in on Fresno's Beeline Radio KMJ and carry its huge market with over 1.55 billion dollars in retail sales. And you can be sure this market is growing every day as it includes five of the richest agricultural counties in America. The entire KMJ marketing area is nine counties large with a whopping $2.21 billion in effective buying income. So, take your product on a selling spree, put your message on Beeline Radio KMJ. Remember, KMJ is just one of four Beeline stations covering California's prosperous Inland Valley area and Western Nevada.

Data Sources: SRDS, June 1968; Sales Management Copyrighted Survey, 1968
Mogen David votes straight ticket for television

We needed a medium to reach more people faster with a message unique for each of our 15 wines and champagnes—and TV again was the answer as it has been frequently since Mogen David made television history in 1950.

We have changed our marketing strategy and now are concentrating the majority of our efforts in network and spot TV. This decision to give even more dollars to television ($1 million for network alone) for the new fiscal year was confirmed by the encouraging wholesale, retail and consumer reaction to our spring campaign, 100% in TV.

Mogen David's recent marketing and research programs have helped establish a new image. We are no longer known as the producer of one type of sweet table wine. Through television we want to make more people aware of our complete line of wines and champagnes—and only TV can do it.

Mogen David has been a pioneer among winemakers in the use of TV. We were the first winery to use network TV in 1950, sponsoring Can You Top This on ABC. In 1965 we scored another first with wine commercials in color.

Last spring's 100% television campaign was the largest spring marketing drive in the company's history. The program began in March and continued through the spring holiday season. It featured an expanded schedule of 30-second spots in our key markets.

During this campaign daytime TV was used to reach the important women's market (statistics show an increasing number of women are making wine purchases) while prime evening time was scheduled to catch the male audience and reaffirm the message to women. The commercials featured dry table wines, sweet table wines and party punch wine.

Our marketing strategy paid off. Sales reached record highs for the fiscal year ending Aug. 31. The gain was nearly 10% over the previous year.

For this new fiscal year we set a sales goal increase of 10% over last year. To do this we unveiled the largest advertising and sales promotion campaign to date at our recent national sales convention at the Playboy Club hotel in Lake Geneva, Wis. Of the total budget of more than $2 million, 98% is going into network TV and spot TV.

Our theme, "Mogen David, the National Campaigner," was chosen to reflect our national expansion, the complete line of wines and champagnes and our aggressive marketing attitude. Tying in with the election year and heightened news values, the theme has capitalized on the audiences delivered by network and spot TV.

Coast-to-coast advertising and merchandising are supporting each effort of our product family. The coverage is designed to include the small towns as well as the major markets, everywhere the Mogen David brand is sold. The drive includes the full networks of ABC, CBS and NBC.

The fall and winter campaign includes major participation on NBC's Huntley-Brinkley Report and CBS's The Evening News With Walter Cronkite, ABC coverage includes the Joey Bishop Show. There also are four daytime audience-participation programs on NBC in the schedule: Eye Guess, Match Game, Hollywood Squares and Jeopardy.

The fall and winter network schedule covers nearly 550 stations collectively. The spot TV advertising schedule in support of the network effort is slated for more than 65 key wine markets. Only Los Angeles and Seattle are the exceptions. There radio spot is supporting the network TV. Of the total spot effort, 70% is for evening exposure.

A lively little bouncing grape introduces Mogen David's three new New York State Catawba wines in what we believe is a unique television commercial. Several years of market research plus increasing retailer demand convinced us there was an excellent market for three distinctive wines in the New York State Catawba category.

Our advertising agency, Edward H. Weiss & Co., Chicago, came up with a commercial as distinctive as the Catawba taste. Through the use of clever photographic sequences, we show that capturing the taste of the Catawba grape in a wine bottle isn't easy unless you know how. Who possibly could know how better than Mogen David?

The now familiar French chef in our dry wine commercial stresses that they are "delicious wines for American menus." Sparkling bubbles, popping corks and flashing colored lights set the background for a swinging party in the television introduction of Mogen David's American Concord red and American dry champagnes.

Three more commercials boast our products' versatility and popular appeal. The "Time for Mogen David" spot, for example, features Concord, blackberry, cherry, rosé and American cream sauternes wines as being "excellent any time: brunch time, cocktail time, TV time, game time, snack time, fun time—any time."

The table wine commercial stresses Mogen David versatility as "a star on any table" while the gift wine spot suggests the many possible occasions.

The "Taste" and "Party Punch Wine" commercials complete the line-up of new television messages. "Taste" focuses on the distinctive fruit flavors.

With advertising and sales promotion such as this on TV, we know "Mogen David—The National Campaigner" came up a winner last week as in every week this year.

Bernard Wiernik, president and chief executive officer of Mogen David Wine Corp., is a veteran of more than 20 years in the wine industry. Under his direction the firm became an industry pioneer in use of network TV and color commercials. Mr. Wiernik first joined Mogen David in 1946 as Midwest sales representative, becoming vice-president-sales and advertising in 1956 and executive vice president in 1962. He rejoined the firm in 1964 as president after a short term with C.V.A. Co.
ASSURE YOURSELF OF MAXIMUM RESULTS!
WMAZ Radio is first in adults, total audience and Bibb-Houston metro audience. In fact, WMAZ Radio delivers more total audience than any other two Macon radio stations combined... and more adults than any three Macon stations combined. This experienced leadership offers listeners what they want to hear to keep them happy. This also keeps our advertisers happy bringing them consistent sales results... that they can expect. Call Avery-Knodel for details.

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SOURCE: Media Statistics, Incorporated 1967-68 Series (Audience Measurement Data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

Put your advertising where the people are.

BROADCASTING, Nov. 11, 1968
Vision on the move

The new Minicam VI marks another innovation in the realm of the "impossible" from CBS Laboratories.

The Minicam VI is a television camera that can go anywhere: land, sea or air. And a single cameraman can carry it easily on his shoulder.

It opens up a whole new world in television broadcasting. It is the only portable camera to give an NTSC signal from a backpack. It will cover fast-action sports events and fast-breaking news stories live from the scene of action — with studio-quality color pictures.

Minicam is just one more significant innovation in Professional Products from CBS Laboratories — creators of the Image Enhancer, Digital Display Unit, Loudness Controller, Audimax, Volumax, and others.

CBS Laboratories has researched, developed, produced and marketed many of the most remarkable advances in the science of sight and sound.

Digital Display Units. Modular compact units for any size TV studio. Give optimum clarity up to 70 feet—from any camera angle up to 145 degrees. All operated by one controller which is able to handle 192 units!

Audimax and Volumax. A level control and peak limiter years ahead of any of their kind. Combination automatically guarantees maximum increase in audience coverage without over modulation.

Image Enhancer "rides through" weaknesses and defects in home television receivers. Delivers amazing picture clarity in both black-and-white and color. Remarkable process called "crispening" sharpens detail without noise or crosstalk.

Loudness Controller. The only instrument that guarantees your audience's listening comfort. Automatically reduces objectionable program loudness. Ends listener complaints.

Mobile Television Van. Television coverage capability in a class by itself. Goes everywhere. Sees everything. Whether it's two cameras or twelve, CBS Laboratories designs vans to suit any need.
EQUATION FOR TIMEBUYERS

ONE BUY X DOMINANCE*

X WKRG-TV• MOBILE ALABAMA

*PICK A SURVEY—ANY SURVEY

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager
Some hope for easing of controls

Nixon may turn down heat at FCC and Justice—
but will Democrats on Hill turn it up again?

The national elections last week produced a mixed bag for broadcasters concerned about the regulation to which they will be subjected. It contains some sweets, some sours.

In Republican Richard Nixon, the voters chose as their President a man whose past record indicates no passion for tough controls on business and who in the campaign just ended said he preferred less, rather than more, regulation of broadcasting.

But the Congress that was elected along with Mr. Nixon is not very different from the one whose term is now ending. It is safely Democratic, and among members who are returning are those with a zest for prodding the FCC into taking a tough regulatory line—Representative Harley O. Staggers (D-W.Va.), chairman of the House Commerce Committee, and Representatives John Moss (D-Calif.) and John Dingell (D-Mich.), who are members of that committee, to name three.

What’s more, many members are returning with simmering resentment of the television coverage of the Democratic convention in Chicago last August. House Commerce Committee investigators have been quizzing network officials and requesting films and tapes of their Chicago coverage in what appears to be preparation for a committee investigation. In addition, the Senate Communications Subcommittee is preparing a wide-ranging inquiry into the question of how all broadcasters discharge their public-service obligations, which could include a look at how they cover the news.

During the last period of divided government, in the 1950’s, Democratically controlled committees of the Congress discovered worn spots in the moral fabric of the broadcasting business, looked closer and uncovered scandals involving quiz-show rigging, payola and plugola and even ex parte activities on the part of commission members who had been appointed by the Republican President Eisenhower.

It may be assumed as a fact of basic politics that the next Congress will be no less alert to chances to embarrass a Republican administration.

Until the new administration and new legislature take office, however, there are no signs that the FCC will retreat from regulatory actions it has already undertaken. In recent months the commission has been tightening its controls as a result of House Commerce Committee criticisms of its procedures, particularly in transfer cases. For the commission is sensitive to congressional pressures, regardless of who is in the White House.

But it seems doubtful, too, that the commission will seek to carve out new regulatory fields to conquer, at least in broadcasting, as such. CATV is another matter: the commission feels it must devise new policy and rules or strangle in the red tape of present procedures.

Mr. Nixon told a KLZ-AM-FM-TV Denver interviewer on Sept. 25 that he prefers “a system where we have less control” rather than more in broadcasting as well as in other fields, adding, “I have the feeling that competition is the best control where radio and television are concerned.” His only qualification was that viewers who suspected that stations are abusing their “privilege” would “look to the government to step in” (Broadcasting, Oct. 7).

Mr. Nixon’s influence on the commission will be felt far more through the appointments he makes than through such pronouncements. And, in the same interview with the Denver stations, he indicated he might gratify one of the broadcasters’ oldest desires. Asked whether he would appoint a commercial broadcaster to the commission, he said: “Yes, I think somebody who knows
Here is NBC-TV's master control of election coverage at the beginning of what was to be a long night. Monitors at left show sources from which on-air signals were picked. At far right is Robert Northshield, executive producer.

CBS-TV built a wholly new set for this year's election program. Seated around circular desk, with large hole in middle, are Walter Cronkite, anchorman, and correspondents. The bubbles at far left and right housed color cameras.

something about the business ought to be on the FCC."

But it is doubtful whether there will be any changes at the commission—to accommodate a broadcaster or anyone else—immediately after Jan. 20, when the new President takes office. For the commission is now in the odd position, during a Democratic administration, of operating under a Republican chairman, Rosel H. Hyde.

Mr. Hyde, a commissioner since 1946 and chairman once before, in 1953-54, was named chairman by President Johnson in June 1966. He is scheduled to retire next June 30, when his term as a commissioner ends. The chairmanship, however, has no fixed tenure. It begins and ends at the pleasure of the President.

One name already mentioned in speculation over the chairmanship is that of Commissioner Robert E. Lee, a member of the FCC since 1953. Mr. Lee is an old acquaintance of the President-elect; he was a staff member of a House committee when Mr. Nixon was a young congressman in the late 1940's.

But commission observers point to at least one argument as to why Mr. Nixon might well prefer to bring in someone new as chairman: With the office of chairman as bait, Mr. Nixon stands a better chance of attracting someone of stature to serve on the commission.

The jobs of the commissioners themselves are not vulnerable. Unless a commissioner chooses to step down, he can only be replaced when his term expires. And Mr. Nixon will not be in a position to place a Republican in a seat now occupied by a Democrat—and this gives the GOP the maximum of four seats to which any party is entitled—until June 30, 1970, when the term of Commissioner Kenneth A. Cox, a tough-minded regulator, runs out.

But below the commission level are top-graded civil servants, some of whom play an important role in molding commission policy. They could be replaced—though whether the new administration would insist on moving them out before a new chairman is appointed remains to be seen.

Interest among staffers in this situation has focused on the commission's general counsel, Henry Geller, who has earned a reputation as an activist in government regulation. Mr. Geller became the commission's deputy general counsel in 1961, in the wake of the shift in power from the Eisenhower to the Kennedy administrations.

The Broadcast Bureau chief's posi-
ion has changed hands in previous transfers of power. But the incumbent, George S. Smith, is a Republican. And if Commissioner Lee, for whom Mr. Smith once served as legal assistant, is named chairman, Mr. Smith would seem safe in his present post—unless the White House has someone else in mind for the job.

In the past, chiefs of the Common Carrier Bureau have not been affected by the outcome of presidential elections. But the present chief, Bernard Strassburg, has been a vigorous administrator, particularly in the commission's dealings with AT&T. As a result, the White House may feel pressure from groups anxious to see Mr. Strassburg replaced.

Another spot the new administration might want filled with one of its own is that of FCC executive director, even though it is not a policy-making job. It is now held by Max Paglin, a Democrat and former general counsel of the commission.

Besides affecting changes in commission personnel, the new administration could have an impact on regulation of broadcasting through the new appointments to be made at the Department of Justice. Beginning with its entry into the ABC-International Telephone & Telegraph Corp. merger case, in January 1967, the department's antitrust division has used commission proceedings as vehicles for opposing mergers involving broadcasting properties that it felt were not in the public interest. The technique—successful in blocking the ABC-JTT merger and the acquisition of KFDM-TV Beaumont, Tex., by the Beaumont Enterprise and Journal—enables the department to avoid court fights to block a merger on antitrust grounds.

The appointment of a new attorney general and antitrust chief might bring an end to that practice—unless it is protected and preserved by department lawyers who survive the change in administrations.

For the management of Transamerica Corp. and Metromedia Inc., this question is of more than academic interest. A transfer case involving Metromedia's absorption by Transamerica in a $300 million stock deal will soon come before the commission for approval (Broadcasting, Oct. 14).

The incumbent officials at Justice have also been prodding the FCC to break up multimedia holdings within individual markets—including cross ownerships of broadcasting and newspapers. A change in philosophy at Justice could relieve that pressure.

But while Mr. Nixon may bring new people into government who will have a hand in how broadcasting is regulated, the voters did not. As forecast in Broadcasting's pre-election survey (Broadcasting, Oct. 28), changes in the House and Senate Commerce Committees, which have jurisdiction over the regulatory agencies, were minimal.

Membership in the House committee will be virtually unchanged in the 91st Congress. The only member not returning is Representative Horace Kornegay (D-N.C.), who chose not to seek re-election. And since Democratic losses in the House were slight, no change in the present 19-to-14 ratio between Democrats and Republicans on the committee is expected.

In the Senate, four of the eight Commerce Committee members whose terms expired will not return. Two were defeated last week—Daniel Brewster (D-Md.) and A. S. Mike Monroney (D-Okla.). The fate of the other two was known earlier—Thurston B. Morton (D-Ky.) had announced his retirement and Frank Lausche (D-Ohio) had been defeated in a primary fight in his bid for renomination.

Among the committee members re-elected was the chairman, Warren G. Magnuson (D-Wash.). Broadcasters have not found him unreasonable in the past. But in the Senate as well as in the House the matter of the coverage of the Democratic convention, plus the high costs of campaigning, will still be fresh in the minds of the successful Senate and House candidates, and may not contribute to an atmosphere in which broadcasting matters are likely to be viewed charitably.

It seems, then, that broadcasters can look for trouble in Congress, if not at the FCC, in the months and years ahead.
An endurance test for newsmen

A race too close for computers to call stretches costliest coverage into longest

The whole world was watching . . . and watching . . . and watching as broadcasting fed the exhausting returns of one of the nation's most tense presidential elections last Tuesday (Nov. 5) and well into the next morning.

In keeping with the rest of a mind-bending, back-breaking year for broadcast journalism election-night coverage turned out to be the most expensive, extensive and apparently closely watched yet.

With allowances for mechanical and human fluffs, broadcast executives agreed that the media rose to the occasion.

"I thought we did it better than ever before," said Bill Leonard, CBS vice president and executive in charge of that network's election coverage. "I wasn't proud only of us, but I think all three television networks told the story in a responsible, sober and interesting, but conservative manner. It wasn't a night of breakthroughs, but it was a good job of making people feel in on a very tense night in American history."

NBC's research staff estimated that all or part of the three television networks' coverage was watched by 142 million people in this country. (In addition, residents of four other continents—including six Iron Curtain nations—saw live portions of the coverage through the most complex international feed ever arranged for a U. S. news event.) In 1964, an estimated 125 million to 130 million people watched the election results.

Costs, too, were up although network officials agreed that the election coverage—despite its wearying length—stayed much closer to budget than the cash-draining primary and convention broadcasts. NBC and CBS each spent an estimated $3 million on election night; ABC, $2.2 million. An additional total of about $1.3 million was written off in advertising revenues lost to the networks through election-coverage preemption of regular programs.

Each of the three networks had accomplishments to cite:

NBC scored the greatest number of correct first projections on state-by-state presidential races, with 24 first calls and two ties as against 11 first calls and one tie for ABC and 13 first calls and one tie for CBS. (For record of all calls see table, page 31.)

CBS, which has been working diligently for the past decade to catch NBC in the size of election audience, came out ahead last week, according to one rating service. ARB figures gave CBS the lead for Tuesday's prime, with a 24.1 rating, against a 23.2 for NBC and a 9.5 for ABC. C. E. Hooper, however, gave 7-11 p.m. dominance to NBC, with a 29.3 rating, versus 23.7 for CBS and 10.4 for ABC. CBS executives also were proud of the showing made by their projection-and-analysis unit, internally organized for the first time rather than supplied by Louis Harris & Associates.

Although trailing in audience and projections, ABC could once again point to the fact that it scored when it counted: Just as it did in the crucial Oregon and California Democratic primary contests in the spring, the ABC statistical unit came in with the key presidential projections.

ABC made the first calls on the Ohio (7:32 a.m. Wednesday, EST), California (also 7:32 a.m.) and Illinois (8:19 a.m.) races, allowing the network to make the first flat projection of Richard Nixon as the presidential winner at 8:19 a.m. (NBC declared Mr. Nixon the winner at 10:33 a.m., and CBS at 10:45 a.m.) In addition, ABC was the only network to go out on a limb and project any winner in Alaska, Missouri and Texas.

(By contrast with the long vigil of last week, it was recalled that in 1964 NBC called the election of Lyndon Johnson at 6:48 p.m. election day—before the polls closed in any state.)

The caution which had been predicted in calling questionable races was borne out. Despite the many extremely close contests, there were remarkably few projection errors by the individual networks.

NBC had none. ABC had one: It called Mr. Nixon the winner in Maryland at 12:21 a.m. Wednesday but retracted at 12:34 a.m. and considered the race so close from then on out that it never again tried to project the winner.

John Thompson, director of ABC election operations, said: "At this point, we can't tell what went wrong until we really dig into the details. Within 10 minutes of the time we made our projection, we got some additional data that made us suspicious and we immediately withdrew the call."

CBS's one mistake was mechanical rather than statistical. It had Hubert Humphrey ahead in Indiana with 51% of the vote at 7:36 p.m., but at 8:23 p.m. switched to a projection that Mr. Nixon would carry the state with 50%.

"It was literally a computer typographical error," said CBS's Mr. Leonard. "Somehow the figures got transposed. Once we saw we had the wrong man ahead, we pulled it. As long as you have human beings involved with anything, you have the possibility of error."

It apparently was also human, rather than technological, error, that caused the one pervasive election-night foul-up: the breakdown in News Election Service supply of raw vote totals to the three networks and two wire services.

The presidential winner might have been named—and everyone could have gone home—several hours earlier if the as-yet-unexpected programing error had not forced NES to switch to its backup system.

Shortly before the 10 p.m. switch-over from the primary NES computer system, the fact that something was wrong with its tabulations was readily apparent to astute viewers as the networks posted totals of over one million votes for comedian-candidate Dick Gregory (he actually wound up with about 49,000). At midnight came a warning from Wes Gallagher, Associated Press president and an NES director, that some of the NES data might be in error and should be checked.

Both CBS and NBC election officials said the lack of rapid, reliable data slowed them for several hours in calling the crucial Illinois race and was a factor in the important California race.

"We'd probably have been able to call it much earlier if we had the full raw vote for Illinois," said Donald Meaney, vice president, NBC News, and over-all supervisor of the network's election coverage. "We knew that there was trouble with the incoming Illinois information, and we were only able to use one of our two projection systems because an accurate county vote was not available to us. Therefore, we went much more cautiously."

CBS's Mr. Leonard said: "Illinois was a matter of discussion in our shop all night. I was on the edge of the potential to call Illinois much earlier—six or seven hours earlier—but we withheld a final call because we were being ultra-conservative without an accurate raw vote to compare against the narrow lead shown in our vote-profile analysis precincts."

ABC's Mr. Thompson said he was
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<td>R: 8:32p</td>
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<td>D: 10:33p</td>
<td>R: 8:35p</td>
<td>R: 12:11a</td>
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<tr>
<td>Iowa</td>
<td>R: 11:15p</td>
<td>D: 10:11a</td>
<td>—</td>
<td>D: 10:52p</td>
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<tr>
<td>Ky.</td>
<td>R: 7:01a</td>
<td>R: 7:49p</td>
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<td>D: 10:06p</td>
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<td>Mass.</td>
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<td>Miss.</td>
<td>A: 8:34p</td>
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<td>Mo.</td>
<td>D: 11:42p</td>
<td>D: 10:36p</td>
<td>D: 9:50p</td>
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<td>Mont.</td>
<td>R: 2:58a</td>
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<td>Neb.</td>
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<td>N.J.</td>
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<td>N.Y.</td>
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<td>R: 11:30p</td>
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<td>R: 10:25p</td>
<td>R: 10:39p</td>
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<td>D: 8:43a</td>
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<td>Pa.</td>
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<td>D: 11:06p</td>
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<td>D: 11:30p</td>
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<td>D: 10:07p</td>
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<td>Utah</td>
<td>D: 12:35a</td>
<td>D: 12:48a</td>
<td>D: 12:20a</td>
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<td>Va.</td>
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<td>Wash.</td>
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<td>D: 12:48a</td>
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<td>Wyo.</td>
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<td>Wyo.</td>
<td>R: 11:20p</td>
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</table>

* Denotes time a race was called after noon of Nov. 6.

1 CBS's 7:36 p.m. call for Humphrey in Indiana was changed to a call for Nixon at 8:23 p.m.
2 ABC's 12:21 a.m. call, AP's 9:25 p.m. call, UPI's 11:51 p.m. call, all for Nixon in Maryland, were changed to "too close to call" by ABC at 12:34 a.m., AP at 1:04 a.m., UPI at 12:28 a.m.
able to call the two races first because the key precincts chosen by his statisticians did show a wide enough Nixon lead that it was not felt necessary to check them against NES totals.

Officials of all three networks agreed with Mr. Thompson's statement that "there will be an intensive autopsy" to determine exactly what went wrong in the NES programming.

Despite the difficulty in its first full-scale, computerized use to provide standardized presidential election returns, NBC's Mr. Meany thought the cooperative service "did a fine job. As long as it was working properly, it was delivering returns at a far greater rate than ever before"—including a new presidential popular vote total every minute.

NES, a cooperative formed for the 1960 elections by ABC, CBS, NBC, Associated Press and United Press International, conducted a successful test computer tabulation system in 11 Western states in 1966, and then decided to set up an elaborate system for the primary and general elections of 1968. The plan included an estimated 125,000 precinct reportors and 4,800 county-level reportors who telephoned information to seven regional collection centers, which in turn converted the totals to data processing form and transmitted them electronically to the computer center in New York. The computer was then expected to provide state totals for presidential, senatorial, gubernatorial and House races to be transmitted at five-minute intervals and county tables at 15-minute intervals.

The difference in the networks' choices of sample precincts and their use for forecasting voting trends made the wide disparity in individual network projection of races. For example, whereas CBS was confident enough of the presidential outcome in Wisconsin to call Mr. Nixon as the winner at 10:25 p.m., NBC did not make a flat projection until 4:07 a.m. and ABC until 4:30 a.m.

Where NBC was so confident that its precinct samples gave it a handle on the Kansas presidential race that it called Mr. Nixon the winner at 7:37 p.m. with only 3% of the vote in to NES, CBS in Delaware found its sample precincts showing that presidential race so close that it refused to call it even with 99% of the vote counted by NES at 3:10 a.m. (CBS finally declared Mr. Nixon the Delaware winner at 3:19 a.m.)

Executives of all three networks re-emphasized their pre-election promises that in this tenuous election they were more interested in accuracy and analysis than fast predictions. "We didn't regard ourselves as being in a horse-race," said NBC's Mr. Meany. "It was enough that we were very pleased with the way we performed. I have no idea how we did against the other networks in the number of first calls."

ABC's Mr. Thompson noted that the network had stayed by its pre-election pledge not to project the winner of any race in a state where the polls were still open. "Although we were able to make three key calls at the end of the evening, it was not because we were striving to be first," he said: "It was because we came up with data we were sure was correct."

The determination of the networks to convince audiences of their credibility was apparent on the screen, as newscasters for all three repeatedly explained such things as how they could project a state winner with a very small sample of the vote in.

In the early hours of the election count, the networks also were obviously sensitive to criticism that their projections might keep voters home from the polls in states where balloting was still underway. Newsmen broadcast frequently to the nation and NBC even showed a national map with states still blocked in which the polls remained open.

Despite the care in stressing broadcast responsibility, in the effort to fill the grinding early morning hours with any sort of fresh information, there was the inevitable flow of trivia, as well as an occasional outright inaccuracy, such as ABC's Bill Lawrence saying at 12:11 a.m.: "This race either will go to Humphrey or the House of Representatives."

On NBC, in a general discussion among its six-man studio team at 1:07 a.m., John Chancellor felt compelled to chide his fellow newsmen during a mushrooming round of speculation on the possible results of a presidential deadlock. He interrupted Chet Huntley, saying: "Could I break in here and say I think you're all trying to put too many Vice Presidents on the head of a pin? ... I just think it's too early to engage, if you allow me, Chet, to engage in this kind of talk."

But lapses were perhaps inevitable in one of the longest nights in marathon news coverage, and sometimes resulted in a bit of sympathy-inducing humor. In a discussion on NBC, Edwin Newman asked Mr. Huntley: "You said we might have to wait a couple of weeks for the absentee ballots, and what I wanted to ask you was would we have to wait here?"

To which David Brinkley joined in: "I could pick a better place. This is not a bad place to visit, but I don't want to live here, Ed."

Sympathy was well deserved. Newsmen, both on the air and executives, stuck it out to the end on all three networks: On ABC, anchor man Howard K. Smith, political editor Bill Lawrence and their supporting team stayed in action from sign-on at 7 p.m. until they wrapped up 14 hours later at 9 a.m.

Messrs. Huntley and Brinkley put in 13 hours on NBC, from 6:30 p.m. until 7:30 a.m. when the Today show swung into three continuous hours of coverage, with Mr. Chancellor and Mr. Newman and a visibly-bearded Sander Vanocur carrying through Today until 11:30 a.m.

CBS anchorman Walter Cronkite, who began broadcasting at 6 p.m. received a standing ovation from his fellow election-central personnel when he finally signed off the network's election coverage at 11 a.m., after 17 straight hours at the desk.

Among those applauding Mr. Cronkite was the entire production staff "without a single exception, from [CBS News president] Dick Salant to the assistant director," according to CBS News's Mr. Leonard, who noted that he, himself, remained on the job from 7 a.m. Tuesday until 3 p.m. Wednesday—32 straight hours. "Somehow nobody got tired until after it was over," Mr. Leonard added.

CBS did spell three of its on-air men,
One thing that grows faster than the Atlanta market: WSB's share of it.

According to trends, WSB's share of the Atlanta radio audience should someday be larger than the total number of Atlanta Radio Households. Fact is, Pulse Surveys® show that in this last five years WSB's share of the Atlanta Metro audience has increased 51% while the total number of Atlanta Metropolitan radio households has increased 25%.

Anyhow, we figured that if something is growing faster than Atlanta, you'd probably like to know about it. We really don't expect our cut of the pie to ever be bigger than the pie. But we're working on it, nonetheless.

WSB Radio
Atlanta/AM 750/FM 98.5
NBC Affiliate/Petry & Co. Inc.
sending Joe Benti, Roger Mudd and Mike Wallace to bed at 3:30 a.m. for four-hour naps. They took over for the remote coverage of Mr. Humphrey's 10-minute concession speech from Minneapolis at noon, and Mr. Nixon's 10-minute victory speech from the Waldorf-Astoria in New York at 12:30 p.m.

Coverage of the two candidate's speeches by all three networks, in effect, rounded out the night-and-day marathon coverage, and wrapped up the last of an average of 10 live remotes carried by each of the networks.

If the newsmen plugged away at their jobs through the long night, it was obvious that thousands of viewers were right along with them, from firm-lipped political strategists to ordinary citizens such as a woman who called KFEG-TV St. Joseph, Mo., at 9:35 p.m. to ask: "Is Nixon a Republican or Democrat?"

In wrapping up CBS's coverage, Mr. Cronkite reported that a telephone call had just come in from a Long Island woman who said: "Keep it up. You are just beginning to get good."

ABC reported that its station in Cleveland had received more than three-dozen calls complaining that the network was deliberately not reporting votes for Pat Paulsen, the candidate from CBS's Smothers Brothers Comedy Hour.

Supporters of another overlooked minority candidate attempted direct action for recognition at NBC's election broadcast headquarters in New York. Two youthful yuppies carrying Viet Cong flags got into the election broadcast studio, but not on camera, at 12:10 a.m., before they were hustled out by guards. A group of fellow yuppies stopped outside the broadcast center, carrying a platter with the head of a pig, their symbolic protest candidate, "Pigasus."

In other bickering at ABC, commentator William F. Buckley, Jr. remained firm in his refusal to appear on-camera with his regular partner, Gore Vidal ("Closed Circuit," Nov. 4). ABC officials had to roll in an extra set of cameras and hung a grey velvet curtain in the studio to separate the conservative and liberal commentators from each other's view.

Mr. Buckley and Mr. Vidal were only two of a number of outside experts the networks used to add individuality to each of their broadcasts.

CBS made frequent on-camera use of author Theodora H. White to analyze voting trends; Congressional Quarterly editor Neal Pierce on congressional questions, and Italian journalist Luigi Barzini for an international view of the American election phenomenon.

For those with the endurance to watch, the lagging early-morning hours were enlivened by some pungent comments from the outside commentators, such as Mr. White's strong objection at 3:15 a.m. to a suggestion of eliminating the electoral college in favor of nationwide popular balloting for the President. It would, he said, make selection vulnerable to "the kind of crooks who manipulate the vote in Cook County [Illinois] and Texas."

NBC made use of the advice of a battery of scholarly experts, most notably the opinions of Harvard constitutional law scholar Paul Freund, but it did not put its consultants on the air.

In their efforts to explain details of this year's ultra-complex election, the three networks went in heavily for elaborate break-downs of voting patterns, by regions and by social, economic, racial and ideological groups.

With each network providing a relatively distinctive style of organizing and displaying its data, preference was pretty much in the eye of the individual viewer, although industry observers agreed that graphic displays—which both CBS and NBC did directly from computers—were improved.

ABC relied primarily on the two-man give-and-take between Mr. Lawrence and Mr. Smith. CBS officials expressed strong satisfaction with the "packaging" of returns by regions, with the country divided among Mike Wallace (East), Roger Mudd (South), Dan Rather (Midwest) and Joseph Benti (West).

NBC, on the other hand, allotted the handling of returns by type of race: Frank McGee, gubernatorial contests; Mr. Vanocur, Senate races, and Mr. Newman, House races. Mr. Chancellor had his own desk-side computer to field questions on projections and analysis.

NBC's election set, little changed from 1964, appeared by far the busiest, as it was constantly warm with executives, writers, technicians, messengers and even an occasional strolling VIP.

ABC, with its entire projection-and-analysis team stationed with its rented ITT computers in Paramus, N.J., had far fewer people within camera range.

CBS probably scored the greatest visual advance with its elaborate new "elections in the round" set ("Closed Circuit," Oct. 14), which looked modern, compact and uncluttered, with most behind-the-scenes personnel tucked away behind the scenes. Most common viewer reaction to the CBS set was curiosity about the large green bubbles which dotted it (they were plexiglass domes enclosing cameras).

In addition to the networks' national broadcasts, NBC fed portions of its coverage live to 18 other countries in the first simultaneous use of four satellites and land lines.

While the exhaustive video coverage of the election saturated the nation, radio was equally active.

Perhaps busiest was ABC, feeding its four radio networks in continuous rotation out of one New York studio. There were only seconds of dead air per hour. ABC Radio News packaged 20 separate reports an hour continuously from 7 p.m. Tuesday until election sign-off at 8:30 a.m. Wednesday. Don Gardner anchored coverages on the American Contemporary Network; Bob Wilson on the American Entertainment Network; Al Edel the American FM Network, and Mort Crim, Merrill Mueller, Bill Downs and Bob Walker rotated on the American Information Network.

CBS Radio carried continuous election coverage from 6 p.m. Tuesday until 11 a.m. Wednesday. Robert Trout and Dallas Townsend anchored the broadcast, with Alexander Kendrick providing analysis.

NBC Radio's continuous coverage ran from 7:05 p.m. Tuesday until 10:45 a.m. Wednesday. Peter Hakes and Russ Ward anchored, with Bill Ryan handling projection and analysis, Robert McCormick, the Senate and House races and Dean Melt, gubernatorial contests.

Mutual provided continuous election coverage from 7:36 p.m. until 5:30 a.m. From 5:30 a.m. until 1:15 p.m. it reported election developments in five-minute reports at 15 minutes after and 15 minutes before the hour, as well as in regularly scheduled newscasts on the hour and half-hour.


All four radio networks cut in live pickups of Mr. Humphrey's concession speech at noon Wednesday and Mr. Nixon's victory statement at 12:30 p.m.

ABC, NBC and CBS used their network news facilities to provide projection data for the radio broadcasts. Mutual did not attempt to make projections.
An asphalt pavement under this wasteland could help free the world from the threat of famine.

(The steels are ready whenever you are)

Two feet below this useless land, a layer of ordinary asphalt one-eighth inch thin could help produce a greatly increased crop yield.

The underlying pavement of asphalt traps rainwater that would ordinarily drain away. This keeps the surface soil moist and much more productive.

Widespread use of asphalt-layered soil could, with a newly developed strain of stiff rice plants, double the acreage of Southeast Asia's paddy fields and boost output 2,600 percent! Experiments indicate that half-starved countries could be free of the threat of famine.

Worldwide application of this asphalt-barrier technique would require large-scale development of the special farm machinery needed to lift a two-foot-thick strip of earth, spray liquid asphalt underneath, and then let the soil settle back. With more acreage of formerly unusable land, production of the many types of highly efficient farm machinery would have to be increased beyond estimation.

The new asphalt-barrier technique will require tougher, more durable steels to do this precision job. Republic has anticipated the future needs for all kinds of improved farm equipment. Just as we have for a full line of tubular products with a new maximum dependability for the petroleum industry, refiners of asphalt. These rugged, new steels will be ready when needed.

At this moment, the long reach of steel from Republic is probing into areas wherever man's imagination needs it — from beneath the land to beyond the moon, from the heartbeat of man to the drumbeat of defense. Republic Steel Corporation, Cleveland, Ohio 44101.
The high price of seeking office

By all accounts 1968 campaigns were costliest in history

While the politicians and newsmen were adding up votes last week, other newsmen and media experts began adding up dollars. And preliminary estimates were that campaign expenditures reached an all-time high, substantially exceeding trend lines projected from earlier campaign years.

When all the returns are in—if, indeed, they ever are—total political spending in 1968 may reach $300 million, with broadcasting's share in the vicinity of $50 million. One observer holds that a total of $67.5 million was spent for TV alone.

The $300-million total figure represents an outside estimate, with other projections centering around $250 million. But Herbert E. Alexander of the Citizens Research Foundation of Princeton, N.J., which keeps tabs on political spending, says he's changed his prediction from around $250 million to at least that amount.

The major presidential candidates have spent an estimated $36 million to $40 million, with about half going into media—print and broadcast. It's noted that much print expenditure is tied to broadcast, although the revenue is not collected by broadcasters. Newspaper display is used to attract audiences for radio and television broadcasts.

Total broadcast revenues for all campaigns are expected to range in the neighborhood of $50 million for the year. Final figures will be provided by the FCC, which, if it follows the pattern of prior election years, will report some time next summer.

Mr. Alexander suggests that another 20% should be allowed for production, which would up the $30-million projection for broadcast to $60 million. Adding in another allowance for newspaper promotion of broadcast messages could bring the whole broadcast and broadcast-related bill for all candidates into the $60-million to $70-million range.

In 1964 the FCC figures for primary and general-election use of broadcast in all campaigns came to $34.6 million. This figure would include production costs levied by stations and networks but not include production by outside firms.

The Citizens Research Foundation's estimate for direct broadcasting charges, $50 million, is also above the trend line from prior election years, Mr. Alexander notes, but he defends it on the grounds of increased costs and more intensive use.

More precise figures await the FCC report and a Citizens Research Foundation study being funded by the Ford Foundation. Mr. Alexander says his study will include—as far as is possible—breakdowns detailing use of media in campaigns. He has researchers gathering data from the reports filed under the Corrupt Practices Act with the clerk of the House of Representatives.

The House clerk's files are not complete, and won't be until later this year or early next year. They include lists of contributions and expenditures by all but intrastate campaign committees, but expenditures for media are often lumped under payments for "services" to advertising agencies and consultants.

Mr. Alexander says that his report probably can't be completed before another year or year and a half.

Media expenses for the presidential races can be computed using the 50% rule of thumb from estimates for total expenditures. The Republicans are said to have spent, based on their own announcements and partial data filed with the clerk of the House, from $17 million to $20 million.

The Democrats had $12 million budgeted, but are generally thought to have spent more than they had originally planned. George Wallace's American Independent Party estimates have been in the $7-million to $8-million range, but the Wallace camp has been particularly uninformative about media spending.

Another source, in broadcasting, said Mr. Nixon spent $10.5 million on TV alone. Mr. Humphrey spent $9 million. The Humphrey camp's feast or famine regarding broadcasting money was laid to the assassination of Robert Kennedy. Before the senator's death, it's reported, Mr. Humphrey had access to considerable "stop-Kennedy money." After the assassination the supply dried up. Later, in the last three weeks of the campaign, these funds again became available as "stop-Nixon money."

The same source offered the $67.5-million projection for all political TV spending for the year. Senator Kennedy, it's added, spent $7 million before his death, and had been prepared to spend at least that much more in the rest of his campaign, if nominated.

Ernest Lee Jahncke, Jr., an NBC vice president, declined to estimate total spending by candidates but observed that this year saw the "most intensive use of broadcasting in the history of broadcasting." Two factors swelled the totals, he noted: the intensity of use during the climax of the campaign and the duration of this year's use of the medium, which began before the New Hampshire primary and continued almost unahmted through last week's Monday-evening climax.

NBC alone had done more than $1 million in political business before the conventions, he added.

Also seen as different this year was a lack of use of daytime TV (except during the final week), an explosive growth of the use of network radio, an increased emphasis on use of sports programs as vehicles for political messages and increased sophistication in the use of radio-TV by campaign strategists generally, compared to prior years.

Despite dry spells when money got tight for either the Democratic or Republican candidates, NBC reported that

One Democratic project relegated to the scrap heap was a mock debate with puppets representing the major candidates. Scheduled for a two-hour election eve telecast on ABC-TV the show was abandoned when agency executives took a look at it and decided it was "rather childish."

36 (LEAD STORY)
The non-violent demonstrators.

"Beany & Cecil" demonstrate that it's possible to have a successful adventurous children's show without getting violent about it. They've been demonstrating their popularity to station managers and advertisers by consistently pulling large audiences.

Here's just a sample of how they rated around the country in their recent network run:

- • = 1 in Seattle, Sunday 8:30 a.m., with an 8 rating and 89% share of this five station market.
- • = 1 in Minneapolis, outdrawing competition "Popeye" and "Forest Rangers" Sunday at 11:00 a.m. with a 31% share.
- • "Beany & Cecil" topped "Tom & Jerry" in head up competition in Charleston, S.C., by a 60 to 40 margin, Sunday at 9:30 a.m.
- • = 1 in Rockford. "Beany & Cecil" out-pulled competition "Captain Kangaroo" better than 2 to 1, with 71% share, Saturday at 7:30 a.m.
- • A big hit Monday afternoons at 4:00 in Springfield, Mo., gaining 83% share of the audience.
- • = 1 in St. Louis, getting 43% share of this four station market, Sundays at 11:00 a.m.
- • Four out of every five viewers in Portland, Oregon were watching "Beany & Cecil!" Sunday mornings at 8:30 a.m.

"Beany & Cecil" is now available for your market... 78 8-minute fun-filled animated episodes, in color. Made to fit any program format... or use three together as a half-hour show. This is the kind of wholesome, non-violent children's entertainment that appeals to parents too.

With "Beany & Cecil" you're likely to end up with the biggest small audience in your market.

"BEANY and CECIL"
78 Color Cartoons

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

Source: ARB Feb '67.
actual use of that network's time by both camps came out remarkably even. On Nov. 1, "quite by chance," both groups had logged or contracted for exactly 351 NBC-TV minutes, counting half hours as 30, hours as 60 (minutes as minutes, of course). By election day, Mr. Humphrey's forces had added 60 more minutes to the grand total of commitments; Mr. Nixon didn't match the new total but came in with another 30.

By common consent in all camps it wasn't lack of availabilities that brought the buying to a halt (although availabilities did get quite tight in the closing days of the campaign). The parties ran out of money before the broadcasters ran out of time. A Nixon aide was reported saying, "We could have spent $100 million if we'd had it."

Despite the record spending by politicians, it wasn't all gravy. NBC sources estimate that the actual costs of election-night coverage approximated $3 million, with pre-emption costs estimated as between another $400,000 and $500,000. The network recouped about $1 million in election-coverage advertising.

CBS wouldn't discuss any actual figures, but observers estimated coverage and pre-emption costs to be of the same order of magnitude as NBC's.

ABC estimates its coverage cost $2.2 million. Pre-emption of prime time and the Joey Bishop Show cost about $1.2 million. Sponsorship of coverage returned only between $300,000 and $400,000, leaving the operation $800,000 to $900,000 in the red.

N.Y. cable originates election coverage

Manhattan Cable Television substituted six hours of election coverage for its usual news-information fare last Tuesday night and Wednesday morning.

The CATV company ordinarily uses channels 6 to 10 to disseminate UPI news, to which it is a subscriber, information on cultural and entertainment events in New York, and interviews with celebrities from 5 p.m. to midnight and 7-10 a.m. The CATV's announcers began giving national and local vote totals from UPI and their own local contacts at 9 p.m. Tuesday and continued until sign-off at 12 midnight, then devoted the three hours Wednesday morning to election news.

Teleprompter and CATV Enterprises, New York's other cable companies, did no local originations.

accounts for 85%-to-90%.

The multimillion dollar broadcast effort has left its mark on an agency that billed only 24% in TV last year and whose accounts are largely industrial.

"I think we have learned the hard way how to do a tremendous job in buying for broadcast media," said Mr. Poister.

Of the 93 full-time and part-time workers on the Nixon-Agnew account, 33 were on loan from other agencies or "at liberty," according to Mr. Poister. A total of 131 TV spots and 134 radio spots for Nixon-Agnew came out of Fuller & Smith & Ross after the Republican National Convention.

Mr. Nova, senior vice president at Lennen & Newell and head of Mr. Humphrey's Campaign Planners Associates, said they spent approximately $6.5 million for radio and television time and production costs. Other industry sources have estimated that nearly $9 million was spent by Humphrey-Muskie in television. Mr. Nova estimated that $2.75 million was spent in the final week alone.

Mr. Nova and Mr. Poister both indicated that they would jump at the opportunity to work on another political campaign. "I would work on another tomorrow. It's the most exciting thing I've ever done," said Mr. Nova, "the whole market is America."

On election eve, when the candidates took over prime time with a combined six-and-a-half hours of paid network time, WNDT-TV, New York's noncommercial NET affiliate, ran a discussion of the campaign and the election by experts in the fields of communications and political science. The guests on Newsfront included Robert Montgomer-

Campaign stirs up agency executives

Both sides admit they'd jump at the chance to do it all over again

Barry Nova, helmsman of the Humphrey-Muskie advertising campaign, called the broadcast effort "an advertising man's dream." John Poister, account manager at the Nixon-Agnew agency, said it had been "a monumental job." Communications savants from the crew's nest of noncommercial television, saw paid political broadcasting as "dangerous" and "a destructive weapon."

These were the comments made after the campaigns closed last week by those who had been in the thick of it.

It is estimated that Fuller & Smith & Ross spent in the neighborhood of $12 million in broadcast media costs on behalf of President-elect Nixon and Spiro Agnew. Of this amount television

N.Y. cable originates election coverage

Manhattan Cable Television substituted six hours of election coverage for its usual news-information fare last Tuesday night and Wednesday morning.

The CATV company ordinarily uses channels 6 to 10 to disseminate UPI news, to which it is a subscriber, information on cultural and entertainment events in New York, and interviews with celebrities from 5 p.m. to midnight and 7-10 a.m. The CATV's announcers began giving national and local vote totals from UPI and their own local contacts at 9 p.m. Tuesday and continued until sign-off at 12 midnight, then devoted the three hours Wednesday morning to election news.

Teleprompter and CATV Enterprises, New York's other cable companies, did no local originations.

accounts for 85%-to-90%.

The multimillion dollar broadcast effort has left its mark on an agency that billed only 24% in TV last year and whose accounts are largely industrial.

"I think we have learned the hard way how to do a tremendous job in buying for broadcast media," said Mr. Poister.

Of the 93 full-time and part-time workers on the Nixon-Agnew account, 33 were on loan from other agencies or "at liberty," according to Mr. Poister. A total of 131 TV spots and 134 radio spots for Nixon-Agnew came out of Fuller & Smith & Ross after the Republican National Convention.

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Send complete information on either or both of these programs (as checked above), including the rate for exclusive sponsorship in our market. We understand that this inquiry involves no charge or obligation to us—that we are in no way committed to sell the program(s).

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PLEASE CALL COLLECT (312) 332-2303
Senator Thurstom Morton (R-Ky.) and Representative Basil Whitener (D-N.C.) will be departing next January. Mr. Whitener, listed with 2% of WSVN Valdese, N.C., was defeated by James Broyhill (R-N.C.), a Commerce Committee member who, because of redistricting, had to fight for re-election in what had been predominately Mr. Whitener's previous territory. Senator Morton, with family connections to WAVE Inc., Louisville, Ky., retired from the Senate and did not stand for re-election.

Another broadcaster made a run for Senator Morton's seat, but lost. Katherine Peden, owner of WNLV Nicholasville, Ky., ran behind Marlow Cook, a Republican who campaigned with Senator Morton's endorsement. Miss Peden, a Democrat, was the only woman member of the Kentucky commission on civil disorders, whose findings she strongly backed.

Another name well known to broadcasters fell to a conservative tide in Florida. Leroy Collins, seeking a seat vacated by Senator George Smathers (D), was defeated by Republican Edward J. Gurney. Mr. Collins is a former president of the National Association of Broadcasters. He ran as a Democrat.

Two other challengers with broadcast backgrounds also ran. Richard Smiley, president of KKKL Bozeman, Mont., failed to tonnel Representative Arnold Olsen (D-Mont.). And Stelio Salmona, former newsman with WNNC-TV Hartford, Conn., could not unseat Congressman Robert Giamo (D-Conn.).

All turn to TV for final appeal
Telethon format is used by Nixon and Humphrey; Wallace on three networks

Both major-party candidates wound up this year's frenetic campaign for the Presidency with separate, unprecedented election-eve telethons originating on the West Coast. Each telethon was conducted live for four hours and each pre-empted two hours of prime time on network television. Third-party candidate George Wallace pre-empted 90 network minutes that night, a half hour on each network.

Hubert H. Humphrey talked directly to telephone callers in a Hollywood television studio. Richard M. Nixon answered questions from viewers across the country telephoned to a TV studio in Burbank and relayed to him by his staff.

In addition, Mr. Humphrey had two half-hour film programs, one on CBS and one on NBC. The NBC half hour was up against the same candidate on another network—it conflicted with the Humphrey telethon on ABC. It was estimated that the citizens for Humphrey-Muskie spent some $100,000 in sponsoring The Humphrey-Muskie Call-In over ABC-TV. The bill for the two additional half-hours was put at approximately $160,000 not counting prorated production costs. The Nixon-Agnew Victory Committee was thought to have spent some $375,000 to sponsor the Ask Richard Nixon telethon over NBC-TV.

Edward Lee Jahncke Jr., NBC vice president, said he thought the Nixon telethon cost Republicans upwards of $500,000, figuring in all gross charges, including AT&T fees for special equipment and personnel.

NBC's 50% political discount, originally offered for prime-time participation minutes and later in the campaign extended to all spots, did not apply to the telethon or other purchases of whole time blocks.

The Humphrey telethon pre-empted Peyton Place. The Outcasts, and the first half of The Big Valley. The Nixon telethon pre-empted NBC's Monday Night at the Movies.

Mr. Humphrey shared the telethon questions with his vice presidential candidate, Senator Edmund S. Muskie. Mr. Nixon did not make use of his vice presidential candidate, Gov. Spiro T. Agnew.

A 8:30-10:30 p.m. EST segment for Mr. Humphrey and 9-11 p.m. EST segment for Mr. Nixon covered live all the country but California, Oregon and Washington. Both candidates took an hour break after their first two-hour segment. Then each covered the three West Coast segments live in the second two-hour segment (8:30-10:30 p.m. PST, 9-11 p.m. EST, respectively).

A George Wallace half-hour film program appeared at different times on all three networks Monday night. His combined bill for the three half-hours was put at approximately $230,000.

Vice President Humphrey and Senator Muskie, from an ABC-TV studio in Hollywood, answered questions in three ways. Primarily they talked directly to callers. These calls came in to a telephone switchboard manned by Agar Jaacks and Linda Gaugal, program producers on leave of absence from KGO-TV San Francisco. Incoming calls were screened with the most articulate, pertinent ones passed on to Jim Dunbar, a telephone-talk on-air personality for the ABC-owned stations in San Francisco who served as moderator for the political telethon (the personnel from the KGO stations were brought in as a paid talent package by the Citizens for Humphrey-Muskie because of their experience with call-in shows). Mr. Dunbar, who manned a panel that could handle 23 incoming calls, put the various callers on the air in direct communication with the Vice President or the senator. No tape delay device was used.

When Mr. Dunbar's switchboard was jammed with calls, spillover calls—up to 77 of them at a time—were passed to a panel of some 40 celebrities. Included were Frank and Nancy Sinatra, Burt Lancaster, Kirk Douglas, Herb Alpert, Bill Cosby, Buddy Hackett, Steve Allen and Johnny Carson. The celebrities at different times paraphrased questions which were answered by Mr. Humphrey or Mr. Muskie.

Questions also were taken directly from the studio audience of some 250. These questions and questions from the celebrity panel were coordinated by Paul Newman and Danny Thomas, who were co-hosts for the telethon.

The Humphrey program was produced by the casting director of the Democratic National Committee, Lloyd Hand, former U.S. chief of protocol, assisted in production. Bob Squier was executive producer, while Sid Galanty directed. Nick Vanoff and Bill Harbach of Zodiac Productions, the company that produces The Hollywood Palace, also assisted in putting together the telethon.

The Nixon telethon, originating from what is normally the Bob Hope studio at NBC-TV Burbank, was conducted by the former co-owner of both network and now ABC-TV sports telecaster, Bud Wilkinson. He relayed call-in questions to Mr. Nixon that were first taken and written down by 100 so-called "Nixonaries," young girl volunteers (actually there were 300 of the young women on hand but they worked in shifts). The questions also were carefully screened by Mr. Nixon's staff before they were aired. Mr. Jahncke noted that the Nixon telethon was the most complicated production ever mounted at the NBC Burbank facility.

The Nixon program was produced by Jack Rourke, of Jack Rourke Productions, Hollywood, who has been conducting telethons for politicians and charities since 1962. Roger Alles of The Mike Douglas Show directed (see "Week's Profile," page 101).

As was the Humphrey Telethon, the Nixon production was some four weeks in preparation and made use of 100 telephone lines. Most of the questions asked on both telethons were asked and answered previously during the long campaign. But some questions produced new answers. One of them for Mr. Nixon was of particular significance to the television industry. Asked if he would consider inaugurating some kind of television program on a regular basis to answer questions if he becomes President, the soon-to-be President-elect answered affirmatively, especially,
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presents for the first time

"YOUR DAILY HOROSCOPE"
260 FIVE-MINUTE EPISODES IN COLOR WITH 2 BUILT-IN COMMERCIAL OPENINGS

Available for broadcast starting November 18, 1968

"Your Daily Horoscope" provides flexible programming in any time slot as a regular feature, a live show insertion, or before, after and during films.

Approved by NAB Television Code Authority

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<tr>
<td>AVCO</td>
<td>Dayton, Ohio</td>
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<td>KELO</td>
<td>Sioux Falls, South Dakota</td>
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For screening prints contact AL LANKEN, OFFICIAL FILMS 445 Park Avenue, N.Y., N.Y. 10022 • PL 9-8900
he said, if it could provide a way to
give a feeling of communicating with
the President to the public.
A similar question was put to Mr.
Humphrey, who said he would, if elect-
ced, seriously consider a telethon format
as a means of presidential communi-
cation.
Here are the Nielsen and Arbitron
figures for New York City during the
hours the candidates were making their
final appeals:

| Time    | Station  | Humphrey | Nixon   | Other
|---------|----------|----------|---------|-------
| 7:30   | WCBS-TV | 72,000   | 47,000  | 55,000
| 8:00   | WABC-TV | 65,000   | 42,000  | 50,000
| 9:00   | WPIX     | 60,000   | 40,000  | 48,000

Sindlinger & Co. national interviews
on election eve (Nov. 4) viewing habits
show many adults of voting age watch-
ing or listening to political programs
on television and radio, but a majoritv
of these voters had already made up
their minds on their choice for President.
Of a projected audience of 116,007,-
000 (56,308,000 male; 60,299,000 fe-
male); 77,417,000 or 65.4% (37,708,-
000 or 67.8% male; 39,709,000 or 65.9%
female) watched political programs on
television Monday. Political radio broad-
casts attracted a projected 17,363,000
or 14.9% (8,662,000 or 15.4% male;
8,701,000 or 14.4% female). The cu-
mulative television-radio audience, tak-
ing into account duplicate watchers,
totaled 86,754,000 or 74.4%
(41,510,000 or 73.8% male; 45,224,000
or 75% female).

Of this cumulative audience, 68,800,-
000 (56.0%) or 79.3% (33,504,000 or 80.7%
males; 35,296,000 or 78% female) heard
Richard Nixon; 68,780,000 or 79.3%
(32,994,000 or 79.4% male; 35,787,000
or 79.1% female) heard
Hubert Humphrey; 47,246,000
or 54.5% (24,205,000 or 58.3% male;
23,041,000 or 50.9% female) heard
George Wallace, with the rest refusing
to answer.

A projected 109,117,000 of the 116,-
000 base had an opinion on who
they wanted to win the election and
of those with opinions, 67,335,000 or
61.7% (33,632,000 or 63.8% male;
33,703,000 or 59.8% female) made
their decisions over a month ago. Only
17,109,000 or 15.6% (8,408,000 or
16% male; 8,701,000 or 15.4% fe-
male) said they decided election eve
or election day.

Two who weren't there

NBC waded through the long night of
election coverage without its top news-
man in the control room.

NBC News President Reuven Frank
sat out the marathon telecast in a room
at New York's Polytechnic hospital. He
B&W TV SET SALES ARE AT A LOW POINT IN HIGH POINT, N.C.

THAT'S WHY WGHP-TV WENT FULL COLOR.

"We didn't want to get behind in our market," explains Chris Shaw, WGHP Business Manager. "We know that every time a consumer makes a major TV purchase in our area, it's a color set. So why continue with black-and-white news and documentary filming when your viewers expect to see color?"

Shaw explained more about the station's switch to Kodak Ektachrome color film and the Kodak ME-4 Process. "It was time to go color. Our ABC Network was full color, and coming on with local events in black-and-white would have left us flat-footed. The Kodak experts came down to help us set up the process. We get all of our Ektachrome films and processing chemicals from Kodak. We've been processing right to Kodak recommendations."

Has color film paid off for WGHP-TV? "It sure has. We've had increased advertising revenue since we went full color. We shoot color spots for local advertisers, too. As far as the quality of the footage we've been getting—it's all good. It's a tough job to figure out what to put on the air."

Shaw tells more about the timing of the color switch. "I'd like to say we were first in our market—but we weren't. Actually, each of the three stations here went full color almost simultaneously, without knowing what the other stations were doing. That's an indication in itself that it was time to go to color. Any station that hadn't would have been behind."

Don't let your station get behind. Everyone will be full color sooner or later. Don't be later. Contact Kodak now.

EASTMAN KODAK COMPANY

“Properly conceived sales messages, strategically placed in SRDS, motivate buyers of advertising to initiate placement of schedules”

That is why 31.5% of all advertising pages placed by U.S. television stations are placed in SRDS — why 43.2% of all pages placed by U.S. radio stations are placed in SRDS.*

In SRDS
YOU ARE THERE — selling by helping people buy.

*Advertising of broadcasters to promote time sales in 24 business and advertising oriented publications in the first nine months of 1968.
was taken there by ambulance Friday (Nov. 1) after suffering a seizure in his Rockefeller Center office.

Mr. Frank was released from the hospital last Thursday (Nov. 7) after undergoing a series of tests and was expected back at work the next day. Although it was first feared that Mr. Frank had suffered a heart attack, final diagnosis was a malfunctioning gall bladder.

Mr. Frank sent NBC News personnel a two-page election-eve message noting that "the last time I wasn't at work at 30 Rockefeller on election night was in 1948," when he was employed by a newspaper with an office next to a fish store in Elizabeth, N. J., and his assignment "was some dissident Republicans trying to capture the Union county board of chosen freeholders." CBS also was without one of its men. Correspondent Hughes Rudd, who was to have been stationed at Nixon headquarters, was under treatment for injuries suffered in an election-eve mugging. Mr. Rudd was attacked by four youths on a New York City street corner when he left his apartment to buy a newspaper.

Sonderling increases TV holdings

Obtains WAST in $8-million purchase deal;
Park group buys 3 stations from Gamble-Skogmo

The sale of a single TV station, selling for $8 million, and three radio stations, selling for $2.9 million, were approved by the FCC last week.

WAST-TV Albany, N.Y., on channel 13 with an ABC affiliation, was bought by Sonderling Broadcasting Corp. The $8 million consideration is in cash. The agreement also calls for a time equal to the excess of current assets over current liabilities at the closing.

The WAST purchase was from Glen Alden Corp., a conglomerate that acquired WAST's parent company, Stanley-Warner Corp., through a merger. At that time, Glen Alden disclosed that it intended to sell WAST. Early this year, it entered into an $8.5 million contract with RKO General, but this was later cancelled. The WAST purchase became known last May, and the application for transfer was filed last July.

Sonderling Broadcasting is a publicly owned group broadcaster, which acquired its first TV station last year when it bought channel 32 WLKY-TV Louisville, Ky., for a record UHF sale price of $6.9 million. Sonderling's other stations: WOPA-AM-FM Oak Park, Ill.; WDIV and WTCV-FM Memphis; KDMA Oakland, Calif.; KFOX-AM-FM Long Beach-Los Angeles; WWRL New York and WOL and WMOO-FM Washington.

Egmont Sonderling is president and 20.5% owner with Richard Goodman, first vice president with 15%, and Mason A. Loundy, secretary-treasurer, with 5.2%.

The multiple radio station sale to Roy H. Park Broadcasting Co. involved KRSI-AM-FM St. Louis Park; WREB Duluth, both Minnesota, and WNaN Yankton, S.D. They were bought from Gamble-Skogmo Co., which earlier this year acquired Red Owl Stores, parent company of the stations. The sale of the stations was ordered by the FCC when it approved transfer of control of the stations to Gamble-Skogmo last March. The commission then found that an unauthorized transfer of control of the stations had occurred earlier, and told Gamble-Skogmo to dispose of the stations within six months. The commission also issued a fine of $10,000 for the unauthorized transfer, which has been paid.

The Park group contracted for the stations last July. Actually the stations are being assigned to Roy H. Park Broadcasting of the Midwest Inc. This licensee is 90% owned by Roy H. Park Broadcasting Co., which is wholly owned by Roy H. Park, and 10% by Frank J. Brady, a Yankton attorney. Park stations are WMCN-AM-FM-TV Greenville, N.C.; WDEF-AM-FM-TV Chattanooga; WJHL-TV Johnson City, Tenn.; WTVR-AM-FM-TV Richmond, Va. Park Broadcasting also holds a construction permit for channel 20 in Utica, N. Y. Mr. Park's base is Ithaca, N. Y.

The radio station sales were approved by FCC Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James Wadsworth. Commissioners Robert T. Bartley and Nicholas Johnson dissented. Commissioner Kenneth A. Cox abstained from voting.

The three radio stations are all full time. WNaN, which was founded in 1922, is on 570 kc with 5 kw; WREB, is on 560 kc with 5 kw; KRSI is on 950 kc with 1 kw and KRSI-FM is on 104.1 mc with 30 kw. WNaN is affiliated with CBS, the other two with ABC.

New Commissioner H. Rex Lee did not participate in either of the two sales approvals.

FM application raises concentration question

FCC concern about concentration of control of media, frequently discussed in terms of major markets and multimillion-dollar broadcasting properties, isn't limited to cases involving those factors. Last week the commission ordered a hearing on a concentration issue in a case involving an application for an FM in Sheboygan, Wis., a community of 46,000.

The applicant is WHBL Inc., licensee of WHBL, one of two radio stations in Sheboygan. Two of WHBL's stockholders, Mr. and Mrs. A. M. Werner, who own a 36.7% interest in the application, control the local daily newspaper, the Sheboygan Press.

WHBL, in response to a commission query, had said that the station and newspaper are not under common control but, rather, compete commercially and take different editorial positions.

But the commission, in its order last week, said a hearing is necessary to determine whether the stock interests of the Werners diminish the freedom of the two media to compete and/or impinge on their ability to take differing positions; and whether a grant of the application would tend to create an undue concentration of control of local media in Sheboygan.

Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson voted for the hearing order. Commissioners Robert E. Lee and James J. Wadsworth dissented. Chairman Rosel H. Hyde concurred in the designation for hearing but would have favored a conditional grant. Commissioner H. Rex Lee did not participate.
The Unpredictable Year

The victory of a Democratic maverick in the nation's first primary... the announcement by a President that he would not run for re-election under any circumstances... the assassination of a Presidential candidate in the corridor of a hotel kitchen...

It's an understatement to say that Election Year 1968 was a year for the unexpected.

But, predictably, NBC News provided thorough and meaningful coverage of both the foreseeable and the unforeseeable.

And, predictably, the NBC News approach won the appreciation of the viewing public. Our coverage of both national political con-

Source: National Arbitron. Aug. 5-8, Aug. 26-29. Audience estimates subject to qualifications available on request
ventions this past summer, for example, attracted larger audiences than the other networks. (This has been true for each of the six conventions going back to 1960.)

Finally, NBC News reporting of Election Night—led by Chet Huntley, David Brinkley, John Chancellor, Frank McGee, Edwin Newman and Sander Vanocur—once again set the standard for broadcasting with coverage that was incisive, responsible and complete.

But that's exactly what's come to be expected—in any kind of year—from NBC News.
CPB gets rate reduction from AT&T

Pace foresees prime-time interconnection soon but gives no details on costs

An obviously pleased Frank Pace Jr., chairman of the board of the Corporation for Public Broadcasting, has announced that a preliminary agreement has been reached with AT&T that will provide interconnection for public television during prime time at costs lower than commercial rates.

Mr. Pace’s announcement was made in a letter to FCC Chairman Rosel H. Hyde, which the commission made public last week. Mr. Pace had kind words for AT&T and for the commission’s Common Carrier Bureau chief Bernard Strassburg, who participated in the negotiations leading to the agreement.

Mr. Pace, who said that “some of the details remain to be worked out,” touched on only the high points in his letter. He expects the agreement to make possible the interconnection of 150 public television stations for two prime-time hours, 8 to 10 p.m., for one night a week, beginning in December, and then for five nights, Sunday through Thursday, beginning in January.

He said “the cost under the proposed arrangement would represent a substantial saving to public television in furtherance of the Public Broadcasting Act of 1967.” But, he did not state what the cost would be.

Nor did he indicate whether the reduced rates would be given for any particular length of time. In the course of the negotiations leading up to the “preliminary agreement,” AT&T has talked of a six-month trial period.

Mr. Pace said the agreement is “only a first and tentative step toward public television’s goal” of the free interconnection or substantially reduced rates which the act creating the nongovernment corporation authorizes the commission to approve.

He also said “it is not yet clear precisely how this present initial agreement with AT&T will relate to the longer term.” But he added, “in our discussions, AT&T has evidenced a genuine spirit of cooperation in our search for answers in this area and has made a sincere effort to find new ways to meet our needs.”

Mr. Pace said “this limited interconnection service” provides the opportunity for new kinds of programming and for a more effective distribution system.

“Public television is now at the beginning of a regular interconnection service which I hope will provide local stations with wider program opportunities and yet retain the local and regional character so vital to the further development of public television,” he said.

The agreement marks the culmination of talks initiated under the commission’s sponsorship last May (Broadcasting, May 13). Other participants were the Ford Foundation, National Educational Television, the National Association of Educational Broadcasters, and the Eastern Educational Network.

Mr. Pace expressed his gratitude for the initiative of the commission and for Mr. Strassburg’s efforts “to bring this initial negotiation to a successful conclusion.”

Changing Hands Announced:

WARD-TV Johnstown, Pa.: Sold by Margaret E. Garlindt and others to Carl L. Shipley, J. William Middendorf II and others for $500,000. Sellers will retain WARD-AM-FM. Buyers own WBNO-AM-FM Bryan, Ohio. Mr. Shipley is Republican national committeeman for Washington, D. C., and is partner in a law firm. WARD-TV (ch. 56) has 91 kw vis., is affiliated with CBS-TV and ABC-TV and has a construction permit to change to channel 19 with 91.2 kw vis.

WTIM-AM-FM Taylorville, Ill.: Sold by Milburn H. Stuckwish and Jon R. Ulz to Donald G. Jones and others for $270,000. Mr. Stuckwish has interest in WCSS Morris, Ill. Mr. Jones is news director for WSMI-AM-FM Litchfield, Ill. WTIM is a daytimer on 1410 kc with 1 kw. WTIM-AM-FM, not on air, has construction permit for 92.7 mc with 3 kw. Broker: Chapman Associates.

WPFW East Syracuse, N. Y.: Sold by Claude A. Parton, Albert Webb and others to Bruce A. Houston for $175,000. Mr. Houston is former assistant manager of Robert E. Eastman & Co., Chicago, station representative. WPFW is a daytimer on 1540 kc with 1 kw. Broker: Chapman Associates.

Approved:

The following transfers of station ownership were approved by the FCC last week: (For other FCC activities see “For the Record,” page 58.)

WAST(TV) Albany, N. Y.: Sold by Glen Alden Corp. to Sondering Broadcasting Corp. for $8 million (see page 45).

KRSI-AM-FM St. Louis Park, WMC Duluth, both Minnesota, and WNAX Yankton, S. D.: Sold by Gamble-Skogmo Inc. to Roy H. Park Broadcasting Co. for $2.9 million (see page 45).

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Wometco requests equal treatment

Tells commission ABC is still subject to the same charges

Antwin Theatres Inc. is ready to forgive ABC Inc. for alleged anticompetitive practices in the theater business in Florida. But Wometco Enterprises says that the FCC should not be so charitable.

Wometco is defending itself in a commission hearing against charges that Antwin, the operator of a drive-in theater in the Miami area, filed two years ago against it and ABC (Broadcasting, Nov. 7, 1966).

"So long as the commission feels it is required to pursue" the allegations against Wometco, that company said in a letter to the commission last week, "it is also required to pursue the same allegations against the alleged co-conspirator," ABC.

Antwin had asked the commission to strip Wometco and ABC of all their television licenses. Earlier, Antwin had filed a triple-damages antitrust suit against ABC. Wometco and a number of motion-picture distributors, in the federal court for the southern district of New York.

But Antwin and ABC have reached an out-of-court settlement of the antitrust suit. And last month Antwin notified the commission that its "problems" with ABC "have been satisfactorily resolved" and that it was withdrawing its request for a hearing on the license-renewal applications for ABC's stations.

Wometco, however, noted that the Antwin letter "did not admit the charges were erroneously made." The withdrawal of the complaint against ABC, it added, does not change the commission's duty to determine the validity of the charges in the original petition.

But a final resolution of the original comparative proceeding has been held up by litigation growing out of disclosures that one of Florida-Georgia's competitors in that hearing made off-the-record approaches to the late Commissioner Richard Mack.

The commission had originally dismissed Antwin's complaint and granted the then-pending license renewal applications for WLST-TV and WTIV. However, after Antwin appealed that action to the U.S. Court of Appeals in the District of Columbia, the commission changed its mind and, last February, asked the court to remand the case so that the renewal applications could be designated for hearing.

At the same time, it enlarged the issues in the comparative proceeding to include a question as to whether Florida-Georgia had been used in "anticompetitive activities" in the distribution of first-run motion pictures (Broadcasting, Feb. 5). Three months later the commission consolidated in a single hearing the renewal applications and Florida-Georgia's application for the construction permit.

In originally asking the commission to take away all of the Wometco and ABC television licenses, Antwin urged the commission to call up in advance the applications for Wometco's WVOS-TV Bellingham, Wash., and ABC's WXZY-TV Detroit, WKBV-TV Chicago (now WLS-TV), KGCH-TV San Francisco, KABC-TV Los Angeles, and WABC-TV New York. The commission, in its order in February, left open the question as to whether it would order hearings on the renewal applications for those stations when they were filed. Since then, Wometco has twice written the commission to "remind" it that various ABC renewal applications were being filed.

Pa. CATV's may lose Philadelphia UHF's

Initial decision orders carriage curtailed in Hazleton, Wilkes-Barre

Service Electric Cable TV Inc. will have to curtail its carriage of distant signals on three Pennsylvania CATV systems, if an FCC initial decision issued last week becomes a final action.

Hearing Examiner Chester F. Naumowitz Jr. proposed in his decision that Service Electric be permitted to carry Philadelphia UHF's WPHL-TV, WKBV-TV and WNB-AM on its Mahanoy City system, but that the firm be prohibited from carrying noncommercial stations WHTV-TV Wilmington, Del., and WLVY-TV Pittsburgh, Pa.

### EXCEPTIONAL OFFERINGS!

**CALIFORNIA** — Fuller timer in single station market having 25,000 population in coverage area. Retail sales $46 million, indicating a billing potential of $200,000. Present owner established station 15 years ago. Billings for 1968 estimated to be $100,000. Station's operation consistently profitable. Retirement reason for selling. Price $200,000, 29% down, balance 10 years at 7% simple interest.

**Contact Don C. Reeves—San Francisco office**

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**Contact George W. Moore—Dallas office**

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**BROADCASTING, Nov. 11, 1968**

49
TV Allentown, Pa.

The examiner also proposed that Service Electric systems in Hazleton and Wilkes-Barre be denied permission to import several signals, including those Philadelphia UHF's. Stations involved in Hazleton are wcau-TV, wphl-TV, wkrb-TV and wnbr-TV. All Philadelphia: wnbv-TV Binghamton, N. Y.; whyy-TV, and wltv-TV. Those in Wilkes-Barre include wphl-TV, wkrb-TV, whyy-TV and wltv-TV. Service Electric trades in those two cities as Mountain City TV Co. and TeleService Co. of Wyoming Valley, respectively.

The basic issue in all three cases was whether the signals had been sufficiently carried on the systems prior to Feb. 15, 1966, to be considered "grandfathered" within the meaning and intent of FCC's CATV rules. The rules established a hearing requirement for CATV systems that propose to carry distant signals after that date.

According to Mr. Naumowicz, there is no indication that either Wilkes-Barre or Hazleton had established grandfathered rights to the three Philadelphia UHF's, nor is there evidence that Service Electric ever carried wcau-TV or wnbr-TV on its Hazleton system at all. He also noted that the firm no longer carries the signals of whyy-TV and wltv-TV and has, in effect, waived any right it might have had to carry them.

Mahanoy City should be permitted to carry the three Philadelphia UHF's, Mr. Naumowicz said, because they were shown to have been given substantial, though not full-time, exposure prior to Feb. 15, 1966. Subscribers were not accustomed to receiving the full schedules of the stations, but were accustomed to having available substantial amounts of their programming, he said.

Additionally, the examiner said, Mahanoy City is already being served with those signals from a competing CATV system. If he were to deny those signals to Service Electric, Mr. Naumowicz said, the result would be to favor one system over another which is both "inequitable and inappropriate."

H&B adds Maine CATV's, seeks mail-order firm

H&B American Corp., Beverly Hills, Calif., has acquired the outstanding capital stock of Caribou TV Inc. from Reeves Broadcasting Corp. in exchange for an undisclosed amount of its common stock. Caribou TV owns cable TV systems in Caribou, Fort Fairfield, Loring Air Force Base, and Presque Isle, all in Maine. These systems serve an estimated 3,000 CATV subscribers.

With the acquisition of Caribou TV, H&B now owns an aggregate of 61 operating CATV systems serving about 219,000 subscribers in 112 communities across the country. H&B also is constructing four additional CATV systems.

In a separate transaction, H&B revealed plans to enter the mail-order business. The cable TV company has agreed in principle to acquire Hanover House Industries Inc., Hanover, Pa., for 400,000 shares of its common stock. Included in the deal would be such Hanover House affiliates as Ana Lobell, Lakeland Nursery and other companies. Last fiscal year, Hammer House chalked up gross revenues of more than $15 million from sales by mail order of ladies fashions, specialty items, gifts, shrubs, trees, bulbs, and other plant products.

NAB conferences get some extra touches

The final swing of the National Association of Broadcasters fall conferences this week will present some new faces along the way.

The NAB's meetings will be in Cincinnati today (Nov. 11) and Nov. 12; Dallas Nov. 14-15, and Atlanta Nov. 18-19 with basically the same format employed in earlier conferences in New York, Los Angeles and Denver (Broadcasting, Oct. 7, Sept. 30).

But some of the feature attractions have changed. In Cincinnati Richard Hatcher, mayor of Gary, Ind., will address a Nov. 12 general assembly devoted to the urban crisis in U. S. cities and broadcasting's role in solving local problems. In Dallas Frank M. Wozencraft, U. S. assistant attorney general, will address a Nov. 15 general assembly on federal law and the urban crisis. In Atlanta Patrick V. Murphy, newly-named administrator of the Justice Department's law enforcement assistance administration, will speak on law enforcement and urban problems during a Nov. 19 general assembly.

Other new faces and the cities in which they will appear include Leonard Davis, vice-president-advertising for Kroger Co., national food retailer, who will speak in Cincinnati Nov. 11, and former FCC Commissioner Lee Loewinger, who will speak in Dallas Nov. 14.

NAB opposes regular job-bias examination

The National Association of Broadcasters has urged the FCC to reject suggestions that it require broadcasters seeking renewal of their licenses to make an affirmative showing that they comply with fair-employment practices.

NAB was replying last week to the comments filed by a number of religious and civic organizations on the commission's proposed rule and policy statement aimed at prohibiting broadcasters from discriminating in employment on grounds of race (Broadcasting, Oct. 14).

The proposed rules would require only that equal-opportunity notices be posted in radio and television employment offices and on employment application forms. But the commission also said it would consider requiring an affirmative showing of compliance with fair employment practices.

And the policy statement declares that the commission will deny license-renewal applications in cases where a broadcaster is found to have discriminated in employment. Action would come after a complaint has raised a "substantial issue" of discrimination.

NAB said that the policy is sufficient. The commission's traditional approach "to determine licensee compliance with the fairness doctrine—that is, a careful examination of petitions or complaints raising substantial questions, is well suited to insuring compliance with the equal opportunities policy," NAB added.

A requirement that broadcasters make an affirmative showing of compliance, NAB said, would attach to them "a form of original sin," which would have to be cleansed at each renewal period.

Buyer, seller, now applicants for AM's

A broadcaster who thought he had bought two AM's—but failed to acquire them when the seller presumably had a change of heart—is now seeking the stations via a different route: News-station applications.

Brinsfield Broadcasting Co. had completed negotiations and secured FCC approval to acquire WTR Corry and WKRZ Oil City, both Pennsylvania, from group owner Rennekamp Stations. On July 26, the commission granted renewal of the two licenses to Rennekamp, conditioned upon consummation of the transfer within 45 days and notification of the FCC one day thereafter. The renewals had been deferred because of alleged technical violations.

When the two firms failed to conclude the assignment of license within the allotted time, the renewals were automatically rescinded and returned to deferred status. Brinsfield then charged that Rennekamp had "refused" to consummate the transfer. The would-be assignee subsequently tendered applications which are mutually exclusive with Rennekamp's renewal applications.

Brinsfield Broadcasting Co. is wholly owned by J. Stewart Brinsfield Sr. and J. Stewart Brinsfield Jr. Doing business as Christian Broadcasting Co., the
Economic-injury pleas prompt Waterbury hearing

The unusual question of UHF-on-UHF impact is to be included in a hearing ordered by the FCC last week.

At issue is an application by WATR-TV (ch. 20) Waterbury, Conn., to move its transmitter from a location 0.2 miles south of Waterbury to a new location about eight miles southeast of the present site. WHNB-TV (ch. 30) New Britain, Conn., opposed the application, alleging that it would be economically injured, because both it and WATR-TV are NBC affiliates and duplication would cause a reduction in rates.

Impart Systems Inc., permittee of WTVU-TV New Haven, Conn., also urged denial, citing loss of service to Waterbury, adverse impact of UHF development, foreclosure of its own activation and a de facto reallocation of channel 20. All three stations are in the same TV market.

The commission noted that, although the problem of UHF development is usually framed in terms of VHF effect, the extension of WATR-TV’s signal would clearly introduce a new competitive factor. Other issues include questions of fact concerning field intensity and shadow effect and whether the proposed antenna system and site would be a hazard to air navigation.

Pacific & Southern getting into CATV; names Bevis

Charles C. Bevis Jr., VP operations, administration and sales, Telesis Corp., Chicago, multiple CATV group, has been appointed director of cable TV, Pacific & Southern Broadcasting Co., New York, group broadcaster. Appointment of Mr. Bevis marks Pacific & Southern’s expansion into the CATV field, according to Arthur H. McCoy, president.

Previous to his association with Telesis, Mr. Bevis was director of operations of group broadcaster Polaris Broadcasting Co. (now defunct). He also served for a time as assistant executive director of the Association of Maximum Service Telecasters; executive director of the Association on Broadcasting Standards, a group of AM stations, and for 23 years was an executive with NBC.

Pacific and Southern Broadcasting owns KHON-TV Honolulu, KHWW-TV Hilo and KAIH-TV Waialua, all Hawaii; WOXM-AM-FM-TV Atlanta and WSAI and WJR(FM) Cincinnati.

BROADCASTING, Nov. 11, 1968
Join the Gang at IVC's NAEB Booth.

Live “in-booth” demonstrations of:
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IVC-120 Color Camera
IVC-810 Color Recorder
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with Electronic Editor
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IVC Color Film Chain

November 20–22, 1968
Washington, D.C.
Compact, fully equipped, easy to operate ... with superb taste in color ... she's called the IVC-200. She is our teleproduction color camera ... available today at one-third the price of comparable cameras. Based on IVC's unique new camera technology, IVC-200 has ALL the operating features a broadcaster needs for studio and location production.

BRIGHT, 9" VIEWFINDER with built-in, extendable hood for outdoor operation; VAROTAL XX, 10:1 ZOOM LENS with local or remote servo-driven iris; 3-STEP GAMMA CORRECTION (0.5, 0.65, 1.0) for natural gray scale rendition in any light level; FULL SHADING CORRECTION for complete compensation of color-shading effects; BUILT-IN FILTER WHEEL, operable from camera exterior, provides selection of neutral density and/or color correction filters; NEGATIVE REGISTRATION FEATURE allows sensitive, accurate and rapid color image alignment on viewfinder monitor; RGB SEQUENCER OPTION for convenient signal amplitude adjustment via waveform monitor display.

Other IVC-200 features include: totally solid-state design with low-noise FET preamps (3 special vidicons and viewfinder CRT are ONLY tubes in camera); compatibility with popular image enhancers; high-visibility camera tally light; multiple outputs for picture and waveform monitors.

Take a look at our new beauty soon. She's the leading lady in IVC's Color Camera Carousel. Turn the page for the complete line.

International Video Corporation
1. **IVC-200**
   Fully equipped camera for multiple-camera studio and location production. Price ranges from $19,000 to $25,000, depending on options.

2. **IVC-120**
   General purpose camera for small-to-medium sized broadcasters or single-camera fixed installations such as weather and news stations. Priced at $18,500.

3. **IVC-110/111**
   Film chain cameras for use in either IVC Film Chain or chains of other makes. IVC-110: a basic, fixed-lens camera priced at $12,500. IVC-111: a convertible film chain/studio camera with fixed and 6:1 zoom lens, priced at $14,600.

4. **IVC-100**
   Self-contained camera with built-in color encoder and sync generator. A single output cable provides NTSC encoded signals. Used in CATV origination (cablecasting) and broadcast preview. Priced at $14,000.

5. Unretouched, off-the-monitor photos demonstrate excellent color quality and sensitivity of 3-vidicon design used in ALL IVC cameras. For a demonstration of the IVC-100, 120 or 200 color cameras, contact the IVC office nearest you.
ABC, NBC affiliates meet in Barbados, California

The programming affairs of ABC-TV and NBC-TV, including the extent of changes at midseason and discussion of development plans for 1969-70, are expected to be allotted special attention at affiliate board meetings held this week.

The ABC-TV Affiliates Board of Governors opens a four-day meeting today (Nov. 11) with network officials in Barbados, British West Indies.

The NBC-TV Affiliates Board of Delegates will meet with NBC executives at La Costa Spa, Carlsbad, Calif., beginning with a reception tonight (Nov. 11) and a presentation on future network programing tomorrow with provision for a continuation of business on Wednesday (Nov. 13).

Reports of impending midseason and program changes on the networks were circulated last week (see page 64).

Tower blasts Hoving, defends commercial TV

Charles H. Tower, executive vice president of Corinthian Broadcasting Corp., last week wrote an open letter to Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting, challenging Mr. Hoving's criticism of commercial TV programing and the contributions made to educational TV by commercial broadcasters.

Mr. Tower, who said he was writing as an individual broadcaster, chided Mr. Hoving for having indicated "collusion" between the networks and AT&T. He said Mr. Hoving had adduced no evidence supporting his allegations.

Mr. Tower defended current commercial programing, claiming there is "a popular demand" for certain types of shows. But he added that commercial TV, within limits, responds to more specialized tastes through cultural programs and a considerable amount of informational programing.

TV cited as 'villain' by fitness council

The Television Information Office has taken issue with a new campaign for the President's Council on Physical Fitness and Health.

Print ads developed by Mike Becker, art director at Young & Rubicam, in his spare time, cite "the milkshake, the TV, the escalator and the elevator" as the "villains" and "killers" of physically fit youth.

Bert Briller, executive editor at TIO, objected in a letter to Mr. Becker last week that "the fact that not enough youngsters are physically fit stems from
many causes. Why direct all the darts at television? Particularly when the medium is giving your campaign lots of free air time."

Mr. Becker estimated the campaign received about $18 million in free air time and print space last year.

Mr. Briller also attacked the reasoning behind the ads. "Your announced target, youngsters 10 to 17, does less television watching than any other segment of the population, about two and one-half hours per day," he pointed out. "Moreover, research on children indicates that television tends to displace activities which are similar to it (such as going to the movies), but not activities which are different (such as outdoor play) . . . therefore it seems unfair to fix on television as the 'villain' or the 'killer'."

Carol Music Inc. gets $18,000 settlement

Settlement of the Carol Music Inc. lawsuit for $18,000 was with the estate of the late William A. Roberts and not with the firm of Roberts and McInnis as erroneously reported two weeks ago (Broadcasting, Nov. 4). The late Mr. Roberts withdrew from the firm on Nov. 30, 1964, and handled the Carol Music case privately.

The complaint by Carol Music (which formerly owned WCML FM Chicago) against Charles B. McInnis, individually, and as a partner in Roberts and McInnis, was dismissed with the consent of Carol Music on Oct. 28 by U. S. District Judge Edward M. Curran. Roberts and McInnis is not defunct, as reported, but is now McInnis, Wilson, Munson and Woods.

CATV put on couch at Belmont retreat

FCC members, six experts confer at Maryland hideaway on Supreme Court decisions

Six independent experts, including specialists in communications, law and economics, accompanied members of the FCC on their get-away-from-it-all study of CATV problems at Belmont, Md., last week ("Closed Circuit," Nov. 4).

The experts, as identified by a commission spokesman on Thursday, the day the two-day retreat began, included:

Ben H. Bagdikian, of the Rand Corp., Santa Monica, Calif., a former newspaper and magazine writer who has written criticisms of newspapers.

Donald A. Dunn, of the Stanford Research Institute, Menlo Park, Calif.

Professor Hyman H. Goldin, of the School of Communications of Boston University, an economist on the commission's staff for 22 years before leaving three years ago.

Professor W. Kenneth Jones, Columbia University School of Law.

Thomas F. Rogers, director of the Office of Urban Technology and Research, Department of Housing and Urban Development.

Charles L. Schultz, of the Brookings Institution, a former director of the Bureau of the Budget.

The unusual retreat, reportedly suggested and planned by Commissioner Nicholas Johnson, is designed to enable the commissioners to focus on the knotty problems facing them in their effort to revise the FCC's basic CATV policy.

The problems of CATV regulation, always difficult, became urgent as a result of two Supreme Court decisions last summer. One upheld the commission in its assertion of jurisdiction over CATV. The other held that CATV systems were not liable for copyright payments for the material they pick up and transmit.

The second one was almost as much a blow to the commission as to the copyright owners. The commission had expected the court to rule that the systems were liable—and had believed that once that decision was handed down, the forces of the market place would come into play, and the commission's burden in CATV regulation would be lifted.

The commission took no members of its staff to Belmont. The only commissioner not making the trip was James J. Wadsworth, who had conflicting commitments in the two days.

Landmark case goes to high court

Government seeks Supreme Court review of First Amendment and broadcasting

Broadcasting's freedom-of-press issue was tossed directly to the U.S. Supreme Court last week. The court was asked to review a federal appeals court decision that overturned the FCC's fairness rules and that held that broadcasters, like newspapers, are protected completely by the First Amendment.

The solicitor general of the United States and the FCC, which filed the petition for certiorari, did not make their arguments in the filing last week, but they did raise a new possibility. This is the specter that the constitutionality of Section 315 of the Communications Act might also be in question if the appellate court's ruling is accepted. Section 315 requires broadcasters to provide equal time to political candidates for the same office whenever one of those candidates uses their facilities.

The request for review was filed last Thursday (Nov. 7), three days short of two months after the U.S. Court of Appeals for the Seventh Circuit held that the FCC's fairness rules violate the First Amendment (Broadcasting, Sept. 16).

In essence, the government told the Supreme Court that two federal circuit courts have ruled differently on the commission's fairness rules and policy, requiring adjudication by the high tribunal.

The earlier case, decided by the District of Columbia circuit in 1967, upheld the commission's fairness doctrine (there were no rules then). That case involved Red Lion Broadcasting Co. (WGBB-AM-FM Red Lion, Pa.), which had been ordered by the FCC to provide time to author Fred J. Cook who had been personally attacked in a paid broadcast over the station during the 1964 presidential election campaign. The Supreme Court accepted review in this case, but delayed argument pending the outcome of the Seventh Circuit case which was then in its initial stages.

The Seventh Circuit case was instituted by the Radio Television News Directors Association, CBS, NBC and eight other broadcast groups. The object of their attack was rules promulgated by the FCC in 1967 requiring broadcasters to provide time for responses...
PURPOSE
...to recognize journalism that contributes to a better public understanding of medicine and health in the United States.

CATEGORIES OF COMPETITION
1—NEWSPAPERS: For a distinguished news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week. Sunday supplements with nationwide distribution will be considered in the magazine category.

2—MAGAZINES: For a distinguished article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For distinguished editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week or on a U.S. radio or television station or network.

4—RADIO: For distinguished reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For distinguished reporting on medicine or health on a United States television station or network.

The awards will not be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

AWARDS AND PRESENTATION
The award in each of the five categories will consist of $1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

GENERAL RULES
1—Deadline for receipt of all entries is February 1, 1969.

2—Entries must have been published or broadcast during the calendar year of 1968.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and, except for editorials, a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording, a kinescope or a videotape. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1969.

7—An entrant may make as many entries as he wishes and may receive more than one award or the same award in subsequent years.

8—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

9—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

JUDGING OF ENTRIES
Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. In the absence of meritorious entries in any category, the Medical Journalism Awards Committee may determine that no award shall be made in the category. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.
Audience rating estimates based on National Arbitron for 7-11 pm, subject to qualifications available on request.
<table>
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<th>Network</th>
<th>Audience Rating</th>
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<tr>
<td>CBS</td>
<td>15.8</td>
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<td>NBC</td>
<td>14.9</td>
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<td>ABC</td>
<td>6.3</td>
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Audience rating estimates. CBS Evening News with Walter Cronkite and competing evening television news series, Monday-Friday, based on NTI-AA household data for latest 12 months, October 1967-September 1968. Subject to qualifications available on request.
where an attack is made over the station on a person or group, and for other candidates where the station itself editorializes in favor of one candidate for political office.

In citing the reasons why the Supreme Court should review the Seventh Circuit decision, the government noted that the Red Lion case does not involve the rules attacked by RTNDA and the two networks. Also noted was the fact that the Seventh Circuit, in its reference to the Red Lion decision, considered the ruling by the District of Columbia circuit as incorrect.

"It is evident," the government concluded, "that this case [RTNDA et al], like Red Lion, presents questions of major importance in the administration of the Communications Act that should be settled by this court. Although the court below [Seventh Circuit] stated that it was 'not prepared' to hold the general fairness doctrine unconstitutional, its reasoning can only be read as an expression of serious doubt that the doctrine could be properly applied in other contexts. Indeed, the approach taken by the court below may amount to a questioning of the validity of the provisions of Section 315 of the Act requiring stations to make equal time available to candidates for political office."

The Seventh Circuit decision, adopted unanimously by a three-judge panel, not only found the challenged rules unconstitutional, but also found that they are vague, impose an undue burden on broadcasters, threaten censorship and likely would inhibit broadcasters from making their views known on political candidates and controversial public issues.

The court also specifically disallowed the FCC argument—long used to justify regulation—that broadcasters must be licensed because of the scarcity of radio spectrum space and that, once licensed, broadcasters have a lower order of freedom of press than the printed media.

The Red Lion and RTNDA cases are the direct challenges to the FCC's fairness doctrine and the rules which the commission enunciated in 1967. Still awaiting a court decision is the attack by the National Association of Broadcasters, WTRF-TV Wheeling, W. Va., ABC, CBS and NBC and others on the commission's ruling in the Banzhaf case. This decision, adopted last year, requires broadcasters to provide antismoking public announcements on a proportional basis to offset cigarette advertisement. This case was argued before a three-judge panel of the District of Columbia circuit court last spring. No decision has yet been rendered.

The government's petition filed last week was signed by Solicitor General Erwin N. Griswold; Assistant Attorney General Edwin M. Zimmerman, in charge of the Department of Justice's antitrust division, and Gregory B. Hoen- don, a Justice Department lawyer. It was also signed by Henry Geller, general counsel, and Daniel R. Ohlbaum, deputy general counsel, of the FCC.

Salant criticizes government policy
Defends news coverage, says First Amendment is being 'chipped away'

CBS News President Richard S. Salant voiced a strong plea last week for government restraint in acting upon complaints against broadcast news coverage of contemporary news events.

At the same time, Mr. Salant was outspoken in his criticism of the past handling of such complaints by official government agencies, indicating plainly such actions had infringed on the rights of the broadcast news media as set down in the First Amendment.

He embodied his views in a talk prepared for delivery before the Oregon Association of Broadcasters in Portland last Friday (Nov. 8), during which he summarized the problems TV-radio newsmen face in reporting "instant history" in these critical times. He dwelt at length on the "deep and wide public hostility" toward the press in general and broadcast news in particular.

Mr. Salant stressed that it is the duty and the responsibility of all news organizations to report fully on people and events involved in problems and crises, and added: "As a result, we in news have made people very uncomfortable because a lot of people just do not want to hear about, or see, or be reminded of, these things."

Mr. Salant pointed out that broadcast journalism is particularly vulnerable because it reaches many people, who rely on TV-radio as their chief source of news; its audience directly identifies with the media, and, most important of all, TV-radio stations are licensed by the government.

These three factors, according to Mr. Salant, combine to create a "disturbing official attitude" that broadcasting "somehow or other must perform as government or political instrumentalities." He contended that the broadcast media are "treated as something a good deal less than an independent part of the press; we are treated as being there to be used."

Turning to criticism of broadcast news coverage, Mr. Salant stated that not only extremists of the right and left but congressmen and senators, cabinet members and government agencies, and even the President of the U. S. appear to hold the view that "the First Amendment is divisible: It applies fully to print but hardly at all to broadcast news."

"I do not know how much further, for us in broadcast news, the First Amendment is going to be chipped away, or for all practical purposes repealed altogether," Mr. Salant asserted. "I do know that this is too common, too important to our society, too threatening to the morale of our reporters to ignore." He said a friend recently said to him that the prevailing notion is that the First Amendment "is there for the press only when the press says what most people want it to say, and there is no general understanding that it is explicitly designed to keep the government out even when the majority of people and the government itself are outraged by what the press says." Mr. Salant made this observation: "My friend believes—and sadly I share this belief—that if the First Amendment were advanced today as a new proposition, it would be rejected. Surely, it seems to be in the process of rejection in respect of broadcast news."

Mr. Salant contended that if the First Amendment is to be meaningful in the area of broadcast news, "it must mean that the government cannot investigate and regulate and tell us what to do and how we ought to do it and punish us if we have not met its notion of proper reporting." He added that he is "equally convinced that this gives us no moral license to be wrong or careless or biased."

Broadcasting must be accountable to everybody except the government if it

Mr. Salant

60 (PROGRAMING)

BROADCASTING, Nov. 11, 1968
is to remain free, Mr. Salant insisted. It must be accountable to its editors, to its management and to the public, he said.

Mr. Salant conceded there is a fine line separating what the government can and must do because of its licensing power and what the press is entitled to do in pursuit of its journalistic function in accordance with the letter and spirit of the First Amendment. He claimed the line "is being drawn too far toward licensing and its concommitant regulation than toward the spirit of the First Amendment."

In concluding remarks, Mr. Salant raised these questions: "At the very least, should not there be congressional, executive and administrative self-restrain? Should not the FCC stop and consider the First Amendment implications before it sets its wheels in motion—should it not write back to those who complain, and tell them about the First Amendment and explain that the complainant has some burden of proof in advancing specific evidence of fraud, or impropriety, or chicanery—going to the licensee's character? "After all, it's the FCC's and Congress's First Amendment, too, as well as yours and mine."

AMST holds to prior views on copyright

The Association of Maximum Service Telecasters, meeting the Nov. 1 deadline for comments on copyright revision legislation asked by Senator John L. McClellan (D-Ark.), told the chairman of the Copyright Subcommittee that AMST still supports a formula that would levy varying degrees of liability on CATV systems depending on importation of distant signals and origination of cablécast programing.

The AMST attorney noted that the U.S. Supreme Court decision on CATV liability should be narrowly construed as exempting only the simplest types of cable systems.

Georgians back screening bill

The board of directors of the Georgia Association of Broadcasters has voted to endorse a bill introduced in the 90th Congress by Representative John Dingell (D-Mich.) that would require record manufacturers to supply with each record distributed the texts of the recorded lyrics. The measure (H.R. 18328) is expected to facilitate efforts by broadcasters to screen records for suggestive or off-color material. Mr. Dingell is expected to reintroduce the bill in the next Congress, which meets in January. A similar measure is before the Georgia legislature.
CATV importation request denied

FCC says bringing distant signals into Cleveland area would hamper development of UHF service

Three CATV systems were turned down last week in their requests for FCC permission to import distant signals into the Cleveland television market. They were also told they could originate programming—but that they could not sell advertising time.

The rejection of the requests and the limitation on program origination were contained in a final decision issued by Hearing Examiner Forest L. McClenning. The systems involved—Akron Telerama Inc., of Akron, Ohio; Telerama Inc. of Cleveland, and Lorain Cable TV Inc., of Lorain, Ohio—are free to ask the commission to review the decision.

The largest single owner of Telerama (49%) is Scripps-Howard Broadcasting Co., which owns WELS-TV Cleveland, as well as other broadcast properties. Akron Telerama is a Telerama subsidiary formed to provide CATV service to Lorain and to the Lorain-Elyria metropolitan area. A majority of Lorain Cable's outstanding stock is owned by the Lorain Journal.

At issue was the commission rule prohibiting CATV systems from importing distant signals into any of the top 100 markets unless they can demonstrate that the importation would be consistent with the public interest—specifically, with the maintenance of viable television service in the area. Cleveland is the eighth-ranked TV market.

Mr. McClenning concluded that the importation of distant signals would have an adverse impact on the development of the growing UHF service in the Cleveland market. The only CATV system now operating in the Cleveland market is Telerama's, which serves customers in four Cleveland suburbs with six local and 12 distant signals.

There are four VHF stations in the market, three in Cleveland and one in Toledo, Ohio. Mr. McClenning said the hearing has developed evidence that Cleveland and Akron areas have become areas "of extensive CATV activity with major interests being in competition for CATV franchises..." and UHF activity, he said, has developed to the point where, "if effectuated and preserved," Cleveland, Akron and Lorain residents will have a choice of nine to 11 stations, most of them providing those communities with city-grade service.

The examiner said the systems had failed to sustain the burden of proving that their proposed service would not harm the present and proposed TV service. He said economic analysis, supplemented by full testimony by experienced broadcasters and advertisers, is the evidence needed.

Instead, he said, the systems chose to accept conditional waivers in Cleveland and Akron of the distant-signal rule. and had urged that such waivers, plus the Lorain proposal, were too minimal to affect UHF development. Telerama had reduced the number of suburbs it was seeking to enter, and Akron said it would limit the number of subscribers it would serve.

Mr. McClenning also noted that the proposals for importing distant signals with the presently available channel capacity will be rendered moot before the proceeding is concluded. In view of the number of stations present and proposed that CATV companies are committed to carry, and the fact that three channels on each of the companies' 12-channel systems cannot be used because of technical problems, Mr. McClenning said, availability of channels for regular carriage of distant signals would be "completely inadequate."

Mr. McClenning said this lack of availability could not be relied on to afford protection for the developing UHF stations. He noted that Akron Telerama and Lorain Cable are considering expanding their respective systems to a 20-channel capacity.

The examiner, noting that the systems propose to originate programming—principally time, weather and news and (in the case of Lorain) local public affairs—said no restrictions should be placed on program origination, "except against the sale of commercial time."

He said the commission has followed a policy "of encouraging the development of additional outlets for community self-expression." And he said the limitation on commercial origination is required to prevent the CATV systems from becoming additional competitors for local advertising revenue, "ordinarily a vital source of UHF revenue."

The Telerama aspect of the proceeding involves one of the first distant-signal cases brought under the CATV rules. It grows out of a court appeal Telerama took from an April 29, 1966, commission letter advising the system that it would be violating the then new rules if it provided distant-signal service to communities it was not serving when the rules became effective, on Feb. 15 of that year. The system was then installing cable in two suburbs, Euclid and Maple Heights. The U. S. Court of Appeals, in Cincinnati, held its decision on the appeal in abeyance, pending a commission decision in the major-market proceeding.

One of the issues in the hearing is whether the equities established by Telerama's investment in CATV operations in areas following Feb. 15, 1966, sufficiently outweigh the likely impact on UHF in the area to warrant the waiver that would permit CATV service in those communities.

The examiner ruled in the negative. He said Telerama should have known, from a commission statement in April 1965, that restrictions on the signals that CATV systems could carry might be coming in the CATV rules then under consideration. Telerama, the examiner said, "simply made a mistake in judgment" of the time that would be needed for the commission to put its proposed rules into effect. In any event, he noted, the greater portion of Telerama's expenditures has been on that portion of the system that was in operation before the rules were adopted.

Guidelines issued on nonduplication

Continuing program exclusivity squabbles between broadcasters and CATV's have caused the FCC to reiterate those applicable portions of its CATV rules in a public notice.

The reminder was prompted by a long-standing dispute between KCMT-TV Alexandria, Minn., and Willmar Video Inc., serving Willmar, Minn., whether program exclusivity should be provided to KCMT. The commission had said it should and ordered the cable system to comply.

Apparently the cable system didn't, in part, and KCMT re-issued its complaint that the CATV refused to afford it protection. Willmar contended KCMT was obligated to specify the programs and broadcast times on a distant station it did not want duplicated. Those programs, the CATV said were at different times than they appeared on KCMT.

The commission found that KCMT indeed had not indicated the broadcast times of those programs, but it noted that the CATV system "appears to have seized upon a few errors as an excuse for affording no protection at all." KCMT was ordered to meet its notification obligations and Willmar to afford
same-day nonduplication protection even in case of errors in notification. Willmar was asked to inform the commission if the errors occurred "with any significant frequency."

In addition the commission took the opportunity to "clarify" broadcaster and CATV obligations under the CATV rules. It specified that the broadcaster is responsible for indicating programs to be deleted. the stations carrying these programs and the times of their presentation on the cable system, all notification to be given eight days before the programs' air dates. For its part the cable system must inform the broadcaster about its plans for carrying signals and program schedules, if they are known, of the stations providing the signals. If the cable system can't obtain this information, then the broadcaster must get it directly from the source of the signals, the commission said.

Broadcasters originating the signals were urged to cooperate with the local stations in providing this information. The commission noted that since the nonduplication rules apply primarily to network programs, a local station should provide CATV's with both programs and broadcast times to be deleted at the beginning of a network season, and provide CATV's with notice of change only when there has been an alteration either by the network or the originating station.

Local stations should be informed of any such changes, the commission stressed. And even though specials are scheduled on short notice, the commis-

sion said "cooperation among the interested parties should still permit the 48-hours notice specified in the rules ...

Tors plans increase in film productions

Plans for an expanded program of feature films and TV series for Ivan Tors Films, Los Angeles, and Ivan Tors Studios, North Miami, Fla., were announced last week by the Norris Grain Co., Chicago, a conglomerate which has a major investment in Tors.

Sig Shore has been named executive in charge of motion picture and TV investments for Norris Grain and has been elected to the board of directors of the two Tors companies. Mr. Shore, who has been associated with David O. Selznick Productions, Warner Brothers and several of his own companies in capacities that include TV, will oversee development and implementation of production plans.

Tors currently has five feature films in various phases of development for 1969 production and its TV activities include the Tiger, Tiger series for NBC-TV in 1968-70 and the current Daktari and Gentle Ben series for CBS-TV.
Jelling: an obit list of network shows

At least eight are on way out with three of them involved in ABC-TV's Friday night

The television networks may drop as many as eight shows from their nighttime schedules at replacement time in mid-season, according to reports last week from advertising agency and network sources.

Most certain to be dropped are these six: Dakari on CBS-TV; Phyllis Diller on NBC-TV; Journey to the Unknown, Don Rickles Show, Operation: Entertainment, and Felony Squad on ABC-TV.

CBS has already announced the demise of Dakari (Wednesday, 7:30-8:30) in January. It will be replaced on Jan. 29 by a variety program starring Glen Campbell (BROADCASTING, Nov. 4). There are reports that one of two other new shows on CBS—Good Guys (Wednesday, 8:30-9) or Blonde (Thursday, 7:30-8)—may be cut loose.

NBC's Phyllis Diller (Sunday, 10-11) is expected to be succeeded by one of two one-hour shows NBC now has in production—the investigative suspense Strange Report, and the mystery-comedy My Friend Tony—or by a variety-type program. Mentioned were Soul, an all-Negro version of Laugh-In, or A Family Thing which stars the Cowgirls. Agency executives said that most likely NBC will decide on whether to effect time-period adjustments of The Jerry Lewis Show (Tuesday, 7:30-8:30) and Star Trek (Friday, 9-10). The New Adventures of Huckleberry Finn (Sunday, 7-7:30) was reported to be suffering in audience levels and may be dropped.

ABC's Friday night schedule is expected to receive substantial face-lifting. Operation: Entertainment, Felony Squad and Don Rickles now fill the 7:30-9:30 slot on Friday. The network has announced previously that one of the replacements Friday would be a one-hour contemporary-variety series starring British pop singer Tom Jones, starting at 10. Retained on Friday would be Judd for the Defense and Guns of Will Sonnett and inserted would be two half-hour games shows, a nighttime version of Let's Make a Deal, purchased initially from NBC for daytime showing, and The Generation Gap.

ABC's Thursday's schedule also is to be changed to some degree. Mentioned is the move up to 7:30 of The Flying Nun to be followed by That Girl at 8 and Bewitched at 8:30 with a new program, What's It All About World? (Laugh-In type), at 9-10 and 10-10:30 would be returned to the stations. The (10:30-11 period on ABC Thursday is now station time). The future of Uglies Girl in Town now at 7:30 on Thursday and Peyton Place (Wednesday, 8:30-9), which was said by some agencies to be in trouble, was not indicated.

DIVORCE COURT
lands with IMPACT in market after market

In Phoenix

DIVORCE COURT
sent homes up 22% adults up 59% women up 70%
over the program previously in the time slot on KPHO-TV, Monday through Friday, 3:30-4 p.m.

"Divorce Court" consistently delivers more homes, more women.

CBS on top in NTI; no movies in top 20

CBS-TV reclaimed the lead in national Nielsen ratings by less than one point for the week of Oct. 21-27. The averages were CBS-TV 19.7, NBC-TV 19.0 and ABC-TV 14.5.

CBS's strong night was Monday, when its entire line-up was in the top 20. The NBC movie opposite this programming, "The Satan Bug", ranked 25 with a 20 rating and 34 share, and was the top-rated movie of the week. This was the first week movies had not appeared in national Nielsen top-20 rankings, although two made the list in the Nielsen MNA ratings (BROADCASTING, Nov. 4).

It was hardly an average week, however, with national and local political broadcasts, Olympic coverage and various specials interrupting normal network fare. The politicals scored less than 10, and the Summer Olympics ranged from 17.3 to 10.9, but four of the specials made the top 20—It's the Great Pumpkin, Charlie Brown, which was first on the list, Bing Crosby and Jim Nabors, who ranked ninth and 10th, respectively, and the Friar's Roast of Johnny Carson, 16th in line.

WBC 65-part series to study American Negro

Westinghouse Broadcasting Co. last week disclosed plans for the production and telecast on its five-owned stations of 65 half-hour programs entitled A Thing Called Pride, a documented study of the American Negro.

The Westinghouse stations will telecast the shows weekly, thus spreading the series over more than a year's time. The shows will be scheduled starting in early 1969.

In announcing the series, Donald H. McGannon, president and chairman of Westinghouse Broadcasting, described the undertaking as a comprehensive sociological survey of Negro life, culture and history in the U.S. exploring the origins and dynamics of the black American world. It will cover Negro society from "slum to high society, from slavery to militant protest, from the arts to religion, from separatism to intermarriage," according to Westinghouse.

The survey will have Dr. Thomas R. Cripps, historian who is associated with Morgan State College, as the host, writer and chief consultant.

Westinghouse indicated it regards the new series as a continuation of other efforts it's made to focus attention on the racial crisis in America. Last May, a three-and-a-half-hour documentary telecast in prime time on all five Westinghouse stations, also was shown on more than 60 other stations across the country and rebroadcast in morning hours during October on Westinghouse.

NTI top 20 Oct. 21-27:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>Share</th>
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<tbody>
<tr>
<td>1. It's the Great Pumpkin (CBS)</td>
<td>29.5</td>
<td>48</td>
</tr>
<tr>
<td>2. Rowan and Martin (NBC)</td>
<td>29.4</td>
<td>43</td>
</tr>
<tr>
<td>3. Mayberry RFD (CBS)</td>
<td>29.4</td>
<td>42</td>
</tr>
<tr>
<td>4. Bonanza (NBC)</td>
<td>29.5</td>
<td>41</td>
</tr>
<tr>
<td>5. Family Affair (CBS)</td>
<td>25.6</td>
<td>42</td>
</tr>
<tr>
<td>6. Gomer Pyle (CBS)</td>
<td>25.5</td>
<td>45</td>
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<tr>
<td>7. Julia (NBC)</td>
<td>24.1</td>
<td>37</td>
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<tr>
<td>8. Red Skelton (CBS)</td>
<td>23.6</td>
<td>36</td>
</tr>
<tr>
<td>9. Bing Crosby special (NBC)</td>
<td>23.5</td>
<td>36</td>
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<tr>
<td>10. Girlfriends &amp; Nabor's special (CBS)</td>
<td>23.5</td>
<td>36</td>
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<tr>
<td>11. Ed Sullivan (CBS)</td>
<td>23.1</td>
<td>35</td>
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<tr>
<td>12. Here's Lucy (CBS)</td>
<td>22.6</td>
<td>33</td>
</tr>
<tr>
<td>13. Beverly Hillbillies (CBS)</td>
<td>22.4</td>
<td>36</td>
</tr>
<tr>
<td>14. Dean Martin (NBC)</td>
<td>22.3</td>
<td>40</td>
</tr>
<tr>
<td>15. Mission: Impossible (CBS)</td>
<td>22.0</td>
<td>44</td>
</tr>
<tr>
<td>16. Friars Roast Johnny Carson special (NBC)</td>
<td>21.9</td>
<td>35</td>
</tr>
<tr>
<td>17. Green Acres (CBS)</td>
<td>21.8</td>
<td>35</td>
</tr>
<tr>
<td>18. Carol Burnett (CBS)</td>
<td>21.7</td>
<td>38</td>
</tr>
<tr>
<td>19. Gunsmoke (CBS)</td>
<td>21.7</td>
<td>34</td>
</tr>
<tr>
<td>20. Petticoat Junction (CBS)</td>
<td>21.5</td>
<td>37</td>
</tr>
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stations for the benefit of high school students. A series of 10 half-hour programs, *The Great Ones*, a biographical and historical telling of the lives of notable American Negroes, was on Westinghouse's radio stations a year ago and since then has been rebroadcast.

The TV stations are WBZ-TV Boston, KYW-TV Philadelphia, KDKA-TV Pittsburgh, WJZ-TV Baltimore and KPIX-TV San Francisco.

L.A. ETV wants okay for specialized service

Noncommercial *KCET*(TV) Los Angeles has asked the FCC to propose and establish a rule permitting noncommercial educational TV stations to transmit a limited amount of encoded ("scrambled") instructional material designed for doctors, nurses and law enforcement personnel, and "not suitable for viewing by the general public." *KCET* has provided such service on an experimental basis for the past four years.

The rapid increase of knowledge in the medical and law enforcement fields, *KCET* said, has created a corresponding need for more rapid transmission of new information to specialists in those areas. The station added that, based on its experience, scrambled TV transmissions are an effective, technically feasible way to meet that need, and are also fully compatible with operation of standard broadcast service.

Such specialized material should not be available to the public over instructional broadcast stations, *KCET* said. The medical programs could lead to baseless public fear, untrained self-diagnosis and misinterpretation of professional differences of opinion, while the law enforcement programs would deal with techniques best kept secret for reasons of security, the station said.

Stag show on cable leads to felony charge

The video operator accused of inadvertently showing a pornographic program over several Palm Springs, Calif. area cable TV systems last month has been arraigned on federal felony charges. If Robert Veatch, formerly employed by *KPLM*-TV Palm Springs, is convicted, he could be sentenced to two years in federal prison or a $10,000 fine or both.

Mr. Veatch, who apparently meant to privately screen at the station photographic material featuring a nude scene but accidentally distributed the images over the area's cable systems (Broadcasting, Nov. 4), has been bound over to U. S. district court in Los Angeles. A date for entering his plea has not been set.
Copyright positions are set

Broadcasters, NCTA, others go on record before copyright comes up in Congress

Combatants in next year's CATV copyright battle in Congress have staked out their preliminary positions for negotiations. Position papers requested by Senator John L. McClellan (D-Ark.), chairman of the Senate Copyright Subcommittee, were released last week by the subcommittee.

Positions of the National Association of Broadcasters and ABC Inc. were unveiled Nov. 1, on the subcommittee's deadline day for filing (Broadcasting, Nov. 4). Made available last week were the bulk of responses from other parties to the dispute over copyright liability for cable systems.

Key filings came from the NAB, National Cable Television Association and from attorney Louis Nizer, representing organizations supplying copyrighted film programs for television broadcast, and the Motion Picture Association of America.

Other responses came from the Association of Maximum Service Telecasters, the All-Channel Television Society, the American Society of Composers, Authors and Publishers, CBS Inc., NBC Inc., the American and National Football Leagues, Westinghouse Broadcast-}

Co., attorneys for Broadcast Music Inc., and assorted print copyright proprietors.

The filings are in response to an attempt by Senator McClellan to develop legislative language acceptable to all parties for copyright revision that would, for the first time, cover cablecasting. A measure passed the House in the 90th Congress, but with a section providing for CATV exemptions deleted on final passage, after a jurisdictional dispute between the Judiciary Committee, in charge of copyright legislation, and the Commerce Committee, charged with matters concerning regulation of communications. Later, the Senate failed to advance the House-passed bill, postponing action until the new Congress meets next year.

Several of the broadcasters' comments indicate agreement with the original section on the proposed copyright revision measure (Section 111) that was dropped on the House floor but remained in the Senate bill. Subcommitte and Copyright Office staff members have indicated that language similar to that in Section 111 would also have rough sledding in the next Congress because of the "regulatory" content, which gave rise to the trouble with the House Commerce Committee. (Staff members now expect the Senate to report a bill that would not attempt to assess varying degrees of copyright liability on differing types of cable systems depending on such factors as program origination and importation of distant signals, as did the modified Section 111 that the House dropped. At issue, it's indicated, will be simply the questions of whether CATV's in general should be subject to copyright, and, if so, by what means fees should be collected and at what level they should be set.)

In addition to the NAB, which favors Section 111 as modified during floor debate before being dropped by the House, AMST and ACTS also opted for retention of the Section 111 principles.

NAB suggests that all cable systems be brought under the "public performance umbrella," with statutory licenses for stations relaying only unmodified signals of stations in whose normal service areas they are located. No such special treatment is suggested for systems that vary from simple relaying of local signals.

CBS, as in previous filings, holds for exemption for classic CATV's providing a supplementary service as in Section 111; others should pay. However, CBS modified its previous stand of full liability for all originating cable

Program notes:

Stokowski special * Metromedia Producers Corp., Hollywood, is producing a one-hour program on conductor Leo-
pold Stokowski in association with Laurie Productions. The show is planned for network broadcast it was explained.

Rehabilitation series * A new series of 10 half-hour programs on the problems faced by handicapped persons and the ways in which they overcome their disabilities is now scheduled for five NBC-owned TV stations. The series, To Live Again, was produced by NBC-TV in cooperation with the Department of Health, Education and Welfare.

Busy shop * Filmation Associates, Los Angeles, is preparing a new TV series, a series of TV specials and a feature film. A pilot for King Arthur and the Knights of the Roundtable, a Saturday morning animated children's series for NBC-TV, is in development. In story-board stage is a projected series of six prime-time live-animated specials starring Marcel Marceau. The third project is Gulliver, a combination live-animated feature film starring Kirk Douglas.

Serendipity and Schwarz * A one-hour Christmas season special, taped at F. A. O. Schwarz, New York toy store, re-leased by Trans Lux Television, New York, for showing, has had initial sales in nine markets: WPIX-TV New York, KHJ-TV Los Angeles, WFLD-TV Chicago, WISH-TV Indianapolis, KOA-TV Denver, KOAA-TV Pueblo - Colorado Springs, WTAE-TV Pittsburgh, WRDW-TV Augusta, Ga., and KOMO-TV Honolulu. Fred Weintraub is executive producer of show starring the Serendipity Singers and titled Christmas at F. A. O. Schwarz.

Houdini special * Triangle Stations Inc., New York, will produce Houdini: The Impossible Possible, a one-hour special for release next year.

Cartoon sale * Murakami Wolf Films, Hollywood, has sold two animated short subjects to Westinghouse Broadcasting Co. for a one-time presentation on WBC's five television stations. The animated films, entitled The Box and Insects, have won prizes in animation festivals held in various countries. This marks the first time they will be shown on television.

Animation expansion * Hanna-Barbera Productions is building a 35,000 square-foot wing directly behind its Holly-
wood studio. This will bring H-B's total plant space to 75,000 square feet and will include a 100-seat theater and dubbing and recording rooms with modern acoustic facilities. The construction reportedly will cost more than $1 million.

Hearing Stars * The Los Angeles Stars, the latest major league sporting attraction to be started in the Southern California area, have found a broadcast home. All their American Basketball Association games will be carried by KNIG-FM Los Angeles.

From London * TME Inc., London, is offering the Dave Cash Radio Programme direct from London on a one or five times weekly basis. The half-hour radio program features new English record drawings and interviews. TME has set up an office in the Northwestern Bank building, Suite 310, Asheville, N. C. 28801.

TV hot line * KHJ-TV Los Angeles has added a "hot line" feature to its programming. The new program, called Community Press Conference, allows viewers to speak directly to public figures in the news, both nationally and regionally, on a regular basis. The first such figure to field questions from the viewer audience was Vice President Hubert Humphrey.
Tone, Pertschuk join study staff

Violence commission to hear from network TV presidents next

The National Commission on the Causes and Prevention of Violence is treading carefully as it prepares to look further into the question of violence and the mass media. It has already had one hearing on this subject, principally considering television (Broadcasting, Oct. 21), and early next month it’s going to interview the presidents of the nation’s three television networks, as well as spokesmen for motion pictures and comic-book publishing (Broadcasting, Oct. 28).

In preparation for this occasion, the commission last week announced that it had hired a special counsel to run the mass-media hearings. He’s 45-year-old Philip W. Tone, a well-regarded Chicago lawyer who’s a partner in that city’s law firm of Raymond, Mayer, Jenner and Block. Albert E. Jenner Jr., a member of the firm, is a member of the violence commission and also was a senior attorney with the Warren Commission that investigated the assassination of President John F. Kennedy.

The violence commission was established by President Johnson last June after the assassination of Senator Robert F. Kennedy. Dr. Milton Eisenhower, president emeritus of the Johns Hopkins University, Baltimore, and brother of former President Eisenhower, is chairman.

To further boost its weight in the media investigation, the commission also announced that it had added as special consultant Michael Pertschuk, general counsel of the Senate Commerce Committee. Mr. Pertschuk will supervise the studies being made on violence and the mass media, it was reported.

Also announced last week were two additions to the mass media task force staff. They are human resources expert Carolyn M. McClelland, George Washington University, Washington, and behavioral scientist Lieutenant Colonel Frederick C. Berry of the U.S. Army’s Office of Research and Development. This brings to nine the staff of the mass-media task force.

Co-directors of the mass-media task force are Robert Baker, former Department of Justice attorney, and Dr. Sandra Ball, San Diego (Calif.) State College, on leave from the University of Alberta, Canada. Special consultant to the task force is Dr. Otto N. Larsen, University of Washington sociologist.

Mr. Tone has served as a law clerk to Associate Justice Wiley B. Rutledge of the U. S. Supreme Court for a year. He has been active in bar activities, serving on state and city committees that resulted in new rules for the Illinois Supreme Court, as well as revisions on practices and procedures in lower courts. Although the firm is noted for its trial work, Mr. Tone’s specialty is corporation law, with emphasis on antitrust work.

The appointment of Mr. Tone to handle the mass media inquiry is seen not only as lending weight to the staff but also as relieving the commission’s executive director, Washington lawyer Lloyd N. Cutler, of what could be an embarrassing situation. Mr. Cutler’s firm, Wilmer, Cutler and Pickering, has a number of broadcasters, among them CBS, among its clients.

Because of this relationship, which was known and publicized when he accepted the appointment, Mr. Cutler has, it’s understood, walled himself off from all activity in the mass media area of the commission’s considerations.

Violence and TV, motion pictures, comic books and newspapers and periodicals, have generated the greatest amount of mail of any of the subjects the commission is investigating, a commission source said last week.

Now its ‘nonprogram’ for noncommercial TV

Noncommercial KQED(TV) San Francisco this month started a weekly presentation of five half-hour "nonprograms," Videospace. The special series is the byproduct of a one-year experimental project at the station by the Rockefeller Foundation and the National Endowment for the Arts. The Rockefeller group contributed $150,000 and the National Endowment chipped in with an additional $70,000 to explore the potential of educational as a medium.

The so-called "nonprograms" that partially resulted from this combined largess of $220,000 consist of visual and audio effects, some described as "nightmarish." Various series segments—one is called "trip for speaker, screen and viewer"—were put together by "pioneer" techniques, including the mingling of sequences and sounds originally recorded at different times.

'Canned Heat' canned by Star

The Star Stations have banned "Canned Heat" as a result of an alleged incident of public profanity by a member of the group, which appeared Oct. 26 in Portland, Ore. The public show was advertised, though not broadcast by KISN Portland, a Star Station. Don W. Burden, chairman of the Star Stations, wrote the group's manager to advise
GF to change method of buying spot TV

In a move to improve the cost efficiency of its spot TV expenditures which exceeded $43 million in 1967, General Foods Corp., White Plains, N. Y., will convert to a consolidated TV spot-time-buying method by Jan. 1, 1969.

General Foods last week said its five agencies will be given responsibilities for buying all of its spot announcements in assigned geographical markets. Planning will remain the responsibility of the brand agency.

Under the plan, a designated agency will purchase all the TV spots, for example, in Los Angeles, San Francisco, Denver, for all GF brands.

The company stressed that its decision was based on its own needs and marketing approaches, and in no way reflected on other client-agency relationships. A spokesman said the move is "being made as a result of the growing complexities which now surround the spot TV business."

Asked if the emergence of the independent media buyer services was a factor in General Foods' decision, the spokesman said: "No, not at all. We've been testing this approach for about two years and we have decided that it is feasible. We think we will be able to cut costs, not that this is a cost-cutting device.

"But we feel that by using this method, we will be able to eliminate parallel efforts by our agencies."

The agencies in the plan include Benton & Bowles, Young & Rubicam, Ogilvy & Mather, Grey Advertising and Doyle Dane Bernbach.

Strips in projector subbed for storyboards

Authenticolor Inc., New York film processing company, has developed a TV film-strip method of presenting commercial concepts as a replacement for the storyboard. Jack Flanagan, Authenticolor president, said the method involves making of film strips for each sequence in a storyboard and showing them via a compact projector, which is given free to agencies hiring Authenticolor.

Mr. Flanagan pointed out that the TV film strip of a storyboard eliminates the "squinting, jumping ahead by the client to the last panel and the inability of the client to 'feel' the commercial from a piece of cardboard."

Authenticolor's method is being shown to New York advertising agencies by Bob Popper (!), executive vice-president of Authenticolor, who discusses the technique with Bob Plisker of Benton & Bowles.

BRC grants researchers' stamp of approval

The Broadcast Rating Council Inc., New York, announced last week that a number of research organizations' reports have been accredited and may carry the council's "seal."

Among the reports accredited are the American Research Bureau's Local Market Television's Audience (except New York), Television Market Summary, Day-Part Television Audience Summary and New York Instantaneous Audience (Arbitron); the A. C. Nielsen Co.'s Nielsen Station Index (TV), Nielsen Television Index and New York Instantaneous Audimeter; the Pulse Inc.'s Radio Pulse (local radio reports published in white covers); Survey & Marketing Services' Traffic Radio Audit—Coincidental Enumeration (TRACE).

The council noted that accreditation

BROADCASTING, Nov. 11, 1968
A disc jockey is a likable fellow. He sits at his turntable—hours on end. Playing records and talking. Sometimes he talks too much. Or forgets to. He may play only the music he likes. Instead of what your listeners like. If he gets a phone call—or nature beckons—the record may come to its end. Then there is silence. Or the record may stick. And repeat-repeat-repeat-repeat-repeat. He may be your employee for weeks. For months. Occasionally even for years. But you’re never sure if he’ll get drafted. Go Hollywood. Win the Irish Sweepstakes. Or go to work for your competitor. His salary may be $100 a week. Or $200. Or more. And don’t forget those fringe benefits. Vacations. Unemployment insurance. Sick leave. Coffee breaks. Expense accounts. Sure can add up to a lot. Can’t it? A disc jockey may be right for your station. But if you have a really good man A Schafer Automation System will make him even better. He’ll have time to generate new ideas, create fresh programming. Sell more Advertising. Sure beats sitting at that turntable. Hours—on end.

A Schafer Automation System is kind of like a disc jockey. In fact it does all of the things a whole stable of disc jockeys used to do. It plays exactly the music you choose. Rock and Roll. Country-Western. Contemporary. Middle of the Road. Or any other kind you can think of. There’s never a pop. A click. A fade-out. Or deadly silence. It inserts commercials. IDs. Time signals. Personality tracks. It switches to the network. And back. It’s perfect for FM… and for AM. For big cities. For small towns. It works 24 hours a day. 7 days a week. 52 weeks a year. It doesn’t drink. Or smoke. Or swear. Or have hangovers. It never needs a vacation. Never takes sick leave. Never leaves you for another station. You don’t have to pay overtime. Or unemployment insurance. Some station owners call it a magician because it turns red ink into black. Makes black ink even blacker. Never deals the same programming hand twice. And makes all sorts of problems vanish. All this happiness for as little as $55 a week. With SCHAFER instant credit approval you could be automated real soon.

schafer
Schafer Electronics, 9119 De Soto Avenue, Chatsworth, California 91311 (213) 882-2000 A division of Applied Magnetics Corporation
Forecasts as seen in clouded crystal

Brower takes ad research, networks over coals on ability to pick winners

Advertising research drew some sharp digs from Charles H. Brower, chairman of BBDO, in the creative session winding up the 59th annual meeting of the Association of National Advertisers on Nov. 2 (Broadcasting, Nov. 4).

He said he wasn't "attacking" advertising research but that he had reservations about the value of a good deal of it.

In an apparent allusion to commercial testing services like that of Schwerin Research Corp., Mr. Brower said that trying to forecast the success of a campaign by "exposing a few commercials to a shanghaid audience" brought in off the street was like trying to forecast next year's tides by "sitting in your kitchen" contemplating "a cup of salt water."

He also said that no TV network in the last three years has been "even 50% right" in judging which of its new shows would be worth bringing back the following season. They might have done better, he suggested, by "pitching pennies.

He predicted advertising costs in the future would rise at a rate of about 7% a year, and, facing up to a question that asked more often than answered, said he thought commercials— and other advertising forms—that win awards "probably" sell more than those that don't win awards.

Stressing the importance of simplicity in advertising, the BBDO chairman showed eight commercials by other agencies—and one by his own—that he considered particularly well done.

They were for Raisin Bran, by Grey Advertising; Polaroid, by Doyle Dane Bernbach; Edward & Hanly, by Lois, Holland. Calloway; Xerox, by Papert, Koenig, Lois, which at that time was the Xerox agency; AT&T, by N. W. Ayer & Son; Union Carbide, by Young & Rubicam: Bugles, by Wells, Rich, Greene; Yellow Pages, by Cunningham & Walsh, and Diet Pepsi, BBDO.

Mr. Brower was the wind-up speaker on a session exploring "The Quality of Today's Ads," which also featured Carl Ally, chairman and chief executive officer of Carl Ally Inc., who showed a selection of his agency's commercials, and an illustrated talk by Jack Roberts, vice chairman and creative director of Carson/Roberts.

ANA officials also announced at the closing session that the 1969 annual meeting will be held Dec. 6-10 at Scottsdale, Ariz. This year's, like most ANA conventions, was at The Homestead, Hot Springs, Va.

Business briefly:

Motorola Inc., Chicago, through Fuller & Smith & Ross Inc., New York, will sponsor a Christmas special, Fenwick, starring Walter Slezak. It will be test marketed in seven cities this year with Motorola possibly sponsoring a second version of the program for network telecast next year. Henry Jaffe Enterprises is producing the special. Executive producer is Ed Mahoney, senior vice president, broadcast, F&S&R.

General Foods Corp., White Plains, N. Y., is supporting the national introduction by its Post division of three new flavors of Toast 'Em Animals (toaster food) with a heavy network TV schedule. Agency is Benton & Bowles, New York.

Pepperidge Farm Inc., Norwalk, Conn., through Ogilvy & Mather, New York, has purchased time on CBS Radio's News-on-the-Hour and Dimension.

General Foods Corp., Maxwell House Division, White Plains, N. Y., through Ogilvy & Mather, New York, is expanding its introduction of "New Instant Max," a form of Instant Maxwell House Coffee. Spot TV will be used in eastern and midwestern states.

Levi Strauss & Co., San Francisco, through Honig, Cooper and Harrington, that city, will sponsor the first telecast of the "Miss Rodeo America" pageant Nov. 11-13 on about 185 stations this winter. Triangle Stations, the producer and distributor, will carry the program on its six outlets.

Suburban banks unite in Atlanta radio campaign

Six independent banks in as many Atlanta suburbs have joined forces and budgets in a cooperative radio campaign aimed at competing for new customers with the larger Atlanta banks and branches.

The Bank of Jonesboro, First National Bank of Tucker, Rosewell Bank, Bank

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Oct. 27, 1968

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<td>$70,936</td>
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70 (Broadcast Advertising)
Any time is right time for glass of bubbly

Gold Seal Vineyards Inc., Hammondsport, N. Y., unveiled a new commercial approach to selling champagne last Friday (Nov. 8) during its co-sponsorship of ABC-TV's Don Rickles Show (9:30-10 p.m.): It urges viewers to drink champagne on occasions that are not special.

The commercial's theme is: "What are you saving it for?" The message suggests that special occasions take care of themselves. A feature of the color commercial is that it goes to black several times while showing a bottle of Gold Seal Brut champagne inside a refrigerator.

The commercial was produced at MPO Videotronics, New York. Agency: Gilbert Advertising, New York.

Also in advertising:

Caribbean expansion • Ross Roy of New York Inc. has opened a branch office in San Juan, P. R., to service its client, Bacardi Corp. Jose A. Valdes-Chao was named manager of the new office and will serve as account executive for Bacardi, Raymond Stokes in New York will continue as account supervisor.

Los Angeles merger • Speer & Mays Inc., Los Angeles-based agency with estimated 1967 billings of more than $1.1 million, has merged with Young & Hollander Inc., an agency formed in Los Angeles last year, which also had 1967 billings of about $1.1 million. The new firm formed is Speer, Young & Hollander.

Name change • Lewis & Dobrow, Washington, has changed its name to Lawrence Dobrow & Associates. Started in 1952, the firm was originally named Larrabee Associates.

AAA offering grants

The American Association of Advertising Agencies Educational Foundation has invited applications for a new group of grants to support college professors' research programs in advertising, marketing communications and consumer behavior. Each grant is in an amount up to $10,000 per year. Applications should be sent to the foundation at 200 Park Avenue, New York 10017, and must be received before Jan. 5, 1969.

FC&B adds another

Foote Cone & Belding, San Francisco, has been assigned the MidAmerica charge card account. MidAmerica is an association of 315 banks in Nebraska, Iowa, Wyoming and South Dakota, which expects to issue master charge cards in 1969. FC&B already handles the master charge for the Western and Eastern States Bankcard Association.
The right to know

The public’s right to know—and the responsibility of a station to report—are greatest when American lives are at stake. This was the case surrounding the controversy of the M16 rifle used in Vietnam. A Michigan manufacturer . . . backed by GI reports . . . claimed he could solve much of the malfunctioning problem. The Fetzer television station in Kalamazoo sent in a three-man film reporting team. One Fetzer reporter was a participant in the firing tests under simulated battle conditions. On-camera closeups clarified the controversy for Western Michigan viewers. This is an example of the in-depth reporting our listeners have learned to expect.

The Fetzer Stations

WKZO  WKZO-TV  KOLN-TV  KGIN-TV  WJEF
Kalamazoo  Kalamazoo  Lincoln  Grand Island  Grand Rapids
WWTV  WWUP-TV  WJFM  WWTV-FM  WWAM
Cadillac  Sault Ste. Marie  Grand Rapids  Cadillac  Cadillac

BROADCASTING, Nov. 11, 1968
The care and feeding of a new product

Broadcasting rates high as the means of whetting consumer interest, but experts warn of some pitfalls

That old bromide about building a better mousetrap does not turn out to be a very good marketing principle. The truth is it's tough to get the world to take notice of a better mousetrap, and it's tougher yet if you've only built another mousetrap.

When it comes to new product introduction, the most vital of communications media is the grapevine. The broadcast media are second.

The consumer has a strong appetite for newness—a fact that has been familiar to copy departments for a long time, where "new" has always been a facile adjective. No matter what was being sold.

More often than not, a new product is something less than a startling discovery. Most new products are the result of a game of corporate leap-frog whereby one company takes the risk of introducing something new and then all its competitors must follow suit in order to protect their market share. Sometimes a "new product" is an old product spruced up in some way—new packaging or new size. For example.

The introduction of a product with a distinctive product difference, rather than one that just matches a competitor's market entry, is the easier job. In a presentation to the Advertising Research Foundation annual conference in 1966, A. C. Nielsen Co.'s James Peckham called the imitative product a "me-too product."

"If the manufacturer has a unique brand "with a strong consumer-plus and an exceptionally strong copy story," said Mr. Peckham, he can save as much as one-third on advertising expenditures.

"On the other hand," Mr. Peckham continued, "if you are the second or third brand to exploit a particular consumer-plus characteristic and/or if the product advantages are minor or perhaps difficult to develop into an effective copy story, you will probably find it necessary to increase your advertising by 50% or more."

There seems to be a growing dependence on new products among manufacturers, and this growth will eventually translate into advertising growth. The National Industrial Conference Board polled 50 consumer-goods manufacturers and learned that the average percentage of current sales attributable to new products is 22% (products are defined as new if they were first marketed within the last five years).

In a study of new products in the food business conducted by Nielsen for the Grocery Manufacturers Association, it was discovered that almost all the growth in the grocery field could be traced to new items. In 1966 old products accounted for $57 billion in volume, Nielsen reported, while products introduced that year accounted for $8 billion. That $8 billion represents 12.2% of the total food business, or practically all of the 1966 gain.

According to a Katz Agency survey, Procter & Gamble, the biggest user of network television, considers 70% of its annual sales to be new products. Bristol-Myers says 60% of its annual sales are new products: General Foods claims 20% and Alberto-Culver, 90%.

Successful new products sell at a higher price per unit, too. Not only do increased manufacturing costs figure in, but there are increased profit margins. Nielsen reported that new items in 1966 had an average 23.2% profit margin, while surviving items had a 19.4% margin, and discontinued items had had an average 18.6% profit margin. The risks are great, but the rewards can be ample.

One marketing expert estimates that 6,000 new products are introduced annually and that the cost of their debuts may be $500 million. But the mortality rate, too, is high. A study of new products on television made by the Katz Agency suggests that out of 40 seriously considered new-product ideas, only two products ever get to market—where one fails. The odds are 40 to one, and it's not every day you hear a success story like the one they are telling at Young & Rubicam.

In the past year, General Cigar and Y&R suddenly introduced a new product using TV almost exclusively. Cigar smokers are an especially conservative bunch with a virile self-image, and Y&R feared they would not warm up to a mentholated cigar. Tiparillo M, now two years old, was first introduced in the summer of 1966, in 10 seconds tacked onto the end of every Tiparillo spot. The original plan was for Tiparillo M to ride the coattails of the regular Tiparillo.

"It didn't work very well," says Vice President and Account Supervisor Joe Vaamonde. So they did some of what Mr. Vaamonde calls "haphazard research." "We were talking to typical cigar smokers who said: 'You want to ruin a good cigar?'" says Mr. Vaamonde. "Out of this came basically the campaign."

The campaign that resulted was: "The great taste that sounds terrible." In the spring of 1967 the campaign was test-marketed in the Boston area, despite some reservations about the negativism of the copy.

"Says Mr. Vaamonde: "We went into New England. And we had the advantage of having one-sixth rights to the Red Sox baseball games which is a terrific media buy, as you know. And that was the year they won the pennant, which we didn't know they were going to do."

Three different commercials were used in both 30-second and 60-second versions, all calling the mentholated Tiparillo M, "the great taste that sounds terrible."

"All of a sudden things started to go this way," says Mr. Vaamonde using his arm for an ascending graph line, and it took Tiparillo with it. We put our money behind the new and exciting product and it took the old one with it."

After an original assumption that the new product would capitalize on the reputation of the established product, it was ironic but the opposite had occurred.

The Tiparillo M campaign is now national with about 70% of the advertising budget in television, 20% in radio and 10% in print. The ratio of spot to network has been about three-to-one. "We have been heavily committed to television at General Cigar for five or six years. This is our prime medium," explains Mr. Vaamonde.

With the new campaign, sales are up about 40% nationally. "We have raised
menthol Tiparillo to the same level as menthol cigarettes in the cigarette market," says Mr. Vaamonde.

Television offers advertisers an opportunity to demonstrate something new and at a high level of impact. One network executive suggests that specialization in television, with its high levels of awareness, is particularly well-suited to new-product marketing.

"The chances of breaking through the awareness barrier are likely to be greater on television, likely to be faster than any other medium," according to Peter Bardach, vice president and director for broadcast at Foote, Cone & Belding.

"Television gives you something that people can talk about," says Erwin Fishman, vice president and director of research, also at FC&B. "It can possibly stimulate the person-to-person communication."

In February of this year NBC published the results of research into the viewing habits of the "venturesome shopper." The network learned that 41% of the homemakers who heavily view nighttime television are also adventurous consumers. Homemakers who use at least eight products introduced within the previous five years qualified as "venturesome shoppers." A viewer who saw more than 4.4 half-hour segments of television per day was classified as a heavy viewer. The theory holds up in daytime television and among men, as well.

Among the experts, two schools of thought on the new-product consumer have polarized. One theory holds that the buying public is shrewder, more determined not to be had, more cautious than ever before. The other theory holds the consumer is more open to new items and better able to afford new items than ever before.

In a study of housewives and new grocery items for the Grocery Manufacturers of America, Home Testing Institute found the woman between 45 and 54 years of age to be the prime new-product target. This group is weary of the old products, and, most important, has the money to experiment. The more educated homemaker, and often the younger homemaker, is reluctant to buy new products. FTC found that demographic factors such as income and geography made little difference in new-product buying habits. Lower income groups, as might be expected, are less influenced by advertising, however.

Costs, as well as risks, run high in a new-product introduction. Vic Bloede, president of Benton & Bowles, considers his the new-product agency. "I don't know whether we have introduced more new products than any other agency, but it seems we have more in the last three years," says Mr. Bloede. So when he says new-product marketing is an expensive business, he says it with a certain authority. "The price of the

A sampler of new products on TV

Examples of new products that were introduced last summer through television. Where introduction was done via spot TV, sector of country is given.

Source: Broadcast Advertisers Reports.

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<th>Product</th>
<th>Agency</th>
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<td>Ideal Toy Corp.</td>
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<td>SSC &amp; B</td>
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chips to get into the game is very high," he says.

The initial advertising push, designed often to interest the trade as much as the consumer, is costly. Joe Ostrow, vice president in charge of media planning for Y&R, describes the initial effort: "The tendency is to use the longer commercial length at the outset and cut down as you go along sometimes you tend to go into nighttime in the introduction period," when a less expensive day part will suffice later on.

But Mr. Ostrow is quick to add that the real costs of new-product marketing are not media costs. Alterations in the production line, shipping and distribution, the sales force, the diversion of executive time and legal costs—there are where the big money goes.

Radio offers its new-product success stories, too. When P. R. Mallory & Co. developed Duracell batteries, its agency, Needham, Harper and Steers, drew up a campaign—half radio, half print. Duracell batteries had a different chemical make-up that provided a much longer life span and a stronger surge of power than conventional batteries, but the price was necessarily much higher than other batteries on the market. The need for an intensive introductory campaign was clear.

A spokesman on the account summed up the reasons radio was the chosen medium. Its cost-per-thousand impressed the client: "Our budget wasn't geared to television;" and radio was "more dynamic than print." Plus, the more or less unconscious association of batteries and radios made radio a natural advertising medium for Duracell.

Duracell started out in four markets, has since expanded to 11 key markets virtually giving the product national coverage. If things continue to go as well as they have been, Indianapolis will be added as the 12th market.

There are media planners who would not recommend radio for a product with mass appeal, but who will concede radio's selectivity.

Robert H. Alter, executive vice president of the Radio Advertising Bureau, suggets: "Advertisers can use the leverage of the right stations, and time periods, to cut through the vast 'not interested' audience often impossible or difficult to avoid in other mass media." Advertisers who would appeal to teenagers, drivers or ethnic groups, for example, have long found radio the effective medium for launching products.

"Advertisers, involved in the chancey, expensive, challenging job of launching a new product must reach a large chunk of their potential market as rapidly as possible," says RAB's Mr. Alter. Radio, he contends "can reach most people within a week with budgets in line with new product introduction." What's more, radio does not demand the long-range commitments necessary
The champions of radio are also quick to point out the medium's climate is appropriate to new products. The sense of intimacy and familiarity that radio communicates provides an atmosphere of trust and confidence for a new product. And as a prime new medium, radio is a logical vehicle for new-product news.

"New-product introductions are news, news from the point of view of the advertiser and the consumer. A new product or service is now available and people have got to be informed rapidly and effectively," says Mr. Alter.

But a visual impression can be important to the new product. One media man at a major agency who worked on the campaign to introduce a new food product says of radio: "It can work to your advantage. A person's imagination is considerably larger than a television screen. But one of the things you do lose is the identification of the package. But as far as appetite appeal, you get that from good description."

In the beginnings of a campaign, when second guesses are euphemistically, "projections," advertisers sometimes avoid radio because radio test markets are difficult to reproduce on a national scale.

In a discussion of new-product introduction, it is impossible to get away from the issues of test-marketing. Finding a community with the stable economic conditions and demographic balance and introducing the product and its advertising over a year-and-a-half cost a lot in time and money. According to one member of the National Industrial Conference Board: "The cost of a 5% test market is in the neighborhood of $400,000 to $500,000 for 12 to 18 months."

The temptations are many to cut back on test marketing or eliminate it altogether. The espionage activities of the competition are seldom under-rated. A vice president at a major agency confesses: "I have been in situations where the competitor learned more in test market than the advertiser."

After careful planning of a campaign, an advertiser cannot be sure that during the time spent in test marketing the media environment will not have changed. One media man talks of current experimentation in the industry with "different kinds of clustering." He says: "We go national, 30-second availabilities might be the rule rather than the exception."

Y&R's Joe Ostrow accuses TV stations in a test market of blackmailing the advertisers. Rates are high on cut-ins that simulate network commercial messages, even though, according to Mr. Ostrow: "To make a cut-in requires the intelligence of a chimpanzee and the dexterity of a turtle." The stations' answer is that cut-ins are business that ultimately will go to the networks, so it does not pay them to be cooperative.

Despite all the problems and inefficiency in test marketing, no one seems to have an alternative. Most marketing men concur that not to test is suicidal. Certain products that are either seasonal or that depend largely on a novelty appeal find it expedient not to test. And some products go national when, in highly competitive situations, risk of other manufacturers either learning something or exerting competitive pressure tends to muddy the results.

The limits of shelf space have already been reached, and one wonders what the consumer's threshold for "new" is. But the new items are coming. If today's research-and-development budgets are any indication of what tomorrow's marketing budgets will be like, business can expect to become even more dependent upon new products. According to the National Industrial Conference Board, seven out of 10 manufacturers expect to be more dependent on new-product sales in five years. As one member explains it: "Our expenditures for research and development are at an all-time high, and the competitive pressures upon us are certainly not going to decline."

Y&R's Mr. Ostrow sees these products sold to fragmented markets by fragmented media. "With the greater availability of leisure time, of education. of affluence, people can develop more special tastes," says Mr. Ostrow. "With the greater segmentation, you don't have to sell a product to two million people to make money."

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NAB fights field-strength standards

Says proposed use of such measurements for coverage purposes is unnecessary

The National Association of Broadcasters said last week that the FCC's practice of predicting station coverage through the use of field-strength charts is crucial to the whole framework of television broadcasting, and that any changes in the present criteria "could severely disrupt the orderly growth of broadcasting and unduly complicate the determination of service contours."

NAB's comments were among a sparse few filed with the commission in response to a proposed rulemaking exploring the possibility of using actual field-strength measurements to determine TV and FM coverage instead of the present theoretical field-strength charts. The commission presently recognizes the use of field-strength measurements only in formal rulemaking proceedings that have as their objective the amendment of commission technical standards. They may not be used as a representation of station coverage in competitive situations.

In a petition for rulemaking which prompted the proposed rule, the engineering firm of Kear & Kennedy contended that some of these competitive situations require supplementary showings, and recommended that FCC rules be amended to permit such a showing in cases where the actual coverage would be markedly different from that shown by the standard prediction method.

While it acknowledged the "shortcomings" of field-strength charts, NAB characterized them as "workable tools for designing an over-all assignment plan and for administering rules regarding overlap of service areas, carriage of signals by CATV systems, and other similar matters." Any widely employed and recognized method of field-intensity measurement, NAB said, must yield "substantially the same results when made under similar conditions by independent observers and at different times." It's doubtful that such a method exists at present, NAB added.

Objections were also filed by the Association of Maximum Service Telecasters. According to AMST, the proposed rule would "authorize use of a measurement technique for purposes quite different from that intended for that technique." As originally developed by the Television Allocations Study Organization, AMST said, the method was intended to be used to collect data for "propagation analysis," and not for establishing the coverage area of operating stations. Moreover, AMST said, the
method "provides no assurance that measurements taken independently by different engineers would regularly yield similar results."

AMST also questioned what it sees as the commission's intention—the "use of measured contours in nearly all cases where predicted contours are now prescribed."

The areas where accurate measurements are most crucial—-in the outer reaches of stations' service areas—are those where measured contours are least accurate, AMST said, adding that "the uncertainties in contour location determined by the measurements would cut one way in some cases and the other way in other cases."

The Association of Federal Communications Consulting Engineers said that a majority of its members endorses the commission's proposal, but added that no presently proposed method of measurement will give a "unique" result for different observers at different times.

UHF WBRE-TV Wilkes-Barre, Pa., said that measurements for U's are reasonably accurate when the surrounding terrain is smooth, but are unreliable in hilly areas. In the latter case, the station said, the commission should either use only predicted contours or employ the "mountain top theory," in which field strength is measured at high elevation along a radial and compared to the predicted contour.

Deadline for comments on the proposed rule was Thursday (Nov. 7). Reply comments are due Nov. 21.

**KGPC gets $5,000 fine**

Korc Grafton, N. D., has been notified by the FCC of its apparent liability for forfeiture of $5,000. Alleged violations include failure to have equipment performance measurements and maintenance logs available; operating with daytime facilities prior to sunrise or after sunset on numerous occasions during August-December 1967, and false representation in its renewal application that it had made complete equipment performance measurements for 1967. KGPC has 30 days to pay or contest the forfeiture.

**Technical briefs:**

Zoom lens • Zolomatics Corp., Hollywood, has developed a zoom lens for black and white Plumbicon TV cameras. The lens has a focal range of 22.5-225 mm. (10-1) and a maximum aperture of F/3.5. For use with studio viewfinder cameras, the lens is offered with manual controls. Optional is a remote control unit.

**New tap unit** • C-Cor Electronics Inc., State College, Pa., is offering CATV systems an advanced, eight-port tap unit with 50 mc to 300 mc bandpass, directional coupler, designed especially to overcome interference problems among TV receivers in high density areas. Price: $21.95 in quantity.

Multiplexer available • Telemation Inc., Salt Lake City, has developed a new four-input, multiplexer for color TV. The TMM-212 features fluid mounting and enclosed field lenses.

**Acquisition move** • Audience Studios Inc., New York, a worldwide research company, has acquired N. T. Fouriezos & Associates Inc., New York, marketing research firm. ASI is a subsidiary of Screen Gems Inc.

**Cartridge machine** • Tapecaster TCM, Rockville, Md., has developed a new all-silicon solid-state series 700 professional broadcast-type tape cartridge machine. In mono, the playback-only machine is listed at $300; combination record and playback, $450. In stereo, the machines are $450 for playback only; $700 for record and playback. A mono record and playback unit with eight-hour productivity, for television radio shows, is priced at $500. A $50 price increase for each machine is scheduled to go into effect during the first quarter of 1969.
Broadcasting stocks exceed S&P average

Issues in October mixed with manufacturing at top; five stocks added to lists

October was a month of mixed success for individual groups of broadcasting stocks, but on the whole, industry shares climbed healthily.

The Broadcasting index of selected stocks registered an over-all increase of 2.9% for the period ended Oct. 31, compared to only a 1% gain for the Standard & Poor Industrial Average in the same period.

Excluding five stocks added to the listing during the month, the Broadcasting index showed gains in the categories of purely broadcasting, programing and manufacturing, while there were declines in broadcasting with other major interests, CATV and service stocks.

The manufacturing category's even 4% gain was responsible for raising the over-all index because of the large total market in this category. The manufacturing increase offset declines of 8.2% in the broadcasting with other major interests category, 7.3% in CATV and 2.1% in the service category.

Purely broadcasting stocks increased 1.7% and programing stocks just under 1%.

As part of an expansion of the Broadcasting index, five companies were added this month, three of them having just gone public with stock sales: in CATV, Cox Cable Communications Co. and Cypress Communications Co., both sold over-the-counter, and in the broadcasting with other major interests category, Pacific & Southern Broadcasting Inc., also over-the-counter.

Also added to the index were Plough Inc., on the New York exchange, in the broadcasting with other major interests division, and Transamerica Corp., also on the New York exchange, in the programing category.

Sale of 145,000 shares offered by Music Makers

A New York firm that made its mark writing and jingles for TV and radio advertising is planning to offer

The Broadcasting stock Index

A weekly summary of market movement in the shares of 74 companies associated with broadcasting, compiled by Roth Gerard & Co.

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<th>Closing Oct. 31</th>
<th>% change</th>
<th>Month of Oct.</th>
<th>Year to date</th>
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**Broadcasting with other major interests**

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<td>4,736</td>
<td>189,400</td>
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<td>O</td>
<td>32 1/4</td>
<td>32 1/4</td>
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<td>+17</td>
<td>34</td>
<td>23</td>
<td>17,081</td>
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<td>LIN</td>
<td>MDP</td>
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<td>+20</td>
<td>45</td>
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<tr>
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<td>34</td>
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<td>1,184</td>
<td>35,800</td>
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</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>P</td>
<td>15 1/2</td>
<td>15 3/4</td>
<td>+30</td>
<td>NA</td>
<td>20</td>
<td>6</td>
<td>1,614</td>
<td>26,200</td>
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</tr>
<tr>
<td>Plough</td>
<td>PLO</td>
<td>68</td>
<td>69</td>
<td>-7</td>
<td>+15</td>
<td>73</td>
<td>52</td>
<td>6,761</td>
<td>466,500</td>
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<td>Ralston</td>
<td>ROL</td>
<td>78</td>
<td>77</td>
<td>+1</td>
<td>+69</td>
<td>78</td>
<td>43</td>
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<td>Rust Craft</td>
<td>RUS</td>
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<td>+44</td>
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<td>51 1/4</td>
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<td>+8</td>
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<td>36</td>
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<td>104 1/4</td>
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<td>+11</td>
<td>110</td>
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<td>30 1/4</td>
<td>30 1/4</td>
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<td>18</td>
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<td>ACO</td>
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<td>15</td>
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<td>CBS</td>
<td>205 1/4</td>
<td>205 1/4</td>
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<td>NA</td>
<td>25</td>
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<td>2,500</td>
<td>51,900</td>
<td></td>
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<td>Cypress Communications</td>
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<td>23</td>
<td>12</td>
<td>800</td>
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<tr>
<td>Entron</td>
<td>NNN</td>
<td>10</td>
<td>10</td>
<td>+3</td>
<td>+37</td>
<td>10</td>
<td>4</td>
<td>607</td>
<td>6,200</td>
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<td>H &amp; B American</td>
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<td>22 1/4</td>
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<td>+58</td>
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<td>10</td>
<td>2,956</td>
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<td>78</td>
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<td>994</td>
<td>62,600</td>
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<td>Vikor</td>
<td>VIK</td>
<td>31 1/4</td>
<td>28 1/4</td>
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<td>37</td>
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<td>1,364</td>
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**Programming**

<table>
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<tr>
<th>Stock symbol</th>
<th>Ex- change</th>
<th>Closing Nov. 7</th>
<th>Closing Oct. 31</th>
<th>% change</th>
<th>Month of Oct.</th>
<th>Year to date</th>
<th>1968 High</th>
<th>Low</th>
<th>Approx. Shares (000)</th>
<th>Total Market Capitalization (000)</th>
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<td>Columbia Pictures</td>
<td>CPS</td>
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<td>44 1/4</td>
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<td>+55</td>
<td>43</td>
<td>23</td>
<td>4,701</td>
<td>$209,200</td>
<td></td>
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<td>Commonwealth United</td>
<td>CUC</td>
<td>18</td>
<td>18 3/4</td>
<td>-3</td>
<td>+61</td>
<td>22</td>
<td>7</td>
<td>6,087</td>
<td>114,900</td>
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</tr>
<tr>
<td>Disney</td>
<td>DIS</td>
<td>76 1/4</td>
<td>76</td>
<td>+3</td>
<td>+38</td>
<td>82</td>
<td>42</td>
<td>4,230</td>
<td>321,500</td>
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</table>
145,000 shares of its stock to the public.

In a registration Oct. 25 with the Securities and Exchange Commission, Music Makers Group Inc., principally owned by composer Mitch Leigh ("Man of La Mancha"), proposes to sell the securities at about $10 a share to realize between $1.45 million and $1.55 million.

Underwriter is to be Scheinman, Hochsttin & Trotta, which is to receive warrants convertible over a period of years into 14,500 common shares for a price of $145. The underwriting firm also has an option to purchase up to 10,000 additional shares at the same price as the publicly sold shares.

Music Makers Group is presently 86.7% owned by Mitch Leigh Co., and 10.6% by Marvin A. Kemper. Mitch Leigh Co. is 80% owned by Mr. Leigh and 20% by Milton Herson. After the sale of the securities, Mitch Leigh Co.'s ownership will drop to 60.8%. Mr. Leigh is chairman and Mr. Herson president of Music Makers Group. Mr. Kemper is vice president of the company.

Music Makers includes these divisions: Mark Century Corp., Mark Century Sales Corp., Andrew Scott Inc. and Renleigh Inc.

Mark Century sells radio programming services (ID's, music programming and other short programming bits) to stations. Mark Century Sales, as the name implies, is the sales arm. Mark Century Sales also sells tailored animated film in color to stations.

Andrew Scott and Renleigh are the music publishing arms of Music Makers. Music Makers Group owns 21%, and individual stockholders in the aggregate 59% of 5-kw daytimer WFAT Manchester, N.H. (on 1370 kc).

For the fiscal year ended June 30, Music Makers Group took in $1,475,114 in revenues, had income before taxes of $427,050, and after taxes of $206,219 (59 cents a share) with 350,000 shares outstanding. Total assets of the company as of June 30 amounted to $1,996,073, of which $1,847,274 were current assets. Total current liabilities were listed as $1,077,674.

Music Makers Group also divulged that it has an agreement with three major advertising agencies guaranteeing minimum annual billings of $230,000 providing the company does not create or supply original music for TV and radio commercials to more than five advertising agencies during the year. The contract is with Carl Ally Inc., Wells, Rich, Greene Inc., and Doyle Dane Bernbach, all New York.

Optico plans expansion after stock sale

Optico Inc., New York, wholly owned by MPO Videotronics Inc., has filed a registration statement with the Securities and Exchange Commission offering 150,000 shares for public sale through Michael G. Kletz & Co., that city.

The offering price is $6 per share. The company has agreed to sell to Kletz, for $150, five-year warrants to

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The offering price is $6 per share. The company has agreed to sell to Kletz, for $150, five-year warrants to
In each field, there is a leader—and this leader selectively attracts the major share of men and women who are leaders themselves.

Your best index of a business paper's worth is the PAID circulation it commands. People pay for a publication because they value it, want it, depend upon it as a reliable source of facts. Only quality of editorial coverage can make this possible.

IN THE BUSINESS OF BROADCAST ADVERTISING the leader is BROADCASTING. Through the pages of BROADCASTING, your own advertising reaches more than twice the paid circulation among vital agency & advertiser readers than any other TV-radio publication can offer. And at a cost-per-contact less than half that of any other.

This is the largest audience with the greatest potential at the biggest economy. BROADCASTING delivers it.

purchase 15,000 shares.

The company produces optical effects for TV commercials, supplies TV stations with films and video tapes produced by others and sells and distributes 8mm sound film projectors designed for commercial and industrial uses.

Of the net proceeds from the sale, $100,000 will be used to increase sales, promotion and advertising for film projectors and $400,000 for increasing the inventory of projectors for sale and rental. The balance will be added to working capital.

The company has 350,000 shares outstanding. Judd L. Pollock is president.

Financial notes:

- WNJU-TV Newark-Linden, N. J., has reported gross sales for the fiscal six-month period ended last Oct. 31 of $1.2 million, an increase of approximately $450,000 over the same period last year. The Spanish-language UHF station serving the New York area expects to bill more than $2.5 million for the fiscal year ending April 30, 1969.

- Gulf & Western Industries Inc., New York, has declared quarterly cash dividends of all class and series of stock, payable Jan. 1, 1969 to stockholders of record on Nov. 29. G&W declared the regular quarterly 7½ cents per share dividend on the common stock; 

$4375 per share on the $1.75 series A convertible cumulative preferred stock; $875 per share on the $3.50 series B cumulative convertible preferred stock; $96875 per share on the $3.85 series C convertible cumulative preferred stock and $1.4375 on the $5.75 sinking fund preferred stock.

- Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corp., both New York, reported a 50% increase in color TV sales for the nine months ended Sept. 30. Sylvania sales for the first nine months contributed $618,317,000 to GT&E's consolidated revenue and sales of $2,126,082,000. Sylvania's net income was $19,210,000. GT&E's consolidated net income amounted to $161,302,000 (or $1.53 per share).

Public offering made by Hal Roach Studios

Hal Roach Studios Inc., New York, TV film and motion-picture producer, has filed a registration statement with the Securities and Exchange Commission offering 130,000 shares for public sale through Amos Treat Associates Inc., that city.

The offering price is $7.50 per share. The company has agreed to sell Amos Treat warrants to buy 13,000 shares for $13.

The company, formerly Hal Roach Inc., resumed active business in the fall of 1967. In addition to TV-film and motion picture production, the company licenses and rents motion pictures and TV films.

Of the net proceeds of the sale, $525,000 will be applied to proposed new film productions and other projects. The balance will be used for working capital.

The company has outstanding 80,000 shares of preferred and 195,000 shares of common stock. Hal E. Roach, president, owns 29% of the preferred and 50% of the common. The directors and promoters of the company acquired 195,000 common shares for an aggregate of $50,000.

$26 million in debentures offered by Chris-Craft

Chris-Craft Industries Inc., a diversified firm with multiple broadcast interests, has filed a registration statement with the Securities and Exchange Commission seeking registration of $26 million of convertible subordinated debentures.

Of the debentures, $21.5 million will be offered for subscription by stockholders at the rate of $100 for each 12 shares of common stock, for each 12
shares of $1.40 convertible preferred stock, or for each 24 shares of prior preferred held. The debentures are being offered through Loeb, Rhoades & Co., and Shields & Co., both New York.

Net proceeds of the bond sale will be added to the company's general funds and be available for further acquisitions and diversifications of its business. The company has outstanding 1,395,461 common shares, of which management officials as a group own 1.1%.

Chris-Craft owns KOP(TV) Los Angeles, KTVP(TV) Portland, Ore., and WTCN-TV Minneapolis.

Company reports:
Metro-Goldwyn-Mayer last week reported a steep drop in earnings. blamed on "temporary factors," including lower-than-expected boxoffice returns for major film releases, a loss on record company operations and cancellation of three out of four network television series, for the fiscal year ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.16</td>
<td>$0.29</td>
</tr>
<tr>
<td>Income before extraordinary items</td>
<td>$4,619,000</td>
<td>$14,029,000</td>
</tr>
<tr>
<td>Net income</td>
<td>$4,619,000</td>
<td>$14,029,000</td>
</tr>
</tbody>
</table>

Norton Simon Inc., Fullerton, Calif., diversified firm which acquired Talent Associates Ltd., New York, TV program producer, on Oct. 1, reported substantial growth in earnings for the first quarter ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.57</td>
<td>$0.34</td>
</tr>
<tr>
<td>Net sales</td>
<td>242,000,000</td>
<td>219,319,000</td>
</tr>
<tr>
<td>Net income</td>
<td>7,310,000*</td>
<td>3,255,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>10,526,000</td>
<td>10,287,000</td>
</tr>
</tbody>
</table>

*Nelusive of gain of $10,043,000 on sale of stock of Crucible Steel Corp.

Memorex Corp., Santa Clara, Calif., producer of recording equipment and tape, reported increases in net sales, net income and earnings per share for the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$0.83</td>
<td>$0.70</td>
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<tr>
<td>Net sales</td>
<td>29,956,000</td>
<td>23,310,000</td>
</tr>
<tr>
<td>Income before federal and foreign income taxes</td>
<td>6,200,000</td>
<td>4,454,000</td>
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<tr>
<td>Net income</td>
<td>2,020,000</td>
<td>2,316,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>3,660,000</td>
<td>3,588,000</td>
</tr>
</tbody>
</table>

*Adjusted to reflect conversion of company's 5% convertible subordinated debentures on Feb. 1, 1968, and three-for-one stock split-up on Feb. 2, 1968.

Cohu Electronics Inc., San Diego, TV equipment manufacturer, reported a decline in net income for the nine months ended Sept. 30 due to increased development expenses during the first six months of the year and imposition of the federal surcharge on earnings:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.17</td>
<td>$0.20</td>
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<tr>
<td>Net sales</td>
<td>6,766,016</td>
<td>6,097,369</td>
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<tr>
<td>Income before federal income tax</td>
<td>470,036</td>
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<tr>
<td>Net income</td>
<td>227,036</td>
<td>262,134</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,848,446</td>
<td>1,343,656</td>
</tr>
</tbody>
</table>

This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these securities. The offering is made only by the Prospectus.

NEW ISSUE

THE MUSIC MAKERS GROUP, INC.

Common Stock $10 Par Value

Price $10.00 per share

Copies of the Prospectus may be obtained from the undersigned and such other brokers and dealers as may legally offer these securities in this State.

Scheinman, Hochstin & Trotta
Incorporated
A second series of ARB Station Seminars & Research Clinics will begin soon, and the emphasis is on selling better with ARB.

We've streamlined the agenda to include more “how to use” information you've asked us to provide. In addition, you'll get the story behind ARB data and learn of more improvements in methodology that have been added.

The Clinic portion of the meetings will offer time for discussion of your special research problems. You'll also have an opportunity to tell ARB about additional information you would like added to future reports.

The ARB executives who will be conducting the seminars are men who understand station sales and research problems. The ideas they will offer are sure to be of special value to managers, sales managers, research and promotion managers of every television station.

Here's this season's schedule — expanded to ten centrally located cities and slated in two cycles. The first series follows October report delivery and offers the added advantage of those in markets scheduled for November surveys to attend prior to their first report of the season. The second series follows delivery of November sweep reports.

Ask your ARB representative for registration material now (open to the staff of all commercial television stations at no charge). You're sure to profit by our efforts to put real meaning into "selling better with ARB."

<table>
<thead>
<tr>
<th>City</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>Thursday, November 21, 1968</td>
</tr>
<tr>
<td>St. Louis</td>
<td>Tuesday, December 3, 1968</td>
</tr>
<tr>
<td>San Francisco</td>
<td>Monday, December 9, 1968</td>
</tr>
<tr>
<td>Washington</td>
<td>Thursday, January 9, 1969</td>
</tr>
<tr>
<td>Boston</td>
<td>Tuesday, January 14, 1969</td>
</tr>
<tr>
<td>Detroit</td>
<td>Thursday, January 16, 1969</td>
</tr>
<tr>
<td>Atlanta</td>
<td>Tuesday, January 21, 1969</td>
</tr>
<tr>
<td>Dallas</td>
<td>Thursday, January 23, 1969</td>
</tr>
<tr>
<td>Denver</td>
<td>Tuesday, January 28, 1969</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Thursday, January 30, 1969</td>
</tr>
</tbody>
</table>

Philladelphia Thursday, November 21, 1968
St. Louis Tuesday, December 3, 1968
San Francisco Monday, December 9, 1968
Washington Thursday, January 9, 1969
Boston Tuesday, January 14, 1969
Detroit Thursday, January 16, 1969
Atlanta Tuesday, January 21, 1969
Dallas Thursday, January 23, 1969
Denver Tuesday, January 28, 1969
Los Angeles Thursday, January 30, 1969

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BROADCASTING, Nov. 11, 1968
U.S.-Mexico try again on treaty

Four points on AM band usage confront third negotiating session in Mexico City

Representatives of the U.S. and Mexico will sit down across a table from each other in Mexico City, on Tuesday (Nov. 12) for the start of the third formal negotiating session in two years in the two nations' efforts to agree on a new treaty to govern their respective broadcasters' use of the AM broadcast band.

Members of the U.S. team expressed hope—and it was no more than that—that the upcoming talks, expected to last 10 days, will end in agreement on a new treaty. The two countries are currently operating under the second extension of the five-year treaty which was to have expired June 9, 1966. The present extension runs out Dec. 31.

The talks come less than two months after technical experts representing the two sides met in Washington in what proved to be an unsuccessful effort to resolve the issues still separating the two countries (BROADCASTING, Sept. 23).

Last May FCC Chairman Rosel H. Hyde headed a special three-man team that participated in what proved to be generally fruitless talks on the treaty in Mexico (BROADCASTING, May 20).

Formal negotiating sessions that have been held occurred in Washington, in September 1966, and in Mexico City, in the following February.

As on those occasions, the U.S. delegation this week will be headed by Commissioner James J. Wadsworth, who is chairman of the negotiating team. The delegation will also include Richard Black, of the State Department, and commission staff members Wallace E. Johnson, assistant chief of the Broadcast Bureau, Bruce Longfellow, of the rules and standards division, and Donald S. Kanode, chief of the technical and allocations branch.

Four points remain as obstacles to final agreement. One involves the U.S. effort to have Mexico permit U.S. daytime-only stations operating on Mexican clear channels to sign on before sunrise; this provision, if accepted by the Mexicans, would benefit some 270 American stations. But the Mexicans are said to be asking return permission for their stations on U.S. clear channels to operate post-sunset.

One issue involves each side's effort to have included as "special cases," and therefore exempt from the requirements of the treaty, a number of stations that would be permitted to operate on the other nation's clear channels at night.

A second "special cases" issue involves stations operating on nonclear channels. All told, some 60 U.S. and Mexican outlets are involved.

The fourth point involves Mexico's efforts to have the U.S. accept a lesser priority than 1-A clear channel for 1030 kc, on which WNZ Boston is the dominant station. Mexico wants to clear the way for an increase in power for a Mexico City station that operates on that channel.

One point on which agreement was reached early in the negotiations provides for an increase in power for some 20 class IV stations on each side of the border, from 250 w to 1 kw. Other points have either been resolved or referred for consideration to a joint technical committee that was established to work on problems concerning the countries on a continuing basis.

CBS Labs steps up foreign marketing

CBS Laboratories is expanding its marketing of broadcast products overseas. The expansion is expected to be placed in effect some time next month.

The announcement, made last week by Dr. Donald L. Hopwood Jr., vice president for business development and professional products, stressed the role of CBS's image enhancer, which officials said has rung up substantial sales since its introduction in the U.S. about a year ago.

CBS Laboratories, a division of CBS Inc., markets several broadcast products in the U.S. In addition to the image enhancer (sells for approximately $5,000), its products include electronic devices to measure and control sound levels, digital display units (particular use in TV newscasts) and mobile television vans for pickups of news, sporting and other events.

Dr. Hopwood said that CBS was in negotiation with "several prospective distributors to make available a complete line of products to European broadcasters."

Image enhancement is a technique CBS Laboratories developed to sharpen the quality of television signals as they are transmitted. The effect is to provide crisper, more detailed pictures for home viewing.

CBS officials pointed to the use of color throughout the broadcast industry both here and abroad as increasing the demand for enhancers. The market for the gear is made up of TV manufacturers, network affiliates, independent broadcasters and advertising agencies (for production purposes).

In the industrial and medical fields the potential application of the image enhancer is being studied for such areas as X-ray technology and visual displays. Still another area, according to Dr. Hopwood, for the enhancer's use is in satellite communications. The Communications Satellite Corp (Comsat) has already ordered enhancers for use at ground receiving stations where they'll increase the sharpness of video signals that are being received from satellites.

Football attendance lag blamed on CATV

Cable television apparently is winning very few friends among owners of the Canadian Eastern Conference football teams who claim CATV is hurting their home attendances.

The Ottawa Rough Riders say they have failed to fill their 27,000-seat home stadium to capacity, despite the team's active contention for the conference title. Average home attendance has been about 22,000.

The empty seats, the officials claim, are attributable to local CATV importation of distant TV signals of stations in Kingston, Ont., and Montreal, which carry the Riders home games. "We've been hollering for three years. And it is going to get worse before its gets better," says one team spokesman.

There are indications other conference teams are also feeling the home attendance pinch and blaming CATV. The matter may be brought before the Canadian Radio-Television Commission, the government regulatory body for broadcasting. It's said the conference will argue against CATV's carrying conference games without paying for the rights. Currently the conference negotiates contracts for television rights with the Canadian TV networks and receives about $118,000 a team.

Abroad in brief:

Below border sale • Television Independent de Mexico. Mexico City, has received a $1.1 million television equipment order from Ampex Corp., Redwood City, Calif. Included are two mobile TV vans, nine high-band, color video-tape recorders, eight studio video-
Use Christmas Seals. It's a matter of life and breath. Fight tuberculosis, emphysema, air pollution.
tape recorders and a battery-operated video tape recorder.

**New O&M acquisitions** - Ogilvy & Mather, Ltd., Canada, agency for Pepperidge Farm Products and Campbell soups by Campbell Soup Co. Ltd., has been appointed for all additional Campbell products. New billings are estimated at $750,000, with the majority in TV, for Swanson Frozen Foods, Franco American, V8 Juice and new products. These will now be added to the $1 million O & M is already billing on Campbell. Leo Burnett Co., Canada, was the previous agency.

**BookNotes**


The author, a comedian, interviewed 16 top comedians, each of the meetings was put on tape and “The Great Comedians Talk About Comedy” is the sum total of the effort. All of the interviews are current in that the material was collected over the past two years. Each comedian is introduced with a brief biographical sketch along with some samplings of the individual’s humor.


With the public’s current dependence on radio and television as primary sources of news, it’s difficult to remember a time a scant 30 years ago when one of the media, radio, was fighting for that very right to carry the news at all. How it won that privilege—and more—is detailed in this second volume of broadcasting history by Erik Barnouw, chairman of the TV, film and radio division of the Columbia University School of Arts.

As a colorful chronicler of those two most formative decades Mr. Barnouw delineates the formation and growth of the major networks, and their creation of a national rather than a local consciousness and a strengthened executive branch of government “at the expense of other elements in the body politic.”

---

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BROADCASTING, Nov. 11, 1968
ARB initiates awards for use of research

The American Research Bureau, Beltsville, Md., has announced sponsorship of a special Innovator Awards program to recognize outstanding and creative applications of audience research by TV stations. Dr. Peter Langhoff, ARB president, said the awards are being established to provide recognition for effective uses of TV audience data in meeting station objectives on a local or national level.

Gold, silver and bronze plaques for the best uses of audience data will be presented. The plaques will be displayed during the National Association of Broadcasters' convention March 23-26, 1969, in Washington.

The competition is open to all U.S. television stations. Entries must be accompanied by an official entry form available from chairman, ARB Innovator Awards committee, 4320 Ammendale Road, Beltsville, Md., 20705. Entry deadline set for the contest is Feb. 28, 1969.

Special presentations set by PGW, Katz, H-R

Peters, Griffin, Woodward Inc., The Katz Agency and H-R Representatives will conduct seminars for their station clients in conjunction with the annual Broadcasters Promotion Association seminar Nov. 17-19 in Miami Beach.

The reps have scheduled their meetings Saturday, Nov. 16 in the headquarters Deauville hotel. PGW's session, case-history and future-opportunity discussion, will be located in the Baccarat room.

Katz's presentations, being handled by research-promotion director Kenneth A. Mills and director of audience development Ollie Blackwell, will be given in the Cavalier room. H-R clients will meet in the Crown room to hear promotion director Mel Grossman's presentation.

Broadcasting

Lewis J. Fuiks Jr., creative associate for copy, Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

Fred W. Dudak, associate media director, and Lawrence J. Flink, account executive, Dancer-Fitzgerald-Sample, New York, named VPs. D. James Hughley, account executive, D-F-S Dayton, Ohio, also named VP.

James D. Donovan, account supervisor, Carson/Roberts/Inc., Los Angeles, named VP and management supervisor.


Ivan Davis, VP and media director, Weightman Inc., Philadelphia, named senior VP and director of media services.

James W. Evans, director of audience and sales promotion, WTAR-TV Norfolk, Va., appointed director of sales development.

Andree Vilas Grabe, VP and creative director, David Singer Associates, New York, joins Viking Carpets Inc., that city, as director of advertising and promotion.

Arthur N. Mele, art director-producer, Campbell-Ewald Co., Los Angeles, joins Kaleidoscope Productions, Los Angeles, commercial production house, as staff director of live-action and animation.

Douglas P. MacIntosh, manager of creative services, Young & Rubicam, Detroit, joins W. B. Doner & Co. there as senior art director/senior broadcast producer.


Steve Edwards, sales executive for KVA San Francisco, joins KKOP(FM) Redondo Beach, Calif., as general manager.

Bill Miller, program director, KRAV Tulsa, Okla., joins KGGF Coffeyville, Okla., as operations manager. He succeeds Richard Embody, who becomes manager of KBIK Muskogee, Okla. Will Jones, KRAV staff, succeeds Mr. Miller.

Norman Marcus, director of cultural programming, WHYY Inc., Philadelphia (WHYY-TV Wilmingtom, Del., WUHY-FM-TV Philadelphia, all noncommercial), named operations director.

Mort Crowley, program director and air personality, KXOK St. Louis, named station operations manager.

Media

Donald W. Reynolds Jr., head of staff-management services division, Donrey Media Group, Fort Smith, Ark., named VP in charge of newly organized broadcast division.

S. W. Pai, head of own consulting and construction firm, joins Aqua Instrument Co., Syracuse, N. Y., as VP of new CATV division.

W. Byron Belville, general sales manager, KMLO St. Louis, joins KKWM there as general manager.

Jim DeCaro, sales manager, WFLI Philadelphia, appointed station manager.

Luther Strittmatter, general sales manager, WSAT Cincinnati, joins WUEB there as station manager.

Mrs. Kay Cusman, administrative assistant, Family and Community Service, Chicago, rejoins Keystone Broadcasting System Inc. there as director of station relations.

Programming

Clark Davis, operations director, Reeves Broadcasting Corp., Charleston, S. C., joins National Telefilm Associates Inc., Beverly Hills, Calif., as Southeastern division sales manager. Mr. Davis will open new NTA Southeastern branch office in Atlanta.

Don French, program director, KJOY Stockton, Calif., joins WOR Buffalo, N. Y. in same capacity.

Ray Marlin WSTC-AM-FM Stamford,
Robert O. Jones, with KGMB-TV Honolulu, joins NBC News Vietnam as correspondent.

Dwight W. Bischel, producer-director, WFLD-TV Chicago, named news director. He succeeds Dick Hance, who joins Great Northern-Northern Pacific Railroad, Minneapolis, as audio-visual director.

Jack Emmerson, news director, WMAK Nashville, joins KCKN-AM-FM Kansas City, Kan., as managing news director.

Robert W. Delaney Jr., with WGBS Miami and news bureau of Time Inc. there, named full-time reporter for WGBS.

Keith Cummings, news and sports director, KAYS-AM-TV Hays, Kan., joins WLS-AM-FM Lansing, Mich., as news director.

Mark Ledbetter, with WLB{T} (TV), WJXX-AM-FM Jackson, Miss., appointed associate news director for both stations.

Gil Whitney, assistant news director, KENS-TV San Antonio, Tex., joins WWHO-TV Dayton, Ohio as reporter.

Dick Gottschald, news director, WDBO-TV Duluth, Minn., elected president of Northwest Broadcast News Association, Minneapolis.


Promotion

Norman Ober, director of press and program information, CBS Radio since May 1963, named director of press and public information, CBS Electronic Video Recording (EVR) Division.

Barrie D. Richardson, special publicity coordinator, Metro-Goldwyn-Mayer Inc., New York, joins MGM-TV there as director of publicity and exploitation.

Leito F. Durley, business analyst, Detroit Edison Co., joins WKB-D-TV Detroit as sales promotion manager.

Ron Fagan, promotion director for KJEO-TV Fresno, Calif., joins KFI Los Angeles in newly created position of director of product service.

Jeff Dane, creative director, WSTAR-TV Norfolk, Va., appointed audience promotion and creative director.

Jane Gibbons, assistant promotion manager, WVTV-TV Milwaukee, joins WKTR-TV Kettering, Ohio, as director of promotion and sales promotion.

Laya Gefli, design coordinator, William L. Pereira & Associates, Los Angeles, named awards administrator, West, for National Academy of Television Arts and Sciences.

Equipment & engineering

Forest C. Echhoff, senior electronics technician, Atomic Energy Commission, Kansas City, Kan., joins Visual Electronics Corp. there as district sales engineer for Midwest.

Don Doughty, with WCIR-TV Freeport-Rockford, Ill., joins WPCA-TV Washington as director of engineering.

Benjamin B. Bauer, audio research scientist, CBS Laboratories, Stamford, Conn., elected president of Audio Engineering Society, New York.

Neil M. Smith, with Washington consulting firm of Kear and Kennedy, becomes partner. Mr. Smith joined firm in 1963.

David F. Cassidy joins engineering staff of KCBS San Francisco. He replaces Robert Conger, who resigned to become chief engineer for KFAT-FM Berkeley, Calif.

Sidney Holtzman, section head, reliability and maintainability departments, American Electronic Laboratories Inc., Lansdale, Pa., joins Per Corp., Doylestown, Pa., as manager of communication products division. Per Corp. is producer of broadcast phasing and accessory equipment.

Talbot Wentworth, manager of The Onkote Co. plant at East Brunswick, N. J., named general manager of Vikoa Inc.'s cable facility at Freehold, N. J.

International

Rudie Koster, managing director of Young & Rubicam, Amsterdam, and Marc DeVos, managing director of Y&R Madrid, named VP's.

Colin Godbold, senior editor-reporter for Canadian Broadcasting Corp., Toronto, appointed Washington correspondent.


Deaths

Frank D. Fallain, 78, broadcasting pioneer and founder of WEA (now WPED) Flint, Mich., died Nov. 3 in Flint. Mr. Fallain founded station in 1922. He sold in 1937 but remained associated with it until his retirement in 1952. He is survived by his wife.

Ramon Novarro, 69, star of silent feature films and more recently television character actor, was found beaten to death Oct. 31 at his home in North Hollywood. Mr. Novarro appeared in TV series that included Walt Disney's Wonderful World of Color, Rawhide, High Chaparral, Bonanza and Wild, Wild West.

Mr. Heacock of WBS New York, WBZ Boston (all Westinghouse stations), national program manager of Bartell Broadcasting Co., New York, and program director of KEYS Corpus Christi, Tex.


Allen Heacock, 40, general manager of KDKA Pittsburgh, died Nov. 4 in Pittsburgh of apparent heart attack. Mr. Heacock had been general manager of KDKA one year; previously he was program manager of WINS New York.
New TV stations

Other action
- Review board in Anaheim, Calif. TV broadcast proceeding, Docs. 18295-18300, granted further petition for additional time filed Oct. 29 by Orange County Communications, extended to Nov. 4 time to file responsive pleadings to enjoin issues filed by Golden Orange Broadcasting Co. Action Oct. 31.

Actions on motions
- Office of Opinions and Review in Savannah, Ga. (Lewis Broadcasting Corp. and WSGA Television Inc.), TV proceeding, granted petition by WSGA Television Inc. to dismiss application for review; dismissed application for review filed April 29 by WSGA Television Inc. and extended to Nov. 13 all related pleadings; terminated proceeding (Docs. 16976, 16978), Action Oct. 31.
- Hearing Examiner Millard J. French in Anaheim, Calif. Orange County Broadcasting Co. TV proceeding, on petition by Voice of the Orange Empire Inc. continued for further hearing conference from Oct. 30 to Nov. 6 (Docs. 18095- 300), Action Oct. 29.
- Hearing Examiner Forrest L. McClenning in Jacksonville and Miami, both Florida; and Asheville, N.C. (Florida-Georgia Television Co., Community First Corp., New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co.), TV proceeding, granted motion by Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co. and extended to Nov. 12 time to file objections to enforcement of decision and order of Antwon Theaters Inc. to uniten interrogatories (Docs. 10834, 17582-4, 18164-5), Action Oct. 31.
- Cafl call letter application
  - UHF-Hawaii Inc., Honolulu. Requests KORD-TM.
- Call letter actions
  - Broadcasting-Telecasting Services, St. Myr- ers, Fla. Granted WBBH(TM).
  - Channel 25 TV Inc., West Palm Beach, Fla. Granted WJUD(TM).

Existing TV stations

Final actions
- KLYD-TV Bakersfield, Calif. -Broadcast Bureau granted CP to change ERP to 67.6 kw vis., 13.2 kw aur., make changes in antenna system. Action Oct. 31.
- Bay Broadcasting Co., San Francisco -Broadcast Bureau granted mod. of CP to change ERP to 133 kw vis., 65.2 kw aur., and change type trans. Action Oct. 29.
- WUCM-TV University Center, Mich. -Broadcast Bureau granted CP to change ERP to 556 kw vis., 55.2 kw aur., and change type trans. Action Oct. 29.
- KBCJ-TV Lubbock, Texas -Broadcast Bureau granted CP to change ERP to 192 kw vis., 113 kw aur., and make changes in antenna structure. Action Oct. 31.
- KGIC-TV Kansas City, Mo. -Broadcast Bureau granted mod. of CP to change trans. site to approximately 1.6 ft. north and 99 ft. west of present site; change ant. structure; granted mod. of CP and extended completion date to April 29, 1969. Action Oct. 29.
- KKRC-TV Lubbock, Texas -Broadcast Bureau granted CP to change ERP to 115 kw vis., 89 kw aur., and make changes in antenna structure. Action Oct. 31.

Other actions
- FCC issued David Dichter, Democratic candidate for House of Representatives for second district, New Jersey, that equal opportunity clause of Sec. 316(a) does not apply in his complaint against WOR-TV New York. Action Oct. 19.
- WEBS Buffalo, N. Y. -FCC denied application for review of review board decision on application of Univision Broadcasting Co. for UHF ch. 29, Buffalo (Doc. 15259), Action Oct. 30.
- KTVU and KTVC-TV, both Amarillo, Tex. -Broadcast Bureau granted request and extended time to file comments and briefs in reply to oral arguments to Dec. 2 and Dec. 17, respective, in establishing ant. farm area at Amarillo. Action Sept. 30.

Action on motion
- Hearing Examiner David L. Kraushaar in Moline, Ill. (Moline Television Corp. [WQAD- TV], Community Telecasting Corp.) TV proceeding, ordered record reopened for limited purpose of hearing oral argument and discussion on Board's action requesting extension of time from Nov. 14 until Dec. 30 for filing proposed findings of fact and conclusions of law; scheduled oral argument for Oct. 29 (Docs. 17993-4). Action Oct. 25.

Designated for hearing
- FCC designated for hearing application by WATF-TV Waterbury, Conn., to make trans. site, ant. height, power and other changes. Action Nov. 6.

New AM stations

Applications

Sponsorship
- KHAD DeSoto, Mo. -Authorized program sponsorship on 1190 kc 1 kw DA-D. Action Oct. 30.

Other actions
- Review board in Elmhurst, Ill. AM broadcast proceeding, Docs. 16945-50, granted motion for extension of time filed Oct. 31 by Du Page County Broadcasting Inc., extended to Nov. 6 time to file reply to exceptions to initial decision. Action Oct. 31.
- Review board in Warwick, N. Y. AM broadcast proceeding, Docs. 18274-77, granted petition filed Oct. 29 by Tacoma Broadcasters, extended to Nov. 20 to file reply to opposition to petition to enlarge license. Action Oct. 31.
- Review board in Bayamon, P. R. AM broadcast proceeding, Docs. 16881, denied motion for additional time to file amendment filed Oct. 31 by Augustine L. Camacho. Action Nov. 4.

Actions on motions
- Hearing Examiner Thomas H. Donahue in Jacksonville and Cullman, Ala. (Alabama (Summit Tele- vision Co. and Cullman Music Broadcasting Co.), TV proceeding, denied hearing from Nov. 4 to date to be determined later and scheduled further con-
feverne for Dec. 6 (Docs. 18294-5). Action Nov. 1.


- Hearing Examiner David I. Kraushaar In Grandview and Kansas City, Mo. (Broadcast Services Inc. & 1530 Radio). Proceeding, because of pending before rehearing board of Joint Petition for approval of agreement and other relief filed by applicants Aug. 29, was reaffirmed. With responsive pleadings could result in elimination of need for hearing, and pending outcome of applicants' joint effort to resolve issue outside of hearing process, continued without date (Docs. 18163-4). Action Oct. 29.


**Call letter applications**

- **TLERTOWN Broadcasting Co.,** Tylertown, Miss. Requests WTFL.

- **Mt. Carmel Broadcasting Co.,** Mt. Carmel, Ill. Requests WMIM.

**Call letter action**

- **Prattville Radio Inc.,** Prattville, Ala. Granted WPXTC.

**Designated for hearing**

- **FCC designated for hearing applications for new AM by Sundahl Broadcasting Co. in Parma and Howard L. Burris, Warren, Ohio.** Sundahl requests new license covering change from WADK to WADK in downtown Warren. License covering change in power, station designation, and studio location. Action Oct. 31.

**Existing AM stations**

- **WAYD Ozark, Ala.**-Broadcast Bureau granted CP to change from full-service to station designated as WCHR, for new AM station and specify type trans. Action Oct. 29.

- **WNPT Tuscaloosa, Ala.**-Broadcast Bureau granted license covering use of former main trans., as alternate main-nighttime and auxiliary during daytime. Action Oct. 31.

- **KACY Paris, Cal.**-FCC granted CP to change from 1520 kw, 10 kw-D to 1520 kw, 5 kw-D. Action Oct. 30.

- **KOHO Honolulu.**-Broadcast Bureau granted CP to increase power and install new trans. Action Oct. 31.

- **KSOM Chester, Ia.**-FCC granted application to change from studio at studios of KSOM-FM St. Genevieve, Mo. Action Oct. 30.


- **WDVM Pocomoke City, Md.**-Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes. Action Oct. 28.

- **KEXS Excelsior Springs, Mo.**-Broadcast Bureau granted license covering change in CP for new station. Action Oct. 29.

- **KOKO Warrensburg, Mo.**-Broadcast Bureau granted license covering change in


- **KQCO Alliance, Neb.**-Broadcast Bureau granted CP to change from 5 kw to 10 kw, effective Aug. 28 (Docs. 18294-5). Action Oct. 29.

- **KLCU Las Vegas, Nev.**-Broadcast Bureau granted license covering change in frequency and increase in power. Installation of new trans. and specify type trans. Action Oct. 31.

- **KALG Alamogordo, N. M.**-Broadcast Bureau granted license covering increase in daytime power, installation of new trans. and specify type trans. Action Oct. 28.


- **WGNI Wilmington, N. C.**-Broadcast Bureau granted license covering change in station designation. Action Oct. 31.

- **KTVN Minot, N. D.**-Broadcast Bureau granted license covering CP for new station and specify studio and remote control location. Action Oct. 29.

- **WAXD Newport, R. I.**-Broadcast Bureau granted license covering changes. Action Oct. 28.

- **WMB Erwin, Tenn.**-Broadcast Bureau granted license covering change in station designation. Action Oct. 28.

- **WSKT Knoxville, Tenn.**-Broadcast Bureau granted license covering increase in power, station designation, installation of new trans., change in antenna system, specify type trans. Action Oct. 31.

- **RIVV Crockett, Tex.**-Broadcast Bureau granted CP to increase power to 1 kw. Action Oct. 30.

- **KXYX Houston**-Broadcast Bureau granted license covering installation of auxiliary transmitters. Action Oct. 28.

- **WKEX Blacksburg, Va.**-Broadcast Bureau granted license covering change in antenna location to 0.35 mile south of Rte. 665, 1.8 miles west of Blacksburg. studio to be determined. conditions. Action Oct. 28.


- **WGHT Newport News, Va.**-Broadcast Bureau granted CP to install alternate-main night trans. at 0.2 mile north of intersection of Main & Willow Drive, Hampton, Va. granted mod. of CP to delete request to change studio location; change type trans.; granted mod. of CP to extend completion date to Jan. 1, 1969. Action Oct. 31.

- **KEDO Longview, Wash.**-Broadcast Bureau granted license to cover CP. Action Oct. 31.

**Other actions**

- **FCC informed Californians Against the Tax Trap Initiative, Los Angeles, that it cannot conclude that KLAW that city failed to comply with requirements of fairness doctrine.**

- **Actions on motions**

  - Office of opinions and review in Clifton Forge and Roanoke, both Virginia (Image Radio Inc. and Indmar Radio Inc.), renewal of licenses of WCFV and WPXI, granted petition by Image Radio Inc. and extended to Nov. 1, time to file reply to Broadcast Bureau's opposition to supplemental petition for reconsideration and/or for termination of proceedings (Docs. 17915-20). Action Oct. 28.

  - Office of opinions and review in Clifton Forge and Roanoke, both Virginia (Image Radio Inc. and Indmar Radio Inc.), renewal of licenses of WCFV and WPXI, granted petition by Image Radio Inc. and extended to Nov. 1. time to file reply to Broadcast Bureau's opposition to supplemental petition for reconsideration and/or for termination of proceedings (Docs. 17915-20). Action Nov.


  - Chief Hearing Examiner James D. Cunningham in Henderson, Nev. (1400 Corp. [KBDI] and Joseph Julian Miranda). AM proceeding, ordered, subject to objection, that Issam A. Honig in lieu of Eltau.

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**BROADCASTING**, Nov. 11, 1968
bath C. Smith serve as presiding officer (Docs. 1681-3). Action Oct. 31.

Chief Hearing Examiner James D. Cunningham in New York (City and New Jersey, N.Y.) [WNYC], AM proceeding, ordered, subject to objection by Mr. Fordham, continued hearing for Elizabeth C. Smith as presiding officer (Docs. 11227 and 17565). Action Oct. 25.


Call letter application

KPCN, Republic Broadcasting Corp., Grand Prairie, Tex. Requests KKDA.

Designated for hearing


New FM stations

Applications


Pontiac, Ill. — Pontiac FM Broadcasting Co. CBS 103.3, 50 kw. Ant. height above average terrain 185 ft. P.O. address: c/o M. O. Simund, Pontiac, Ill. 61067. Estimated construction cost $221,112; first-year operating cost $20,000; revenue none. Principals: Merton J. Gosden C. D. and Dorothy Meythaler (each 50%). Mr. Gosden owns 33% of chiropractic clinic. Mr. Gosden and Mrs. Meythaler own 33% of KGKE Winder Minn. and WPQK Pontiac Ill. Applications to sell KGKE to third partner of partnership and to sell remaining 1% of KGKE will be made. Mrs. Meythaler are pending. Action Oct. 30.

University Heights, Ohio.—John Carroll University. Seeks 88.7 mc, ch. 202B, 148 kw. Ant. height above ground 153.3 ft. P.O. address: c/o M. O. Simund, Pontiac, Ill. 61067. Estimated construction cost $22,112; first-year operating cost $20,000; revenue none. Principals: Merton J. Gosden C. D. and Dorothy Meythaler (each 50%). Mr. Gosden owns 33% of chiropractic clinic. Mr. Gosden and Mrs. Meythaler own 33% of KGKE Winder Minn. and WPQK Pontiac Ill. Applications to sell KGKE to third partner of partnership and to sell remaining 1% of KGKE will be made. Mrs. Meythaler are pending. Action Oct. 30.

Starts authorized

KDNQ(AM) Delano, Calif. — Authorized program operation on 130.3 mc, ch. 278, 13 kw. 2.5 kw. hertz. Action Oct. 30.


WMBC-FM Columbus, Miss. — Authorized program operation on 103.3 mc, ch. 276, ERP 3 kw. Action Oct. 25.

WWTV(AM) Corinth, Miss. — Authorized program operation on 95.3 mc, ch. 347, ERP 3 kw. Action Oct. 25.


WRFW(AM) River Falls, Wis. — Authorized program operation on 107.7 mc, ch. 204, ERP 410 w. Action Oct. 29.

Final actions

Wallingford, Conn. — The Choate School Foundation Inc. Broadcast Bureau granted 90.1 mc, ch. 266, 3 kw. Ant. height above average terrain 111 ft. P.O. address: Box 49, Park Rapids, Minn. 56470. Estimated construction cost $6,105; first-year operating cost $2,000; revenue none. Principals: Craig D. Musson, Rev. Seymour St. John, PH.D, Jr., et al., all members of board of trustees. Action Oct. 30.


Clos, N.Y. — Close FM Radio Inc. Broadcast Bureau granted 99.1 mc, ch. 286, 299 kw. Ant. height above average terrain 285 ft. P.O. address: Self, 1400 Oakhurst Road, Clos, N.Y. 11310. Principals: Frank R. Rieson, vice president, and Ken White, vice president (both 27.45%). James C. M. Fairbank (5%) et al. Mr. Self is sole owner of advertising agency. Mr. Rieson is 40% owner of automobile agency. Mr. White is 45% owner of stock sales company and 40% owner of cattle feeding and housing business. Action Oct. 25.

Murfreesboro, Tenn. — Middle Tennessee State University Bureau granted 89.5 mc, ch. 209, 185 w. Ant. height above average terrain 93 ft. P.O. address: c/o Mr. Lane Bouchee University of Tennessee, Murfreesboro, Tenn. 37130. Estimated construction cost $117,277.60; first-year operating cost $15,000; revenue none. Principals: University will operate under authority of Tennessee State Board of Education. Action Oct. 29.

Murfreesboro, Tenn. — Middle Tennessee State University Bureau granted 89.5 mc, ch. 209, 185 w. Ant. height above average terrain 93 ft. P.O. address: c/o Mr. Lane Bouchee University of Tennessee, Murfreesboro, Tenn. 37130. Estimated construction cost $117,277.60; first-year operating cost $15,000; revenue none. Principals: University will operate under authority of Tennessee State Board of Education. Action Oct. 29.

Other actions


Broadcast Bureau granted license covering change in name of licensee to Empire Broadcasting Corp. Action Oct. 31.


Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Sept. 26.

Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Sept. 26.

Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Sept. 26.

Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Sept. 26.
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A/C 803 723-4775

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Consulting Engineer

BROADCASTING, Nov. 11, 1968 91
Summary of broadcasting
Compiled by BROADCASTING, Nov. 6, 1968

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>Total</th>
<th>Total</th>
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<tbody>
<tr>
<td></td>
<td>On Air</td>
<td>Not On Air</td>
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<tr>
<td></td>
<td>Licensed</td>
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<tr>
<td>Commercial AM</td>
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</tr>
<tr>
<td>Educational TV-UHF</td>
<td>66</td>
<td>29</td>
<td>93</td>
</tr>
</tbody>
</table>

Includes two AM's with operating with Special Temporary Authorization, and 25 educational AM's.
Includes two VHF's with operating with 5TA's, and one licensed UHF that is not on the air.

Retailer, near Charlotte Amalie: change type ant., type trans.; make changes in ant. sys.; extended completion.

Station boxes
Compiled by FCC, Oct. 1, 1968

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
<th>Educ FM</th>
<th>Educ TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKM-TFM</td>
<td>Merrill, Wis. — Broadcast Bureau granted license covering new station, specify type trans.</td>
<td>Oct. 29.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WMRO-FM, Aurora, Ill.</td>
<td>Requests WAOB-FM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WFQ-M(FM), Quality Broadcasting Corp. of San Juan, San Juan, P. R. Requests WYRT-FM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Call letter actions

Renewal of licenses, all stations
- Broadcast Bureau granted renewal of licenses of following translators: K12FM Fort Stockton, TX (K12FM and WPXO, ant. height 1500 ft. Action Oct. 31.
- WMRO-FM, Aurora, Ill. Requests WAOB-FM | |
- WFQ-M(FM), Quality Broadcasting Corp. of San Juan, San Juan, P. R. Requests WYRT-FM | |

Other actions, all services

Processing line, all stations

Translator actions
- Lake Television Association, Bayfield, Colo. — Broadcast Bureau granted CP for new VHF TV translator to serve Vallejo Rezervior area on ch. 2 by rebroadcasting KOAT-TV Albuquerque, N. M. Action Oct. 31.
- K70EN Manhattan, Kan. — Broadcast Bureau granted license of CP of UHF TV translator to make changes in ant. system. Action Oct. 31.
- K32FS Killoore, Neb. — Broadcast Bureau granted CP of UHF TV translator to change frequency to ch. 9, 186-196 mcs, and call sign to KOSW. Action Oct. 31.
- K720B Paradise Valley, Golkonda, Winnebago Co., Mont. — Broadcast Bureau granted CP for UHF TV translator to change operating location to Hinko Summit, approximately 3 miles north of Paradise Valley; make changes in ant. system. Action Oct. 31.
- Pennsylvania Social Action Committee, TV. Committee, Penasco, N. M. — Broadcast Bureau granted CP for new VHF TV translator to serve Penasco on ch. 5 by rebroadcasting KOBU-AM Alburquerque, N. M. Action Oct. 31.
- K0SP Del City, Tex. — Broadcast Bureau granted CP to change operating location to Larmor and Ocean City on ch. 6 by rebroadcasting KU(ED) TV Salt Lake City. Action Oct. 30.
- Millard County School District, Oak City, Utah — Broadcast Bureau granted CP for new VHF TV translator station to serve Llano and Ocean City on ch. 6 by rebroadcasting KU(ED) TV Salt Lake City. Action Oct. 30.
- Peoples TV Association Inc., Moses Lake, Wash. — Broadcast Bureau granted CP for new UHF TV translators to serve Moses Lake, Warden, Royal City and Othello on ch. 75, by rebroadcasting KI(4) TV Spokane; and on ch. 81 by rebroadcasting KTH(5) TV Spokane. Action Oct. 30.

CATV
Initial decisions
- Hearing Examiner Forest L. McClouding in initial decision in proceeding against Two-Telecom Inc., Akron; Telerama Cable Inc., Cleveland, Ohio; and Lorain Cable TV Inc., Lorain, Ohio, for waiver of rules of permit importing distant TV signals into their CATV systems by CATV system in Washington, D.C. (D. 17351). Action Oct. 30.
- Hearing Examiner Chester M. Naumovitz in initial decision in proceeding against Service Electric Cable TV Inc. to carry distant TV station signals into their CATV systems in all Philadelphia, Pa. (D. 18135) and New York. Action Oct. 6.

Other actions

Actions on motions
Sales manager by successful Florida station in growing market. Excellent opportunity for man with New Jersey experience- plus commission paid for his efforts. Address replies to Box L-13, BROADCASTING.


WOBOT Radio, Rhinelander, currently has an opportunity for some young man with a lot of enthusiasm and sales ability to join the sales staff. Along with good working conditions, the man we hire will be paid salary-commensurate with his capabilities. Fringe benefits and paid vacation. Address all correspondence to WOBOT Radio, Rhinelander, Wisconsin 54501.

Radio Time—salesman—Excellent opportunity for young enthusiastic man. You must have experience. Send resume to Jim Smith, WSAL Radio, W. 186th & Matson Place, Cincinnati, Ohio.

Sales manager—need salary for man station in growing medium market, account list, guarantees plus commission. Box D-356, BROADCASTING.

Send resume to: R. M. McKay, Jr., Box 113, Columbus, Tenn.

How ambitious are you? A young go-getter, full of ideas, experienced in the radio business can grow with our chain, obtain stock options, be trained in management. Salary and commission paid for his efforts. Send resume to Ft. Pierce, Florida. Call or write Hinton C. Miller, Box 323.


SORRY FOR THE INTRUSION

...but if you find replies to a BROADCASTING classified cluttered with "sales talk" from other publications, please consider the source. They're using us for the same reason you are... build a business, find a job, sell something. That's why BROADCASTING's Classified Section is the marketplace for everybody and everything in broadcasting.
**Announcers**

Excellent salary for qualified announcer in MOR station, New York City. Box L-122, BROADCASTING.

Top market contemporary giant adding a first phone pro for production/news/weekends. Develop into first assistant after quality within 6 months. Box L-123, BROADCASTING.

KICO, St. Augustine, Idaho needs announcer with first class license. Beginner or experienced. No maintenance.


Announcer wanted for permanent position: Experienced announcer-continuity writer at a top-notch northeastern Ohio station. Contact Jim Saul, Radio Station WATH, Athens, Ohio.

Immediate opening for afternoon drive man experienced only-no Hoaters. Rush tape and resume to Jack Gale, WAYS, Charlotte, North Carolina.

WCMJ new looking for man who can do both flight air and handle sports play by play. Immediate opening offers good salary, rush tapes and resume. Box 949, Ashland, Kentucky.

WCRD, Johnstown, Pa., has immediate opening for experienced announcer. Permanent or part-time. Modified Top 40. Phone General Manager, 814-536-5159.

Cembo man with first phone. Maintenance and short air shift. Small market. Good working conditions in the "Land of Pleasant Living". Good starting pay with fringe benefits. Daytime shift. Send resume and tape to WDMV, P.O. Box 825, Salisbury, Maryland.

MOR small market. Two announcers. One experienced-do self-production spots. One beginner to learn Audition-resume. WONT, Dayton, Tenn.

New Wiscosin daytimer needs a pro! The man we're looking for has a minimum of 5 years experience. Must be familiar with the daytimer market but prefers smaller markets. He must be service behind the man, know the value of community service and can dedicate himself to quality programming. Must be able to work in a small market and like working with new equipment in a modern building. Rush resume to Box 1936, Milwaukee, Wisc. 53201.

Announcer for small rural market. Good voice but experience not necessary. Tape and resume required. Box 913, Des Moines, Iowa.

Swigels' operation in St. Louis area needs first disk jockey who can operate a radio board. Send resume to Chuck Norman, WGNU, Granite City, Illinois.

Cembo man for top rated CBS affiliate, University Tower FM, Ohio. Must have first phone, salary, resume, pictures and tape to General Manager, WTVN, Columbus, Ohio.


This is it! Your chance to join the staff of what's been called "the greatest operation in northern Illinois". Be part of the professional radio operation in one of the most dynamic areas of the country. Excellent working conditions and great people. We offer a lot of money and a radio career that can't be topped. Send your resume and tape to Bob D figsize, WGN, 600 N. Michigan, Chicago, Illinois.

At once: Mature announcer . . . 3rd, MOR-FM, 4 season resort city, WLRD-FM, Traverse City, Michigan.

Immediate opening for announcer looking for permanent job with first phone license and pay. Send tape and resume to: Don Weiler, General Manager, WBBF, Buffalo, N.Y. 14202.

WANTED: Staff announcer for one of mid-west's finest radio and television stations. Great opportune to work in radio and television. Experience send complete resume and/or air check to: Marvin Chasnow, Program Director, WOGG-TV, 120 College, S.E., Grand Rapids, Michigan 49502.

**Philadephia's fastest growing FM/stereo station seeking an energetic, aggressive, young, ambitious announcer to join small staff in the 4th largest market playing the world's most beautiful music. Approximately $100.00 per week. Send resume and tape to: WRTA, 5th & Market, Philadelphia, Pa. 19123.

Announcer-will be called upon to do news for one of the world's largest newspapers. Location and responsibilities will be agreed upon. Salary $1200-

**Power delivery newsman for northeastern Ohio's major FM station. Currently seeking a young, aggressive, curious announcer with 1 year experience and/around a year's college training. Job will be as full time newsman, 1 p.m. - 6 p.m. major contact: C. R. Grigg, WVLN, Olney, Ill. 62450.

Uptempo, MOR, Morning style night man wanted for established station in superior market. Two years experience. Beautiful country for the hunter, stiler, or fisherman. Send tape immediately with full details to Mark, P.O. Box, 1159, Great Falls, Montana 59401.

**Radio engineer with excellent technical qualifications for Texas resort city. Box L-220, BROADCASTING.

Engineer for studio and transmitter duties. First class license necessary. Interview desired. Send resume with small photo to Box L-19, BROADCASTING.

Engineer—will have substantial experience in broadcast management and service. Must be capable of working well with others, possess good technical background in radio, television and sales. Small but growing company in suburban Chicago. Pays competitive salary plus fringe benefits. Good opportunity for a person who can work effectively with people and who knows audio equipment. Send resume immediately. We promise you'll never be bored. Send full resumes and salary requirements to Box L-71, BROADCASTING.

Technician wanted, first class license, radio control panel experience by major eastern station. No annoucing. Send resume and salary expected. Box L-91, BROADCASTING.

First class for east Pa. 5000 watt full-time station. Well-established station with profit-sharing plan, other good benefits. WCOI, Coatesville, Pa.

First class engineer for chief at established AM. Want man who can take complete charge of equipment. Must be able to integrate new FM including control room. If you know and like the technical side of radio, this is the job you're looking for! Contact Edward Margro, Station WJVL, Georgetown, Del., 19947.

Top rated station in Top rated resort needs young, interested management man who can do news and/or promotion. Manager, WMID, Atlantic City, New Jersey.

Staff opening for professional Engineer, part time and part time. This is a position with Gulf-Atlantic Management group. Contact the Radio Engineers at 1000 Grand Blvd., Denver, Colo. B2026, Tel. 303-353-5561.

**NEWS

Newsmen wanted. Fulltime, network station. Brand new facilities. 150,000 population in New York State. News experience required. Send tape, photo and resume to Box L-59, BROADCASTING.


Major northeast full-time, 5 K watts needed for news director. Experience required. Send resume, photo and references to Barry Block, WJJP, Jersey City, N.J.


Immediate opening for newsmen to gather, write and read news. Send resume and tape to Manager, WSNF, Murfreesboro, Tennessee.

Start $750 move into 5 figures as news director, KVON, in beautiful Napa Valley near San Francisco. Successful AM in fast growing market Programming keyed to local culture. Salary $7500. Send resume and tape to: WSNF, Box 714, Petaluma, Calif. 94952.

Sports play-by-play; news; top spot; great market; summer playground of southwestern Michigan send resume; salary open. Jim Blake, WJFR, Box 628, Benton Harbor, Mich.

**News---cont'd

Powder delivery newsman for northeastern Ohio's major FM station. Currently seeking a young, aggressive, curious announcer with 1 year experience and/around a year's college training. Job will be as full time newsman, 1 p.m. - 6 p.m. major contact: C. R. Grigg, WVLN, Olney, Ill. 62450.

Top station in Wilmington, Delaware, requires full time morning man. Call News Director at 654-8300 ac 402.

**Programming, Production, Others

Wanted: full-time instructor for fast growing broadcasting school . . . must have management potential, three years successful broadcasting experience. Preference for more interested in teaching abilities than academic laurels. Salary offered. Box L-41, BROADCASTING.

Free-lace voices to do smooth FM spots, also gimmick-voice spots. We supply copy, you return spots by mail. Send tape samples to Box L-62, BROADCASTING.

Production manager—radio package programming company. Responsible for all taped production program, library, training in production techniques, etc. Work directly under president of company. Must have fluency Spanish. Submit minimum 5-3 years production experience. Willing to travel Latin America occasionally. Salary commensurate with qualifications. Complete resume and reel tape in confidence to Box L-79, BROADCASTING.

Good music suburban station needs qual- anounced. Send resume and tape to WPVL, Painesville, Ohio.

Wanted: Full time instructor for fast growing broadcasting school . . . must have management potential, three years successful broadcasting experience. Preference for more interested in teaching abilities than academic laurels Write Communications Institute of America, Radio and TV Broadcasting College, Colorado Springs, Colorado, Salary open.

**Situations Wanted

Management

General manager—20 years broadcasting experience for full city market station in small to medium market, or part of station and operates as partner to absentee owner. Box L-78, BROADCASTING.

Radio general manager. Box L-101, BROADCASTING.

Florida-broadcast media, 17 years, management-sales-programming. Submit minimum 5-3 years production experience. Willing to travel Latin America occasionally. Salary commensurate with qualifications. Complete resume and reel tape in confidence to Box L-79, BROADCASTING.

**Sales

Houston, 8 years radio, news, production, board traffic, promotion, traffic reporting, supervision of ten man staff, copy writing, sweeping floors, sales presentations and clipping service. Worked and lived here all my life. Can sell any kind of wanted sales in Houston. Call after 6 p.m.: HP 835122.

**Announcers

What do you look for in a T-40P A pro? no. 1 show 56.-M. to 6. P.m. Experienced: 3½ years, ½ with present station. Air work, production, promotion, Stability: Married, completed service. Searching for several months for the right major or higher T-40-P. Want the right staff to make the music with personality. Ron Savage 413-739-6889. Box K-251, BROADCASTING.

DJ/announcer, newscaster, married, northeast only. Box L-44, BROADCASTING.

DJ, light board, good news, commercials, third phone. Box L-51, BROADCASTING.

Beginner has first phone, wants job at hard rocker. Hard rock presence. MII license required. I have no tape to send you. 412-521-6510. Box L-12, BROADCASTING.

Young announcer seeks position in east coast area. Familiar with FM, have 3rd endorsement. Box L-76, BROADCASTING.

Announcer—Southern New England or New York State—MOR-3rd, Broadcast school grad-seeking part-time work that will lead to full-time position. Personal interview desired. Call after 6 P.M.—914-472-1500. Box L-52, BROADCASTING.

Career: Academy graduate wants first job. Tight boards, 3rd endorsed. Box L-86, BROADCASTING.

**
New England wanted. Mid-twentieth, 3 years experience, $200,000 market—Top 40 or up tempo MOR. Box L-89, BROADCASTING.

DJ, dependable, tight board. Third endorsed. Excellent community man. Relocate. Box L-103, BROADCASTING.

Need dependable weekend help? Are you within commuting distance of NYC? Announcer, combo, third, and commercial voice. Experienced at all phases of broadcast. Top refs, top skills. You'll be sorry I can't be around all week. Ed Baron, 212-563-6495 or Box L-108, BROADCASTING.


Anouncer for top forty or up tempo MOR. Some experience preferred. Placement with broadcast outlet. Day or evening exempt. Interested all states. David Solinske, 282 Marlborough Street, Boston, Massachusetts.

Young talented beginner DJ draft exempt. Broadcast school grad. Licensed. Good sound tight board. Sales experience willing to relocate. Frank, Marshall, 742 Reading Road, Mason, Ohio 45040, 513-358-3379.

Columbia grad is now available to work anywhere in the U.S. 714, Cal Joe Callister, collect after 6 P.M. 714-378-2437.


Bass eased—rock jock ID-pd, 3rd class, will wait for Call after 4:45 P.M. after 3:30 P.M. East personality MOR or rock worked large markets, available immediately. Call 609-466-1867.


Experienced, third, B.A., good voice, magnetic commercial and DJ style, no corn, tight board, intelligent. Available. Contact after 5:30 P.M. Please call after 5:30 P.M. Box L-121, BROADCASTING.

Chief engineer with bright morning show earning $3,214 in hot 200,000 market—wants to move up! Box L-77, BROADCASTING.

First phone 14 years radio and TV transmitter and studio maintenance and operation. C. W. Simpson, 732 Lindenwood Circle, Waterbury, Conn. 06704, Phone: 203-757-0619, Waterbury, Conn.

Creative small market news director seeks move to Marion, college grad, draft free. 5 years experience, Hawg-AL, BROADCASTING.

Award winning TV radio newsmen with four years experience, including a Vietnam assignment, desires position in the Baltimore-Washington-Philadelphia area. Box L-118, BROADCASTING.

News pro with awards and excellent, references needs a solid radio or television slot. Currently in television with prime time newscast, but preponderance of experience is in radio. I can build a solid organization, or add to the one you have. Must have good future possibilities plus high starting pay. Write Box L-47, BROADCASTING.

Record program, librarian. Vastly diversified knowledge of music and recordings. Can build shows in any realm of listening. Personal collection of over 10,000 rare discs. Box L-70, BROADCASTING.

Midwest 250,000 market program director desires same in New England. Up MOR or top 40, Middle twenties. Box L-149, BROADCASTING.

Programing, Production, Others

Young creative program director at number one eastern station desires a program director position with programing responsibility. Highly experienced and will do it one-inside and out. Top 40 or MOR. Strong on production and single spot. $200 minimum. Box L-97, BROADCASTING.

TELEVISION

Help Wanted

Sales

Great opportunity to join the sales staff of the most progressive network. Need someone who knows television and has a desire to help the salesman. TV network producers are people who have come to sales thru the ranks. Enjoy the climate and mountains. Sett in an area that is booming; who will try hard need apply. Complete resume plus picture. Two or three years college of required. Box K-213, BROADCASTING.

Experienced professional local TV salesman needed for an independent in four station major market. Potential is unlimited. Excellent pay and incentive plan with substantial broadcasting company. Send complete resume, including recent photograph, to Confidence, Box L-35, BROADCASTING.

Technical

TV technicians first class phone, for northeast market stations with top salaries and exceptional benefits. Box L-105, BROADCASTING.

Pittsburgh TV station (commercial VHF) is looking for a technician with well established background in operation and maintenance of RCA color video tape recording equipment. Box L-105, BROADCASTING.

TV technician, January 1, 1969 new upstate New York TV Center. Excellent pay, benefits. RCA TR-3 machine. Box L-120, BROADCASTING.

First phone engineer for TV studio maintenance, including RCA TR-3 & TR-5. Send particulars first letter to Eugene C. Rader, Director of Engineering, KBIN-TV, Roswell, New Mexico 88201.

Video tape operator and transmitter operator wanted immediately. New station and all new color equipment. Send sample copy to Jim Riley, KSEL-TV, Box 2903, Lubbock, Texas, 79405.

Wanted new: UHF transmitter supervisor for new 30 kw educational station. Gen. Manager, Weh-AL, Gen. Send resume to Chief Engineer, WUML-TV, 25701 Huntington, Virginia Beach, Virginia 23601.

Senior engineering position needed engineer with diversified experience for responsible position, with full color, two station TV operation opportunity for advancement to supervisory position. Top salary. Address: Chief Engineer, WMVS-TV/WMVT, 1015 North Sixth Street, Milwaukee, Wisconsin 53203.

Television technician. Excellent opportunity for responsible TV engineer experienced in educational or commercial studio practices. Work with Orth and Vidicon cameras; high band low band helical VTR’s; color camera, remote van. Salary based on experience, liberal fringe. Contact University of Michigan, 1030 L.S. G. Bldg., Ann Arbor, Michigan.

Video design engineers and technicians needed in rapidly expanding Vital Industries, Inc., in Gainesville, Fla. and Minneapolis, N. D., Box 1614 S. W. Archer Road; telephone 904, 378-1581.

NEWS

Color CBS network affiliate in intermittent mountain vacation seeks qualified young aggressive newsmen. Must have radio and television news and interview experience in addition to handling general reporting duties. Experience of associate degree preferred but not required. Salary commensurate with experience and abilities. Position available immediately for immediate start. Excellent benefits. Public relations and news room experience an asset. Directly with associate producer, Box L-111, BROADCASTING.

Sports director-aggressive, creative, organizational. Want daily competitive market with emphasis on promotion and sales. Experience of major market with good growth potential. Send resume, samples of work and photo, tape (audio/video) to Box L-55, BROADCASTING.

Sports director for group TV desires change. Presently in complete charge of engineering. Broad experience in construction, maintenance. Excellent references. Looking for position as director of engineering for group TV. Respond to Box L-74, BROADCASTING.
**News (cont’d)**

**FOR SALE — Equipment**

**INSTRUCTIONS**

**News director.** Top-rated newscaster, award winning news operation. Newsgathering, copywriting, reporting with successful administrative track record. Credits include White House, Capitol Hill, Cape Kennedy, NATO. Extensive experience in new operations. Best references. VTR, available. RTNDA, SDX, Box L-99, BROADCASTING.

---

**Programming, Production, Others**

Producer-director. Young married college graduate seeks position in top market, east or west coast. Currently senior director at full color network affiliate. Desires position with management potential. Box L-75, BROADCASTING.

Graphic artist, illustrator, oriented in TV production and sales promotion. No small markets, please! Box L-10, BROADCASTING.

Creative TV producer-director. Seeking brighter opportunity; married, 32, degree. Resume available. Box L-112, BROADCASTING.

Promotion: Major market award-winner wishes to relocate. Innovative, aggressive. Knows what’s happening now! Broad experience supervising top-budget department. Box L-100, BROADCASTING.

Meteorologist—professional. AMS Seal of Approval. Ten years television experience. Tape available. Box L-124, BROADCASTING.

Need proven production manager to organize a "one-stop" department uniting direction, En-thusiasm and talent administrative and community-oriented, plus a proven production excellence. Box L-128, BROADCASTING.

Radio seeks TV. Blgld. incl. college deg., pr-dir., news, sports, tel., talk, copy. Move to any part of the country. Box L-133, BROADCASTING.

---

**WANTED TO BUY — Equipment**

We need used, 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 11th St. N.W., Laredo, Texas 78040.

Wanted—mobile unit. Monochrone, 3 or 4 cameras. VHF—UHF. Channel switching list available. Price to S. C. Gibson, KPRO, P.O. Box 1440, Riverside, Calif. 92501.

FM transmitter—250 kW used and cheap. Send description and price to R. Brian Langwill, Box 148, Tomah, Wis. 54660.

Projector wanted. Eastman 250, 275; RCA TP-6, TP-16. Any condition. 6616 Woodlack Ave., Canoga Park, Calif. 91304.

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**FOR SALE — Equipment**

Cassette—Hella, Stromvole, Sporline, etc. and fittings. Unused mail—large stock—surplus prices. Write for price list. Box 4665, Oakland, Calif. Phone (415) 782-2347.

RCA TTU-18 UHF Transmitter. Some parts missing. Excerles along worth the price. Dick Lange, WHUT, 3933 Irving Ave., Dallas, Texas 75219.


Gates FM3B transmitter, excellent condition, oper-ating recently and nice new M-5534 Exciter on 100,1. Exciter easily restored. Also over 500 feet of 3 1/6" rigid transmission line for FM. Available immediately. Real good price. John R. Krepke, KVET, 113 West 8th Street, Austin, Texas 78701.

ACC-GR 8-692.


Television broadcast station equipment. General Electric—$40,000.00. Transmitters, antennas, transceivers, cameras, projectors, consoles, microphones, lights, sync generator, test equipment, etc. Equip your station! Write today. Chapman, Box 3927, Birmingham, Alabama 35205.

Gates TE-1, 100% solid state DCFM 10 watt FM exciter. Latest model. Unused. Sale $6,900.00.1 Only this one 29,295.00 Box L-36, BROADCASTING.

Nena Clark 108-E phase monitor for two tower tower. Immediately, cash, Box L-43, BROADCASTING.

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**FOR Sale transmitters, custom built. Eimac Klystrons, ex-**

UHF Transmitter, custom built. Eimac Klystrons, ex- **INSTRUCTIONS**

First Class License in six weeks! Highest success rate in USA. New York City. Certified Training. Approved for Veterans Training. Elkins Radio License School of Minnesota, 411 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class license schools. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programming, producing, newscasting, sportscasting, console operation, disk jockeying and all others of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation’s finest, newest and most complete facilities including our own commercial broadcast station—KEIL, licensed to carry your personal training. Accred- 

ated by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75215.

First phase in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Minneapolis or Los An- geles. Seventeen years of teaching First Class license courses. Bob Johnson Radio License Instruction, 10200 Duncan, Manhattan Beach, Calif. 90266.

Since 1946, Original course for FCC First class radio telephones operators in six weeks for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Jan. 8, April 2. For information contact Inwood School of Radio, 2438 N. 16th, Open Radio Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647.

(Founded by Burbon Smith) New York City’s 1st phone school for people who cannot afford to make mistakes. Proven results: April 6 graduating class passed FCC 2nd class exams. 100% passed FCC 1st class exams. New programmed methods and earn while you learn job opportunities. Contact ATS, 75 W. 43rd St., N.Y.C. Phone OS-5-9245, Training for Technicians, Combo- men, announcers.

Radio Engineering Incorporated Schools has the finest and fastest course in the class radio telephone license (famous 5 week course). Total Cost $305.00. Write today, R.E.I. School Nov. 11, Jan. 6, Feb. 10, Mar. 17, Call or write the R.E.I. School nearest you for information.

R.E.I. In Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33777. Call (813) 556-9222.

R.E.I. In Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5414.

R.E.I. In Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

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First phone quickly through tape recorded lessons at home plus one week personal instruction in Boston, Chicago, Detroit, Minneapolis, New York. 17 weeks. We are the 17 year old teaching FCC license courses. Elkins Radio License School, 11000 Duncan, Manhattan Beach, Calif. 90266. (213) 373-1419, Eastern office. Phone 252, Westfield, Mass. 01085. (413) 356-3669.

Your 1st Class License in six weeks or less at American foremost accredited trade schools. The Don Martin School of Radio and Television training the entire country since 1931. Make your reservations now for our Accele-rate-Able training! Don Martin has taught personalized instruction and methods Lowest costs finest accommodations available close-by. Call or write Don Martin School, 112 N. Cherry, Hollywood, Calif. 12131 HO 2-3281.


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BROADCASTING, Nov. 11, 1968
RADIO—Help Wanted

**MANAGER WANTED**
Radio station in expanding Northern Illinois Market. 250,000 County population. Need aggressive sales oriented manager. Salary, bonus and equity for right man.
Write Box L-38, Broadcasting.

**ANNOUNCERS**

**AIR PERSONALITY**
Top 40 in Nation's 6th city needs top jack. Send tape immediately.
Buddy McGregor
KNX
Houston, Texas

**SALES**

**BROADCAST EQUIPMENT SALES AM & FM**
Immediate openings for sales and marketing personnel with background and familiarity with the FM and AM broadcast industry. Major criterion will be experience in sales or engineering with a sales aptitude. Must be able to work and travel in the field with little supervision selling AEL's line of type accepted AM/FM Broadcast Transmitters.
To discuss the opportunities available with one of the leaders in solid state FM exciter and stereo generator design plus a full line of transmitters to 50 KW and to arrange an interview, send resume to or call Mr. L. K. Peetoom.

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RICHARDSON ROAD, COLMAR, PA.
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All qualified applicants considered regardless of race, color, religion, sex, age or national origin.

**Program, Production, Others**

**RICHARD LOSCH predicts success for your radio station!**

The psychic Richards loses each show with current predictions on topical subjects.

For an audition tape and details, write PERRY ENTERPRISES
222 West Osborn Road, Suite 314, Phoenix, Arizona 85013
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For Best Results
You Can't Top A
CLASSIFIED AD
in
Broadcasting

**Situation Wanted—Technical**

**Chief Engineer**
Asst. Project Mgr. in Africa on tp. complex system desires position at med. or maj. level. Ex. Qualified in all phases of broadcasting, eseciallly sales, market, supervision, etc. Mfr., 30. No children, farmer's son, etc. at maj., age 46. Location not a imp. Stud. challenge. Will consider international position. Will arrange interview at my own expense.
Write Box L-66, Broadcasting.

TV Help Wanted—Management

**TV/RADIO OPENINGS**
We need applicants in the following job categories only. Please send your typewritten resume immediately to be confidentially represented to our station clients. No fee to applicants.

- **CHECK AREA OF INTEREST**
- **TV**
- **RADIO**

- **General Manager**
- **Program Director**
- **Sales Manager**
- **Salesman**
- **Broadcast Equipment Sales**
- **Chief Engineer**
- **Studio Maintenance**
- **Transmitter Maintenance**
- **Video Tape Technician**
- **Broadcast Equipment Design**
- **First Phase Announcer**
- **Continuity Director**
- **Art Director**
- **Sales Promotion Mgr.**
- **CATV System Manager**
- **CATV Installation Techs.**

**Name**
**Address**
**Salary desired**

**NO PLACEMENT FEE!**

**Nationwide Broadcast Consultants**
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CHICAGO 60611
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Video Broadcast
Nationally known and highly regarded manufacturer of video broadcast electronics equipment requires sales engineers to sell expanding product in all territories in the Northeast, Midwest and West Coast areas. Related broadcast sales experience necessary. Salaries commensurate with experience plus commission. In addition to expenses. Submit resume including salary history to:

Industrial Relations Dept., Box 367-H
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An Equal Opportunity Employer.

MAJOR OUTLET
of a growing broadcasting group wants a Television Sales Representative to call on local accounts and agencies in the Northeast area.

Excellent future for an energetic worker with three sales experience. Salaries, commissions, expenses, many other fringe benefits. First year potential earnings $10,000 to $20,000.

All replies held in strictest confidence. Send resume to:

Box L-129, Broadcasting.

MISCELLANEOUS
Attention All Markets!

Star 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, Robert Godfrey, Jimmy Stewart, Boris Karloff, Peter Lorre, etc. You write what you want the voices to say, or we’ll write them for you. Pacing My Father’s 12 promo’s tailor made for you, exclusive in your market for only $25.00! Also commercials with voices at low rates! “Free sample tape on request”.

BE DIFFERENT! RAISE RATINGS!

VOICES UNLIMITED
9536 W. OHIO PLACE
DENVER, COLORADO

PROGRAMING
We don’t claim to have the largest program service, only the best. If you’re tired of automated M.I.R. programing that produces hits but no billing, “listeners,” but no ratings, drop us a line. We’re expensive, but we have a track record and we’re good.

Box L-133, Broadcasting.

WANT A STEAL?
At any price I’m a bargain. Over $25,000 and I’m available.

Take charge TV Station Manager, seeking challenge and growth. Major market proven record established over 20 years in administration, network negotiations, syndication purchases, local programming, total station operations. Produced award winning documentaries and public affairs series. Degree.

Am not unhappy, just want to move up. MY LAST MOVE so will wait.

Box L-88, Broadcasting.

Technical
Large

electronics manufacturing/broadcasting corporation has been awarded a three year operation and maintenance program of television stations in Saudi, Arabia. Openings exist in the following areas:

• CHIEF ENGINEERS

BSEE or equivalent plus 10 years’ experience in overall VHF stations operation.

• BROADCAST TECHNICIANS

Television technical school plus 5 years’ experience in VHF station equipment operation and maintenance.

• TECHNICIANS

Television technical school plus 5 years’ experience in VRF station maintenance plus 2 years’ experience in formal classroom instruction on electronics equipment.

Generous salary—completive bonus—living allowance—excellent fringe benefits. Send resume in confidence to:

Box L-53, Broadcasting.

TV Situations Wanted Mgt.

Bus.

WHY BUY AN FM?

Build your own!

Over 800 open free, if you are not in broadcasting now and you have at least $20,000 liquid strength, ask us about

Scientific American
Tape Networks, Inc. 12148 Victory Blvd.
No. Hollywood, Calif. 91606
(213) 980-4000

FOR SALE—Stations

Wesley Media Builders Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N. Y. 265-2402

M.W. small day time $125M cash West small full time $75M nego
M.W. small FM 60M nego S.C. small day time 55M SOLD

Ore. medium AM&FM 175M $50M Ariz. medium day time 90M 28%

Coastal metro FM 225M terms West metro day time 70M 28%

N.Y. suburban day time 170M SOLD Ill. major FM 135M 50%
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Confidential Listings
RADIO—TV—CATV
BROKERS-CONSULTANTS

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Hollywood, California 90028—213/469-1171

FOR SALE
Small market FM station—Size, over 50,000. Only station in community 10.11. No major market in the area. Class A—1300 watts—good equipment. Modern, 3 year old building, tower (guyed) close by—2.1 acres of ground included. Perfect for owner-operator. Absentee management, AP contract about to expire. Asking price—$85,000. Reply to:
Box L-104, Broadcasting.

STATION KHAI
Honolulu
1090 Kc, 5 kw Unl.

Trustee in Bankruptcy has invited bids pursuant to FCC Memo Opinion #106.
Order released September 9, 1968 [FCC 68-907 in Docket 14676]. For further details contact:
Counsel, B. P. Cotton
1001 Conn. Ave., N.W.
Wash. D.C.
Phone: 202-393-4477

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They'll see the workable plans and methods of men and women who lead the way in the business world of broadcasting. And their own personal copy of BROADCASTING means they'll get the news faster and be able to take advantage of it while it's still news.
**Actions**

**KREO** Indio, Calif.—Broadcast Bureau granted assignment of license of KREO to Desert Air Broadcasting Co. for purpose of merger. No consideration involved. Principals: John Jackson Latham, president; John R. Hymes, secretary. Action Oct. 29.

**KBLF** Red Bluff, Calif.—Broadcast Bureau granted license of KBLF to KFEC, Inc., a subsidiary of Kelly Broadcasting Co. L. S. Kelly (President) and C. J. Comstock, Jr. (VP) have been assigned to KBLF operations..Action Oct. 29.


**KWDA** Anchorage, Alaska—Broadcast Bureau granted license of KWDA to Allno, Inc., a subsidiary of Allano, Inc. L. B. Allano, president, Mr. and Mrs. A. N. Bencick, secretary-treasurer. Action Oct. 29.

**KSLY** San Antonio, Tex.—Broadcast Bureau granted license of KSLY to Sharp Communications, Inc. Action Oct. 29.

**WRTH** Teaneck, N. J.—Broadcast Bureau granted license of WRTH to WRTH, Inc. Action Oct. 29.

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Whatever other marks he may make on the White House, the 37th President of the United States already has set some sort of precedent by being the only chief executive in the nation’s history to have played straight man coast-to-coast on a top-rated television comedy show.

The Richard M. Nixon who said “sock it to me” on Rowan & Martin’s Laugh-In this fall unquestionably had traveled a long way in his relationship to the broadcast media—in the eight years since the 1960 Kennedy-Nixon debates which were cited as playing a large part in defeating him in that presidential race.

Perhaps one of the most noticeable new aspects of the “new Nixon” was his awareness of this need to use television and his selection of a staff well versed in the politically unfamiliar techniques of the communications force.

Among the battery of key advisors in waging Mr. Nixon’s successful presidential bid was a special television consultant, 28-year-old Roger Ailes, who left his job as executive producer of the Mike Douglas Show to help clear up Mr. Nixon’s broadcast image.

It was Mr. Ailes (the names rhyme with “sails”) who produced Mr. Nixon’s distinctive “man in the arena” format for regional and national television broadcasts. He also served as adviser for the television appearances of the rest of the Nixon family: Mrs. Nixon, daughters Tricia and Julie and Julie’s fiancé, David Eisenhower.

As someone who has spent all of his short career in television since majoring in radio and television at Ohio University, Mr. Ailes quickly found that although the battle-tough Nixon “is very aware of television’s importance . . . there is a tendency on the part of the political old-timers to be more naive about the medium. They still feel it’s a gimmick and they don’t trust it because they don’t really understand it.”

He maintains they are all on their way out. “Never again will a man be elected to office without TV,” Mr. Ailes said. “In a way it is bad, because it will limit the field. In the past, no thought was given to whether a candidate would be acceptable on an entertainment medium. Now one of the questions candidate’s backers will ask is if the man can make it on Johnny Carson.”

That is one of many definite opinions Mr. Ailes holds on the role of television in politics, and it is the sort of thing that caught the attention of the television-conscious Mr. Nixon.

They met last winter when Mr. Nixon appeared on the Douglas show and had a long talk in Mr. Ailes’ office on politics and television. Mr. Ailes received a call from one of Mr. Nixon’s law partners a few days later and became a part-time consultant to the presidential

How to change debate loser to arena winner

hopeful. Last Aug. 2, on the eve of the Republican convention, Mr. Ailes left the Douglas show to become a full-time member of the Nixon team.

In mapping political television strategy one of Mr. Ailes’ pet phrases is “truth television”—a concept that television zooms in to give the audience an intimate, close-up impression of a candidate.

Mr. Ailes maintains that just as politicians have begun to learn the need for television, audiences, too, have become much more sophisticated in watching candidates on the medium, and a campaign must be very careful not to project an easily-detectable false “over-impression” of himself to astute viewers.

His “man in the arena” technique for Mr. Nixon’s broadcasts was to have the candidate stand for an hour on a circular platform with studio audiences on two sides and a panel of half-dozen local citizens facing him tossing out unheated questions on any topic.

Mr. Ailes said he hit upon it as a way to project a true picture of Mr. Nixon at his fighting best. “I heard he was a fan of Teddy Roosevelt,” Mr. Ailes said. “I have a thing on my office wall that’s a picture of a Teddy Roosevelt speech and it starts: ‘It’s not the critic who counts, but the man in the arena, whose face is covered by dirt, sweat and blood . . . far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows not victory or defeat.”

“The man in the arena” is a battle cry. And defeat and risk and this seemed a way to put him in the arena naturally. It allowed us to show him being himself and dispell all those old bugaboos about how he had to have special make-up and lighting and be shot just right. That was all a lot of nonsense, and by showing him honestly, on his own terms, it came through.”

While the question of whether to debate or not to debate is a political, more than television judgment, Mr. Ailes believes debates between presidential candidates are a good thing—if somewhat risky.

Mr. Ailes would like to see a foundation or university undertake a non-election year study on the effects of TV debates. “I’d like to get stations to contribute public-service time in non-critical periods for public figures to thrash out the whole debate question and come up with two things: ground rules for future political debates and education of the public in what to look for in debates.”

Actually Mr. Ailes himself would like to be the person to produce the study. He has formed his own production company, Bounty Enterprises in Philadelphia, under which his campaign duties are over.

Mr. Ailes says he does not expect any full-time role in the new administration, although “I may do some consulting for political candidates, and Mr. Nixon and I have discussed the possibility that he may call on me for some advice.

“In the White House, television is very important to a President in avoiding a credibility gap. Mr. Johnson failed in leveling with the people. Television could have done it for him, but he didn’t use it properly, and once you’ve lost 40 million people, it’s hard to get them back.”

BROADCASTING, Nov. 11, 1968

101
A way to reverse the spiral

One of the many problems that last week's elections failed to solve is that of the rising cost of political campaigning. The final calculations won't be available for quite a while, but there is no doubt that it cost more to win or lose in 1968 than in any previous election year.

In the aftermath of the election, the candidates and parties will begin looking for ways to reduce the expense of future campaigns. Broadcasters are certain to find themselves in the bullseye when the search for targets starts. There will inevitably be demands for legislation requiring broadcasters to donate large amounts of time for political campaigning as a condition to their licensing. There will also be revivals of proposals that they charge less for political advertising than for other kinds, as indeed some did in this year's campaigns.

Neither of those approaches is equitable, unless Congress is also prepared to require all other media of advertising and all suppliers of campaign material and services to make special allowances for political use. There is, however, a positive action that Congress could take to reduce the politicians' expense of obtaining broadcast exposure. In the same action, television and radio could be freed of what we persist in thinking is an unconstitutional restriction on their ability to perform as journalistic media during political campaigns.

Section 315, the equal-time law, has prevented journalistically minded broadcasters from providing meaningful presentations of candidates and their philosophies. It has also supplied a useful alibi to broadcasters who prefer to avoid the controversies of political coverage.

The repeal of Section 315 would give the broadcast journalists the freedom they need to examine politics and would deprive the timid broadcasters of the excuse to ignore politics. It would open much more time to the appearances of candidates on both radio and television.

Broadcasters ought not to wait like sitting ducks for the shooting to begin. They must begin preparing now the case for repeal of Section 315 and be ready for the presentation when the new administration and new Congress take office.

Good and bad

Suddenly it's a new ball game, but not as new as it would have been if the Republicans had won the Congress with the Presidency.

Richard Nixon's victory is bound to change the tone of broadcast regulation. The Democrats' retention of control of Congress, however, will limit the degree of change that the next President can impose.

Mr. Nixon has already gone on record as favoring "less government control" of broadcasting. "Competition," he has said, "is the best control where radio and television are concerned" (Broadcasting, Oct. 7). These are views that broadcasters can only wish will be implemented when the administration changes hands.

With or without a friendly Congress, Mr. Nixon has the power to tidy up the FCC. He has not the power to undertake a thorough housecleaning. He may reassign a few senior officials on the FCC staff, and thus alter the philosophies that are served up to the commissioners for action. He may appoint a chairman from the commission now in office, and thus put a like-minded administrator at the agency's head. But absent resignations, Mr. Nixon is stuck with an FCC membership that can be changed only one member at a time once a year, and the next normal vacancy will not occur until the incumbent Chairman Rosel Hyde's retirement next June 30.

Mr. Nixon may also be stuck until June 30, 1970, with a Democratic majority on the FCC. Mr. Hyde is a Republican, one of three now serving on a seven-member commission that the law proscribes from containing more than four of the same party affiliation. The next Democratic term to run out is Kenneth Cox's a year from next June. Perhaps Mr. Cox, a hard-line regulator uncongenial to Mr. Nixon's views, will wish to leave the FCC for a more promising future and thus give Mr. Nixon a vacancy to fill before the Cox term expires.

When Mr. Cox does leave, his sidekick, Nicholas Johnson, will be left with his spleen to himself. Mr. Johnson's term does not expire until 1973. Mr. Johnson may find the going lonely if he sticks around.

A perhaps more immediate effect on broadcast regulation may be had from changes in the Justice Department than in the FCC. It is the Justice antitrust division that has propelled the FCC toward the promulgation of rules that would break up multi-media ownerships within individual markets. It is inconceivable that Mr. Nixon would appoint an attorney general and deputies who would wish to rid newspapers of their broadcast ownerships or who would share the incumbent view that media combinations are bad simply if they are big. The vast majority of newspapers endorsed Mr. Nixon in his recent campaign, and big businesses have been both his clients and supporters.

This brings us to a 91st Congress that will be under the same control as the 90th. With the same committee chairmen running things and with some of broadcasting's worst enemies having inched upward in seniority by re-election. There the trouble will remain. It could be a volatile period.

"I don't suppose you'd be too interested in knowing that one of our commercials won an award for artistic excellence..."
The Sheraton-Humboldt is about as close as you'll ever get to cloud 9.

You arrive at this hotel in Venezuela by cable car. From the window of your suite, you are surprised to find yourself looking down at the clouds from 7,000 feet. Through them, you see colorful Caracas on one side and the Caribbean on the other.

The Sheraton-Humboldt is one of an international Sheraton chain of hotels and motor inns that can now serve you better because it is part of ITT.

Needs of a changing world

To help meet the challenges of competition and the changing travel patterns of both tourist and businessman, Sheraton plans call for a streamlined chain of facilities and a fast-moving international construction program. Plans are now being worked out for over 25 new hotels worldwide. In addition, the Sheraton chain has been carefully combed by teams of experts to upgrade existing facility and service standards.

Sheraton is also expanding its interests into the field of medicine. This new venture is the development of Continuing Medical Care Centers. These will provide a full range of medical services for patients requiring recuperation and restorative services between acute hospital care and their return to daily living.

Such a facility is to be built close to the University of Vermont Medical Center Hospital in Burlington. Rates will be substantially lower than the existing private and semi-private rates at local hospitals.

This unique development is but another example of how ITT can respond to changing needs in a changing world.

Back to the Sheraton-Humboldt

Even before you checked in at the Sheraton-Humboldt, other of our resources were probably helping make your trip a pleasant one.

The instrument landing system of Maiquetia International Airport near Caracas is an application of a system developed by us. In fact, without it and other of our developments, air travel as it is known today would be impossible.

The Avis car you may have rented at the airport is another example of how we serve you, worldwide. When we entered this field through Avis in 1965, Avis had a fleet of 25,000 cars and trucks. Today it has grown to 85,000. Competition helped accelerate this growth and the growth of the entire industry, which now has more companies in it than ever before.

The cablegram that told your family back home that you'd arrived safely was probably handled by our subsidiary, ITT World Communications.

Management expertise

We have gone into all these fields—and many more—successfully, because we have a strong management group with the expertise to operate economically and to exercise effective control of all our global operations.

Your trip to Venezuela shows what we are doing for the traveler. We are also active in educational training and data processing. We offer consumer loans and mutual funds. And through Levitt & Sons, we have become the world's largest international home and community builder.

ITT and you

In all these industries, our standards of performance generate growth and more efficient use of manpower and material. That means a better, more comfortable life for you and people all over the world. And at Sheraton hotels from Hawaii to Tel Aviv, from Montreal to Caracas, a more exotic life as well.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, New York 10022.
If you lived in San Francisco...

...you’d be sold on KRON-TV