Opinion is divided over effect of new CATV, pay-TV rules. p17
New UHF operates with minimal budget, live programming. p26
NAB asks more time to prepare one-to-customer rebuttal. p34
TV comes in for sharp criticism at violence hearings. p41
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... plus many pages of valuable data not available elsewhere... including CATV report... radio and television audience report... radio set sales... stations programming foreign language, Negro, country and western, and much, much more.
Beginning Jan. 1st. WSPA-TV will have offices and studios in downtown Greenville!

The Greenville-Spartanburg-Asheville television area is bursting at the seams with growth in population and payrolls. To better serve our viewers and advertisers in the 9th television market of the Southeast, WSPA-TV is opening offices and news studios on the ground floor of the new and modern Daniel Building — South Carolina's finest!
This leading television station not only captures much the highest share of audience, it is also the one station that delivers the entire market—Lancaster, Harrisburg, York, Lebanon, plus countless other cities and communities. This leadership is the result of bold pioneering, creative programming, 36% color penetration*.

*Based on Feb. March 1968 Nielsen estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.
Audio entry


Metromedia sources say that idea of operating as radio network news service began germinating as long as three years ago. Testing with feeds to owned-station cities has been under way over past years. Though its most dramatic try-out occurred last June when Metromedia news people, in California covering primary, fed voice reports to stations on Senator Robert Kennedy's assassination.

Warning sign?

It may come as chilling news to station traders that new FCC Commissioner H. Rex Lee voted last week with hard-line colleagues in station-transfer case. At issue was proposed acquisition by Fuqua Industries of WTVY (TV) Columbus, Ga., and WTVT (TV) Chattanooga, of both $20-million stock deal in which Fuqua is taking over Martin Theaters of Georgia Inc. Mr. Lee voted with Robert T. Bartley and Nicholas Johnson for hearing on transfer—reportedly on question of concentration of media control. With Kenneth Cox absent, vote ended in tie, as Rosel Hyde, Robert E. Lee and James J. Wadsworth voted for approval.

Fuqua application will come up again at next regular FCC meeting Jan. 8, when Mr. Cox, foe of concentrations, is expected to be present. J. B. Fuqua, chairman of company, personally owns WJBF (TV) Augusta, Ga., and company owns five radio and television stations in four states. Still awaiting FCC action are two other acquisitions by station groups: Avco's purchase of WRTV Wood River, Ill. (St. Louis) for $3 million and Bonneville International's purchase of KBSG-Avalon, Calif., and KBIG-FM Los Angeles for $1.7 million ("Closed Circuit," Dec. 16).

Soft sell works

Now that National Association of Broadcasters' TV code board has proposed again to accept personal-product advertising, Alberto-Culver and agency, N. W. Ayer, Chicago, are drawing up heavier campaign strategy for feminine hygiene deodorant spray, FDS. Spokesman for Alberto-Culver says ad budget for FDS will be "up very substantially" in first half of 1969, with over half going into TV.

Agency and client had doubts at first as to whether required low-key commercial could aid sale of product, but commercial testing convinced them. FDS is using spot exclusively in fourth quarter this year, and, at last report, commercials were running on some 60 stations. FDS plans to move into network TV after first of year, but, according to spokesman, will follow "typical Culver pattern of heavier spot.

Man to know

George Revercomb, Washington attorney and son of former West Virginia senator, is screening officer for FCC patronage jobs for incoming Republican administration. Mr. Revercomb, for about four years legal assistant to former FCC Chairman Fred W. Ford, is concerned primarily with six top staff jobs that pay maximum of $28,000 annually under present schedules but would go up next year.

Incumbents in jobs in "grey book" list of patronage posts are FCC Executive Director Max D. Paglin, General Counsel Henry Geller, Chief Engineer William H. Watkins, Broadcast Bureau Chief George S. Smith, Safety & Special Services Chief James E. Barr and Common Carrier Bureau Chief Bernard Strassburg, Messrs. Watkins, Smith and Barr are Republicans; others Democrats.

Rigged quiz?

Hint that staff of President's Commission on Causes and Prevention of Violence approached last week's hearings on media influence with not entirely objective view came in one broadcast witness's pre-testimony conference. Witness has submitted advanced draft of statement—which he found violence-commission staffers had edited. Among insertions was one referring to basic motive of media owners to "maximize profits," which witness had never thought of saying. Staffers explained they were only trying to shorten his statement and made no effort to persuade him to use words they had tried to slip into his mouth. It may have been coincidence that maximization of profits was harped on repeatedly in later testimony of FCC Commissioner Nicholas Johnson (see page 41).

No sour notes

Radio stations don't appear to be quibbling much with recommendation of All-Industry Radio Music License Committee that they agree to new, higher rates for use of music licensed by Broadcast Music Inc. BMI sources report "unusually fast" rate of return of signed agreements. New contracts were distributed to stations first week of December; by middle of last week BMI indicated it had got back signed pacts from more than half of its 5,900 AM and FM licensees, including those of most of bigger group operators. Old contract expires Dec. 31; new one goes into effect New Year's day (Broadcasting, Dec. 2, 9).

No vacancy

Paul Rand Dixon will stay with Federal Trade Commission for remaining six years of his seven-year term as commissioner, even if President-elect Nixon replaces him as chairman. Chairman Dixon, Democrat, indicated earlier he would have been disappointed had Hubert Humphrey won and chosen new chairman. But he feels Mr. Nixon has right to choose Republican chairman. Mr. Dixon originally was appointed to FTC as chairman by President Kennedy in 1961 after serving as chief counsel of Kefauver antitrust committee of Senate. He began his second term as commissioner this year and was retained as chairman by President Johnson.

Overkill

Several larger entities in cable television have let it be known they don't like mandatory program-origination provision in FCC's proposed CATV rule-making. Apparently what bothers them most is fear imposition of multiple-ownership regulations (including one-to-one customer) as consequence of requirement.

One serious effect of "leak" on FCC's cable proposal fortnight ago was report from several manufacturers of cancellation of orders for cable equipment. These followed virtual panic in wake of leak, but this abated considerably after documents were released and substance was digested.
social security in america

an exciting new 15-minute public service television series in COLOR

FOR PEOPLE WHO LIKE PEOPLE

Full of the sights and sounds of America. Stories of the people who make up our American way of life and the role social security plays in their lives.

- **From the East** . . . New York City and an artist's concept of social security.
- **To the West** . . . Majestic Monument Valley, Arizona, and a story of the Navajos.
- **From the North** . . . Canton, Ohio, the Football Hall of Fame, Red Grange, the famed "Galloping Ghost."
- **To the South** . . . The Ozarks, for the National Festival of Craftsmen . . . do-it-yourself crafts, Ozark style.

39 shows are now available from your social security office. More are on the way.

Visiting with social security beneficiaries in cities and towns throughout America to hear their unusual stories . . .

Stories about people like: Fred Kay, a Navajo Indian medicine man; Darius Milhaud, composer, and the Aspen Music School; Debbie Molitor, a Miss America contestant; Sharkey Bonano, New Orleans jazz trumpeter; Andrew Ratoucheff, noted midget actor; Terry Brazil, Soap Box Derby champion; and many more.

Produced by the Social Security Administration

This advertisement courtesy of Broadcasting Publications, Inc., in the interest of public service.
Wide divisions of opinion, much of it heated, develops in aftermath of FCC actions proposing radical changes in CATV regulation and adopting rules for pay TV; action promised in commission, Congress, courts. See ...  

Nothing settled on CATV, pay TV ... 17

New York City grants program-origination permission to three CATV firms, but bans commercials, "entertainment" movies and extra subscription fee, which seems certain to generate heated clashes. See ...

NY cables get origination OK ... 24

KKOG-TV Ventura, Calif., goes on the air with rate card posted in front window, air time filled with total live programing, staff with little or no programing experience, in market that is television glutted. See ...

Local, live and uphill ... 26

Almost 90% of 70 TV stations represented by Blair Television will restructure their rates for nonprime, 30-second spots at 50% of their minute rates; "steady swing" to 30's cited as reason for move. See ...

Blair stations lower prices ... 30

Final deadline approaches on filing reply comments in FCC's one-to-a-customer rulemaking, but National Association of Broadcasters has yet to line up research group to provide information for major industry rebuttal. See ...

NAB in time bind on 1-to-customer ... 34

FCC's Broadcast Bureau recommends denial of McLendon Corp.'s application to acquire city-owned WCAM Camden, N. J., alleging McLendon would identify with Philadelphia rather than its proposed city of license. See ...

McLendon WCAM bid in jeopardy ... 36

ABC urges FCC to reject calls for breakup of its affiliation arrangement with KETV(TV) Tijuana, Mexico; says move to San Diego UHF, KCST(TV), would cause it to lose $1 million or more in revenues. See ...

ABC resists shift to San Diego U ... 37

Competition crops up in ETV interconnection service as Microwave Communications offers reduced-rate hookups for noncommercial radio-TV educational stations that are said to be lower than AT&T's. See ...

ETV's get new rate offer ... 38

FCC Commissioner Nicholas Johnson takes leaf from popular TV show and "socks it to" broadcasters in slashing attack on TV networks before President's Commission on the Cause and Prevention of Violence. See ...

Nick Johnson blasts broadcasters ... 41

Intelsat III-A wings over South Atlantic in successful launching of first of four satellites providing 1,200 two-way voice circuits or four TV channels; others will be launched over Pacific and Indian Oceans by July. See ...

Fifth global TV bird launched ... 50

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Broadcasting

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One-of-a-kind antenna system takes unique skills

You couldn't ask for a more complex TV antenna system than this one-of-a-kind installation—with five RCA antennas on-air from twin masts on John Hancock Center in Chicago next fall. Only the Empire State antenna system by RCA paralleled it in technological involvement.

The John Hancock Center has: Two UHF Polygons, A VHF Zee Panel, A VHF Superturnstile, A VHF Butterfly. Each one is designed to handle maximum authorized ERP. All five can radiate maximum power with minimum inter-reaction. And that's not all: There are provisions in the system for future expansion to a total of 10 antennas!

Did you know that almost all multiple antenna installations in the business were RCA-engineered—planned—tested—built—and installed? And that the basic principles of multiple array antenna operation were first evolved at RCA's Gibbsboro Center—world's best equipped and most advanced Antenna Engineering facility. Or that Gibbsboro maintains the industry's largest and most complete computerized store of reference data. RCA's experience and intelligence are readily adaptable to solutions of every kind of antenna problem.

Your antenna is your bridge to business. Call your RCA Broadcast Representative when you begin to think about that installation. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.
Rough day for networks
Television network executives were raked with critical questions at appearances Friday (Dec. 20) before Presidential Commission on Causes and Prevention of Violence.

Most caustic of members was Representative Hale Boggs (D-La.) who particularly laced into Leonard H. Goldenson, president of ABC, and Dr. Frank Stanton, president of CBS. Congressman Boggs was chairman of Democratic platform committee at August party convention.

At one point during all-day session, which followed two days of preliminaries (see page 41), and after Mr. Goldenson had told about conferences with writers, producers and others to tone down violence after assassinations of Dr. Martin Luther King and Senator Robert F. Kennedy, Representative Boggs snapped:

"Your reply is totally inadequate, inaccurate and, according to critics, untrue. Evidence shows no change at all in violence on the network."

Representative Boggs bore into Dr. Stanton during later question-and-answer session on question whether networks and related industry groups are moving with "all deliberate speed" to reach conclusions and complete studies regarding causal relationship between TV violence and violent behavior.

Representative Boggs indicated they were not, saying "How long, Mr. chairman, how long," must broadcasters continue to study this problem in what he termed off-and-on fashion since 1954.

"How can you say television is so effective in advertising and yet [say] it doesn't have an impact on violence?" congressman asked.

Dr. Stanton replied, somewhat heatedly: "If you can tell me how the study is to be made, tell me. We don't yet have the methodology with which to make such a study."

Dr. Stanton later conceded that commission's inquiry would probably serve to resurrect activity of Joint Committee for Research on Television and Children established by broadcast industry in 1963 to study violence problem.

Representative Boggs further scorned what he called "the Saturday morning theme of children's cartoon shows" that permit "the good guy to do anything in the name of justice." And he indicted CBS for featuring sadism in its prime-time programming ("Wild, Wild West" was subsequently identified as one example). Congressman did "commend" CBS, by attributing to network 25% decline in violence programing in prime time, over program offerings of other two networks.

Dr. Stanton made one thing particularly clear at the onset of his appearance: he said he was willing to talk about and discuss entertainment programs and news programs and procedures, but, he said, he refused to discuss news judgment. "We consider," he said, "and we hope that you will agree, that the question of news judgment... is constitutionally protected from government surveillance or regulation."

Richard Salant, CBS News president, said he agreed that presence of TV camera has impact but so does, he noted, presence of reporters. He cited 1963 directive to CBS newsmen, repeated in subsequent years, that when camera presence "aggravates" or continues disorder, cameramen should "cap it" and get out.

Both Dr. Stanton and Mr. Goldenson stated networks were willing to help underwrite cost of professional, unbiased research on impact of TV on children or adults or both.

Violence quotient of TV programs, result of violence commission staff surveys, was presented during network presidents' appearances Friday.

Philip Tone, Chicago lawyer who is special counsel for mass-media inquiry, said staff survey shows little difference on violence in fall of 1967 and fall this year.

Violent encounters decreased from 8.5 per hour to 6.3 per hour. Mr. Tone said. Over one-year period, he continued, violent encounters in children's programs increased from 15.6 to 17.3 per hour.

First two network executives drew most of commission's lightning, leaving panel almost good natured and, at times, even complimentary to NBC President Julian Goodman, who appeared jointly with Reuven Frank, president, NBC News, and Don Durgin, president of NBC-TV.

In statement, Mr. Goodman reviewed steps by network in defining standards of violence in entertainment programing, but said news coverage "presents completely different considerations."

He said network's news coverage, including of Chicago Democratic convention, "has been done with objectivity and restraint, with careful adherence to standards of professional journalism."

There are those who disagree about Chicago coverage, he noted, adding that often "the medium is blamed for the message."

His assertion that investigations into "reporter's work product"—including material not used on air—has "given us uneasy feeling that there has been an infringement of basic rights" prompted most critical exchange in later questioning.

Mrs. Patricia Harris, Howard University law professor, insisted that society, through government bodies, might have valid need to examine "work product," including outtakes in cases of fraud or staging, even where law was not presumed violated. Mr. Goodman held to contrary position. He said, however, that he had no objection to any investigation of matter that had been actually broadcast. He said that comparing aired vs. unaired material comes down to one person judging another.

Mr. Goodman noted that NBC was revising Saturday morning cartoon schedules next month, replacing two cartoon programs with animal-life program and children's game show.

Nothing faked, Stanton says
Charges at violence commission hearing that CBS-TV staged two incidents during Chicago disorders last August during Democratic National Convention (see page 41) were denied Friday (Dec. 20).

CBS Inc. President Frank Stanton denied network had faked pictures, adding: "We think it's one of the most serious charges that has ever been made about our network."

Richard Salant, president of CBS News said in formal statement in New York earlier: "CBS has been investigating these allegations since they were brought to our attention some time ago. We have found no evidence to substantiate them. Nor were any such incidents broadcast by CBS."

Court returns case to FCC
Federal court, in two-to-one vote, told FCC Friday (Dec. 20) that it should have considered charges made by applicant for UHF facility in Philadelphia and remanded case to commission for further action.

Complex case dates back to 1966 when Bernard Rappaport, permittee of WORT-TV (ch. 32) Philadelphia, asked for a third extension of construction permit and for approval of assignment of permit to Seven Arts Broadcasting Corp. (owned by Warner Bros.-Seven
Extension and transfer were opposed by MG-TV Broadcasting Co., Philadelphia group which also applied for facility; by WJTV-Linden- Newark, N. J., and WB1-F Philadelphia. (Sale of WB1 to Taft Broadcasting Co. is pending FCC approval.)

FCC granted extension and sale to WB-7A last year (for $14,203 out of pocket expenses), and dismissed complaints, returning MG-TV application as unacceptable. MG-TV appealed.

By majority of U. S. Court of Appeals for District of Columbia, written by Chief Judge David L. Bazelon, said question is whether FCC committed legal error or abused its discretion in granting extensions and assignment.

In comment, Judge Bazelon said that commission failed to explain implication for public interest. He said that FCC's lenient attitude toward UHF extensions and sales of permits may "encourage" trafficking.

MG-TV has raised substantial questions that should "at least" be given reasoned answer, he said.

Associate Judge Spottswood Robinson III joined Judge Bazelon in majority. Associate Judge Harold Lefavent dissented, stating that public interest questions had been considered by FCC and resolved. Commission's decision stands on its merits, he added, and record contains satisfactory explanation for delays in construction, and that furthermore commission policies on UHF transfers are supported.

Record gross for ABC-TV

Jim Duffy, ABC-TV vice president, reported Friday (Dec. 20) that ABC-TV will reach record gross income of $400 million for 1968.

He said that in five weeks from Nov. 8 to Dec. 13, ABC-TV sales averaged slightly over $10 million per week. Of that more than $50 million, over $32 million is for prime time; almost $16 million is for Monday-Friday daytime, and more than $2.9 million is in sports.

Among major advertisers making new buys cited by Mr. Duffy were: Colgate-Palmolive $5.2 million and Kraft $1.2 million in daytime; Plough $3 million, DuPont $1.1 million, Warner-Lambert $2.5 million, American Tobacco $1.2 million and Lever Bros. $2.5 million, all in prime time.

Hills swings over to DDB

Hills Brothers Coffee Inc., and Foote, Cone & Belding, both San Francisco, will terminate their relationship effective March 15. Los Angeles office of Doyle Dane Bernbach will get account, which bills between $4 million and $5 million.

**Week's Headliners**

Mr. Erlick  Mr. O'Sullivan  Mr. Smith  Mr. Mayo

Mr. deWaal  Mr. Porteous  Mr. Sears  Mr. McGredy

Everett H. Erlick, VP, general counsel and member of board, ABC Inc., elected group VP, assume additional responsibilities for corporate relations, government relations and ABC's Washington office. He continues as general counsel for corporation, retaining responsibility for legal affairs and labor relations. Mr. Erlick was VP in Young & Rubicam's radio-TV department before joining ABC in 1961 as VP and general counsel. James Hagerty, VP, corporate relations, and Alfred Beckman, VP, ABC's Washington office, will report to Mr. Erlick, as will all corporate legal affairs and labor relations departments.

Kevin O'Sullivan, VP and general sales manager of ABC Films Inc. since March 1967, appointed VP and general manager. He replaces Hal Golden, who resigned to form his own TV film production-distribution organization (Broadcasting, Dec. 16). Mr. O'Sullivan earlier had been director of program services for Harrington, Righter & Parsons. Otis L. Smith, eastern division manager of ABC Films since 1965, appointed national sales manager.

Robert C. Mayo, executive assistant to president of CBS Television Services Division, named VP in charge of marketing services of Broadcast Electronic Video Recording system (BEVR), component of CBS/Comico Group (see page 49).

John A. deWaal, VP-Detroit sales, CBS-TV, named VP, general sales, Chicago, for network. He succeeds Roy Porteous, who retires next month. Richard G. Sears, account executive, New York sales department of CBS-TV, succeeds. Mr. deWaal as VP-Detroit sales. Both appointments are effective January. Mr. deWaal started with CBS in March 1955 on sales staff of WBEM Chicago, and transferred to network sales a year later, to New York in 1963 and as VP to Detroit in 1966. Mr. Sears joined CBS-TV in New York in 1963. Mr. Porteous became VP, central sales in July 1962.


For other personnel changes of the week see "Fates & Fortunes."
Why WDIO-TV, Duluth/Superior, ABC-TV Affiliate, has bought a total of 592 "Films of the 50's and 60's" (316 in color) including

VOLUMES 1A, 2A, 7, STARLITE 1 and 2

"From station sign-on 2½ years ago, WDIO-TV has set the standard for movies on television in this market. Much of our commercial success has been based upon the Warner Bros. Seven Arts features in Volumes 2, 3, 4, 5, 9 and 10. And now, to further build our quality feature film library we have recently purchased Volumes 1A, 2A, 7 & Starlite 1 and 2 for our upcoming schedule of

13 WEEKLY LOCAL MOVIES

The Early Movie (Mon.-Fri.) .......... 4:00 PM
Big Ten Movie (Sun.-Sat.) .......... 10:30 PM
Hollywood Showcase (Sun.) .......... 4:00 PM"

Represented by Avery-Knodel, Inc.

WARNER BROS.-SEVEN ARTS
NEW YORK • CHICAGO • DALLAS • LOS ANGELES
TORONTO • LONDON • PARIS • ROME • BARCELONA
LISBON • SYDNEY • TOKYO • MEXICO CITY • NASSAU
A calendar of important meetings and events in the field of communications

December

Dec. 24—Final day for all broadcast stations on file with FCC's Critical Broadcastings Report for 1968. Previous deadline was Dec. 10.

Dec. 30—Deadline for comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application.

January 1969

Jan. 3—Deadline for comments on FCC's proposed rulemaking that would permit all CATV systems in a particular community to carry the distant signal of a TV station beyond that community's grade B contours. If one CATV in the area has already been authorized to carry that signal.


Jan. 10—Deadline for entries for 29th annual George Foster Peabody awards. Submissions should be made to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens.


Jan. 11-12—Seventeenth annual Retail Advertising Conference. Agenda includes panel sessions on radio, television and print advertising. Knickerbocker hotel, Chicago.

Jan. 13—Deadline for reply comments on FCC's proposed rulemaking that would permit all CATV systems in a particular community to carry the distant signal of a TV station beyond that community's grade B contours. If one CATV in the area has already been authorized to carry that signal.


Jan. 15—Annual winter meeting National Association of Broadcasters board of directors. Americana hotel, San Juan, P. R.

Jan. 16—American Research Bureau seminar for TV stations on use of ARB reports. Detroit.


Jan. 17—Deadline for reply comments on FCC's proposed rulemaking that would require common carriers filing microwave applications for CATV service to notify the affected TV stations on or before the date of application. Rule would also require CATV system to file all necessary requests for distant-signal carriage or other special relief on or before date of microwave application.


Jan. 19-22—Research seminar, Association of National Advertisers, Sterling Forest Conference Center, Tuxedo, N. Y.

Jan. 21—American Research Bureau seminar for TV stations on use of ARB reports. Atlanta.


Jan. 21—American Research Bureau seminar for TV stations on use of ARB reports. Detroit.


Jan. 27-30—Twenty-sixth National Religious Broadcasters annual convention. Speakers include E. C. Manning, premier of Alberta, Edmonton, Canada; Dr. Stephen Olford, Calvary Baptist Church, New York; Bishop Goodwin of Hudson, Church of England, London; Dr. Eugene R. Bertemans, president of National Religious Broadcasters; Rosell H. Hyde, FCC chairman; Vincent T. Wasilewski, president of National Association of Broadcasters, and Dr. John V. Charyk, president of Comsat. President-elect Nixon has been invited to make an appearance. Mayflower hotel, Washington.

Jan. 28—Deadline for filing reply comments on FCC'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.

Jan. 31—Deadline for receipt of entries in seventh annual Station Award for community service programming, The National Academy of Television Arts and Sciences.

February 1969

Feb. 3—New deadline for comments on FCC's proposed rulemaking, on future use of 806-860 mc band, in which commission proposed to allocate space to common-carrier and land-mobile services. Previous deadline was Dec. 2.

Feb. 3—New deadline for comments on FCC's proposed rulemaking that would reallocate channels 14 through 50 to land-mobile services in the top 25 urban areas. Previous deadline was Dec. 2.


Feb. 5—Legislative session of Texas CATV Association. Sheraton Crest hotel, Austin, Tex.

Feb. 5-7—Annual winter convention of South Carolina Broadcasters Association. Wade Hampton hotel, Columbia.

Feb. 9—Meetings, board of directors, American Women in Radio and Television. Las Vegas.


Feb. 8—First annual convention, Georgia Cable Television Association. Demsey hotel, Macon.

Feb. 10—New deadline for comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Dec. 9.


March 1969

March 10—New deadline for reply comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Jan. 9.

March 11—Spring meeting of New York State Association of Broadcasters. Thruway motor inn, Albany.


March 16-19—Western meeting of Association of National Advertisers. Hotel Del Coronado, San Diego.

March 19-20—Western meeting of Association of National Advertisers. Hotel Del Coronado, San Diego, Calif.

March 20—Convention of Catholic Broadcasters Association of America. Annual Gabriel Awards will be made. Gateway hotel, St. Louis.


March 23-26—Annual convention, National Association of Broadcasters. Shoreham and
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.

Regular model (pictured) is priced at $825. Stereophonic model priced at $1650. Both guaranteed unconditionally.

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

PROFESSIONAL PRODUCTS

CBS LABORATORIES
Stamford, Connecticut 06905
A Division of Columbia Broadcasting System, Inc.
A glaring ego that blinds

EDITOR: Obviously network newscasters have a great deal to be concerned about ("Winter of crisis for television news," BROADCASTING, Dec. 9) . . . perhaps not as much from the coercive forces of government as from a glaring ego that blinks them to their frailty.

In the course of a single news event, the Democratic convention, they bugged a committee room, staged violence, faked injuries, failed to show provocation that led to conflict.

These same people grandly pontificate about the credibility gap and then create their own with the sacrifice of objectivity for personal expression.

David Brinkley's evaluation of his performance in Chicago—"I wouldn't change a shot . . . not a word"—confirms verbally the inflated ego that seems to be the curse of the network newscaster.

Here is a bromide their fathers probably taught them, and they might ponder: "The man who knows it all . . . has a lot to learn."—Charles E. Fellers, local sales manager, kwkh Shreveport, La.

Mutual story

EDITOR: Under the heading "Four-network plan hit again by MBS" on page 45 of the Dec. 16 issue, you say:

"Mutual's Detroit manager, Joseph J. Hildebrand, said in a sworn affidavit that dealings between General Motors Corp. and ABC were always on a three-network basis and that the network did not submit individual network prices for consideration."

If you examine the affidavit, you will see that I said expressly (without mentioning General Motors or any other advertiser):

"I have been informed by agency executives that in virtually every case ABC's sales presentation was for all three AM networks at a single specified or negotiated discounted price. This was the real offer, the offer that the agency was asked to consider and did consider. While ABC, for its own purposes or for window dressing did often specify separate prices for the individual networks, this was the same illusion. Neither ABC nor the advertiser was normally 'dealing' for only one or two networks."

Both knew that they were 'talking' all three networks and at a discounted price."

I did refer to a General Motors corporate buy of the ABC AM networks and speculated, based upon my conversation with an involved executive as reported in the affidavit, that, in this one instance, ABC did not submit individual network price breakdowns.—Joseph J. Hildebrand, Detroit manager, MBS.

It was a very quiet birthday


Something appeared to be wrong. On closer inspection, the minute detail that first caught my eye became more apparent. The datelines on the covers at the top were different. On the Oct. 7 issue you were in your 37th year. On the Oct. 14 issue you were in your 38th.

Have you had an anniversary which I, alas, have overlooked, or is there some confusion as to your true age? Since it was easier to turn around and write this letter than to look for my glasses to go through the book, please advise which.—George Gray, vice-president, Avco Broadcasting Corp., Washington.

(An anniversary occurred, with no mention that Mr. Gray would have found inside the magazine even if he had located his glasses. BROADCASTING's first issue was published Oct. 15, 1931.)

KEWI corrects story

EDITOR: The reporter who wrote your story concerning the labor matters of KEWI Topeka, Kan. (BROADCASTING, Dec. 9), obviously did not read the National Labor Relations Board trial examiner's order very well. The thrust of the decision was that KEWI recognized the union which consisted of four members out of nine broadcast employees. These four had been discharged. The order stipulated that we would have to offer reinstatement of one of these, but upheld the dismissal of the other three.—Robert F. Russell, vice president/manager, KEWI Topeka, Kan.

(Three words were omitted from the KEWI story where reference was made to the NLRB examiner agreeing to dismiss "unfair labor practice charges against three disk jockeys.")
The effective use of a concert program

One week ago on Monday, Dec. 16, at approximately 8 p.m., listeners tuned to stations KFAC-AM-FM Los Angeles, and KSB Santa Barbara, Calif., heard the familiar words: "Good evening, friends, and welcome to your gas companies' two-hour Evening Concert." These words, accompanying the opening theme from Tchaikovsky's First Piano Concerto, marked the beginning of another broadcast which has become a traditional favorite of classical-music fans in Southern California. The words also marked the beginning of the 25th anniversary program for Thomas Cassidy, the announcer-producer of Evening Concert.

Southern California and Southern Counties Gas Co.'s, which together serve natural gas to more than three-million customers in 12 counties in Southern California, sponsored the first broadcast of Evening Concert on station KFAC on Oct. 1, 1940. Since that time we have continued to sponsor the program which is heard six nights a week, Monday through Saturday, from 8 to 10 p.m.

Our sponsorship of Evening Concert has been sustained because this program has been an effective, prestige advertising vehicle for us. At first glance, it might appear that a public utility does not have to be too concerned about advertising. A further glance, however, shows that, in our service area at least, competition is keen. We have two large and aggressive electric utilities competing with us for a major share of the energy market here—Southern California Edison Co. and the Los Angeles Department of Water and Power.

The traditional roles of natural gas for cooking, space heating and water heating, and electricity for lighting and small appliances have changed dramatically in recent years. The electric utilities are attempting to balance their peak summer loads from the operation of air conditioners by promoting the use of electricity for space heating, water heating, cooking and clothes drying. At the same time we are attempting to balance our peak winter loads, when gas is used for space heating, with the promotion of gas air conditioning during the summer months.

In addition to our sales advertising, during the last four years we have mounted a modest corporate-image advertising effort. Surveys have shown that our customers like the service they receive from the gas company. We believe that our high level of service is due in a large part to the fact that our companies are investor-owned. Surveys of our customers' attitudes showed that many of them did not realize that our companies are investor-owned. After analyzing the results of these surveys, we decided to direct a part of our advertising efforts towards showing the benefits accruing to the customer from investor ownership. Thus, our advertising in all media has two major objectives: the promotion of the use of gas appliances and promotion of the benefits of investor ownership.

Radio, and the Evening Concert program in particular, has given us results. Cards and letters to the station, to Mr. Cassidy, and to the gas companies show that we have listeners and that they appreciate our sponsorship of this program. Many customers send in their comments when they forward payment of their gas bills. We also receive in-person comments on the program at our offices throughout the Southland.

Two of the ingredients accounting for the popularity of the program, and thus for its success, are its content and the personality of its host, Thomas Cassidy. Perhaps we are talking about the same thing, because Mr. Cassidy selects all of the music heard on the program. Much of his time is spent listening to new recorded releases of classical works and timing them to fit into the two-hour program segments. The audience is able to hear these new releases at the same time they appear on the market. Because of the large library of recorded works at KFAC, Mr. Cassidy is able to keep four-month intervals between repetitions of the same work. He disavows having any particular formula for selecting the compositions and arrangements to be included in any particular broadcast. Mr. Cassidy says that he just takes all the basic ingredients and arranges them to make a pleasant musical experience for his listeners. We do not dictate what music he will play. He is the musical expert for this program. Given this freedom, he attempts to give every composition a fair hearing on the air. If listeners request a repeat performance, it is usually given, but only after the four-month interval.

Mr. Cassidy trained as a concert baritone and studied dramatics. He entered the broadcasting profession in 1943, working for an NBC-affiliated station in Boise, Idaho. Seven months later, while awaiting reassignment in Los Angeles, he auditioned and was selected for the position as announcer-producer of Evening Concert. In addition to this program, he now handles two other daily broadcasts on KFAC.

The success of Evening Concert over its 25-year history has been most gratifying for us at the gas companies. During the past 25 years it has been a pleasure to work with a professional of Mr. Cassidy's caliber. We salute him on this occasion of his silver anniversary as announcer-producer of Evening Concert.

Stephen H. Baer is manager of public and employee information, Pacific Lighting Service and Supply Co., Los Angeles. He is responsible for public and employee information and publications and also corporate advertising for the three utility companies of the Pacific Lighting System, which includes Southern California Gas Co., Southern Counties Gas Co., and Pacific Lighting Service and Supply Co. Mr. Baer worked in newspaper and publicity jobs before joining the Pacific system in 1934.
Jefferson Standard Broadcasting Company now offers you the Richmond, Virginia, Market*!

On November 28, 1968, Jefferson Standard Broadcasting Company of Virginia began operation of WWBT, channel 12, in Richmond, formerly WRVA-TV. A new and creative force has been established in central Virginia television.

Immediate Plans forecast investments in technical and programming improvements in excess of one million dollars. Building on a great tradition, Jefferson Standard Broadcasting Company of Virginia promises increased coverage and a growing audience in central Virginia for advertisers.

In keeping with the long-standing corporate policy of Jefferson Standard Broadcasting Company, WWBT will undertake a major role in news, editorials and public affairs, expanding public information programming in 1969.

Now is the time to review your media plans for Richmond and Central Virginia. A vital new media force is at work there.

*RICHMOND SMSA
Population: 514,600
Retail Sales: $834,791,000
Effective Buying Income: $1,430,936,000

RICHMOND TV MARKET
(ADI plus Effective)
Population: 1,206,600
Retail Sales: $1,718,762,000
Effective Buying Income: $2,732,952,000

Copy-right 1968, Sales Management Survey Of Buying Power; further reproduction is forbidden.
Nothing settled yet on CATV, pay TV

After FCC moves, old antagonisms surface again; action promised in commission, Congress, courts

Wide divisions of opinion, much of it heated, were developing last week in the aftermath of FCC actions proposing radical changes in CATV regulation and adopting rules for a new broadcast service, subscription TV.

Among broadcasters and CATV interests there was sharp disagreement over the probable effect of the commission's proposed CATV rules. At one extreme were those who argued that the rules would wreck cable television. At the other were those who said they would wreck the broadcasting system.

Fred Ford, president of the National Cable Television Association, was speaking for one element when he said the FCC rules would "freeze CATV cold." Lester Lindow, executive director of the Association of Maximum Service Telecasters, represented another when he said that nothing less than the fate of free broadcast service was at stake.

But while those dire predictions were being stated, actions in the cable-trading market indicated that not everyone believed that the FCC had written the new book of doom. CBS announced its intention to expand its CATV holdings, and American Television and Communications Corp. signed to purchase the Meredith-Avco group of cable systems for $14 million (see page 18 and this page). And in a presentation to New York security dealers, a major CATV manufacturer and operator, Vikoa Inc., said it faced the future with optimism (see page 22).

So far as the commission's other major action is concerned, advocates of the pay-TV service, principally manufacturers of pay-TV systems, are delighted. They see the commission's order opening a new era of program service for the public—and providing a new source of revenue for themselves; the sharp restrictions imposed by the commission as a means of protecting free television seem, at this point, hardly an annoyance.

But one clan of businessmen who have opposed pay television since it was first proposed to the commission 17 years ago—the nation's theater owners—are taking a 'we-have-just-begun-to-fight' stance. Court action is promised, and a rising on Capitol Hill by congressmen long opposed to the establishment of a pay-television service is predicted.

As for the commission itself, it is wearing a self-satisfied smile. Chairman Rosel H. Hyde is admittedly pleased that he was able to muster substantial majorities on each of the controversial questions; the commission voted 6-to-1 to issue the proposed CATV rules and 5-to-1 to establish the limited pay-TV service. (Those votes, Mr. Hyde told a news conference at which he announced both actions on Dec. 13, "are the big news."

Furthermore, the commission feels that, whatever their defects, the proposed CATV rules come to grips with the whole spectrum of problems connected with cable development. The proposal to require CATV systems within 35 miles of the main post office in any of the top-100 markets to obtain retransmission permission from the distant station whose signals it wants to import is getting the most attention. But it is only one piece in the package.

There is also speculation that the FCC is hoping that the Congress will write a new copyright law to do, in principle, what the FCC's proposed retransmission rule would achieve. If that hope were realized, the commission could drop that element from its rulemaking.

In other parts of its CATV proceeding the FCC is proposing also to require, not merely to permit, all but the smallest CATV systems to originate programming, as a means of providing the

Meredith-Avco cables May go for $14 million

Agreement in principle for the purchase of Meredith-Avco Inc. by American Television and Communications Corp., Denver, for a cash price of $14 million was announced last week.

Meredith-Avco, which is owned jointly by multiple broadcasters Meredith Corp. and Avco Corp., operates eight CATV systems serving approximately 24,000 subscribers in five southeastern states. It also has a 50% interest in TV Cable Inc., operating two systems in Florida with about 20,000 subscribers.

ATC, formed a year ago, owns 36 CATV systems with approximately 70,000 subscribers. Last fall it registered with the Securities and Exchange Commission to sell 333,333 shares to the public—with another 149,076 shares being sold to the public by 24 stockholders (Broadcasting, Sept. 30).

Frank Fogarty, president of Meredith-Avco and president of Meredith Broadcasting, said last week that the sale "seems to be a good transaction for both parties." He added that the deal was unrelated to either the report of the President's Task Force on Communications Policy or the FCC's action proposing new regulations for CATV (Broadcasting, Dec. 16). He also noted that the move does not preclude Meredith from making other investments in the CATV field.

That both partners in Meredith-Avco will realize a profit from the sale was evident by an Avco Corp. proxy statement to stockholders last week. Avco said that it expects to dispose of its interest in Meredith-Avco "for an amount in excess of its present investment in this company."
CBS moves toward two big cable acquisitions

CBS, which in its annual report earlier this year had indicated it considered CATV "a venture area of major importance to the company," last week announced what appeared to be a start-up of a major venture into cable television.

The cable-system acquisition moves are being made under the aegis of the CBS/Comtec group. Its president, Felix A. Kalinski, disclosed discussions were under way between CBS and Homer Bergren, president and shareholder of Tele-Vue Systems Inc. on terms and conditions under which CBS probably would offer shares of common stock in exchange for Tele-Vue shares. No specific offer will be made until a registration statement covering the exchange is filed with the Securities and Exchange Commission.

Mr. Kalinski also announced that CBS and Ted Chanock Sr., president and a shareholder of Clear View Cable Systems Inc. and of Marin Cable Television Inc., have reached a tentative agreement, terms of which call for an exchange of shares of CBS common valued at $2.9 million for all of the outstanding shares of Clear View and Marin.

While no comparable information was given on the Tele-Vue negotiation, there appears to be no question but that Tele-Vue would be the larger transaction of the two. Tele-Vue's systems have some 55,000 subscribers, while the other, Clear View/Marin, has about 7,000 subscribers. All of the systems are located in the far West; Tele-Vue and its subsidiaries operate systems in California and Washington, while Clear View/Marin's are in Marin county in California.

CBS's CATV holdings to date amount to an interest in several cable operations, most under Canadian management and located in Canada (Vancouver, Victoria, Toronto, Montreal and Quebec City areas), and one in the U.S. In August 1967, CBS exercised an option to acquire a minority (49%) interest in Television Signal Corp., operating in San Francisco.

also, for legislation making CATV subject to copyright laws that Congress considered but did not enact this year.

As the commission envisages the proposed rule making, a CATV system would in most cases be unable to obtain retransmission permission from the originating station, since that station in few cases would own the copyright. The system would have to deal with the copyright owner, who would probably give permission—on payment of a fee. The system, then, would be dealing for programming in the marketplace, as broadcasters do.

It is this provision of the proposed rules that the NCTA's Mr. Ford sees as an effort to "freeze CATV cold." He said it would be almost impossible for CATV systems to get permission from copyright owners to retransmit programs since, in most cases, the copyright owners would already have signed long-term exclusive contracts with stations in the systems' markets for the programs they want. He also said the proposal would effectively "nullify" the Supreme Court decision declaring CATV systems free of copyright liability.

Mr. Ford, a former member and chairman of the FCC, said the commission is using its power to see to it that the broadcasting industry is not inconvenienced in any way by CATV, from this point on, through any expansion.

He is unimpressed by the commission's expressed intention to permit, during the pendency of the rulemaking, the importation of distant signals into the top-100 markets outside the 35-mile zone. (The rules now bar the importation of such signals into the grade A contour of any major-market station.) He said there is little room for growth outside of the heart of the major markets. According to NCTA figures, 273 systems are importing distant signals into the grade A area of stations in the top-100 markets. Only a handful are believed to be inside the 35-mile zone. (One leading CATV attorney indicated another aspect of the problem of obtaining retransmission permission among his clients. Asked about programs not yet committed to stations in a CATV systems' market, he said: "In the major markets, to get the copyright owners' permission, you have to outbid the local stations—and that takes money.")

Robert Beisswenger, chairman of NCTA and president of Jerrold Corp., a major manufacturer of CATV equipment and a multiple CATV-system owner, said the notice of proposed rulemaking was "a violently written, unbelievable document that has enraged the CATV industry into the "soldest, deepest possible freeze that could be made." He characterized the rules as
"poison for this industry".

However, one of his specific complaints about the proposed rules runs counter to expressed views of many in his industry. Although he feels CATV systems have a "right to originate" programing, they should not be required to do so, he said, since he sees CATV systems as primarily a reception service. He indicated that the need to seek out advertisers to finance origination would be a burden on cable systems.

As Vikoa indicated, however, not all CATV operators were in despair. Charles Trimble, executive vice president of H&B American Corp., of Beverly Hills, Calif., which claims to be the country's largest owner and operator of CATV systems said, "I think there are things that happened to us in the past that have been a lot worse than this [the proposed rules]. I think we can overcome this through proper channels. I think the industry, in spite of what anyone tries to do, is going to grow and prosper."

Alfred R. Stern, president and chairman of Television Communications Corp., and a former chairman of NCTA, and Irving Kahn, chairman and president of Teleprompter Corp., issued statements deploring the commission's action. But, like the Vikoa officials, expressed the view their companies would not be adversely affected.

One broadcaster who has discussed the proposed rules with others in his industry also expressed opposition to the proposed requirement on origination—but for different reasons than those expressed by Mr. Beisswenger. He doesn't like the prospect of competing with CATV systems for program product.

The broadcaster, who has CATV interests, said others in his situation object also to the proposed rule that would ban cross-ownership of CATV and television stations in the same market, and provide for no grandfathering. And broadcasters generally are unhappy about the commission's intention to permit the importation of distant signals into major markets outside the 35-mile zone. They feel stations need a wider area of protection than that.

But their major cause of concern appears to be the commission's proposal to rely on a retransmission rule to control the development of CATV systems. One communications attorney who represents broadcast interests shrugs off the CATV industry's fear that cable systems will be unable to acquire retransmission permission because stations in their market already have access to the programs they want under the terms of long term contracts. He said he knows of "a lot" of such contracts that do not protect stations against local CATV systems. In any case, he said, the regulations will deal with situations developing in the future.

The attorney, who said stations would be happy to get the added circulation for their programs, foresaw the possibility of major-market stations dominating vast stretches of the country with programing relayed by CATV systems. "I can see a television station in, say, Los Angeles, paying a program supplier a 10% premium for authority to grant CATV systems permission to retransmit programs over a good part of California," he said.

AMST, which has long urged the commission to take a tough regulatory line on CATV, expressed a similar fear through Mr. Lindow. "The net effect of the [proposed retransmission rule], he said, would be that the fate of free local broadcast stations would ultimately be placed in the hands of the owners of the few largest television stations in the largest cities in the country."

The proposal, he said, is at odds with the basic concerns expressed by the commission in the order, last June, in which it restricted the importation of Los Angeles signals into San Diego. The commission, he said, stressed that the television allocations table "would not permit outside service to replace free local service via CATV or by any other means such as translators."

There is even some legal opinion to the effect that program suppliers could not under antitrust laws, bar stations from permitting CATV's to carry their programs into an overlapping market, as in the Providence-Boston situation. One attorney said such a prohibition would be legal only if copyright law were applicable in such cases. And the Supreme Court in the United Artists case, he said, declared it does not.

He interprets that case as covering only CATV systems that provide, basically, a fill-in service; the West Virginia systems involved in the proceeding did not use microwave, and relayed signals of stations no more than 82 miles away. However, if the decision was intended to cover all CATV systems, as some authorities believe, he said, no supplier could prevent a station from granting retransmission rights.

Commission attorneys say they are "awake" of the problem posed by the United Artists case and that the matter will have to be "worked out." They say the issue would come down to the question of whether retransmission permission that would be subject to payment of a fee to the copyright owner would be reasonable.

But the commission is proceeding under its authority under the Communications Act. And if the retransmission proposal proves unworkable, one official said, the commission will press Congress for copyright legislation to end what the agency considers the "unfair" advantage that CATV systems, which do not pay for programs, have over stations, which must compete in the market place for programing.

In fact, officials have indicated the agency would be pleased to have Congress adopt a copyright law applicable to CATV systems and save the commission the burden of dealing with the "unfair competition" question. The notice of proposed rulemaking notes that Congress is interested in enacting such legislation and states that the commission will give Congress "an ap-
propriate period" in which to act—and thus provide the guidelines the commission "has long sought"—before adopting its proposed rules.

Representatives of the CATV industry and copyright owners have been meeting in an effort to reach agreement on a copyright bill both could support in Congress, but the commission's issuance of the proposed CATV rules has stalled further negotiations, at least for the time being. Plans for a meeting between the two sides were scrapped last week when the CATV representatives were called to a hastily arranged two-day session in Washington of NCTA's executive committee and board of directors.

Participants declined to reveal details of the discussions that occurred—other than that they centered on the proposed rules—but the officials appeared to feel that the commission had handed the copyright owners a potent weapon that could be used in the negotiations on new legislation. The negotiations that are said to be aimed at resolving questions involving exclusivity of first-run and prime-time features, the number of channels and the number of distant signals that might be carried. Sources indicated the negotiations would be resumed in "a couple of weeks."

As contending broadcast and CATV forces milled about, swapping interpretations and complaints about the proposed CATV rules, forces in the pay-TV issue began settling in for a court fight. Marcus Cohn, counsel for the Joint Committee Against Pay-TV, which includes motion-picture theater owners across the nation, said he would soon file in the U.S. Circuit Court of Appeals, in Washington, a notice of appeal of the commission order establishing a nationwide system of over-the-air pay television.

He said the order would be challenged on three principal grounds—that the commission lacks authority to establish such a system, that the order constitutes a denial of the constitutional guarantee of equal protection of the laws (he contends "poor people" would be denied something they once had—free television), and that the results of the Hartford pay-television test provide no basis for the decision reached.

The Joint Committee brought suit to block that test, but lost, in a case that was ultimately decided by the Supreme Court in 1961. The Hartford test, in which Zenith Radio Corp.'s Phonevision system of pay television is being employed on RKO General Inc.'s Wcwt (tv) has been underway since June 29, 1962.

The court challenge isn't the only possible obstacle to the establishment of a pay-television system. In adopting the pay-TV order, the commission disregarded a resolution of the House Commerce Committee urging it to delay action. As a result, that committee, led by Representative Harley O. Staggers (D-W. Va.), is expected by some observers to initiate action in the new Congress to bar the start of pay television.

In addition, Representative Emanuel Celler (D-N.Y.), long a foe of pay television, is also expected to take a close look at the commission's action when Congress resumes next month. He has over the years introduced a number of bills to prohibit pay television. Neither he nor Representative Staggers has yet commented on the pay-television matter.

However, it was to provide time for congressional reaction to its order, as well as for judicial review, that the commission put off the effective date of its pay-TV rules until June 12, 1969.

Meanwhile, representatives of companies that have been waiting 17 years for pay television—Zenith's petition for FCC authorization of subscription television was filed on Feb. 25, 1952—were not expressing concern about the new obstacles.

Joseph Wright, chairman of Zenith, expressed the hope that the order "will pave the way for a new dimension in TV and bring new vitality for the motion picture and a broad range of cultural box-office attractions, as well as providing a financial boost for independent UHF stations."

Solomon Sagall, president of Teleglobe Pay TV System Inc., said his company is negotiating with "several" UHF stations for franchises to use the Teleglobe system and that the results of these negotiations should begin to emerge within "several weeks." He said he was "bullish" about pay television and about Television Inc.

Arthur Levey, president of Skiatron Electronics & Television Corp., said his company and Subscription Television Inc., exclusive U.S. licensee for the Skiatron pay-TV system, were actively working on a plan for "granting options for franchises in major cities on a realistic basis." He said he was "delighted with the FCC action and that his company intended to take full advantage of the opportunities it offers."

Skiatron has both cable and over-the-air systems, and Mr. Levey said the company would challenge the commission order.

STV, using the cable version of the Skiatron technique, introduced a pay-television system in California four years ago. The system was scuttled by a state referendum, but that action, in turn, was later declared unconstitutional. Well-placed sources suggested last week that STV might reactivate the West Coast project.

Of the three companies, Zenith appears closest to having its system used in a commercial system—barring court or congressional obstacles. It has already signed agreements providing for use of its Phonevision system in eight markets. One is with Kaiser Broadcasting Corp., for use at the company's kmtw(TV) Corona, Calif. (Los Angeles), and another is with Field Communications Corp., for use at its wflF-Tv Chicago. The other six agreements are with RKO General Inc., for use in Hartford and New Haven, both Connecticut; New York; Philadelphia; Washington and San Francisco.

Richard Block, vice president and general manager of Kaiser, said Kaiser would open talks early in the new year with Teco Inc., which is licensed by Zenith to develop the Phonevision system in North America, on possible use of the pay-TV franchise. Mr. Block, while carefully refraining from committing Kaiser to using the system, said that "Los Angeles would be an outstanding place to try" a pay-TV operation.

WflD-TV officials had no comment. And a spokesman for RKO General, while saying the commission's action was "very encouraging," declined to discuss it until the order could be studied.

But among those who were commenting last week was the national execu-
This Christmas over 1000 Network Affiliates are getting just what they asked for.

ABC's four radio network services now have about one thousand and five affiliated stations in the aggregate. Quite a Christmas list of happy stations! They're getting just the kind of network service they've always wanted. The modern kind that enhances their local programming rather than inhibiting it. It's network programming trimmed and tailored to their operation. Sound compatible with their sound. And it must be working.

Today, all four of our networks are heard in 34 of the top retail markets.

Three out of the four services are in 75 of the top 200 markets.

That leaves us with only a few opportunities to sign more stations. Being a network affiliate was never so good. You enjoy the best of both worlds: You're independent and you can depend on us for just the program inventory you really need.

If you're not now getting just what you want, why not join us?
tive secretary of the Screen Actors Guild, John L. Dales. If pay television becomes a reality without restrictions that are too burdensome, he said, "it will provide a wonderful stimulus to motion picture production and improve vastly the quality of television programing."

There was silence, however, from the networks, which have long opposed pay television. Officials checked indicated they were deeply immersed in preparing for the appearance of the network presidents at the hearing in Washington of the President's Commission on the Causes and Prevention of Violence (see page 41) that they had not had time to study the pay-TV document.

Optimistic view of CATV rules

Vikoa executive reassures security analysts on future of the industry

While the FCC's proposed new CATV regulations continued to stir controversy, at least one major CATV firm last week expressed strong approval and optimism. At the same time, an investment house viewed the rules as a mixed long-term benefit and short-term detriment to the CATV business.

Vikoa held a special conference Tuesday (Dec. 17) in New York's Wall Street area to brief security analysts on the proposed new CATV rules and to offer assessments of their impact expected by officials of the CATV manufacturer and systems operator.

In response to a question from the audience, Vikoa President Theodore B. Baum said he feels the future of the industry under the proposed regulations "looks very bullish." Among predictions for industry growth, Mr. Baum foresaw the possible development of two- or even three-class systems, in which CATV subscribers would be charged on the basis of the amount of service they receive: A minimum fee for relay of all programing the CATV operator receives for free, as is now done; a higher fee for the free programing plus importation of distant channels, and possibly a third class involving the two services plus a pay-television channel.

Refuting pessimism expressed by many CATV observers over the immediate effects of what they regard as a "freeze" imposed on top-100-market applications, Mr. Baum said "our equipment business has picked up in the last couple of days" in the wake of the rulemaking announcement.

He said this is because of the propos-
holiday greetings from all of us to all of you

Erl Abrams
Rose Adragna
Renee Aquilino
David Bailey
Dave Berlyn
Torean Bethre
Sherm Brodey
Michael Carrig
Frank Chizzini
Larry Christopher
Dorothy Coll
Joanne Cowan
Rufe Crater
William Criger
George Dant
Joe Esser
Rocco Famighetti
Fred Fitzgerald
Morris Gelman
David H. Glickman (ret.)
Laura Grupinski
Gladys Hall

Pat Hardy
Sid He
Ed James
Alan Joly
Diane Johnson
Kwentin Keenan
Art King
Richard Kinsey
Sandy Klauser
Martig Kahn
Jim Leighton
Mauri Long
Bob Malone
Eleanor Manning
Merkh Marvin, Jr.
Greg Massfield
Tim McLean
Bill Merritt
Caroline Meyer
Warren Midfleun
Steve Millard

Ivy Miller
Peggy Montague
Jeff Olson
Jean Powers
Bruce Robertson (ret.)
Bob Sandor
Suzanne Schmidt
Ed Seliers
Walter Spencer
Harry Stevens
Linda Strongin
Betty Tashoff
Larry Tashoff
Sol Tashoff
Hy Tash
Sheila Theaker
Susan Tropin
Estelle Weston
Harriette Weinberg
Dave Whitcombe
Arbenia Williams
Pat Wissom
Len Zeilenberg

Broadcasting Publications INC.
NY cables get OK to originate

But city bans commercials, 'entertainment' movies and extra subscription fee

After almost four months of wrangling and delays, New York City last week granted program-origination permission to three CATV firms with a compromise that, at least temporarily, seemed to satisfy both cable operators and opponents of origination but left largely unresolved a wide grey area of programming acceptability.

An amendment to the grant restricts CATV origination to "local public-service programs of a social, artistic and cultural nature" and bans "purely entertainment motion pictures."

A week earlier the FCC had proposed rules requiring CATV's to originate programming, without limiting the kinds of programs they could originate (Broadcasting, Dec. 16; see also special report beginning on page 17).

In New York the origination permission was granted by the city's board of estimate by a vote of 14 to 8 Thursday (Dec. 19).

The decision was immediately hailed by major figures on both sides of the origination controversy—but their individual interpretations of "artistic and cultural nature" and "purely entertainment motion pictures" indicated that there may be heated clashes over what qualifies for cable feeds.

The decisions on qualification is left to the director of franchises, Morris Tarski, who told Broadcasting, "My mind is not fixed. There is no argument that I will not listen to."

He conceded that "the biggest problem will be movies."

Charles F. Dolan, president of Manhattan Cable Television, the firm that had been pushing hardest for a wide range of programs origination, immediately issued a statement saying, "We are delighted that the board of estimate has authorized Manhattan Cable Television to originate the kinds of programs that we believe will make television viewing more interesting and more rewarding."

At the same time, Martin H. Newman, chairman of the executive committee of Metropolitan Motion Picture Theaters Association, issued a statement "commend[ing]" the board of estimate for "restricting CATV program origination." The theater owners spearheaded opposition to origination proposals, including the gathering of more than 2 million signatures on petitions at movie houses and the rallying of large blocks of citizens to protest the origination proposal at a board meeting last October (Broadcasting, Oct. 28).

Irving Kahn, chairman and president of Teleprompter Corp., which operates the other major CATV system in Manhattan, hailed the board decision as "an important victory for the public over those selfish interests—movies and TV station owners—who attempted to block this action."

He said "it gives us just what we asked for and will add a new dimension to the service we provide to the people of New York City."

Mr. Kahn pledged that "on the basis of today's action, we will begin an immediate, accelerated effort to make our system in upper Manhattan a facility for local neighborhood expression, virtually on a block-by-block basis."

In addition to imposing the vague "social, artistic and cultural" criteria, the origination grant specifically prohibits carrying of commercials on the CATV lines or any extra charge to customers for the origination services.

Mr. Kahn said his company is not bothered by the prohibition on feature films or other events carried by broadcasters, such as major sports events. He said the board's amendment "is absolutely consistent with our position. We told the board and stated publicly time and again that we had no desire, under present conditions, to originate programing that would only duplicate what the TV stations and networks can do."

Mr. Kahn added that "we propose a role similar to that of a neighborhood newspaper—a forum where public officials and candidates for office may be heard, where neighborhood issues may be discussed, where educational institutions, civic organizations and ethnic groups may have an opportunity for expression."

Manhattan Cable's Mr. Dolan also said, "Our company is not at all troubled by the ban on 'purely entertainment motion pictures.' We believe there are more than enough of this type now available in the theaters and on commercial television." He pledged his company's complete cooperation in following the programming guidelines which have been thoughtfully laid down."

However, a confrontation over permissible programing is expected shortly involving Manhattan Cable, which has been pushing since August to begin origination including symphony concerts and a package of motion pictures.

New detailed origination plans were revealed by Telepromter or the third CATV system granted origination permission, CATV Enterprises, a smaller operation that has begun laying cable in northern Manhattan and a small section of the adjacent Bronx.

Manhattan Cable's Mr. Dolan said, "very shortly we will begin telecasting live from Carnegie Hall the concerts of Leonard Stokowski and the American Symphony orchestra. Columbia University basketball games and other local sports events will be scheduled promptly."

What is expected to cause conflict is Mr. Dolan's further announcement that "we will telecast motion pictures uninterrupted by commercials." He said "these will be films which have the cultural and artistic qualities which the board's action requires."

Mr. Dolan revealed that the company has hired film critic Judith Crist to provide introductory and closing comments to each of the films, which the firm intends to show twice each evening at 7 p.m. and 10 p.m.

The films are in a package that Manhattan Cable negotiated with Janus Films Inc., and include such acknowledged classics as Orson Welles's "Citizen Kane" and "The Magnificent Ambersons," as well as many more recent "art house" films by acclaimed international directors such as France's Francois Truffaut and Japan's Akira Kurosawa.

A clear question remains over wheth-
er the films—which all formerly played commercial theaters—will be declared "purely entertainment" or "artistic.

The theater owners: Mr. Newman stressed that "by banning the CATV companies from programming entertainment motion picture films exhibited in motion picture theaters and later on network and other free television stations, the public interest will be protected in that the subscribers to the CATV services will not be deluded into thinking that they will receive without extra charge entertainment motion pictures of the kind that they see in motion picture theaters or on free television."

Mr. Newman said that he "looks to the director of franchises . . . to strictly enforce the restrictions in accordance with the intent of the consent granted for program origination to the CATV companies by the board of estimate so that the public interest may be fully protected."

The man in question, Mr. Tarshis, told Broadcasting that although "I anticipate the first type of things to be shown will be the Philharmonic and many community activities," he also expects "some problems and repercussions" over the movie question.

He said that it will be "up to myself to determine whether any program falls outside" the intent of the grants but that he "may ask the board for guidelines" if dispute arises.

Before the board handed down its ruling, New York Mayor John V. Lindsay and three aides—Mr. Tarshis, Corporation Counsel J. Lee Rankin and the city's director of radio communications, Seymour N. Siegel—were in Washington earlier in the week confering with the FCC on the elimination of any conflicts between the board ruling and the FCC's proposed CATV rulemaking.

Shortly before the board voted on the origination grant, it also was presented a two-page written statement of policy on cable television by Thomas P. F. Hoving, chairman of the National Citizens Committee for Broadcasting.

Among a series of recommendations on CATV policy, Mr. Hoving's statement called for temporary licensing of systems "so that if CATV channels are misused and performance does not live up to promise, the CATV franchise should be revoked" and a recommendation that "CATV companies should not only be permitted but required to originate programming and to carry independent community programming."

Mr. Hoving endorsed recommendations of the mayor's advisory task force on CATV and telecommunications, upon which the board's action appeared, in large part, to be based.

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV
Nbc Affiliate
Channel 3 • SYRACUSE, N. Y. • 100 KW
Plus WSYE-TV channel 18 ELMIRA, N. Y.
Local and live all the way

On a shoestring budget, amid heavy competition, a new UHF puts do-it-yourself to ultimate test

The nation's 166th commercial UHF station went on the air two Saturdays ago. After nearly five years of anxious gestation, channel 16 in the Pacific Coast city of Ventura, some 65 miles northwest of Los Angeles, began broadcasting. How KKOG-TV made it on the air with minimal capital, no established programing, with a virtually untired staff, in one of the country's most television-glutted markets—the difficulties encountered, the hazards that remain—have possible pertinence.

Not that KKOG-TV's experience is typical. This has to be one of the wildest, most implausible new-station projects in the history of broadcasting. The contention needs only to be documented by a single illustration. On the basis of capitalization of some $200,000, in a compact, one-story building that used to house a glass company, with a staff of 40, mostly young people who have had little or no on-air or programing experience, and without the present ability to do remote mobile telecasts, KKOG-TV is attempting to offer some 65 hours of live—not video taped—programming every week. With the exception of some filmed segments that are to be limited to merely emphasizing or supplementing a live program (only film obtained free of charge will be so used), no filmed or taped programs, no syndicated shows, will be aired. No other television station in the country, no network, probably has ever before attempted to rely totally on live programing.

That KKOG-TV stretches for the blue sky is both a result of economic necessity and—even more so—of starry-eyed conviction. The station doesn't have the financial resources to go the conventional route of independent UHF operations—depending on reruns of feature films, syndicated strips and live sports. But KKOG-TV seems sincerely dedicated to a more idealistic programing approach. The station wants to direct its programing towards the specific interests and activities of its potential viewers. KKOG-TV, the only television station authorized by the FCC in Ventura county, means to be totally locally oriented.

Says station general manager Julian F. Myers: "We want to pervade the life of the people of this area. We want to do this in a way so entertainingly and provocatively that people must watch our station to be aware of what's going on around and among them. Our goal is to involve channel 16 to an unprecedented degree in almost everything that goes on in our market."

Julian Myers is also president and principal stockholder in New Horizons Broadcasting Corp., the licensee of KKOG-TV. A publicist for MGM, Columbia Pictures, Technicolor and 20th Century-Fox for more than 20 years, Mr. Myers is used to thinking big and to speaking in no smaller terms.

"We want to build the most important chain of UHF's on the West Coast," he stresses. "None would be more than 300 miles east of the Pacific. That's the gold coast as far as I'm concerned. By December 1973 we intend to have seven radio and seven television stations."

That, admittedly, is an ambitious plan for an organization that had enough trouble getting on the air with its first venture, KKOG-TV.

"I'm putting my life on the line with this station," Mr. Myers has said, with only slight exaggeration. In the hectic months preceding air date, his marriage of some 25 years was destroyed.

Mr. Myers is a compulsive note-writer. It's his way of spurring his staff and himself on to greater devotion. His five-room, waterfront home in Ventura Keys (until recently it served as staff headquarters), as well as the station's offices and studios in downtown Ventura are plastered with handwritten and typewritten signs espousing words of wisdom and encouragement.

"Yesterday is for the history books. Today is okay. Tomorrow is our target, concern and success," reads one. Another says: "Man's ideas are like fires—they go out when left unattended."

For months now, Mr. Myers has been inserting a stream of homely little display ads in the local newspapers. One read: "Thank you, all our advertising friends. All of you who have signed to help bring your own television station, KKOG channel 16, to our wonderful world here, we will never forget you, I promise. Julian F. Myers, president/manager."

"Visitors, local newspaper readers, listeners, prospective advertisers, just passers-by have been continually informed that KKOG-TV stands for "Kali-

cornia's Koast of Gold." The station's call letters are pronounced COG and employees are constantly reminded to refer to the call that way. "KKOG will cog into the lives of residents of Kali-
cornia's Koast of Gold," reads some of the station's promotional copy.

"My hope is that people will "mingle with" and you reach the station's switch-

board. Blue and gold selected as the station's colors, are painted on just about everything that involves KKOG-

TV and Julian Myers personally.

Corny? Gimmicky? Unbelievable? Mad? That's all been part of the story of KKOG-TV ever since January 1964, when Mr. Myers first decided to put a UHF on the air.

A profitable real-estate transaction, involving some property he owned on the Ventura coast, gave Mr. Myers the financial base from which to actively pursue his dream of obtaining a UHF channel.

The implementation of the all-channel receiver law in April 1964 gave impetus to his efforts. He engaged the Washington law firm of Arnold & Porter for legal counsel and enlisted the technical help of consulting engineer Robert E. Bullock. In July 1966, after two years of sweating it out, Julian Myers's application was accepted by the FCC. The application called for channel 16 in Ventura (the channel allocation originally was for nearby Oxnard), with 39.9 kw visual (later modified to 35.5 kw) and 8 kw aural (modified to 6.92 kw). Antenna height above average terrain would be 1,652 feet (modified to 1,640 feet), above ground 201 feet.

Some five months later, in December 1966, the CP for channel 16 was granted to Julian Myers. That had been the longest summer of his life. He had
Mr. Myers interested his brother and nine friends in buying into the station as an investment. He sold 81,000 shares at $1 a share and bought 41,000 shares himself. Each of the 10 other investors bought 4,000 shares for an aggregate of 40,000 shares. This still left Mr. Myers, with his 41,000 shares, in control of the station. Each investor also loaned New Horizons $12,000. The stock purchase of $4,000 each and the loan of $12,000 each made for total individual investments of $16,000.

The loan pays 7% quarterly. The full face value is payable in five years. Any defaults on the interest and the entire note becomes due.

One of the original investors dropped out before the papers were signed. Subsequently, five of the remaining investors, including Mr. Myers, each put up an additional $3,300 and split among themselves the unit that was turned back. The investment was anted up last May. The investors, besides Mr. Myers, are: Charles Aidikoff, president of Charles Aidikoff Screening Rooms, Los Angeles; Earl Bellamy, movie and TV director; F. Eugene Paisley, plumbing contractor; Rodman Myers, Detroit attorney and brother of Julian Myers; Harvey Willens, owner of a typographic house in Detroit; Erwin Harvith, with Star Filter Co., Detroit; actor Ray Walston's wife Ruth; Hollywood builder-architect Frank Dubsky, and Robert Bunzel, president of Tri-Video Inc., Los Angeles, electronics equipment firm.

Last June, Julian Myers closed the privately owned business in Beverly Hills that he had started after leaving 20th Century-Fox. He had run Julian F. Myers Inc., public relations and advertising, for six years.

Next sacrifice to be made was the established and comfortable Myers' home in Encino, a San Fernando Valley suburb of Los Angeles. Mr. Myers had been commuting to Ventura four days a week. But, he decided, if it was going to be a local station he

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### Estimated operating statement for first five years of operation and estimate of channel 16's value

<table>
<thead>
<tr>
<th>Revenue</th>
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<tr>
<td>Based on seven-hour daily schedule, from 4 to 11 p.m., 84 potentially saleable minutes daily and income from “information” programing from 9 a.m. to 4 p.m.</td>
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<tr>
<td><strong>First year</strong></td>
<td><strong>Second year</strong></td>
</tr>
<tr>
<td>50% of time sold, at average net price of $15 per minute:</td>
<td>60% of time sold, at average net price of $20 per minute:</td>
</tr>
<tr>
<td>Estimated revenue:</td>
<td>367,920</td>
</tr>
<tr>
<td>Operating costs</td>
<td>226,565</td>
</tr>
<tr>
<td>Net profit from “live” programing</td>
<td>141,355</td>
</tr>
<tr>
<td>Add: Income from “information” programing</td>
<td>89,425</td>
</tr>
<tr>
<td>Total net income</td>
<td>230,780</td>
</tr>
<tr>
<td>Loan and interest payment</td>
<td>8,400</td>
</tr>
<tr>
<td>Net cash profit</td>
<td>222,380</td>
</tr>
<tr>
<td>Less: Federal taxes</td>
<td>106,495</td>
</tr>
<tr>
<td>Net cash</td>
<td>115,895</td>
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</table>

**Note:** Federal income taxes calculated at existing rates and taking into consideration the new law for restoration of investment credit.
Operated, there was no question that he had to be a local resident. He moved to Ventura Keys, a new suburban development a few miles from downtown Ventura.

After considerable negotiation, Mr. Myers took a lease on a transmitter site on Red Mountain, four miles north of and two miles inland from Ventura. Three other broadcast towers were already there. He put a $13,000 down payment on an RCA transmitter and antenna. All the station’s principal equipment was to come from RCA. Most of the equipment handles monochrome now but it has color capability.

He negotiated, cajoled, entertained for weeks with a family of four brothers and sisters before getting his desired

<table>
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<tr>
<th>Projected operating costs for first five years of operation</th>
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<tbody>
<tr>
<td><strong>Payroll expenses</strong></td>
</tr>
<tr>
<td>1-General manager-sales aide $20,000</td>
</tr>
<tr>
<td>1-Sales head 10,000</td>
</tr>
<tr>
<td>1-Director-writer-announcer 7,500</td>
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<tr>
<td>1-Announcer-writer-sales 7,500</td>
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<tr>
<td>1-Writer-announcer-technician 7,500</td>
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<tr>
<td>1-Technician-director-announcer 7,500</td>
</tr>
<tr>
<td>1-Technician-announcer-director 7,500</td>
</tr>
<tr>
<td>2-Office workers 9,000</td>
</tr>
<tr>
<td>1-Set artist-maintenance man 7,500</td>
</tr>
<tr>
<td>1-Associate general manager part time 5,500</td>
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<tr>
<td><strong>Total</strong> $89,500 $89,500 $89,500 $89,500 $89,500</td>
</tr>
</tbody>
</table>

| **Additional employees**                                    |
| Second Year-2 15,000                                        |
| Third Year-3 22,500                                         |
| Fourth Year-4 30,000                                        |
| Fifth Year-5 37,500                                         |
| **Total** $26,300 $31,800 $37,300 $42,800 $48,300           |

| **Salary increases**                                        |
| Outside personalities and royalties 14,000                  |
| Wire service news and photos 6,000                           |
| Sets and props 2,000                                         |
| 16mm raw film 3,300                                         |
| Miscellaneous 1,000                                          |
| **Total** $26,000 $31,800 $37,300 $42,800 $48,300           |

| **Program expenses**                                        |
| Due RCA on contract 32,565                                   |
| Additional equipment 10,000                                   |
| **Total** $189,865 $226,565 $256,265 $272,565 $287,400      |

| **General and administrative**                              |
| Plant and equipment maintenance tubes, parts and consultant’s fee 7,000 |
| Building 1,000                                               |
| Power 2,000                                                  |
| Postage, telephone and telegraph 7,000                       |
| Insurance 3,000                                              |
| Accounting and legal 4,000                                   |
| Other office expense 1,500                                   |
| Transportation 5,000                                          |
| Publicity and promotion 2,000                                |
| Leases 5,000                                                 |
| Taxes and licenses 2,000                                     |
| Miscellaneous 2,000                                          |
| **Total** $189,865 $226,565 $256,265 $272,565 $287,400      |

ern Title Guaranty Co. Across the street is the Greyhound bus terminal and Dottie’s Coffee Shop and Donut House. It’s not exactly the high-rent district, but it’s respectable.

But location has been the least of KKOG-TV’s problems. There have been a steady stream of obstacles and delays. The studio building, for example, missed line of sight with the transmitter by 85 feet. So a microwave relay had to be arranged.

Then, too, just this year alone, the station had announced starting dates for May 30, Sept. 28, Nov. 23 and Dec. 7. Each time the target date was passed with apologies, disappointments and embarrassments.

As of last month, for further examples, the studio building was just a shell. The cameras didn’t arrive until the last week in November.

All of this uncertainty didn’t inspire confidence in the marketplace. KKOG-TV was a tough sell even without the complications. At the very least, the market receives the seven VHF signals from Los Angeles plus KEYT (TV) Santa Barbara. Also coming into various areas of the market are three UHF signals from Los Angeles.

Ventura and Santa Barbara counties and northwest Los Angeles county, KKOG-TV professed coverage areas, further are served by as many as six community antenna television systems. Oxnard-Ventura has a total of six AM and FM stations, Santa Barbara 10 radio stations, Thousand Oaks, one FM. It is, to understate the case, a competitive marketplace.

Still, Julian Myers and his advertising people see a decidedly positive side in their market’s vital statistics. They figure that 96,030 Ventura county households have TV sets and that two-thirds of these homes, or 64,020, have UHF capability. Their research tells them that the average household in the market includes three and a half persons, adding up to 224,070 persons in Ventura county capable of viewing UHF.

They add to this 188,600 persons in Santa Barbara county who have UHF capability and 66,666 persons in adjoining areas of Los Angeles county with UHF. A total of 47,000 persons in the three counties, they say, are without UHF but are receiving it on cable TV. In all, KKOG-TV claims that more than 526,000 viewers are capable of receiving its signal.

The station’s signal span is supposedly 70 miles along the Pacific Coast, from West Malibu to just north of Santa Barbara. Included are the communities of Oxnard, Ventura, Thousand Oaks, Conejo Oaks, the Simi Valley, Camarillo, Westlake, Ojai, Port Hueneme, Santa Paula, Carpinteria and an estimated 50% of Santa Barbara county. The Oxnard-Ventura
metropolitan area is said to be the third fastest growing one in the country and the Santa Barbara area reportedly is close behind in rate of growth.

For the most part, until recently, advertisers in KKKO-TV's immediate coverage area have had a "we'll wait and see attitude. But apparently, gradually, the station's sales staff has been breaking down the resistance. According to Mr. Myers and Ken Owens, director of advertising sales, $75,000 worth of advertising was on the books as of Nov. 26 and the station went on the air in mid-December with more than $100,000 in sales reported. For the most part these were on-year contracts; some were for even a longer period.

The estimate is that 75% of the people signed to advertise on the station never have been in the broadcast medium before. Many may not have been approached before. As many as 90% of the charter advertisers are local retailers. A random look at the first batch of contracts bears this out: a radio and hi-fi equipment store, church groups, yacht sales, motorcycle dealer, carpet store, restaurant, exercise place, steak house, clothing store, tire retailer, night club, gas station, automobile towing, coffee shop, seller of hair pieces, key and bike store, gift shop. Many, maybe as many as 40%, are car dealers and almost all of the various advertisers do business in Ventura county.

From the beginning, KKKO-TV projected that national business "would just be the fat." Still, Savalli/Gates, Los Angeles, has been retained and is actively pursuing national sales.

KKKO-TV's announcement rate (the rate card is to be pasted in the station's window) runs the short and modestly priced, $35 to $7.75 spot, depending on frequency and time periods. The top, triple A, one-time program rate is $290. The station frankly admits that its rates are meant to be competitive with radio (see chart, this page).

In the immediate, as well as long, run, however, KKKO-TV will live or die by virtue of its programming. The task of providing hour after hour of programming looks as staggering as the broadcast day, in the latest of many proposed schedules, begins at 8 a.m. on Sundays, at 10:55 a.m. on Saturdays, and at 3:30 p.m. weekday afternoons. Sign off is at 11 each night.

The programs, all under the supervision of executive producer Don Schlifer, are geared to feature local Ventura county news events, projects and civic doings, with something for the ladies in the way of fashions, community and family happenings; business and stock market reports and service club news for the men; games and participation shows for the children. There are pet shows, sand and sea sports and travel programs, a gardening show, Spanish language and bi-lingual programs.

The concept for Hollywood and You, a four-times-a-week, prime-time program, calls for two Hollywood professionals, one from in front of the camera and one from behind it, to be quizzed by a changing panel of four local residents. You Americans, another prime-time show, would have foreign correspondents assigned to the Hollywood beat telling how they view America and Americans.

Englishman Ray Masters conducts a weekly half-hour program during which viewers are invited to phone-in and talk about their problems. Bobby Gee, who once owned a modeling agency, is the hostess of a fashion program. Gary Loyd Dyer, the 21-year-old, 325-pound manager of a local hamburger place called the Galley Drive-In, is host of a daily, 50-minute children's show, Prince Gary's Kingdom of KKKO. Dressed in clown's outfit, Mr. Dyer, who has extensive community theater experience, entertains before a live studio audience, singing songs, reading stories, playing games, conducting a dance time and a treasure hunt, passing out colors and favors, drawing cartoons, handling puppets, giving hints to mothers.

Youthful Dan Bunzel, the son of a shareholder in the station, is news director. With a staff of two and the UPI wire service he attempts to localize the international and national news. When a new draft quota is announced for the country, for example, KKKO-TV news tries to interpret what this would mean specifically to young men in Ventura county. The plan is not to ever have the news read but instead for it to be communicated on a person-to-person, eyeball-to-eyeball basis.

"Total daily involvement television," is how Julian Myers refers to KKKO-TV's programming format.

Everybody seems to get into the act. Sherry Wilson, the station's administrative hostess, is the hostess of a weekly Fun with Sherry show. William M. Kerrigan, general manager of the Ventura Post, is pupil of the programmer who does a weekly surfing and ocean sports show. William Clark, assistant to the general manager at the station also produces shows. Professors from local colleges are called upon for commentary and for handling of programs of their own. Bill Smith and Garreth Broom, young, eager, enthusiastic men, work behind the cameras, direct, produce.

The staff is the station's real strength. At last count, the ever-changing total was 40; 29 full-time employees and 11 part-time. The average age is under 35. They are attractive, truly dedicated men and women, boys and girls. Each

KKKO-TV Ventura National Television Rate Card #1

Announcement rates

<table>
<thead>
<tr>
<th>Times</th>
<th>60 Sec.</th>
<th>30 Sec.</th>
<th>20 Sec.</th>
<th>10 Sec.</th>
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<td>5-11 p.m. Saturday-Sunday</td>
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<td>$21.00</td>
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<tr>
<td>13</td>
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<td>26</td>
<td>31.50</td>
<td>25.15</td>
<td>19.00</td>
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<td>23.75</td>
<td>18.00</td>
<td>15.25</td>
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<td>104</td>
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Weekly package rates

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<td>AAA 7-11 p.m. Tuesday-Friday</td>
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<tr>
<td>5-11 p.m. Saturday-Sunday</td>
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<td>7X</td>
<td>29.75</td>
<td>23.75</td>
<td>18.00</td>
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<tr>
<td>5X</td>
<td>28.00</td>
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<td>14.50</td>
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<td>16.00</td>
<td>13.75</td>
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AAA 3-7 p.m. Monday-Friday

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<th>Times</th>
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<tr>
<td>1 a.m.-5 p.m. Saturday-Sunday</td>
<td>$18.50</td>
<td>14.00</td>
<td>10.50</td>
<td>10.00</td>
</tr>
<tr>
<td>3X</td>
<td>17.25</td>
<td>13.00</td>
<td>9.75</td>
<td>9.50</td>
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Consecutive week discount

<table>
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<tr>
<th>Weeks</th>
<th>13 Weeks 5%</th>
<th>26 Weeks 10%</th>
<th>52 Weeks 15%</th>
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Combilability

<table>
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<tr>
<th>Spot announcements and programs may be combined to earn 'number of weeks' discount, only.</th>
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Program rates

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<tr>
<th>Times</th>
<th>1 Hour</th>
<th>1/2 Hour</th>
<th>1/4 Hour</th>
<th>1/8 Hour</th>
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<tr>
<td>AAA 7-11 p.m. Tuesday-Friday</td>
<td></td>
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<tr>
<td>5-11 p.m. Saturday-Sunday</td>
<td>$200.00</td>
<td>$174.00</td>
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<tr>
<td>101</td>
<td>276.00</td>
<td>229.00</td>
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<td>125.00</td>
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<td>26</td>
<td>261.00</td>
<td>200.00</td>
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<tr>
<td>104</td>
<td>198.00</td>
<td>151.00</td>
<td>116.00</td>
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<td>156.00</td>
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<td>88.00</td>
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<tr>
<td>500</td>
<td>116.00</td>
<td>84.00</td>
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Rate Card of Leading Ventura Area Radio Station

<table>
<thead>
<tr>
<th>Time</th>
<th>Saturday</th>
<th>Sunday</th>
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</thead>
<tbody>
<tr>
<td>Week</td>
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<table>
<thead>
<tr>
<th>Time</th>
<th>Thursday-Friday</th>
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<tbody>
<tr>
<td>10/26</td>
<td></td>
<td></td>
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<tr>
<td>60 Sec.</td>
<td>30 Sec.</td>
<td>20 Sec.</td>
<td></td>
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<tr>
<td>AAA 7-11 p.m. Tuesday-Friday</td>
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<tr>
<td>5-11 p.m. Saturday-Sunday</td>
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</tr>
<tr>
<td>1 a.m.-5 p.m. Saturday-Sunday</td>
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</tbody>
</table>

Broadcasting, Dec. 23, 1968
has multiple assignments. They work long, long hours at creating the programs. They constantly alternate from in front of to behind the cameras. They even have been called upon to sell, on several occasions assaulting a sales target area in mass.

Helping to program the station are 50 "advisers" from the Hollywood area and 15 from Ventura. This is another Julian Myers creation. Under this concept such Hollywood notables as actor Bob Crane, actress Linda Kaye Henning, entertainer Roger Williams, trade editor Syd Cassyd, director Lamont Johnson would meet maybe twice a year for discussion of programing policies. The Ventura advisers would meet perhaps quarterly for the same purpose. They also are invited, says Mr. Myers, "to call any time of the year, night or day, and say, 'look, you're doing this right or you're doing that wrong.'"

According to KKOQ-TV's projections, the station figures to run up costs of some $190,000 in its first year of operation, with costs mounting annually to a peak of about $273,000 in the fourth year. But by the fifth year, estimated costs would have peaked out and come down to little more than $267,000 for the year (see table, page 28). That means a possible $250,000 nut to overcome right from the start, yet Julian Myers is convinced that the station will turn the trick. Such a phenomenon would count heavily on receiving substantial income from so-called "information" programing (see table, page 27).

Mr. Myers

As of the end of the first school month of the 1968-69 school year, active enrollment in elementary, secondary, county college and adult education classes in Ventura county reportedly totalled 121,654. KKOQ-TV believes it can receive 50 cents per student per year by carrying in-school programing to the county educational system during the daytime hours now not being programed.

Julian Myers thinks that over the course of the first year, it will take $20,000 a month, or a gross of about $240,000 a year, for the station to turn the profit corner. While conceding that currently "our cash flow isn't even enough to pay our outflow," he is predicting a quick success for the station.

"I believe we will be in the black the first year, I honestly believe we will," he assures.

KKOQ-TV began broadcasting at 2:15 on the gray, rainy afternoon of Dec. 14. The station's construction permit, already extended twice, was due to expire that day. Some five minutes after going on the air, KKOQ-TV lost its picture. Video was restored after a 15-minute delay but there was still to be several instances of audio failure during the first two hours.

A young woman, a staff member, witnessing the labor pains of a newly born creative thing, had a thought: "Our song should be the theme from Mission: Impossible," she suggested. "And we should remind people that this station will self-destruct in five minutes."

The situation isn't necessarily that dire. If KKOQ-TV's candle does not last the night, it will not go out for want of loving care.

(The foregoing article was reported and written by Morris Gelman, senior editor, Hollywood.)

Broadcast Advertising

New status for 30's on TV

Most Blair stations price 30-second spots at half the minute rate in nonprime time

Approximately 90% of the 70 TV stations represented by Blair Television will restructure their rates for nonprime, 30-second announcements at 50% of their minute rates, it was announced last week ("Closed Circuit," Dec. 16).

Jack W. Fritz, vice president and general manager of broadcasting for Blair, said Blair recommended the move to its represented stations after studies of availability requests showed "a steady swing to the 30's as the length most preferred by agencies for many of their clients."

He said the rate-card revisions will become effective after Jan. 1.

Most of the Blair stations, according to Mr. Fritz, have been pricing 30's at 60% of the minute rate. He reported that the new rate for nonprime 30's has been discussed with leading agency media officials, who understandably reacted favorably.

Among the benefits to spot advertisers and their agencies in the new 30-second rate structures as cited by Blair Television were these:

* Smaller budget accounts (for brands) will have improved access to spot television.
* Local advertisers will be able to take advantage of the inherent economy of the 30-second spot—even those advertisers limited to a single brand or service.
* Advertising agencies will find spot TV easier to buy since the piggyback minute and its attendant problems should phase out in a relatively short
period of time.

* There will be a marked reduction in the complex commercial traffic-handling problems of agencies, stations and representatives, resulting in greater scheduling efficiency and an important reduction in billing discrepancies.

Mr. Fritz acknowledged there may be increases in the minute rate at some stations but said that the new 30-second price structure is not related to this adjustment.

"As a matter of course, our stations review their rate structures twice a year and there may be some slight increases," he explained. "But you must remember that the minute rate must remain competitive in a market."

Mr. Fritz added that prime time is not included in the change-over of rates because the large volume of spots in that sector are in 10-second and 20-second lengths.

The popularity of the 30-second spot was pointed up in a recent study of the Television Bureau of Advertising. It showed that in September, 30-second spots accounted for 19% of local announcements and of network spots.

Other station representatives had no immediate comment on the Blair move.

### 15 advertisers buy on ABC Radio

**Pontiac, Chrysler Corp., American Motors, DuPont, GE all get in the act**

ABC announced last week the purchase of time on its radio networks by 15 different advertisers, with the majority of schedules including all four networks.

Emery Industries, Cincinnati, purchased weekday news programs on all four networks from April 14 to May 22 for Sanitone dry cleaning process. Agency is Howard Swink Inc., Marion, Ohio.

Also utilizing newscasts on all four networks starting in January is Renuzit Home Products, Philadelphia. Agency is Ringold-Kalish-Walpert, Philadelphia.

DuPont, Wilmington, Del., will sponsor news, features and sports on all four networks from April through November. The agency is BBDO, New York.

DuPont's Lucite paint, represented by N. W. Ayer & Son, has also purchased schedules on three ABC Radio networks. Lucite will sponsor news, sports and features on the American Entertainment, Information and Contemporary networks from mid-February through March 1.


A news and sports schedule on all four networks for December, January and February has been purchased by the Pontiac Division of General Motors through MacManus, John & Adams, Bloomfield Hills, Mich.

P. Lorillard, New York, has purchased news and sports on all four networks for 52 weeks starting Jan. 1. Agency is Lennen & Newell, New York.

American Motors through Wells, Rich, Greene, New York, will be on three networks. During January, American Motors will sponsor news and sports on American Entertainment and the American Contemporary, and news, sports and features on the American Information.

Quaker State Oil Refining Corp., Oil City, Pa., will sponsor news on the American FM, American Information and American Entertainment networks from May 5 through Oct. 25. Kenyon & Eckhardt, New York, is the agency.


Florists' Transworld Delivery, Detroit, through Post-Keeyes-Gardiner, Chicago, has purchased December schedules on two networks. FTD will sponsor news and Howard Cosell Sports on the Contemporary network, and features, news and World of Sports on the Information network.

McDonald's Corp., Chicago, will be on the Information network's Weekday News, Weekend News, and World of Sports in a campaign from May 28 through Sept. 6. D'Arcy Advertising, Chicago, is the agency.

General Electric Co., New York, through BBDO there, will advertise its lighting products with news and features on American Information from Feb. 17 through March 15, with a second flight from Sept. 15 through Oct. 11.

Sterling Drugs, New York, will spon-

### Business briefly:

**U. S. Time Corp., through Warwick & Legler, both New York, will sponsor **Comedy Is King II,** starring Alan King, on NBC-TV Jan. 16, 10-11 p.m. EST.

**Coca-Cola Co., Atlanta, through Marschak Co., New York, has purchased sponsorship in seven NBC-TV night-time programs: American Home Products Corp., through Cunningham & Walsh, both New York, Singer Co., through J. Walter Thompson, both New York, have bought into six NBC-TV shows and Eastern Air Lines, through Young & Rubicam, both New York, has bought time in five prime-time shows on the network.**

**Dodge Division of Chrysler Corp., Detroit, has bought time on NBC Radio's daily Joe Garagiola Sports Show.**

**United Air Lines, through Leo Burnett, both Chicago, and Oldsmobile Division of General Motors Corp., Lansing, Mich., through D. P. Brother & Co., Detroit, will sponsor a special featuring the Harlem Globetrotters, on CBS-TV Jan. 31, 7:30-8:30 p.m. EST.**

**General Foods Corp., White Plains, N. Y., is using spot TV to support the introduction of a new "chunk" form of instant Yuban premium coffee. First distribution will be in Northeast. Agency: Grey Advertising, New York.**

**Electric Co.'s Advertising Program (ECAP), through N. W. Ayer & Son, both New York, is sponsoring Down on the Farm, an NBC-TV special, Jan. 25, 7:30-8:30 p.m. EST. The show will concentrate on what farm life used to be in the past and what it appears to be for the future.**

**Pharmaco Inc., Kenilworth, N. J., through Warwick & Legler, New York, will run a 30-second commercial in network and spot TV in 59 markets starting this week to introduce its new Feen-a-Mints soft mints laxative.**

**Xerox Corp., Rochester, N. Y., through Needham, Harper & Steers, New York, will sponsor the Royal Shakespeare Company production of A Midsummer Night's Dream on CBS-TV Feb. 9, 9-11 p.m. EST.**


**Bassett Furniture Industries, Bassett, Va., through VanSant, Dugdale, Baltimore, will be using four-color, one-minute spots on CBS this spring. Daytime spots will run on Dick Van Dyke, Secret Storm, Lucy, Beverly Hillbillies and Guiding Light. Prime-time commercials are scheduled for Walter Cronkite News, Thursday Night Movie and Smothers' Comedy Hour.**
The Federal Trade Commission has told the J. B. Williams Co., New York, to get its "tired-blood" TV commercials for Geritol off the air by Jan. 31, or face civil contempt action in court.

The FTC found that the company and its agency, Parkson Advertising Agency, New York, had violated the FTC order of Nov. 24, 1967, in that Geritol commercials after that date still left the viewer with the impression that Geritol is a generally effective remedy for tiredness.

The FTC dismissed the company's argument that a disclaimer in each of the Geritol commercials complied with the order. The disclaimer, read in the audio portion of the Geritol commercials, said: "The great majority of tired people don't feel that way because of iron-poor blood and Geritol won't help them."

The FTC said the disclaimer was negated and "rendered meaningless when it is viewed in the whole context of the advertising, and further, that the disclosure itself is made insufficient by the use of such general terms as 'millions' and 'many' immediately following it" and referring to the number of people said to have iron-poor blood.

The FTC emphasized its point by saying: "Indeed, the visual impact of several of these commercials, in the primarily visual medium of television, is so strong that it is doubtful that any audio disclaimer run in conjunction with the visual images would be sufficient to protect the viewing public from being left with the erroneous over-all impression that Geritol is a generally effective remedy for tiredness."

The FTC commissioners, at a public hearing Nov. 14, screened eight Geritol commercials said now to have violated the order, and heard oral argument on them (BROADCASTING, Nov. 18). The FTC described some of the commercials as showing "the transformation of a wan, l таковая housewife into a veritable tigress."

As of last late week neither J. B. Williams Co. nor its agency had any comment on the latest FTC action.

NCAA stops beer spots with goal line stand

An attempt to allow beer advertisers to sponsor National Collegiate Athletic Association football games on ABC-TV has narrowly missed its mark, it was disclosed last week.

Though ABC officials are not divulging details of network problems with NCAA sponsorship, they acknowledge that the list of advertisers could be lengthened, and that the schedule hasn't been sold out. One potential area they would like to see opened up is that of beer sponsorship. ABC will telecast its fourth year of NCAA football next season.

Under NCAA, a two-thirds approval of the association membership is required for a fundamental change in authorization of sponsorship. Beer sponsors are now not allowed to be associated with NCAA. A recent referendum of the membership on the question found 211 in favor of permitting beer advertisers, but 115 against. The percentage in favor was 64.7, just below the two-thirds mark. The referendum was presented to NCAA membership by its television committee.

KRON-TV favors weekend for antismoking spots

KRON-TV San Francisco told the FCC last week that prime-time viewing hours are not the most effective time to broadcast anticigarette announcements, because daytime and particularly weekend hours are most likely to attract the young people who should be the primary target of the spots.

The station's argument was in response to a petition filed with the commission last month by attorney John F. Banzhaf III, executive director of Action on Smoking and Health, in which he urged denial of license renewal to KRON-TV because of alleged violations of the fairness doctrine as it applies to cigarette advertising. Mr. Banzhaf said that at that time that his charges were based on monitoring of the station during prime time in a five-day period (Nov. 11-15), in which the station was alleged to have broadcast 1,520 seconds of cigarette commercials and 120 seconds of antismoking messages (BROADCASTING, Dec. 2).

KRON-TV replied that if Mr. Banzhaf had considered the full seven days of that week, he would have found that the time devoted to anticigarette announcements was 57.5% of that devoted to cigarette advertising. From October 1967 to October 1968, the station added, the figure was 48.1%.

How TV-network billings stand in BAR's ranking

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</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>$271.4</td>
<td>$271.4</td>
<td>$5,023.1</td>
<td>$5,023.1</td>
<td>$209.9</td>
<td>$5,023.1</td>
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<td>$16,339.9</td>
<td>108</td>
<td>$545.9</td>
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<td>Morning</td>
<td>6 a.m.-10 a.m.</td>
<td>$271.4</td>
<td>$271.4</td>
<td>$5,023.1</td>
<td>$5,023.1</td>
<td>$209.9</td>
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<td>$336.0</td>
<td>$16,339.9</td>
<td>108</td>
<td>$545.9</td>
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<tr>
<td>Monday-Friday</td>
<td>$1,049.3</td>
<td>60,147.3</td>
<td>$53,004.2</td>
<td>$3,541.4</td>
<td>$56,304.2</td>
<td>$1,052.3</td>
<td>32,059.3</td>
<td>$342</td>
<td>$6,020.6</td>
<td>12,646</td>
<td>$141,367.7</td>
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<tr>
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<td>10 a.m.-6 p.m.</td>
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<td>60,147.3</td>
<td>$53,004.2</td>
<td>$3,541.4</td>
<td>$56,304.2</td>
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<td>32,059.3</td>
<td>$342</td>
<td>$6,020.6</td>
<td>12,646</td>
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<tr>
<td>Saturday-Sunday</td>
<td>$53,004.2</td>
<td>3,541.4</td>
<td>$56,304.2</td>
<td>$1,025.3</td>
<td>32,059.3</td>
<td>$342</td>
<td>$6,020.6</td>
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<tr>
<td>Morning</td>
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<td>3,541.4</td>
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<td>$141,367.7</td>
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<tr>
<td>Monday-Saturday</td>
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<td>12,646</td>
<td>$141,367.7</td>
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<tr>
<td>Morning</td>
<td>6 p.m.-7:30 p.m.</td>
<td>$53,004.2</td>
<td>3,541.4</td>
<td>$56,304.2</td>
<td>$1,025.3</td>
<td>32,059.3</td>
<td>$342</td>
<td>$6,020.6</td>
<td>12,646</td>
<td>$141,367.7</td>
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<tr>
<td>Sunday</td>
<td>$53,004.2</td>
<td>3,541.4</td>
<td>$56,304.2</td>
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<td>32,059.3</td>
<td>$342</td>
<td>$6,020.6</td>
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<td>$141,367.7</td>
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<tr>
<td>Morning</td>
<td>6 p.m.-7:30 p.m.</td>
<td>$53,004.2</td>
<td>3,541.4</td>
<td>$56,304.2</td>
<td>$1,025.3</td>
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<td>$342</td>
<td>$6,020.6</td>
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<td>$141,367.7</td>
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<tr>
<td>Monday-Sunday</td>
<td>$53,004.2</td>
<td>3,541.4</td>
<td>$56,304.2</td>
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<td>32,059.3</td>
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<td>$6,020.6</td>
<td>12,646</td>
<td>$141,367.7</td>
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<tr>
<td>Morning</td>
<td>7:30-11 p.m.</td>
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<td>3,541.4</td>
<td>$56,304.2</td>
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<td>32,059.3</td>
<td>$342</td>
<td>$6,020.6</td>
<td>12,646</td>
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</tr>
<tr>
<td>Monday-Sunday</td>
<td>$53,004.2</td>
<td>3,541.4</td>
<td>$56,304.2</td>
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<tr>
<td>Morning</td>
<td>11 p.m.-Sign-off</td>
<td>$53,004.2</td>
<td>3,541.4</td>
<td>$56,304.2</td>
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<td>Total</td>
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<td>$5,135,955.5</td>
<td>$532,535,2</td>
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<td>$91,396</td>
<td>$1,435,356.2</td>
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Agency appointments:
- Doyle Dane Bernbach, Chicago, will handle Manpower Inc., Milwaukee-based temporary help firm. Manpower has annual ad budget of over $1 million. DDB said it has not yet been determined how much, if any, of the budget will go into broadcasting. Fromstein Associates, Milwaukee, handled Manpower for the past 13 years.
- Archbold & Legler, New York, has been named to handle the Netherlands Flower-bulb Institute, Amsterdam, Holland, in the U.S. The company is primarily a print advertiser, but may conduct a test-market television campaign in the fall of 1969. The previous agency was Solow-Wexton Inc.
- La Choy plans large campaign run by Warner & Legler, New York, for its five stations division, New York. La Choy plans large campaign with billings in excess of $1.5 million.
- Smith/Greenland Co., New York, has been named by Graphic Products Inc., subsidiary of Transogram Inc., New York. Billings are approximately $1 million.
- Speer, Young & Holander, Los Angeles, has been appointed agency for Holiday Airlines. Plans include radio promotion.
- Real saturation schedule
  - Ford Division of Ford Motor Co., Detroit, in one of the largest weekend buys in network radio, will sponsor the entire 16 hours of NBC's Monitor on Saturday and Sunday (Jan. 4-5). The "Ford weekend" will inaugurate a 52-week sponsorship of Monitor's News on the Hour by Ford. The order was placed through J. Walter Thompson Co., Chicago.
- Corinthian picks reps for its TV division
  - Corinthian Broadcasting Corp. last week officially announced its decision to split up the national sales representation of its five TV stations, KHVT-TV (TV) Sacramento, Calif., and WISH-TV Indianapolis were assigned to Blair Television, and WANE-TV Fort Wayne, Ind., KHOU-TV (TV) Tulsa, Okla., and KNOB-TV Houston were assigned to Harrington, Righter & Parsons ("Closed Circuit," Dec. 9).
  - James C. Richdale Jr., president of the company's Corinthian Television Stations Division, who made the announcement, said the changes would become effective Jan. 1.
  - All five stations have been represented since 1960 by H-R Television, which has had an entirely separate division handling them. H-R officials last week maintained the silence they have kept but since reports of the impending move first circulated. Reports persisted, however, that they were negotiating toward acquisition of another rep firm, possibly the Hollingbery Co., or an arrangement with others.
- L&N expansion
  - L&N has completed arrangements to acquire Burke & Thomas, Seattle. After the merger, the agency's operation in Seattle-Tacoma will bill more than $4 million. The combined operation will be under the direction of Verne Reynolds, manager of L&N's Seattle office. William Burke, former president of Burke & Thomas, becomes a vice president of L&N/Pacific.
- Consultant
  - Taft Broadcasting Co., Cincinnati, has named Hiram Strong Inc., Chicago, as its retail advertising consultant. Firm has 20 years experience in broadcasting.

BROADCASTING, Dec. 23, 1968
NAB in time bind on one-to-customer

FCC to be asked for extra six weeks to finish statistical rebuttal to ownership rulemaking

The "final" deadline is little more than a month away, but the National Association of Broadcasters has yet to line up a research group to provide the information for a major rebuttal by broadcasters to the FCC's controversial "one-to-a-customer" rulemaking.

Jan. 28 is the date the commission established for filing reply comments after NAB had requested a post- 

The association said it needed the time to develop information concerning the incidence of concentration of control of media in local markets and the opportunity, if any, that broadcast stations have for manipulating opinion in their markets.

Now NAB is preparing to ask the commission for a further extension of time, said to be about a six-week delay, to complete the study. The extension, if granted, would push the proceeding into March—a year after the commission first proposed it (BROADCASTING, April 1 et seq).

The commission's proposed rule would prohibit any licensee of any full-time station from acquiring another station of any kind in the same market. Not unexpectedly, broadcasters reacted with shock and outrage at the proposed rule in comments filed with the commission.

But comments filed by the Department of Justice that would extend the rule spurred the broadcasters to seek research as a means of compiling a strong opposition case. Justice had suggested the commission consider breaking up multiple-station holdings within a market at license-renewal time, and urged it to apply the rule to newspaper-broadcasting combinations in the same market. Several meetings between Washington communications lawyers and NAB produced a go-ahead on the research project, resulting in the request to the commission for a delay in the proceedings.

At that time NAB had indicated it would probably request a further extension because it said it would need three months to formulate a program and hire a research firm, let alone do the study. But the commission had said the Jan. 28 deadline was "sufficient" and no further extension of the time would be granted.

The association's executive commit-

Pioneers seek $750,000 for reference center

The Broadcast Pioneers last week launched a campaign to raise $750,000 to establish and operate the projected Broadcast Pioneers Reference Center.

Roger W. Clipp and Ward L. Quaal have been named co-chairmen of the drive by G. Richard Shafto of Cosmos Broadcasting, president of Broadcast Pioneers Educational Fund. Mr. Clipp, who retired as vice president in charge of the radio and TV division of Triangle Publications, is president of Broadcast Management Inc. Mr. Quaal is president of the WGN Continental Broadcasting stations.

The fund drive was described as the final step in the establishment of the Broadcast Pioneers History Project, which under the leadership of William S. Hedges, retired vice president of NBC, has been assembling source materials and other memorabilia from all areas of broadcasting.

The materials—those already assembled and those to be collected—will be housed in the reference center, space for which is being provided rent-free by the National Association of Broadcasters in its new headquarters building in Washington.

Mr. Shafto estimated that the $750,000 being sought in the current campaign should cover the costs of designing, furnishing and equipping the center, as well as its operating costs for seven years. The center will be available to researchers and others from schools and colleges, many of whom already have been referred to the History Project files.

The BPEF was created by Broadcast Pioneers to preserve the historical material on hand and to be collected. Campaign fund headquarters have been set up at 2 East 54th Street, New York 10022.
of rural upstate New York. In addition to providing this service to its own five outlets, the network makes available a program service—predominantly news—to a number of ruraly located AM and FM stations in the same general area.

The assignment of their licenses occurred as a result of the purchase of C&U by Continental Telephone Co. The commission approved the acquisition on condition that C&U dispose of the five stations within a reasonable period of time. The firm then agreed to assigns the licenses to Christian, which is a nonstock, nonprofit corporation formed primarily for religious purposes.

The five stations are WEIV(FM) Ithaca, WJIV(FM) Cherry Valley Township, WUVI(FM) DeRuyter Township, and WBVI(FM) Wethersfield Township, all New York. All programming origines from WEIV and is fed by wire to the four stations which operate essentially as satellites.

Christian Broadcasting Network Inc. is licensee of WXR-FM Norfolk and WYAH-TV Portsmouth, both Virginia, and has a construction permit for UHF channel 46 in Atlanta.

The commission approved the assignment in a 4-to-2 vote, with Commissioner Robert T. Bartley dissenting and issuing a statement in which Commissioner Nicholas Johnson joined. The statement said that an assignor which already owns three broadcast stations would receive more "in a package deal," and that "considerable overlap is involved between the FM stations being transferred."

ABC rejects claim it buys affiliates

Network also disavows charges concerning its books and rates

ABC denied last week that it had attempted to "buy" any affiliate of Mutual Broadcasting System for its four American Radio networks, or that it had ever misrepresented the situation to the FCC. 

ABC also introduced sworn affidavits from its treasurer and comptroller denying that there had been any juggling of the network's bookkeeping in order to show that it operated at a loss for several years. 

And, again with a supporting affidavit, ABC took exception to the charge that it had offered combination rates and internetwork discounts for its four radio networks, contrary to its assurance to the FCC that it would not do so.

The denials were contained in a new petition filed with the FCC in the ongoing dispute between Mutual and ABC over the later's operation of its four specialized networks. Mutual has charged that the four-network system, which went into operation last January when the commission granted a one-year waiver of its chain-broadcasting rule, has been operated in violation of the terms of ABC's temporary authorization. MBS has requested that the commission rescind its waiver of the rule, which prohibits networks from serving more than one affiliate in the same market at the same time (Broadcasting, Nov. 4 et seq.) .

The ABC-MBS battle of words now encompasses the original Mutual pleading, ABC's opposition, Mutual's reply, and ABC's special response. In accordance with FCC rules, which call for only three filings in such cases, ABC added its final statement to the dispute only after special authorization by the commission.

ABC's petition was directed to specific charges in Mutual's case pleading.

Among these charges was an allegation that ABC, in two letters to MBS affiliate WWOX Charlotte, N. C., urged the station to join ABC and make a specific financial offer. The two letters, both over the signature of former ABC executive Thomas F. White, were submitted as evidence. At that time, Mutual also noted that ABC Radio President Walter A. Schwartz had previously told the commission that ABC never offered the station any sum to join one of its networks.

ABC responded with an affidavit in which Mr. Schwartz said that he had made every reasonable effort to substantiate the accuracy of his statement. And in conversations with Mr. White, he indicated that he had no recollection of the offer, Mr. Schwartz said. In any case, Mr. Schwartz said, the offer was presented in the letters is not improper; there was no guarantee to WWOX, he said, and compensation to the station would have been dependent upon sale of commercial availabilities and clearance of programs. The level of compensation was reasonable for a market of Charlotte's size, Mr. Schwartz added.

Sworn affidavits by ABC's comptroller and treasurer served as the basis for denial of Mutual's charge that ABC had juggled its bookkeeping to indicate falsely that its radio operation was hard-pressed. The comptroller, John J. Rezzi, said that the books were "prepared in conformity with generally accepted accounting practices applied on a consistent basis from year to year." The treasurer, Martin Brown, stated that the losses shown were traceable.
McLendon bid for WCAM questioned

Broadcast Bureau says group is not prepared to meet local needs

The FCC's Broadcast Bureau last week recommended denial of McLendon Corp.'s application to acquire city-owned WCAM Camden, N. J.

In proposed findings and conclusions filed after a hearing on the proposed acquisition, the bureau said that McLendon had failed to make an acceptable determination of community needs and interests in Camden and had not even attempted to differentiate between Camden's needs and those of the larger Philadelphia market, which also receives the station's signal.

It appears, the bureau said, that McLendon would identify with Philadelphia rather than its proposed city of license, if it acquired the station.

The bureau found precedent for its argument in what it depicted as a similar pattern characteristic of some of McLendon's earlier activities. "Previously," the bureau said, "in each case where McLendon had or proposed a station for a community near a major city, it has treated that station as either a major-city station or an area station."

Cited as an example was KABL Oakland, a McLendon station under scrutiny by the FCC two years ago because it allegedly identified by word and implication with its larger neighbor, San Francisco. The station escaped a $10,000 fine recommended by Chief Hearing Examiner James D. Cunningham when the commission ruled that it had complied with the letter if not the spirit of FCC station-identification rules. The station was fined $2,000 for sponsorship-identification violations (Broadcasting, Dec. 23, 1968).

In the Camden case, according to the Broadcast Bureau, McLendon conducted 20 interviews in ascertaining Camden's needs, assuming—in correctly, the bureau said—that they represented a reasonable cross-section of the listening public in that area. By a "striking coincidence," the bureau said, the result showed that they favored a "good music" format associated with other McLendon stations. However, the bureau added, the respondents also favored more news about southern New Jersey and fewer commercial interruptions—and McLendon, it was alleged, would actually offer them less local news than programmed on WCAM by the present licensee—the city of Camden.

The fact that government representatives spoke highly of the prospective licensee also failed to impress the Broadcast Bureau, because, it said, the

...
Ohio group to buy piece of UA's Cleveland UHF

Ohio Radio Inc., group broadcaster, intends to exercise its option to purchase one third of the construction permit for WUA(TV) Lorain-Cleveland, Ohio, from United Artists Broadcasting Inc.

The option was provided in the 1965 agreement when Radio Ohio withdrew its application for the channel 31 outlet in competition with UA. The price is dependent on the value of UA's stock at the time the transaction is consummated. UA also has a construction permit for WUA(TV) Houston, and its corporate parent, Transamerica Corp., seeks to merge with Metromedia Inc.

Ohio Radio owns WLKR-AM-FM Norwalk, WKTN-FM Canton, WRWR-FM Port Clinton and WAWR-FM Bowling Green, all Ohio. It is also applicant for a new AM at Bowling Green.

ABC resists shift to San Diego U

It says it would lose $1 million a year if forced to disaffiliate from Tijuana V

ABC and XETV(TV) Tijuana, Mexico-San Diego urged the FCC last week to reject petitions seeking the breakup of their 13-year affiliation arrangement. ABC said such a breakup would only put it further behind in its effort to compete with CBS and NBC.

The petitioners see themselves as gaining if the commission grants their request to deny ABC's application for an extension of its affiliation with UA. It has had since 1955 to transmit network programs to the Mexican station. They are KCST(TV) (ch. 39) San Diego (Broadcasting, Nov. 18) and two San Diego CATV systems which filed subsequently in a joint pleading-Mission Cable Inc. and its subsidiary, Pacific Cable Corp. The cable systems are under the corporate umbrella of Cox Broadcasting Corp.

KCST believes that if the application is denied, ABC will pick it up as its San Diego affiliate. The other stations in the market, KFMB-TV and KOGO-TV, are already network-affiliated. And, like XETV, they are VHF's.

The CATV systems' petition is an outgrowth of last June's commission decision restricting their authority to import Los Angeles signals-a decision based on the commission's concern for the development of UHF in San Diego. Accordingly, the cable systems suggested that if ABC did affiliate with KCST, thus enhancing that station's economic prospects, the commission might ease the restrictions it placed on the San Diego cable systems.

In a separate petition, Mission has asked the commission to hold a hearing on the license-renewal application of KFMB-TV San Diego, to determine what help that VHF could provide UHF in the market (see page 36). As an alternative to its request for denial of the ABC application, Mission is asking that it be set for hearing in consolidation with the KFMB-TV renewal matter.

ABC, in its response last week, said that denial of its application would have adverse effects on the San Diego public as well as on ABC. Assuming it did affiliate with KCST (and it pointed out it might seek secondary affiliations with the VHF stations in the market), ABC said, its programs would reach 110,300 fewer television homes in the market than it does now. ABC based this on the relative coverage of XETV and KCST and on the CATV activity in importing signals of network-owned KABC-TV Los Angeles.

Furthermore, ABC said, a study by its research department shows that a transfer of the XETV affiliation to KCST would result in an annual loss to ABC "in excess of $1 million." Since the network is already losing money, ABC said, such reduction in revenues would be a serious setback.

And its competitive position with respect to CBS and NBC. ABC said, "would be further weakened not only by the loss of revenues but by the impairment of national ratings which would result from its reduced audience in San Diego, the 50th ranking market in the country."

ABC noted that the commission has in the past refused to intervene in network affiliation affairs to reduce ABC's "competitive disadvantage." (In September, the commission rejected a plea by ABC President Leonard Goldenson for protection against NBC raids on ABC affiliates in two-VHF markets.) Thus, it said, it would be "ironic" if the commission should intervene in the San Diego situation "to increase that disadvantage."

ABC and XETV also challenged the bases of the petitions to deny ABC's application. A principal assertion in the KCST petition was that the commission had originally granted ABC authoriza-

BROADCASTING, Dec. 23, 1968
ETV's get new lower-rate offer

Microwave plans interconnection service with rates it says are lower than AT&T's

A proposal to provide additional or alternative reduced-rate interconnection service for noncommercial educational radio and TV stations was submitted to the FCC last week.

Microwave Communications Inc. said, in a petition filed with the commission, that special-service common carriers and CATV microwave systems could interconnect both public broadcasting stations and university facilities at substantially lower rates than those charged by AT&T for its trial service, which went into effect this month (Broadcasting, Dec. 9). The service would also be available 24 hours a day, seven days a week. Microwave said, in contrast to the AT&T service, which is provided two hours a day, five days a week.

Microwave said it "welcomes" the advent of AT&T service but wants to enlarge available facilities. The firm said that this would be in keeping with the intent of Congress in passing the Public Broadcasting Act of 1967. According to Microwave, Congress explicitly authorized "one or more systems of interconnection."

The proposal would make the towers and sites of special-service common carriers and CATV microwave systems available at no charge. Public-broadcast stations and university facilities could then attach their own transmitting equipment. Since the cost of this equipment is not a principal contributor to the total cost of interconnection, Microwave said, the over-all financial strain on these stations will be minimal. They would be spared the more substantial expense of path layouts, engineering, towers and other construction, the firm said.

The cost for comparable facilities would be $118 per month per site. Microwave said, as opposed to $43.50 for each occasion of use on the AT&T system. Microwave's estimate of the over-all monthly cost is $38,940—for service that would include 71 educational systems not covered by AT&T—compared to a total AT&T charge listed at $130,500 by Microwave.

The petition, which styled itself as a proposal to the Corp. for Public Broadcasting and the Interuniversity Communications Council (Educom), lists other advantages to all involved. It said that both CPB and Educom would get full control and use of a complete nationwide interconnection network; that the system would foster dissemination of new educational services through an exchange of educational programs and sharing of resources such as libraries and laboratory research, and that it would relieve the burden on existing carriers, customers and stockholders presently caused by the impact of provision of service at rates below cost.

Elaborating on the question of AT&T's capacity to handle reduced-rate interconnection, Microwave said that the service is an imposition on the AT&T rate structure, and the company cannot place this burden on its shareholders without "imparing its financial integrity." Microwave said.

Microwave proposed to the FCC that it eventually grant licenses to special-service common carriers and CATV microwave systems only on condition that they provide this service as necessary. The firm also called on the commission to institute studies pertaining to educational needs, sharing of channels, and related questions of operation and control.

WMAQ-TV in top spot

Total revenues of WMAQ-TV Chicago will run between $24 million and $25 million for 1968, topping all other TV outlets in that market, Chicago Daily News advertising columnist George Lazarus estimated last week. He said WGN-TV there is closing the gap with $23.3 million. His estimates for other Chicago outlets: WBBM-TV, $22.5 million; WLS-TV, about $14 million; WFLD-TV, $2 million, and WCTU-TV, $1 million, the latter two UHF's.

Changing Hands

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

- WAME Miami: Sold by Stephanie Wyszatrycki to Jack Roth for $1 million. Mr. Roth owns KONO, KITY (FM), San Antonio, Tex.; and WRRZ Coral Gables, Fla. An application to sell WRRZ is pending FCC approval. Mr.
Roth also has applications pending FCC approval to buy WKNR Dearborn and WKMH-TV Jackson, both Michigan, and WYXO Charlotte, N. C. He is also applicant for a new FM at Miami. WAMB is full time on 1260 kc with 5 kw.

WSDR Sterling, Ill.: Sold by Sam and Lillian T. Bartlett and Robert Callighan and others to Thomas L. Davis, Robert M. Baker, George J. Jansen and others for $450,000 plus the value of net quick assets over $100,000. Messrs. Davis, Baker and Jansen own the construction permit for WESP(FM) Charlotte Amalie, V. I. Mr. Davis owns 50% of KLEE Ottumwa, Iowa; and 50% of WGLB-AM-FM Port Washington, Wis. WSDR is full time on 1240 kc with 500 w day and 250 w night.

KHOB-AM-FM Hobbs, N. M.: Sold by Charles R., Nell R. and James D. Scott to L. Dickson Griffith for $379,876. Mr. Dickson owns 25% of a travel agency. KHOB is a daytimer on 1150 kc with 5 kw. KHOB-FM is on 95.7 mc with 36 kw.

WKID Urbana, Ill.: Sold by Robert F. Meskill and others to L. Frank Stewart and others for $246,750. Mr. Stewart owns an electronics company. WKID is a daytimer on 1380 kc with 250 w. Broker: Hamilton-Lands & Associates.

KCFI Cedar Falls, Iowa: Sold by Donald Blanchard and others to Robert F. Goodwin and others for $240,000.

ABC theater burns

ABC’s Hollywood Palace theater, on Vine Street just off of Hollywood Boulevard, was damaged by fire on Dec. 13. The blaze, believed to have been set off by electrical failure, caused damage estimated at $85,000. The theater’s electrical system, two cycloramas, scenery and furniture were among the damaged items.

More on free time for candidates

Political experts see TV as main campaign medium, but part on how to use it

A group of nationally recognized political observers last week agreed that television has become the dominant factor in the American political process and that network TV time should be made equally available to all “serious” candidates for major office. But they raised strenuous objections to a series of proposals for radical change in the national campaign-and-election system.

Panelists at a meeting Thursday night (Dec. 19) of the Center Club—dinner-discussion subsidiary of the Center for the Study of Democratic Institutions—were predominantly opposed to the bulk of election reforms proposed in a paper prepared for the center magazine by Harry Ashmore, former newspaper...
editor who is now executive vice president of the center.

Among Mr. Ashmore's proposals are a requirement that broadcasters give free time to candidates, that paid political advertising be banned and that a "federal bureau of elections" be created (Broadcasting, Dec. 16).

To the disapproval of the largely affluent, middle-aged, pro-Eugene McCarthy, antitelevision audience, panelists generally agreed that television is the single most important political weapon today and that it is not necessarily bad.

Mr. Ashmore himself agreed with the frequently stated contention of panelists Blair Clark, Mr. McCarthy's campaign manager, and Stephen A. Mitchell, the senator's convention manager, that the Democratic candidate's unsuccessful bid for the presidential nomination would not have been at all possible without television.

While most panelists agreed that some provision should be made to provide national candidates access to television, there was no consensus as to how it should be done or qualified with statements that regulations should be set for political appearances.

Historian Arthur Schlesinger Jr. said, "I would be willing to have the government buy the time. But the politicians should have it to use as they want." He said that in addition to this minimum time, "what is available in the way of private money [for a candidate to purchase advertising] should be allowed."

While generally attacking the "packaging" of political candidates, most professional advisers on the panel also defended the role of television experts in advising candidates and the wisdom of the public viewing them.

Walter Devries, of the John F. Kennedy School of Government at Harvard University, said, "what you see in that tube—on that little screen—is the dominant factor in deciding what is going to happen."

He added that "what difference does it make if you have 30 minutes on NBC if you don't have access to the services" of key advisers. "There is no more equal access in this country unless you have enough money to buy Joe Napolitan or Charlie Guggenheim," he added.

Mr. Napolitan, media adviser to Vice President Humphrey, and Mr. Guggenheim, producer of campaign documentaries for late Senator Robert F. Kennedy, were also on the panel.

Mr. Napolitan said use of TV time "should be left to the discretion of the candidate, not some bureaucrat." Mr. Guggenheim said that in watching political specials for the Republican and Democratic nominees on the eve of last Nov. 5's election "you had a feeling of production with Nixon," while Mr. Humphrey's broadcast "was like an uneamed bed." Yet at the same time, Mr. Guggenheim contended, the audience could sense the artificiality of one and the reality, if disorganization, of the other.

In response to audience complaints about television distortion, Mr. Guggenheim restated his belief "that as Jefferson said, there is a wisdom in the American people to seek out the truth."

The panelists also generally objected to Mr. Ashmore's major proposals for political reorganization, such as abolition of state primary elections in favor of one national primary on a single day in July.

Among the other panelists at the session were Herbert Kaplow, NBC Washington correspondent, who concentrated on covering President-elect Nixon during the campaign; Richard Rovner, Washington correspondent for the New Yorker magazine, and Frank Mankiewicz, news aide successively to Senator Kennedy and Senator George McGovern.

NAB sets budget of $2.9 million

$130,000 tagged for research; beefed-up government affairs duties prompt some raise

The National Association of Broadcasters executive committee has girded itself for a tough year to come in the research business by putting its stamp of approval on a $130,000-plus budget for research, a major portion of which already has been allocated for firm commitments. The $130,000 figure represents but a small portion of the record $2.9 million operating budget that was approved by the association's finance committee during last week's committee activity at NAB headquarters.

Four sessions involved the executive finance, building and American Value committees, occupied two full days, and encompassed a number of decisions on a wide range of topics, most of which are subject to NAB board approval in Puerto Rico next month (Jan. 13-17).

NAB is said to have profited by this year's hectic rush to approve reallocation of research funds in order to make an immediate defensive spectrum study (the Herman Land report) to assist the President's Task Force on Communications Policy (Broadcasting, Jan. 29).

Accordingly, NAB has currently allocated about $67,500 of its new $130,000 research budget for firm commitments, including research grants, local audience measurement research (about $35,000) and a proposed one-and-a-half year study on viewer attitudes toward broadcasting (about $45,000 of which half will come from this budget, half from the 1970-71 budget). The remaining $62,500 is set aside for "high priority" projects such as one-to-a-customer, pay-TV, CATV, copyright and satellites.

The finance committee approved an operating budget of $2.9 million for 1969-70, an increase of about $100,000 over 1968-69, attributable to a beefing up of the government affairs staff. The new budget anticipates over $3 million income, including projected income from the new NAB building and convention income. Excess in the new budget will be about the same as 1968-69: $100,000.

In a move begun by the NAB board this year (Broadcasting, Feb. 5), the executive committee has proposed that six sites should be selected on a permanent basis for the fall conferences. The committee also proposed four permanent sites—Atlanta, Chicago, Denver and San Francisco (usually the locales of the more successfully attended conferences) with the other two conferences to be held in either Dallas or New Orleans, and in Boston or Philadelphia. The NAB board this year removed Washington and St. Louis from the list of cities where 1968 conferences had been scheduled.

In addition the committee has proposed that a labor relations workshop, a pollinator and well-attended session in previous conventions, be reinstated at the 1969 convention to be held in Washington March 24 to 26, 1969. The workshop was an early casualty in staff planning for the convention (Broadcasting, Nov. 18), but numerous requests from NAB members prompted its revival. It Is tentatively scheduled for Sunday afternoon, March 23 from 2:30 p.m. to 4:30 p.m.

In other matters the executive committee reached no decision whether to appeal the appellate court decision upholding the commission's application of the fairness doctrine to cigarette advertising. It further took up advisement of a proposal by Lee Loewing, a former FCC Commissioner, that broadcasters set up grievance machinery under NAB auspices where they would hear public
gripes about broadcast news ("Closed Circuit," Dec. 2). The committee asked the NAB staff to research the proposal in conjunction with the Radio-Television News Directors Association.

The building committee was told that NAB will begin occupying its new headquarters at 1771 N Street, N.W. during February. Under the terms of its lease NAB must leave its temporary quarters at 1812 K Street N.W. by Feb. 28.

Montana governor gains control of KBLL-AM-TV

The sale of controlling interest in KBLL-AM-TV Helena, Mont., from Paul McAdam and A. W. Scribner to Montana Governor Tim Babcock was approved by the FCC last week.

The price for 56.9% of the stations was $201,421.45.

Originally, Messrs. McAdam and Scribner and Bob Magness, the remaining stockholder, had applied to sell the stations to Mr. Babcock and Willard L. Holter. However, Mr. Holter, who owns KLTZ Glasgow and controls KYLT Missoula, both Montana, dropped out of the partnership and the assignment was never consummated.

KBLL is a daytimer on 1240 kc with 1 kw day and 250 w night. KBLL-TV, which is affiliated with NBC and ABC, is on channel 12 with 973 w visual.

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Programing

Violent talk at violence hearings

TV lambasted as corrosive force as commission searches for ties between media and violence

The President's Commission on the Cause and Prevention of Violence set the television networks up for a grilling last week with a string of preliminary witnesses who charged television with just about every evil short of murder by its own hand.

The most intemperate witness summoned by the commission, during three days of hearings in Washington, was FCC Commissioner Nicholas Johnson who denounced both the motives and actions of the nation's broadcasters. He even suggested that television networks be sued for damages for the "psychic harm" done to "millions of children" who watch Saturday-morning shows.

Aside from Mr. Johnson, the commission also heard a critical evaluation of television from Robert MacNeill, now with the British Broadcasting Corp., in New York, formerly with NBC and author of "The People Machine."

Also testifying, with some censure of TV, were Norman Isaacs, executive editor of the Louisville (Ky.) Courier-Journal and News (WHAS-AM-FM-TV) and Ben Bagdikian, critic and analyst of the news media and now with the Rand Corp.

The commission even had two U. S. attorneys from Chicago, not earlier scheduled, appear to testify to what they contended were staged incidents for TV cameras during the Chicago disturbances last August. One of the events was mentioned in the Walker report, issued earlier this month: two others were new.

Amid the torrent of criticism, two witnesses took calmer views. FCC Chairman Rosel Hyde said the government had no business intruding into broadcast programming. John F. Dille Jr., president of the Communicana station-newspaper group, pointed to the progress being made in both broadcast and print journalism and said it would be as wrong to underplay violence in American life as to overplay it.

The violence hearings began last Wednesday: they are a continuation of sessions held last October when the commission heard from Dr. Joseph Klapper, director of CBS's Office of Social Research; Robert D. Kasmire, NBC vice president, and Alfred R. Schneider, ABC vice president (Broadcasting, Oct. 21).

The critics of broadcasting appeared last Wednesday and Thursday in advance of scheduled testimony by the networks on Friday.

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

Among the major suggestions made last week was the establishment of a citizens commission on broadcasting, by Mr. Johnson; a public organization to review news-media practice by both Mr. Isaacs and Mr. Bagdikian, and the proposal, again by Mr. Johnson, that broadcasters be held legally accountable for the emotional damage their programs might inflict on viewers or listeners.

In testimony prepared for delivery Friday (Dec. 20), however, Dr. Frank Stanton, president of CBS Inc., pointed out that violence often is an essential ingredient of entertainment programs and is frequently a built-in element of news programs.

He stressed that while TV "must not pander to a taste for violence," it must reflect "the often violent and disjointed character of the contemporary world" if it is to serve as a medium of popular culture and of news and information.

Discussing entertainment programming, Dr. Stanton told the commission that some people claim there is too much violence on television and some say there should be none at all. He said he could not agree with either of these viewpoints, and added:

"Throughout history, violence has had a prominent place in art, drama, and literature. Within the broad limits of good taste, we want to be realistic, dramatic and interesting — and we should not arbitrarily exclude any legitimate theatrical device. But we draw the line on scripts which use violence for its own sake and not for reasons of dramatic unity or value."

Dr. Stanton reported that before a program is finally cleared for presentation on CBS-TV, the program is judged both for its creative values and its suitability, with special attention to taste and violence.

He testified that CBS-TV is careful to select both its action-adventure series and its feature films with these two criteria in mind. Dr. Stanton voiced the view that action-adventure does not play a disproportionate role at CBS-TV and suggested that to ban arbitrarily such series from the air "would violate the basic imperatives of art and be inconsistent with the reality that such programs strive for."

Turning to the news sector, Dr. Stanton said television must cover the news
honestly and faithfully and when it is violent "we cannot sanitize the facts." He noted that some critics have complained that television is bringing the horrors of the Vietnam war too vividly into the American home, and made this observation:

"But the fact is that the responsibility for the decisions made in Washington and culminating on a battlefield 10,000 miles away begin and end in the living room. Because the final responsibility rests with the people, they must have the facts—the bad news as well as the good, the unpleasant as well as the pleasant."

Additional testimony was scheduled for delivery by Leonard H. Goldenson, president of ABC Inc., who was to describe the general functions of the company's news department, and Elmer W. Lower, president of ABC News, who was to provide further details on how the news department fulfills that function.

Mr. Goldenson said television is receiving the brunt of criticism directed against the news media because it has matured during a most difficult time in the nation's and world's history. He reported that some critics have claimed that by their emphasis on the war in Vietnam, television news departments have "conditioned" the American people to accept war as part of our modern way of life.

"Others contend that broadcasters are over-exposing the militants and the extremists, thus encouraging those who seek to foment racial and civil strife," Mr. Goldenson continued. "Still others argue that we must emphasize the 'good things' and play down developments and events which, on occasion, place our society, or a high public official, or a particular city, a region, or even our nation, in an unfavorable light."

But Mr. Goldenson asserted that he was convinced that television has comport itself with distinction. He said he was equally convinced that with its incisive visual portrayal of events, television has contributed "immeasurably to public understanding and knowledge of the great issues of our time."

Mr. Goldenson told the commission that ABC welcomes responsible criticism of its news endeavors. But he added the company rejects any attempt to abridge the freedom of its news department to report the news as it sees it.

"We are not infallible and we do not claim perfection in our news presentations, though we strive hard for it," Mr. Goldenson stated. "The right of free speech which must be preserved for all news media includes the right to be wrong on occasion. That is the price we must pay to preserve a free press and free speech in America. And, in my opinion, that price for that bulk of our viewers who pay to preserve television is cheap indeed."

Mr. Lower's statement described in detail the variety of news and documentary news programs that are carried on ABC-TV and ABC Radio and, more to the point, provided statistics on the amount of news coverage devoted to violence and the policies the company has adopted to place controversial stories in perspective.

Mr. Lower said he had his staff prepare a study of an entire year's news coverage, from Sept. 1, 1967, to Aug. 30, 1968, to determine the types of news ABC was carrying. He reported that 91% of the material broadcast dealt with various subjects having nothing whatsoever to do with violence, and only 9% was even remotely associated with violence.

"Even within the 9%, the actual presentation of violent acts was very rare," Mr. Lower pointed out. "I would like also to point to our coverage of the Democratic convention and the surrounding events. Only 1.1% of our total coverage was devoted to film or tape of the disorders involving the police and dissenters."

"Having now screened all of our coverage in Chicago," Mr. Lower remarked, "I am convinced that, viewing our whole report, there is no question that it was fair and balanced."

Mr. Lower insisted that television cannot arbitrarily delete stories, adding that "there should not be a dual standard of what is permissible in newspapers and on television." He said television soon would lose its credibility if it did not provide the news to the American viewers who turn to the medium for information on national and world events.

In his sometimes savage indictment of television, Mr. Johnson all but blamed the medium for the ills of the country. "... Television's influence has affected, in one way or another, virtually every phenomenon in our present-day society," the often critical FCC commissioner stated. He submitted a 70-page document to the violence group, although he skimmed through it in about 30 minutes in his appearance which lasted a good two hours.

Americans, he said, receive more of their education from TV than from grade and high schools. "By the time the average child enters kindergarten he has already spent more hours learning about his world from television than the hours he would spend in a college classroom earning a B.A. degree," he observed.

He called TV the "common ingredient" in a great many of the social ills of the times. And, he added, "One cannot understand violence in America without understanding the impact of television programming upon that violence."

In a series of comments, he asserted that broadcasting is not what it was expected to be when the Communications Act was drafted in 1934, that broadcasting is run by corporations whose predominant goal is "maximizing their profits" (and Mr. Johnson repeated that phrase at least a dozen times in his text), that broadcasting programs are chosen for the largest audiences they can command.

Mr. Johnson caustically rebutted the claim that entertainment programs have no impact on the audience, yet have established TV as the advertising medium with the greatest impact.

Citing TV's $2.5 million annual revenues from advertisers, the FCC commissioner said TV "cannot have it both ways."

"They cannot," he said, "point with pride to the power of the medium to affect the attitudes and behavior associated with product selection and consumption, and then take the position that everything else on television has no impact whatsoever upon attitudes and behavior."

Listing his observations of what is learned about life from TV ("success comes from the purchase of a product—a mouthwash or deodorant...how do you resolve conflicts? By force, by violence, by destroying 'the enemy.'") Mr. Johnson impassionedly asked:

"What are these network executives doing? What is this America they are building? What conceivable defense is
there for the imposition of such standards and travail upon 200-million Americans...?"

On news, Mr. Johnson said that "by and large, I think we ought to stay out of their business..." but he then castigated broadcasters for their reliance on the First Amendment and "journalistic integrity.

This, Mr. Johnson called "nonsense." Journalism can be free, he said, but it need not be irresponsible, or free of check or criticism from professional critics, a concerned public or responsible officials.

In discussing censorship, Mr. Johnson characterized broadcasters' arguments as "a blend of mammon and mythology." In essence, his argument was that there are numbers of exceptions to the First Amendment imposed on broadcasters by Congress and the FCC and upheld by the courts (equal time, public discussion of controversial issues, disclosure of payment for messages).

Nowhere in his statement, however, did Mr. Johnson mention that the U.S. Court of Appeals for the Seventh Circuit had declared that broadcasters are entitled to freedom of the press and that the FCC's fairness-doctrine rules governing personal attacks are unconstitutional.

But, Mr. Johnson added, "in general and for now" he would prefer occasional abuse "by a responsible broadcasting industry capable of reform" than license revocations for irresponsibility. He said he doesn't want the FCC taking action against stations because of violence in dramas, children's cartoons and other programming, or because of showing of movies that some people find objectionable.

But, he emphasized, "some independent expert entity" should make program evaluations and these should be "expert, candid, hard hitting and generally available to the American people..."

Such a group, he said, "should investigate and report the impact of radio and television entertainment programming, should criticize what the broadcasting establishment is doing and should make its views known to the people."

In addition, he said, the FCC can do more. He said he sees nothing wrong with the FCC using its powers to compel disclosure "to insure that the public learns about fraud, corporate censorship, or falsehood in media practices that are protected by the First Amendment." And, he added, "economic, corporate power over free speech is today, in my opinion, an even greater limitation than those feared by the drafters of the Bill of Rights." He alleged in support of this contention that the tobacco industry and broadcasters for years succeeded in keeping off the airwaves any mention of cigarette smoking and cancer and heart disease; that the auto industry and broadcasters remained silent on the subject of auto safety; that broadcasters and cable TV systems in coal mining states blacked out information about "black lung" disease.

The lack of black ownership of broadcast stations (only six of 7,350 stations are owned by Negroes, he said), the lack of access by the black community to the microphone and TV camera, or information about the cooperative movement are forms of "corporate censorship," he charged.

He even questioned the propriety of reporting the war in Vietnam by broadcasting companies that are subsidiaries of companies that are major defense contractors.

Mr. Johnson said that litigation by the private citizen or citizens' groups might have an impact on broadcast programming.

He also saw worth in citizens' participation, particularly in appearances before the FCC in adversary roles, in public-service requirements on broadcasters, requiring a given proportion of gross income to be invested in programming, requiring each network to provide a given proportion of its prime time each evening every week to public-service programming, the same for local stations, particularly for local programming, prohibiting commercial interruption during some programs, establishing standards for size of news staff or news budget as a proportion of gross income. He discussed the moves made by the FCC to accomplish greater diversity and referred to such pending proposals as one-facility-to-an-owner, and the limitation on networks' ownership of non-news programs to no more than 50% of their program schedule.

Returning to his remarks about imposing liability on networks, he commented: "Perhaps the networks' concern about the quality and impact of their programming could be intensified in this way, either by principles of liability found in the common law or from new legislation."

After reviewing liability by manufacturers and referring to the fact that some states recognize "psychic" or emotional injury, Mr. Johnson asked: "Why shouldn't a television network be liable for the psychic harm it does millions of children who watch the Saturday morning 'children's programs'?" "Legal liability," he said, "has been an effective instrument of reform in the past, and is at least worth an examination as a means of improving the most extreme instances of injurious programming."

Mr. Johnson's major proposal was that a citizens commission on broadcasting be established, free of government or broadcasting influence, to analyze and evaluate broadcasting standards, media-grievance machinery, the economic structure of broadcasting, employment practices, the effectiveness of government agencies having responsibilities to broadcasting, community-broadcaster relations, training in areas of critical social significance, and to issue grants and make awards to stimulate public-interest programs.

Such a "Citizens Commission on Broadcasting," he estimates, would need from $1 million to $10 million a year, and should have between 50 and 200 professional people on its staff. Funds should come from foundations, he said, and perhaps from such federal agencies as the National Science Foundation, the National Institutes of Health and of Mental Health, the National Foundations on the Arts and Humanities, the Corp. for Public Broadcasting, and the Department of Health, Education and Welfare.

Such an institute, Mr. Johnson said, should have the authority to publicize its findings, request data and reports from government agencies, appear as a party for the public interest, and should be required to publish an annual report.

Reaction by the violence commissioners to Commissioner Johnson's statement was one of of overwhelming approval. At one point the vice chairman of the commission, Judge A. Leon Higginbotham Jr., urged Mr. Johnson not to hurry his summary of his lengthy statement, saying it "may be the nub of our analysis."

The discussion ranged far afield at points, but mostly it focused on the FCC's performance in enforcing licens-
ing standards and Mr. Johnson's role in the process ("I only have one vote," he explained, and although he can sometimes find another, he's found it hard to count up to four, he explained).

Mostly, however, in response to questioning, he focused on criticisms of the commission, letting his statements amount to a full attack on the commercial broadcasters.

During a colloquy on what the commission actually does, especially in regard to license renewals, he noted that "antenna painting is felt strongly about at the commission. Programming not so much." What supervision does the commission exercise over levels of broadcast violence? "Clearly none. There's no official mechanism to see what's going out.

"No one at the commission is watching TV," he added.

In a surprise move late Thursday (Dec. 19) the violence commission called two witnesses of the Chicago Democratic convention disorders to testify on several alleged news-staging incidents.

The witnesses, whose stories were brought out by crisp questioning by violence commission counsel Philip W. Tone, Chicago attorney, and subject to brisk interrogation by commission members, were Thomas A. Foran, U. S. attorney for the northern district of Illinois, and James J. Casey, assistant U. S. attorney for the same district. Both men were on duty as investigators during the convention disturbances.

Mr. Casey described the filming of a man on Aug. 25 ostensibly being treated for injuries and then seemingly uninjured after the filming stopped.

Mr. Casey said he identified the CBS trademark on the filming equipment used. He said he felt the scene he had witnessed was "not authentic," but that he was unable to investigate further when he was separated from the participants by a police skirmish line.

When asked if he had seen the footage in any broadcast coverage, he said no. Mr. Tone added that a commission examination of aired material had failed to turn up the sequence.

Mr. Foran described two incidents not mentioned in the violence commission's Walker report on the Chicago disturbances (BROADCASTING, Dec. 9, 2). One incident, on Aug. 26, involved a demonstrator who put a bandage up to the side of his face as cameras filmed him, then dropped the bandage when the filming was completed. He said the man had no cuts or apparent injuries. He identified the CBS "eye logo" on the film crew's equipment.

In the other episode, on Aug. 28, Mr. Foran said he observed a demonstrator in the middle of Michigan Avenue light a trash fire, ignite a sign saying "Welcome to Chicago" and then signal a semicircle of still and motion-picture photographers standing by who

Debate over Chicago appears to lose steam

It may be that the public's interest in what happened in Chicago last August during the Democratic convention is on the decline but in any case, stations seemingly were not eager last week to perpetuate feuds between Mayor Richard J. Daley and his opponents.

A one-hour reply program to the Chicago mayor's one-hour special was telecast on Dec. 15 on Metromedia's five television stations (BROADCASTING, Dec. 16). Offers to make it available to any other TV station in the country had received 15 or 16 requests for the program through the two distribution sources in New York. The American Civil Liberties Union said it had received requests from about 13 or 14 stations. ACLU has about 30 prints of the program available for showing. Reeves Videotape Center, which also made the program available, said it had orders from two stations.

The Mayor Daley one-hour version of the August incidents in Chicago was broadcast Sept. 15 and Sept. 16 on about 150 stations (BROADCASTING, Sept. 23) and Metromedia at that time agreed to grant an hour to ACLU, the National Mobilization Committee to end the War in Vietnam, the Youth International Party and supporters of Senator McCarthy.

Metromedia spokesmen, while noting that the company is not handling distribution of the program outside of its owned stations, speculated that the intense pre-program independent "publicity" of the Daley show probably accounted in large part for so many stations carrying it. The reply show, they said, while made available to whomever wanted, hardly received the national attention the other program got before broadcast.

Only one Chicago TV station, WCIU-TV, has agreed to air the rebuttal film of the American Civil Liberties Union and others to Chicago Mayor Richard J. Daley's hour program giving the city's version of the Democratic convention disorders.

WCIU-TV plans to air the film, The Seasons Change, at 10 p.m. Dec. 28 followed by an hour of discussion. WGN-TV Chicago, which earlier aired the Daley film, last week turned down the ACLU rebuttal on the grounds it already has given sufficient coverage to all sides of the issue. The Daley film itself was a rebuttal to national TV coverage of the convention disorders.

began filming.

The lead-off witness before last week's hearings mixed brickbats and bouquets for television—brickbats for TV's entertainment and some news practices, bouquets for other aspects of public-affairs coverage and what it might become.

Mr. MacNeil clearly considered TV news the medium's major function and prime redeeming feature of a broadcasting system "that spends most of its energies and talents depicting a mythological America (in which, incidentally, violence is sanctified) and relatively little energy and talent informing its captive audience about the real America."

Mr. MacNeil said his complaint "is that television has become the chief instrument of journalism in this country while playing that role peripherally and fleetingly. The medium remains overwhelmingly a machine for entertainment (if that is not stretching the word) designed for one purpose: to deliver a responsive audience to advertisers."

Although he stopped short of indicting television as the cause of violence in American life, he said that television's entire programming shapes viewers' thinking. And "the adventure serials, the police serials, the westerns, sometimes seem like one long commercial for violence."

He said it was difficult to believe "that a generation exposed to thousands upon thousands of hours of such material from infancy does not bring some residue from it to real life." The point was later questioned by Dr. Walter Menninger, a psychiatrist and violence-commission member, who observed that MacNeil was not able to separate fantasy from reality.

Contrasted with televised entertainment was news and current-affairs programming, which, Mr. MacNeil noted, "is often very good." Inspired by the networks, he added, standards are improving throughout the industry. Yet, he went on to say, there is plenty of room for improvement, both in quality and quantity.

"More coverage of incidents like Chicago would presumably send more congressmen scrambling after some form of censorship," a development to be resisted at all costs, he urged last. "More exposés of government dereflection like the hunger story [the CBS documentary, Hunger in America] would not make the executive branch any happier." More of that sort of effort was his prescription, and he said he thought there would be more "when electronic journalists are able to throw off or ignore some of the pressures that now limit their journalistic freedom or cause them to behave unprofessionally."
Freedom, he indicated, was the key to countering antigovernment trends—especially by providing news reported in depth and in context—and was the best reason for keeping governmental pressures off television news operations. Newscasters, he said, “have to show what is going on, everything that is going on. They can do that with more time on the air for deeper analytical programs. They will not do it as a result of meddling by Congress in the content of news programs and the waves of intimidation that go down through the networks when that is suggested. Broadcast news has two enemies: politicians who want to interfere with it and commercial interests in its own television industry who do not want it interfering with their profits. It cannot stand up to both simultaneously.”

Mr. MacNeil emphasized he considered that it is the system, not the practitioners, by and large, “which is culpable and could be changed” (although he had some lumps for the “handsome, but empty-headed character, with no news training, pontificating off the Teleprompter . . .”).

To change the system he recommended steps toward “formal recognition of journalism as an essential and necessary function of broadcasting,” with freedom as the goal. To this end he specified “insulation from the more damaging pressures of showbusiness television” (such as the star and fee systems for newsmen and front-office pressures against certain documentary subjects).

If necessary, he said, television news should be “compartmentalized in separate companies.” Several members of the violence commission—the congressional component of the panel—took issue with suggestions that Congress keep hands off. Senator Roman L. Hruska (R-Neb.) expressed displeasure with “pontificating” newsmen and asked, if newscasters were to be free of internal business pressure and free of government, “to whom would they be bound?” By being a true fourth estate, replied Mr. MacNeil, to the American public.

Representative Hale Boggs (D-La.), another member of the panel, also noted that even if government pressure were removed, there would remain pressures from the commercial side of broadcasting.

Senator Philip A. Hart (D-Mich.), also on the commission, said he couldn’t see a solution. “If crisis is profitable,” he asked, isn’t the manager of capital invested in broadcasting “caught in an economic trap?” Later in questioning of our witnesses, he re-emphasized his quandary but added that the only solution he could see to improve the caliber of broadcast programs was for Congress to put every effort behind strengthening public noncommercial broadcasting.

John F. Dille Jr., president of the Communicana group of stations and publisher of the Elkhart (Ind.) Truth, told the commission that violence is shown in both entertainment and news programs, but he said he doesn’t know when it becomes excessive.

“Violence,” he said, “in our time is a reality.” For newsmen to shun violence, he observed, would be to “tell it like it isn’t.”

Still unresolved, he said, is the question of whether exposure to violence leads to more violence. And, he added, he had the impression that progressive changes in society have not taken place except with some degree of violence.

“Our primary duty must be to expose reality. That is our moral duty,” he said. And, he continued, is it morally bad to expose violence? And contrariwise, is it morally bad to fail to expose violence?

In discussing the operating procedures of network affiliates, Mr. Dille, who is a former chairman of the joint boards of the National Association of Broadcasters, explained that broadcasters do not have “total” control of content like newspapers. Although networks preview programs and supply information, this is principally at the beginning of each season, he said; there is no chance for the affiliate to prescreen every episode in a series. Affiliate committees, however, he stressed, play a significant role in effecting liaison with networks, taking up complaints and using their influence to change or modify program formats or content.

He said there is “quite limited” criticism of violence on the air from the public and most of this has been related to entertainment programs, not news. As far as news coverage by the broadcast medium is concerned, he said: “I believe the performance is creditable under extraordinarily difficult circumstances, that it is constantly improving, that it knows it has a long way to go and intends to move steadily forward.”

Rosel H. Hyde, chairman of the FCC, maintained what was obviously the unpopular view—that the FCC does not have the authority, in fact is forbidden, to look at the programming content of broadcast licensees—and even if it did have such authority, it should not, that such a move would be bad public policy.

In his succinct, four-page statement, Mr. Hyde noted that the FCC is forbidden by the First Amendment and by Section 326 of the Communications Act from engaging in any action smacking of censorship. Mr. Hyde spent about 45 minutes testifying.

He said the commission feels that greater access and more diversity is the better way to meet the problems of society, so that broadcasters provide for community needs and desires, and, through diversity, for varying voices in the community.

The FCC, Mr. Hyde said, is not seeking legislation to empower it to act on violence in programming, but, he said in response to a question, if there is evidence that a licensee is broadcasting an excessive amount of violence to the detriment of his public-interest requirements, the FCC could order a hearing on license renewal.

The chairman stressed that the FCC does not have the resources to maintain surveillance of more than 7,000 broadcast stations, but he added even if it did he does not think this would be good public policy.

He said that he would oppose any rule or law that would force the FCC to

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BROADCASTING, Dec. 23, 1968
McGovern praises 'Hunger' for spurring Hill action

The chairman of Congress's newest committee—a Senate panel set up to probe problems of hunger and nutrition—had some kind words last week for a controversial documentary on domestic hunger produced by CBS-TV that mostly has raised hackles on Capitol Hill.

The program, *Hunger in America*, telecast May 21, has been attacked in numerous speeches, and its content has been the subject of the several congressional investigations—the latest by Federal Bureau of Investigation's personnel on loan to House Appropriations Committee (Broadcasting, Dec. 16).

Senator George McGovern (D.-S.D.), however, in announcing the first hearing for his new Senate panel, the Select Committee on Nutrition and Human Needs, went out of his way to praise the program. An aide said Senator McGovern reviewed a recording of the program last Monday morning (Dec. 16).

In a news conference that afternoon, Senator McGovern cited the CBS program for its role in bringing the existence of domestic hunger "dramatically and effectively" to the American people.

Departing from his text, he added that his own view of the CBS documentary was that "surely must be considered one of the most valuable pieces of documentary reporting in 1968." The program, he noted, "did much to prompt the creation of the select committee."

Senator McGovern's panel was authorized in the final days of the 90th Congress, before adjournment in October. The committee, he said, will focus on the underlying problems of hunger, but is not expected to conduct a thorough investigation of the CBS program. "We don't intend to investigate other investigations," Senator McGovern explained.

oversee the programming content of broadcast stations.

Albert E. Jenner Jr., a Chicago lawyer and a member of the violence commission, was critical that the FCC does not play a stronger role and said he was "disturbed" that the FCC waits for complaints to be made against stations before taking action. Mr. Hyde answered that the FCC does not just wait, it examines all renewal applications with care.

Mr. Isaacs stated that the communications media "all too often" do not operate with a sense of public responsibility. In recent years, he said, the mass media have helped create, or helped escalate, an incident by their presence.

The press today is facing a "great credibility gap," he said. He said TV network officials were astonished at the public disbelief of pictures of the Chicago riots and the Democratic national convention.

Mr. Isaacs suggested that some sort of press council, like that in Great Britain, might be a good thing for the news media in the United States. This should be voluntary, not government imposed, and would help in raising standards, he said.

Mr. Isaacs said he didn't feel threatened by the American Bar Association's Reardon Report which deals with press-bar relations, or the ABA's Canton 35 which bars cameras and microphones from courtrooms. When smaller and less obtrusive equipment is developed, he added, he would be in the forefront for the right to take them into the courtroom.

Mr. Isaac's main suggestion, aside from the press-council idea, was that the news media make greater use of pooled coverage or rely more on wire-service reports. He also said that all media must agree to act to correct errors or distortions, that more responsible restraint is needed in the coverage of crime and violence.

Television, he said, is at the mercy of ratings; newspapers are not that pressed by competitive forces (the Louisville newspapers are a monopoly in that city). TV coverage of the Chicago rioting, he said, was incomplete in that it did not show the provocations against the police.

Mr. Isaacs received only one adverse comment to his suggestions; this was from Mrs. Patricia Harris, former ambassador to Luxembourg and now a Howard University law professor, who said she wasn't sure the pool coverage idea was a good answer. She said she would prefer several stories on an event from different reporters in order to insure balanced coverage.

Mr. Bagdikian, a former editor of the *Saturday Evening Post*, told the commission that one reason sex and violence were so prevalent in news reports—aside from their obvious commercial appeal—was that sex and violence news is relatively easy and inexpensive to collect. "The police and courts are centralized collecting points . . . and are convenient one-stop supermarkets for this kind of item," he said.

One reason why crime and accident reports are heavily reported on Sunday-afternoon radio, he explained, was reliance of most radio stations on wire-service copy. The full wire service, he noted, only operates six and one-half days a week. As there are (with one exception) no Sunday afternoon newspapers, the usual army of reporters and editors is out of commission from 2 a.m. to 4 p.m. Sunday. In their absence "the national news system is fed by lonely Sunday-morning sentinels who call every local and state police station in their telephone zone to collect accidents, crimes and personal disasters."

"The standard ought not to be whether news is disturbing but whether it is significant," he said. But the content of entertainment programming must be considered along with that of news, he urged, especially concerning its effect on children.

The drive for maximum profits, he told the panel, "is an almost automatic formula for sex and violence." Yet nonnews programming does not have the limitations of news. There is time to think and experiment, with all of human imagination and knowledge from which to draw, he said.

During questioning by the commission, Mr. Bagdikian said he was hopeful that technological progress in opening up a diversity of television channels would work to change the character of television, in the way television changed the radio and motion-picture businesses.

To guide reforms, he also said, an ad hoc body similar to the violence commission would be far preferable to a continuing government body.

To enhance the FCC's power over public-interest programming, he asked for local hearings during station license renewal proceedings, to gain the feelings of the communities involved. Barring that, he suggested letting licenses be granted to the highest bidder, with the proceeds funding a continuing study of the mass media, with no power except that of making findings and recommendations public.

Jack Valenti, president of the Motion Picture Association of America, and one-time aide to President Johnson, principally discussed the motion picture industry's new ratings system, initiated Nov. 1.

But during questioning from members of the violence commission, several questions were raised about the sale to TV of movies rated "R" or "X." Under the MPAA standards, "R" is for films restricted for those over 16, unless the under-16 person is accompanied by a parent or guardian; "X" rating means no one under 16 is admitted at all. Other ratings are "G," suggested for general audiences, and "M" suggested for mature audiences. Of the 150 features reviewed since the rating system went into effect, Mr. Valenti said, 22% were rated "R" and only 4% "X."

Mr. Valenti said that the sale of film feature films to TV was a buyers-and-sellers arrangement. He stated that no
plans were in view to restrict the type of movies sold to TV. This brought the comment from Senator Hruska that TV was in a sense an exhibitor, like theaters, and why shouldn't films on TV be rated?

A surprise rebuff to WXUR critics

FCC examiner concedes some deficiencies but says overall record is acceptable

Nineteen civil-rights, labor and church groups in and around Media, Pa., not to mention the FCC's Broadcast Bureau, were still recovering last week from the jolt delivered by an FCC examiner on Dec. 13.

On that day, Examiner H. Gifford Irion, in an initial decision he said was based on "considerable importance" to all broadcasters, recommended a grant of the license-renewal applications for WXUR-AM-FM Media (Broadcasting, Dec. 16). The stations are owned by the Faith Theological Seminary which, in turn, is headed by the fundamentalist radio-preacher, Dr. Carl McIntire, long a Peta noche of the liberal element.

The stations have been the center of controversy since the seminary filed its application to acquire them in 1964. Individuals and groups in the area, familiar with Dr. McIntire through his conservatively oriented 20th Century Hour, opposed the sale. Many said he was "intemperate" and would be a "divisive influence" in the community.

The commission approved the transfer of the stations' ownership in March 1965, but only after stressing in its order its understanding that "the licensee will make a good-faith effort to ascertain and serve the needs and interests of its area (rather than to serve its private interests); that it will abide by the requirements of the fairness doctrine... and that it will not slant the news or in any way distort factual material" (Broadcasting, March 22, 1965).

Shortly after the stations changed hands, area residents and groups began filing complaints with the commission alleging the owners were not living up to the promises the seminary had made. Even the Pennsylvania House of Delegates, in a resolution, condemned WXUR and Dr. McIntire.

Finally, the 19 groups—the Greater Philadelphia Council of Churches, the American Jewish Congress, the AFL-CIO of Pennsylvania, and the National Association for the Advancement of Colored People, among them—filed their petition to deny the stations' license-renewal applications.

They said WXUR was "one-sided, unbalanced and weighted on the side of extreme right-wing radicalism" and that "on most controversial public issues, the station has represented only one side—the extreme right radical viewpoint—and has failed to apply to those issues a 'reasonable standard of fairness and impartiality.'"

The commission designated the renewal applications for hearing—on, among other issues, alleged fairness doctrine violations. After hearings that began on Oct. 2, 1967, and concluded on June 26, the commission's Broadcast Bureau filed proposed conclusions agreeing with the complainants' contentions.

The examiner, however, did not. "In the broad perspective of this record," he said, "it is almost inconceivable that any station could have broadcast more variegated opinions on so many issues than WXUR," he said.

He concluded that the seminary acquired the stations to provide an outlet in the area, which is near Philadelphia, for Dr. McIntire, and to provide programming to meet what it found, after a survey, was an underserved need for religion, especially "conservative fundamentalist religion." But WXUR, he feels, did not neglect other needs.

As for Dr. McIntire, the examiner found him to have been "extremely circumspect in complying with the mandates of the rules." Mr. Irion said Dr. McIntire notified persons attacked on his program and invited them to respond.

The decision is subject to appeal to the commission by any of the parties, or the commission itself could review it on its own motion.

There is a connection between WXUR-AM-FM and WGCB Red Lion, Pa., which brought a suit challenging the constitutionality of the fairness doctrine that is now before the Supreme Court. John H. Norris, manager of the Media stations, also manages WGCB-AM-FM. His father, the Reverend John M. Norris, owns the Red Lion stations.

There's TV in future of Wolper's new company

Producer David Wolper, who last October cut his ties with the television production company he formed and headed for 10 years, is going to return to making television documentaries as an independent producer after he sits out a year-long moratorium on his TV activities.

As a condition of his sell-out to Metromedia Inc. (Wolper Productions is now Metromedia Producers Corp.), Mr. Wolper agreed not to be involved in television sales or production for one year, or until October 1969. He plans, however, to eventually return to the production of TV documentaries—he won pre-eminence in the medium through his documentary films for television—possibly in 1970.

Mr. Wolper will produce "maybe two documentaries a year," as well as a limited and selective number of theatrical feature films annually. He has formed his own feature motion picture company with an announced initial $45 million schedule of movies.

Mr. Wolper will remain based in Hollywood and will continue as a substantial private stockholder in Metromedia. Mel Stuart, who joined Mr. Wolper in 1959 and supervised many of his TV projects, will continue as vice president of Wolper Pictures Ltd.
Nixon aides swap ideas with news heads

Eight organization heads invited to sessions

McDowell wires Klein on broadcast omissions

Top communications officials of the incoming Nixon administration met with a small group of media representatives in New York last week for an informal exchange of views on news gathering and dissemination.

Representatives of eight news media organizations met with Herbert G. Klein, designated director of communications by President-elect Richard Nixon, and Ron L. Ziegler, who will be press aide and special assistant to the President, for four hours on Wednesday evening (Dec. 18). The meeting had been called by Mr. Klein.

Although two broadcasters were present at the session, which was termed an "open session to get acquainted," lack of additional broadcast representation brought a telegram pointing up the importance of broadcast journalism, and noting the "absence of adequate" representation by broadcasters at the meeting.

The media group consisted of Robert McCormick, NBC, Washington, chairman of the Radio-TV Correspondents Association; Eddie Barker, KRLD-TV Dallas, president of the Radio-Television News Directors Association; Allan Cromley, Oklahoma City Times, president of the National Press Club, Washington; Vincent Jones, Rochester (N.Y.) Times Union, president of the American Society of Newspaper Editors; Margaret Kilgore, president of the Women's National Press Club, Washington; Carroll Kilpatrick, Washington Post, president of the White House Correspondents Association; William B. Arthur, editor of Look and national president of Sigma Delta Chi, and Charles Rowe, president of the AP Managing Editors Association.

Theodore N. McDowell, general manager of news and public affairs, Evening Star Broadcasting Stations, Washington, and president of the AP Radio Television Association, wired Mr. Klein in advance of the meeting and noted that while print media associations seemed sufficiently represented, "uninvited are the presidents of counter-part broadcast organizations" including APRTA and the National Association of Broadcasters. "If broadcast news organizations are to fulfill their proper role in our free society," Mr. McDowell said, "they must be included in two-way discussions of media problems."

A spokesman said later that Mr. Klein intends to meet with executives of other news media organizations from time to time and purposely wants to keep the groups small so there can be a free and easy exchange of views.

Mr. Barker noted that he had been invited to the dinner meeting in the St. Regis hotel only after wiring Mr. Klein that he was "distressed" to learn that RTNDA had not been invited to the session and concluding that such an omission was apparently an "oversight."

The RTNDA president said that one subject, which was supported by the print representatives, was to include local broadcast newsmen if any thought is being given to the time-honored practice of presidential briefings to editors.

Although the communications executives in the new administration probably don't understand broadcasting the way they should or the way they understand newspapers, Mr. Barker said, there seemed to be no feeling that the Nixon era will be one in which an attempt will be made to shut out broadcasting.

WBC, NLT to co-produce films for TV, theaters

A co-production agreement has been signed under which NLT Productions Pty Ltd. of Sydney, Australia, will produce a minimum of two feature films annually for five years in association with Group W Films, a division of Westinghouse Broadcasting Co., it was announced last week.

The films will be released theatrically before they will become available for TV. The initial two properties to be produced have been selected: The first is tentatively titled "Squeeze a Flower, Squeeze a Grape"; the second is based on "Wake in Fright," a novel by Kenneth Cook.

Less rigid schedule set by ABC-TV, NBA

ABC-TV and the National Basketball Association last week announced the weekly basketball schedule for the 1968-69 season and indicated that this season's maximum flexibility has been built into the TV schedule. Roone Arledge, ABC sports president, said games now can be switched during the season if another NBA contest played at the same time appears to be more meaningful to sports fans.

The professional basketball schedule is made up of 12 regular-season games, five playoff games and the NBA All-Star game in Baltimore on Jan. 14 at 8:30 p.m. EST. The series sponsorship is a virtual sell-out, officials said.

This is the fifth season of pro basketball on ABC-TV. Chris Schenkel and Jack Twyman will describe the action.

Dick Cavett gets crack at prime time in May

ABC-TV and Dick Cavett are going to give it another try, with a prime-time version of the Dick Cavett Show to start this May. ABC last week announced the signing of a five-year contract with Mr. Cavett, as well as plans for the new show.

The new series will follow the same format as the current 90-minute Cavett show which is vacating its weekday 10:30 a.m. slot on Jan. 24 (Broadcasting, Dec. 2, 16). The network talk show, a first in prime-time, will be aired initially for one hour, three nights a week but the network is leaving open the possibility of future expansion. The program will originate in New York.

Elvis swivels NBC into wider NTI lead

NBC-TV last week could claim one of its best rating reports of this season, coming on top with a 21.4 average in the Nielsen Television Index report for the week ended Dec. 8. The lead was 2.1 points above CBS-TV's 19.3, and substantially over ABC-TV's 15.7.

An Elvis Presley special, Singer Presents Elvis, on NBC had a 32.0 rating and ranked number one. Another NBC show, Rowan and Martin's Laugh-In, was second with 30.9. Two specials, Charlie Brown's Christmas on CBS and General Electric's Rudolph the Red-Nosed Reindeer on NBC ranked third and fourth, while a National Geographic special on CBS came in seventh.

Program notes:
mediterranean beat • WTOP-TV Washington has a newsfilm team in the Middle East with one show under its belt and another to come. The first half-hour documentary, No Salam, No Shalom, carried Dec. 17, covered training of Palestinian Arab commandos including the death of a trainee, and interviews with Israelis living in the border settlements. The second special, to be aired after Christmas, will be The Holy City in Time of Crisis.

co-development deal • Bob Barker Productions Inc., Hollywood, has joined KNXT(TV) Los Angeles to produce a television series, Educated Guess. It is projected as a half-hour, Monday through Friday, daytime game show. Bob Barker Productions now has the Lucky Pair game series shown on KNXT.
BEVR marketing plans start with Mayo naming

CBS's as yet unshown Broadcast Electronic Video Recording (BEVR) system edged a little closer to the market last week with the selection of Robert C. Mayo as BEVR vice president in charge of marketing services.

The appointment of Mr. Mayo, who has been executive assistant to the president of the CBS Television Services Division, is being announced today (Dec. 23) by Lawrence B. Hilford, vice president and general manager of BEVR, a component of the CBS/Comtec Group.

Mr. Hilford said Mr. Mayo would play an important part in helping to develop plans for marketing BEVR. Those plans are not expected to be completed until "after the first of the year," and the first public demonstration of the BEVR system is not expected to be held until after that.

Mr. Mayo will direct the introduction of BEVR both in this country and overseas, according to Mr. Hilford.

BEVR, a color-TV adaptation of the EVR player demonstrated by CBS earlier this month (Broadcasting, Dec. 16), has been hailed by CBS authorities as capable of producing TV pictures of 35mm-color quality from 16mm black-and-white film at costs lower than conventional color-film and video-tape processes (Broadcasting, Oct. 23, 1967, et seq).

The announcement of Mr. Mayo's appointment said again that the broadcast version "is expected to have wide television application for advertising agencies, feature-film and film-program distributors, and broadcasters alike."

Both BEVR and EVR in its color version, also not yet demonstrated publicly, use black-and-white film with images recorded photographically on, say, the left side and with the corresponding color information encoded electronically on the right side. In black-and-white EVR, which was the version demonstrated two weeks ago, a second track of video replaces the color coding.

BEVR uses 16mm film on reels, played through a special camera. EVR uses 8.75mm film in cartridges, played on an attachment that displays the images on the screen of a TV set.

Both of the systems were developed by CBS Laboratories under Dr. Peter Goldmark.

Mr. Mayo, the new BEVR marketing executive, was named executive assistant to the president of CBS Television Services early this year after five years as managing director of CBS Europe and CBS Ltd., based in London. Before that Mr. Mayo served as an account executive for CBS-TV for eight years.

Ampex on highways for TV-gear pitch

Ampex Corp., Redwood City, Calif., is taking its broadcast equipment wares on the road for practical demonstrations. In a sales campaign that is already underway, Ampex plans to visit more than 500 commercial and educational broadcasters in the next six months.

In hopes of putting Ampex color television equipment into the hands of broadcasters for their on-the-air evaluation, two completely outfitted color TV vans will cover some 20,000 miles, stopping at TV stations for demonstrations. A 40-foot color TV van currently is touring the South and in January will tour the Midwest and Northeast. The van contains such Ampex color equipment as a studio camera, high-band videotape recorder, slow-motion disk recorder, back-pack videotape recorder and hand-held monochrome camera.

A second, 30-foot van will leave Ampex early in January to visit TV stations in California, the Pacific Northwest and the Rocky Mountains.

KPRC-TV adds four vans for mobile-unit duty

KPRC-TV Houston has expanded its color mobile facilities with an addition of a four-van unit patterned after NBC's. One unit will contain up to five GE color cameras, three with 18:1 zoom lenses, and one monochrome camera for visual insertions.

A control unit with switching and 12-channel video facilities, high band color video-tape unit and utility and lighting unit will be housed in three separate trucks.

Fully equipped the entire mobile unit will cost approximately $700,000.

FCC Chairman Rosel H. Hyde looks over a model of an RCA television receiver that was first demonstrated at the New York's World Fair in 1939. The set is part of a collection, tracing the history of the first 25 years of television broadcasting, that is on display in the lobby of the commission building, in Washington. The sets being exhibited date back to 1929, and include one of the first ever built, the receiver with the largest screen sold commercially (30 inches), and early color receivers. The exhibition was assembled by and is being presented through the cooperation of the Smithsonian Institution.

The oldest set (right photo) on display is this Jenkins Model 102 Radiovisor, built around 1929. The model employs mechanical scanning and produced a definition of 60 lines at 20 pictures per second. It sold for $69.50 and was designed for the experimenter.
Fifth global TV satellite launched

Intelsat III-A to be over South Atlantic; capabilities include four television channels

The first of a new series of communications satellites, each capable of providing 1,200 two-way voice circuits or four TV channels, was launched successfully last week. Intelsat III-A, with an expected five-year life, was officially turned over to the Communications Satellite Corp. last Thursday as it orbited in its first-stage transfer route around the earth, from 165 miles to 750 miles above the earth. On Saturday, Comsat was scheduled to signal the satellite's apogee motor to fire, kicking it into a circular orbit 22,300 miles above the Atlantic Ocean. It will then be positioned into synchronous orbit over the eastern coast of Brazil.

This is the first of four Intelsat III satellites scheduled to be put into service over the next seven months. In February a new satellite will be positioned over the Pacific Ocean; another over the Atlantic in April and the fourth over the Indian Ocean in July.

Last week's launch was the second for the Atlantic satellite; last September the first Intelsat III was aborted when the Thor-Delta launch rocket went out of control. An inquiry by the National Aeronautics and Space Administration determined that a failure in the rocket's electrical guidance system caused it to begin to wobble and break up. It was destroyed 108 seconds after launch.

The Intelsat III series of communications satellites have been made for Comsat by TRW Inc. under a $32-million contract. Comsat is paying NASA $5 million for each launch of a satellite. Comsat, an American corporation, acts as manager for the 63-nation International Telecommunications Satellite Consortium (Intelsat).

At present there are four communications satellites in operations, two over the Atlantic and two over the Pacific. Each provides 240 two-way voice circuits or a single TV channel. The first was Early Bird which became operational in 1965.

The new satellites will be linked to 22 earth stations in 14 countries, with three of the stations built in the last year—Etarn, W. Va.; Cayey, P. R., and Tulancingo, near Mexico City. By 1973, Comsat estimates there will be 70 earth stations in 62 countries.

Ontario premier wants coverage of proceedings

The premier of Ontario has urged that live television and radio-TV coverage of legislature proceedings should be considered.

Premier John Robarts said: "In each session there are a number of debates in which the people of Ontario would be better informed...with live broadcasting."

The premier said he is prepared to establish a committee of the legislature to discuss the idea and to seek the views of the various communications media.

He urged that the house and representatives of the media could decide which debates would merit live coverage.
India plans to expand use of commercial radio

Commercial broadcasting, introduced in India last year as an experiment, has been labeled a success by a government spokesman.

All India Radio started using paid advertising in November 1967 in a pilot project at Bombay, Poona and Nagpur (Broadcasting, Nov. 20, 1967).

K. K. Shah, minister for information and broadcasting in India, said that the demand for time has since grown to the extent that there is a shortage of availabilities.

The minister said: "There is a general appreciation that a new medium full of potentialities for economic and commercial betterment of the country has become available for advertisement of goods and services."

Currently, 75 minutes of commercials are being permitted each day.

Mr. Shah said that as a result of the project's success, paid advertising will be extended to stations in Calcutta, Delhi, Madras and other major cities in India.

Miami TV rebuked for Bahamas series

The parliament of the Bahamas is now considering legislation which could seriously affect the right to report news in the Bahamas.

Last month Keith Davidson, special reporter for WCKT-TV Miami, presented the first in a series of three reports on the ramifications of the so-called powers and privileges bill. The bill, he said, "allows the Senate and House of Assembly to call before it anyone who in their opinion publishes a report that is false or misleading in a material respect."

The WCKT report pointed out that penalties are not specified, but said the bill states that whatever decisions are reached by the House and Senate "shall not be inquired into in any court," eliminating the possibility of there being any appeal.

WCKT said Bahamas Premier Lynden Pindling and Deputy Premier Arthur Hanna, who introduced the bill, refused to be interviewed by the station.

But the Nassau Guardian-Observer attacked WCKT in a front-page editorial, "Channel 7, Stay Home."

The editorial said: "We have a suggestion for the meddlesome Miami television crew which roared into Nassau last week bent on filming an international expose! Go home—and stay there!"

Four British firms form electronics combine

A major new group of electronics companies has been formed in Britain under the name GEC-Marconi Electronics Ltd. The move brings together the electronics interests of The General Electric Co. Ltd. (not related to General Electric Co. in the U. S.), Associated Electrical Industries Ltd., English Electric Co. and Elliott Automation.

The new holding company will have Robert Telford as its managing director. Mr. Telford also will continue as managing director of The Marconi Co. Ltd., Chelmsford, Essex, England.

The new grouping, which claims to be Britain's largest electronics organization, will maintain existing trade names and companies in order to secure the maximum advantage in markets around the world.

GEC-Marconi Electronics Ltd. will direct the activities of its individual companies in the areas of radar, airborne navigation and communications systems, radio and television, and radio and space communications, including satellite systems. One company in the new group, English Electric Co., has a 52% interest in Canadian Marconi Co., which owns CFCF, CFOR-FM, and CFCF-TV, all in Montreal.

Canada seeks cigarette control

Bills proposing to either control or prohibit cigarette commercials on radio and TV have been sent to the committee on health and welfare in the Canadian House of Commons. Four bills dealing with the smoking habit have been referred to the committee.

In addition to radio and TV advertising, the bills deal with labeling and a possible extension of the Food and Drug Act to include tobacco products.

Abroad in brief.

Hands across Pacific • Sandler/Shinsha, a joint American-Japanese commercial production company, has been formed in Tokyo by Sandler Films, Hollywood, and Tohokushinsha, a Japanese conglomerate firm. Sandler Films has worked with the Japanese company previously on an informal basis. The Hollywood production house will provide a permanent Tokyo-based staff to turn out film commercials for television and industrial films.

A first in Indonesia • NBC International has made its first sale of TV programs to Indonesia, raising to 106 the number of foreign markets in which company product is being shown. NBC series sold to Television Indonesia are Bonanza, I Spy, Abbott & Costello, Funny Manns and Gumby.

From Holland • The Netherlands Information Service, New York, is offering two new Radio Nederland programs free to noncommercial U.S. radio stations. One series of six half hours is Netherlands Church Organs of the 18th Century, the other eight half-hours is The Baroque in Holland.

Advertising

Ever heard of "Sitting Ducks Anonymous?"

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

To join? Simply decide on the amount you could afford in case of a judgment against you...we'll cover any excess. For details and rates, write to: Dept. A, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 17S W. Jackson; Atlanta, 34 Peachtree, N.E.
Westinghouse-MCA Inc. postpone wedding date

Westinghouse Electric Corp. and MCA Inc. have agreed to extend the time allowed for the closing of their proposed merger until after Dec. 31, it was announced jointly last week by the two companies.

It was explained that the extension was agreed upon in order to allow additional time, if necessary, for consideration of the proposed transaction by the Department of Justice. No deadline was set.

In a separate announcement, Lcw R. Wasserman, president of MCA, said the company's board of directors had declared its regular quarterly dividend of 15 cents on the company's common stock, payable on Jan. 10, to stockholders of record on Dec. 26. Mr. Wasserman reported that MCA's earnings for the fourth quarter are expected to be significantly below those of the fourth quarter of 1967 because theatrical revenues from several motion pictures were lower than anticipated.

Filmways stockholders approve stock increase

Stockholders of Filmways Inc. meeting Thursday (Dec. 19) in New York, authorized an increase of common stock from two million to five million at the same par value and elected a board of directors.

Stockholders voted to increase by 80,000 the number of shares available for employee stock options and to allocate 15,000 common shares for a stock bonus plan. Also confirmed was the transfer of Filmways' corporate headquarters to Delaware.

Stockholders amended the firm's certificate of incorporation to include such enterprises as the production and sale of all types of TV programs, film laboratories, the production of phonograph records, book and magazine publishing, ownership and operation of radio and television stations. Filmways is awaiting FCC approval of its purchase of Cascade Broadcasting Co.'s TV properties (Broadcasting, Sept. 30).

The nine elected directors: John Booth; Leonard Gruenberg, chairman of the board; Allan C. Greenberg; Jack Katz; Lee Mosell; L. Douglas Nolan; Martin Ransohoff, president and chief executive officer; Richard St. Johns, and Al Simon.

The Broadcasting stock index

A weekly summary of market movement in the shares of 75 companies associated with broadcasting, compiled by Roth Gerard & Co.

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<td>VIK</td>
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<td>34</td>
<td>30</td>
<td>39</td>
<td>39</td>
<td>1,587</td>
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<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Dec. 19</th>
<th>Closing Dec. 12</th>
<th>Closing Dec. 5</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
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<tr>
<td>Columbia Pictures</td>
<td>CPS</td>
<td>43</td>
<td>43</td>
<td>44</td>
<td>45</td>
<td>45</td>
<td>4,701</td>
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<td>Disney</td>
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<td>86</td>
<td>83</td>
<td>93</td>
<td>41</td>
<td>4,230</td>
<td>336,300</td>
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52 BROADCASTING, Dec. 23, 1968
Columbia, SG complete $24.5 million merger

At special meetings in New York last week stockholders of Columbia Pictures and Screen Gems Inc. approved the consolidation of SG into Columbia.

Columbia, which owns 3,524,834 shares, or 86%, of Screen Gems, will issue one share for each share of the 557,499, publicly owned SG shares. It also will issue up to 12,655 of its shares upon exercise of options by key Screen Gems Officials. Based on Columbia Pictures closing price of $44 a share on the New York Stock Exchange last Tuesday (Dec. 17), the day of the announcement, the transaction is valued at about $24.5 million.

The shareholders also approved a proposal to change the corporate name to Columbia Pictures Industries Inc. The company will be made up of Columbia Pictures division, with Columbia's former president, Leo Jaffe, as divisional president, and the Screen Gems division, headed by its president, Jerome S. Hyams. Both men will be executive vice presidents of the parent company and will report to Abraham Schneider, president and board chairman.

Columbia Pictures stockholders also approved an increase in the authorized common shares to 20 million from 10 million and an increase in the authorized preferred stock to five million from two million.

Who traded stock during November

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for November (all common stock unless otherwise indicated):

- Amplex Corp.—William A. Grom sold 865 shares, leaving 1,815. Rupert R. Said bought 180 shares, giving him a total of 190.
- John Blair & Co.—John P. Blair sold 5,000 shares, leaving 75,599 held personally, 900 held by his wife and 20,000 held in stock purchase plans.
- Capital Cities Broadcasting Corp.—G. R. Chamberlin exercised option to buy 285 shares, giving him a total of 2,550. K. M. Johnson bought 5,000 shares, giving him a total of 10,600 held personally and 44 held by children.
- Civic Broadcasting Corp.—Garner Anthony bought 900 shares, giving him a total of 2,000.
- Disney Productions—Donald A. Ex exercised option to buy 287 shares, giving him a total of 475. Leland L. Kirk exercised option to buy 31 shares, giving him a total of 61.
- Doyle Dane Bernbach—E. D. Brown Jr. bought 500 shares, giving him a total of 1,000. Charles N. O'Rourke sold 1,000 shares, leaving none.
- Entron Inc.—W. C. Koplovitz sold 1,500 shares, leaving 2,600.
- Filmways Inc.—John Nikolaides exercised option to buy 324 shares and sold 324 shares, leaving none. Al Simon sold 1,000 shares, leaving 13,415.
- Footl. Co.—Donald S. Lewis sold 600 shares, leaving 13,900 held personally and 544 held in stock purchase plan. Arthur W. Schultz sold 3,500 shares, leaving 25,551 held personally, 1,250 held by wife, and 4,387 held in trusts.
- Fuqua Industries Inc.—J. B. Fuqua transferred 80 shares, giving him a total of 2,752 held personally and 467 held by family members.
- Gannett Co.—B. T. Towbridge bought 100 shares, giving him a total of 100.
- General Tire & Rubber Co.—Mrs. M. G. O'Neill and children bought 200 shares, giving them a total of 61,053. Mr. O'Neill has

**Stock symbol**

<table>
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<tr>
<th>Exchange</th>
<th>Closing Dec. 19</th>
<th>Closing Dec. 12</th>
<th>Closing Dec. 5</th>
<th>High</th>
<th>Low</th>
<th>1968 Approx. Shares</th>
<th>Out (00)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
</table>

**Service**

| John Blair | JB | 50 | 49.0 | 47.0 | 50.0 | 20 | 1,080 |
| Comsat | CQ | 54 | 53.5 | 52.5 | 54.0 | 20 | 605 |
| Doyle Dane Bernbach | DDB | 31 | 28.4 | 29.4 | 31 | 2 | 20 |
| Foote, Cone & Bieding | FCB | 16 | 15.0 | 15.5 | 16.0 | 13 | 175 |
| General Artists | GRA | 17 | 16.5 | 16.5 | 17 | 13 | 100 |
| Grey Advertising | GRI | 17 | 16.0 | 16.0 | 17 | 13 | 100 |
| MPO Videoconics | SPA | 15 | 13.5 | 13.5 | 15 | 13 | 100 |
| Movielab | MOV | 11 | 11.0 | 11.0 | 11 | 13 | 100 |
| Nielsen | N | 36 | 36.5 | 36.5 | 36 | 13 | 100 |
| Ogilvy & Mather | OM | 23 | 23.5 | 23.5 | 24 | 14 | 100 |
| Papert, Koenig, Lois | PKL | 12 | 6.5 | 6.5 | 12 | 4 | 100 |
| Wells, Rich, Greene | WRGB | 14 | 14.5 | 14.5 | 14 | 13 | 100 |

**Manufacturing**

| Admiral | ADF | 20 | 21.5 | 21.5 | 20 | 5,110 |
| Amplex | APX | 5 | 4.0 | 4.0 | 5 | 1,000 |
| General Electric | MGE | 9 | 9.0 | 9.0 | 9 | 1,000 |
| Magnavox | MAG | 5 | 5.0 | 5.0 | 5 | 1,000 |
| MGM | MGG | 10 | 10.0 | 10.0 | 10 | 1,000 |
| Motorola | MOT | 13 | 13.0 | 13.0 | 13 | 1,000 |
| National Video | NVD | 14 | 14.5 | 14.5 | 14 | 1,000 |
| RCA | RCA | 17 | 17.0 | 17.0 | 17 | 1,000 |
| Reeves Industries | RIV | 7 | 7.0 | 7.0 | 7 | 1,000 |
| Westinghouse | WX | 7 | 7.0 | 7.0 | 7 | 1,000 |
| Zenith Radio | ZNE | 5 | 5.0 | 5.0 | 5 | 1,000 |

**Grand total**

| N-New York Stock Exchange | 116.03 | 116.99 | 117.42 | 118.03 | 95.05 |
| American Stock Exchange | 116.03 | 116.99 | 117.42 | 118.03 | 95.05 |
| Over the counter (old price shown) | 116.03 | 116.99 | 117.42 | 118.03 | 95.05 |

Shares outstanding and capitalization as of Nov. 29

<table>
<thead>
<tr>
<th>Stock</th>
<th>Shares outstanding</th>
<th>Total Capitalization</th>
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<tbody>
<tr>
<td>116.03</td>
<td>$562,010</td>
<td>$17,569,200</td>
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BROADCASTING, Dec. 23, 1968
LIN reduces interest in movie distributor

LIN Broadcasting Corp., Nashville, will divest itself of substantial interest in LIN-Medallion Pictures Corp., a subsidiary, in a stock dividend to LIN shareholders.

LIN Broadcasting Corp., acquired 65% of the 1,006,204 shares outstanding of the subsidiary, reported an increase over 1968. LIN-Medallion Pictures Corp., distributes motion pictures to theaters and TV stations.

Company reports:

Outlet Co., Providence, R. I., department store, group broadcaster and multiple CATV owner, reported a 23.4% increase in combined sales and broadcasting revenues for the nine months ended Oct. 31:

1968 1967
Earned per share $0.83 $0.94
Sales and broadcast revenues 42.569.970 38.392.628
Earnings before federal income taxes 2.042.932 1.901.853
Net earnings 1.117.413 1.088.678
Average shares outstanding 2.129.402 2.055.926

Note: The acquisition of the Tournaine Stores, Inc., a multi-divisional company, in 1968, has been treated for accounting purposes as a partial acquisition. In the 1967 figures, 1967 results are restated to give effect to the pooling of interests and the increase in sales and broadcasting revenues was increased 11.4%.

National General Corp., Los Angeles, diversified entertainment industry company which has a merger with Warner Brothers-Seven Arts pending, reported a high in revenues and profits for fiscal 1968, Gross income registered a 47% increase over a year ago, while net income rose nearly 50%.

For the year ended Sept. 24, 1968:

1968 1967
Earned per share $2.11 $1.31
Gross revenues 115.857.643 79.000.584
Net Income 8.216.876 4.114.713
Shares outstanding 3.701.464
Not: Income per share is based on the average number of shares of common stock outstanding during the year. Preferred stock held by shareholders as a part of corporate preferred interest in April 1968, later 24,000 shares, issued at par, a par value $20,000. Preferred stock held by shareholders was callable on Mar. 1968, at its book value.

Chris-Craft Industries Inc., New York, boat manufacturer and group broadcaster, reported an increase in operating revenues but slight decline in operating income and net income for the year ended Aug. 31:

1968 1967
Earned per share $2.11 $2.12
Operating Income 78.760.000 78.840.000
Income Before Federal Income taxes 6.822.000 7.229.000
Income taxes 3.488.000 3.384.000
Net income 3.334.000 3.845.000
Aver age shares outstanding 2.059.154 2.004.812

Medical textbook firm joins CBS/Holt group

CBS Inc. last week officially acquired W. B. Saunders Co., Philadelphia, medical textbook publishers.

William S. Paley, chairman, and Frank Stanton, president of CBS, announced the formal acquisition of the company which had agreed last June on terms with CBS for the network's acquisition of the assets and business of the medical publishing firm. The proposal—involving the exchange of CBS stock for Saunders' assets—was subsequently approved by the board of both companies and by Saunders shareholders (CBS's was not required). Saunders will now operate as a division of CBS/Holt Group, which is the publishing and educational-services organization within CBS.

Saunders publishes books used in the medical, dental, nursing and veterinary professions: textbooks used in medical schools and colleges, a series of medical journals and a textbook on physical science for college use.

Teleprompter registers new offering at SEC

Teleprompter Corp., New York, multi-divisional CATV owner, has filed a registration statement with the Securities and Exchange Commission seeking registration of 132,457 warrants.

The warrants, issued in 1962 in connection with Teleprompter's acquisition of Teleprompter Electronics Corp., then Conley Electronics Corp., may be offered for public sale by the stockholders at $77.50 per share maximum. Driving B. Kahn is chairman of the board and president; Hughes Aircraft Co. owns 17% of the 1,062,240 shares outstanding and management officials as a group own 15%.

Financial notes:

- Adams-Russell Co., Waltham, Mass., electronics equipment firm, has applied for listing of its common stock on the American Stock Exchange. Last month it established Audio-Vide Co. as a partially owned subsidiary to acquire and operate TV, radio and CATV properties; John T. Wilner, former engineering vice president of Hearst Corp., is president of Audio-Vide.

- Capital Cities Broadcasting Corp. has declared a regular quarterly 12½% dividend on its cumulative convertible preferred stock, payable Dec. 13, to stockholders of record Dec. 1.

- United Artists Corp. has declared a quarterly dividend of 25 cents per share, payable Jan. 24 to stockholders of record Dec. 31.
Broadcast advertising

Mr. Allen

Corey Allen, director of eastern sales, CBS-TV, New York, joins Sullivan, Stauffer, Colwell & Bayles Inc. there as VP.

Ellen G. Rosenshine, copy supervisor, BBDO, New York, elected VP.

Len G. Rosenshine, copy supervisor, Benton Watson Mundy, account supervisor, BBDO, New York, joins Mr. Allen.

Dr. Allen R. Sandvik, VP and president of Brookville Road TV, Northfield, Minn., elects Mr. Allen.

Mr. Fisher

Walter C. Fisher, president of Zenith Sales Corp., Chicago, also elected VP-marketing of Zenith Radio Corp.

Ronald S. Belllo, art supervisor, Young & Rubicam, New York, joins LaRoche, McCaffrey and McCall there as VP-art and television group head.

Robert E. Marlow, executive VP and general manager, Kerker & Associates Inc., Minneapolis agency, elected president. Allen R. Sandvik, VP and account supervisor, elected executive VP and director of client service, and Matthew S. Ruddy Jr., creative director, elected VP. Kerker & Associates was formerly Kerker-Peterson Inc.

Watson Mundy, account supervisor, Benton & Bowles, N. Y., elected VP.

M. David Keil, VP-manager, Chicago office of Young & Rubicam, elected senior VP.

H. W. Grathwohl, VP and director of advertising, The Noxell Corp., Baltimore, retires. He is succeeded by L. C. Hall, advertising manager of Noxell.

Brian A. Moran, personnel director, Chicago office of J. Walter Thompson Co., elected VP. Fletch L. Gruthoff, Harold J. Handley and Richard Thompson, account supervisors, also elected VP's.

Fred E. Thies, with The Biddle Co., Bloomington, Ill., joins Galvin/Farris/Ross Advertising, Kansas City, Mo., as corporate VP.

Mr. Carr

James J. Carr, account executive, WLWT(TV) Cincinnati joins parent Avco Broadcasting Corp. there in newly created position of director of TV national sales.

James Copper-Smith, manager, Los Angeles office of Metro TV Sales, named to newly created position of VP and West Coast manager.

Carl J. Nelson, executive VP in charge of production, Wilding Inc., joins Film-Makers Inc., Chicago TV commercial production firm, as president. Leo Casattari, VP-general manager, Wilding TV, joins Film-Makers as executive VP.

Roger N. Creaden, with McGavern-Guild-PGW Radio Inc., New York, joins WCTU-TV Chicago, as general sales manager.

Henry R. Flynn and Joseph E. Mertens, with Storer Television Sales Inc., New York, appointed director of sales for West Coast and western sales manager, respectively.

Media

Arnold Weinstein, senior financial analyst, CBS Television Stations Division, New York, appointed manager of accounting.

Harold Woolley, general manager, KCX-AM-FM-TV Salt Lake City, also named VP of parent Screen Gems broadcast division there.

Harvey L. Glascock Jr. resigns Jan. 1 as chairman of Metromedia Music after 14-year association with various Metromedia broadcast enterprises, including formation of Metromedia broadcast group starting in 1959. Mr. Glascock will form own company, primarily consultancy in broadcast field, and "eventual station ownership."

Sherril Taylor, VP, affiliate relations of CBS Radio, named to National Association of Broadcasters radio board of directors, replacing Clark B. George, president of CBS Radio. Mr. Taylor at one time was NAB VP for radio.

Towner forms consultancy

Orrin W. Towner, retired director of engineering for WHAS Inc. (WHAS-AM-FM-TV Louisville, Ky.), has opened an engineering consultancy. Mr. Towner will specialize in field engineering, studio and transmitter facilities design and operational problems for AM, FM and TV.

Mr. Towner

Meet the AD1A, a solid state audio distribution amplifier specifically designed for AM, FM and TV broadcast stations and recording studios. The AD1A distributes audio signals via five separate output channels (up to 25 with the addition of AD1A-X extenders), and incorporates a front-panel VU meter and monitor jack to permit visual and aural monitoring of the incoming signal at the output of the line amplifier. Response is essentially flat from 40 to 20,000 Hz, with low distortion and noise. 60 db channel isolation and 12 db peak factor. For further information, write or call today.

Spotmaster

BROADCAST ELECTRONICS, INC.

8810 Brookville Road
Silver Spring, Maryland 20810
Area Code 301 • 588-4983
Mr. Buckendahl, veteran Oregon broadcaster and manager of Koin Portland, Ore., retires after 29 years with station. He is succeeded by Andrew E. Jacobs, sales manager.

Augustine L. Cavallaro, executive VP and director of sales, Miller International, joins WTVS-TV San Juan, P.R., as general manager.

H. Russell Smith, president of Avery Products Corp., San Marino, Calif., elected chairman of noncommercial KCBT-TV Los Angeles. He succeeds Dr. Lee A. Dubridge, who joins President-elect Nixon's staff as science adviser (BROADCASTING, Dec. 9).

James Parks, station manager, KNBC-TV Los Angeles, joins video-tape and studio facilities division of KTLA-TV there as managing director of sales.

Garry Vorhees, program operations manager, WTRF-TV Wheeling, W. Va., appointed manager of station operations.

Frank O. Sharp, administrative assistant to Eldon Campbell, VP and general manager of WFBM-AM-FM Indianapolis, retires Dec. 31. Mr. Sharp has been with station 42 years.

Tom Collins, sports director, WEMP Milwaukee, also appointed operations director.

Vernon Wible, with American Television & Communications Corp., Denver, appointed Midwest regional manager. He will be located in Independence, Kan.

Mr. Appel

Mr. Buckendahl

Mr. Sharp

Mr. Appel

Mr. Appel

Mr. Buckendahl


John E. Bowen III, VP and assistant media director, Campbell-Ewald, Detroit, joins McHugh and Hoffman Inc., management consultants, Birmingham, Mich., as member of executive staff.

Harry H. Buckendahl, veteran Oregon broadcaster and manager of Koin Portland, Ore., retires after 29 years with station. He is succeeded by Andrew E. Jacobs, sales manager.

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Programing


George Wilson, with WOY Milwaukee, appointed program director.


News


Tony DeFaro, reporter, w NBC New York, appointed news manager.

Richard Brasie, political correspondent, WIND Chicago, joins parent Westinghouse Broadcast Co., Washington news bureau, as correspondent.

Jerry Moring, news director, WHNA-TV New Britain-Hartford, Conn., joins WBAL-TV Baltimore as assistant news manager.

Bert Roselle, anchorman, WSB-TV Atlanta, joins WXYW-TV Philadelphia in same capacity.

John Fox, with Louisville, Ky., bureau AP, moves to AP broadcast desk in New York.

Michael B. Scanlon, reporter, WFBM-AM-FM TV Indianapolis, joins staff of Senator Vance Hartke (D-Ind.) as news secretary. Linda S. Borsch, with Senator Hartke's staff, appointed assistant news secretary.

Promotion

Orrin Hammond, director of advertising, Metromedia Inc., New York, named VP-advertising. Roger Ferriter, creative director, named VP-design.

Christopher E. Ridley, assistant to director of advertising and promotion, WABC-TV New York, appointed director of advertising and promotion.

Gary A. Kraut, with PR department, Ketchum, MacLeod & Grove, New York, joins Thomson & McKinnon Inc., there as director of communications.

Marilyn L. Friedel, audio-visual consultant and former executive director, United Communications Corp., Chicago, forms new firm under her name specializing in public relations, sales promotion and marketing. Address: 162 East Superior Street, Chicago 60611. (312) 944-0454.


Mique Quenzer, producer-director, KGMB-TV Honolulu, appointed promotion and merchandising director, succeeding Dave Donnelly.

Equipment & Engineering

Howard Lepple, director of engineering operations, Aveo Broadcasting Corp., Cincinnati, elected VP.

Robert P. Hill, general manager, consumer photo division, General Aniline & Film Corp., New York, joins CBS Electronic Video Recording Division there as VP for marketing.


Glenn G. Boundy, VP for engineering, Storer Broadcasting Co., Miami Beach, Fla., will retire Dec. 31. He will continue as Storer consultant.

John Mayer, marketing staff assistant, Califone/Roberts division of Rheem Manufacturing Co., Los Angeles, appointed products sales manager for video products.

George W. Henderson, field engineer, Kaiser CATV, Phoenix, appointed chief field engineer.

Allied fields

Arnold Maxin, VP of Robbins Music Corp., New York, named VP of American Society of Composers, Authors and Publishers there.

Mrs. Theodora Zavin, with Broadcast Music Inc., New York, named senior VP, performing rights administration. Others named: Ronald Anton, VP, performing rights administration for East Coast; Herbert Eisenman, VP, performing rights administration, West Coast; Leo Cherniavsky, VP, foreign performing rights administration, and Oliver Daniel, VP, concert music ad-
Representative Horace R. Kornegay (D-N.C.), Commerce Committee member who last spring announced his resignation of House seat, effective with start of 91st Congress in January 1969, joins Tobacco Institute Inc., Washington, in early January, as VP and general counsel.

International

Allan B. Yeates, executive VP, Spitzer, Mills & Bates Ltd., Toronto and Montreal, Ted Bates & Co., Canadian associate, elected president.

Leslie H. Peard Jr., management consultant, NBC, New York, joins United Telecasters Sydney (Australia) Ltd., channel 10, as general manager.

Erik Padt, managing director, Holdert agency, Amsterdam, Netherlands, joins Bates International Europe group (division of Ted Bates & Co.) there as VP.

Aurele Pelletier, manager of CHRC-AM-FM Quebec City, appointed general manager. He succeeds Henri Lepage, who retires.

Louis Smith, public information officer, Department of Defense, joins Edward Shaw and Associates, advertising-public relations, Beverly Hills, Calif., as manager of firm’s new European office in Munich, Germany.

Deaths

Howard Mandel, 50, VP for research of National Association of Broadcasters, died Dec. 15 in Tuckahoe, N. Y., of heart attack. Mr. Mandel had directed all NAB research activities, and was association representative on Broadcast Rating Council. Prior to joining NAB in 1964 Mr. Mandel was associate director and research group head at Kenyon & Eckhardt, New York. He is survived by his wife, Jean, and son and daughter.

N. C. Rorabaugh, 56, founder and publisher of spot TV and spot radio reports, died Dec. 16 at Phelps Memorial hospital, North Tarrytown, N. Y. In 1939 Mr. Rorabaugh founded Rorabaugh Report, publishing service providing radio and advertising interests with estimates on radio spot expenditures. In 1950 he founded Rorabaugh Report on Spot Television. Mr. Rorabaugh sold spot radio report in 1952 to James M. Boerst and television report in 1966 to Leading National Advertisers Inc., at same time becoming consultant to LNA. He is survived by his wife, Gertrude, two daughters and son.

Charles A Sweeney, 60, chief planning officer of Federal Trade Commission, died Dec. 11 in Arlington hospital, Arlington Va., of heart attack. Mr. Sweeney had served FTC for 33 years. Prior to his appointment as chief planning officer in July he was director of FTC’s bureau of deceptive practices, and previous to that was legal advisor for radio-TV advertising. He is survived by his wife, Elizabeth, and two daughters.

Bryan Field, 68, veteran sports writer and announcer, died Dec. 14 in Wilmington, Del., following heart attack. Mr. Field was well-known as “voice” of Kentucky Derby, and as announcer of other Triple Crown races, Preakness and Belmont Stakes. He was former sports writer for The New York Times. Mr. Field is survived by his wife and two sons.

As compiled by Broadcasting, Dec. 11 through Dec. 18 and based on filings, authorizations and other FCC actions.

New TV stations

Applications

* Athens, Ga.—Georgia State Board of Education. Seeks UHF ch. 34 (590-596 mc): ERP 450 kw vis. 43.2 kw aud. Ant. height above average terrain 1,264 ft.; ant. height above ground 1,045 ft. P.O. address: c/o Harvey J. Adenhor, 887 Peachtree Street, N.E., Atlanta 30309. Estimated construction cost $610,000: first-year operating cost $55,000; revenue none. Geographic coordinates 34° 1′ 24″ north lat.; 83° 28′ 53″ west long. Type trans: RCA TTV-30A. Type ant. RCA TPU-38J. Legal counsel: Arent, Fox, Kline, Pomeroy, Pottier & Kahn, Washington: consulting engineer John W. Hillegas, Avondale Estates, Ga. Principals: Georgia State Board of Education. Jack P. Nix, chairman et al. Georgia State Board of Education is licensee of WXGA-TV Waycross, WVAN-TV Fernbrooke, WCSP-TV Warm Spring, WCWB-TV Wrens. WCLF-TV Chatworth, WBAB-TV Dawson. WPDC-TV Cochran and WJIAT-TV Atlanta.

* Newark, N. J.—Ultra-Casting Inc. Seeks UHF ch. 68 (784-800 mc): ERP 695 kw vis. 336 kw aud. Ant. height above average terrain 666.4 ft.; ant. height above ground 296 ft. P.O. address: c/o Judson L. Levin, 45 Branford Place, Newark 07102. Estimated construction cost $1,170,336: first-year operating cost $547,000; revenue $500,000. Geographic coordinates 40° 47′ 27″ north lat.; 74° 15′ 23.5″ west long. Type trans: Ampex TA-55-BT. Type ant. Jampro Jzz-50-B. Legal counsel Scharfeld, Bechhofer & Baron: consulting engineer David L. Steel Sr., both Washington. Principals: Hyman Goldman, president (46%), Neal P. Cortell, vice president. Aaron M. I. Shenberg, treasurer (each 26%) et al. Mr. Goldman owns 58% of drug store and 20% of computer systems firm. Mr. Cortell is broadcast consultant. Messrs. Cortell and Shenberg each own 22% of CP for WXPO-TV Manchester, N. H. Mr. Shenberg is member of Massachusetts House of Representatives. own market research firm and owns 50% of importing company. Ann. Dec. 17.

For the Record

EDWIN TORNBERG & COMPANY, INC.

Negotiators for the Purchase and Sale of Radio and TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017

212-687-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950

408-375-3164


**Starts authorized**
- KEKC-TV El Centro, Calif.—Authorized permission to change channel 9, 193-022 mc, ERP 120 kw vis. Action Dec. 6.
- WMSV-TV Fort Lauderdale, Fla.—Authorized permission for new station operation on ch. 15, 4-7-68, ERP 692 kw vis. Action Dec. 5.
- Chief Hearing Examiner James D. Cunn-
 ingham in Miami (Coral Television Corp.,
(WCXY-WYAM) TV proceeding, designated
Hearing Examiner Millard F. French as
12.
- Hearing Examiner Chester F. Nau-mowicz
Jr. in Fajardo, P. R. (WSTE-TV) TV
proceeding, by separate actions scheduled hearing
conference for Dec. 19, 1969 by order of board to
file exceptions to the initial decision. Action
Dec. 12.
- Designated for hearing,

**New AM stations**

**Application**
- Conyers, Ga.—Carmichael Radio T-F. V.
In-
dustries, Inc., acting as applicant, has filed
new AM station application in the city of
Conyers, Ga., on frequency of 1480 mc, ERP
230 kw, Class D. Action Dec. 15.

**Final actions**
- Atlanta—Ethel Holly and DuPree
Jr. Dec. 12. FCC denied waiver for revocation of
waiver of rules on applications for frequencies adja-
cent to class A-1 channels: returned applica-
tion for new AM on 1170 kc, 1-kw D, DA.
Action Dec. 12.
- Designated for hearing
- FCC designated for hearing mutually exclusive applications of WRTV(TV) Asbury Park, N. J., and
KYTV, TV proceeding, granted permission to
file applications for new TV on ch. 68, Newark, N. J. Action Dec. 12.

**Applications for frequency changes**
- Wapo(TV) St. Petersburg, Fla.—Broadcast
Station granted mod. of license covering change in

**Applications for call letters**

**Applications for new stations**
- Wcay-TV St. John, Ind.—Broadcast Bu-
- Kytv(TV) Laredo, Tex.—Broadcast Bu-
reau granted mod. of call to extend com-

**Applications for motions**
- Office of opinions and review in Santa
María, Calif. (Central Coast Television
[KCOC-FM]) TV proceeding, granted re-
quest by Key Television Inc. (KEYT) and
extended to Dec. 23 time to respond to ap-
plication for review on the review board's

**Existing AM stations**

**Applications**
- Kium Anane, Guam—Seeks amendment to
license to increase power, install new trans.,
call letters: licensed in an-3, location and make changes in ant. system to cover 11
- Kvoa, Phoenix, Ariz.—AM proceeding, granted permission to change location to
west of Inarajan, Agana; change call letters. Action Dec. 18.

**Final actions**
- Wenn Birmingham, Ala.—Broadcast Bu-
rrow granted mod. of license covering change
in location to Pratt City–Saverton Road, one mile south of I-59 and Dawson Road inter-
section, Birmingham, Action Dec. 10.
- Kcub Tucson, Ariz.—Broadcast Bureau
granted license covering change in trans.
BROADCASTING, Dec. 23, 1968

Initial Decision

- **KQST**, Barstow, Calif. — Broadcast Bureau granted license covering use of former main transmitter for auxiliary purposes only. Action Dec. 9.
- **KIEV**, Glendale, Calif. — Broadcast Bureau granted license covering use of former auxiliary transmitter for auxiliary purposes only. Action Dec. 11.
- **KCCX** Tulear, Calif. — Broadcast Bureau granted license covering installation of alternate main auxiliary trans. Action Dec. 9.
- **WOWW**, Naugatuck, Conn. — Broadcast Bureau granted mod. of CP to extend completion date to June 1, 1969. Action Dec. 10.
- **WXLW** Indianapolis — Broadcast Bureau granted license covering changes. Action Dec. 9.
- **WKGB**, Jackson, Ky. — Broadcast Bureau granted mod. of CP to change trans. location to approx. 1.6 miles north-northeast of previous location on Highway 15. Action Dec. 11.
- **WEKY**, Richmond, Ky. — Broadcast Bureau granted mod. to change ant.-trans. location to approx. 0.2 miles off Carlin Lane, south of Richmond. Action Dec. 10.
- **WMBG-AM-FM** Columbus, Miss. — Broadcast Bureau granted temporary licenses for remote controls. Actions Dec. 9.
- **WSPE** Seneca Falls, N. Y. — Broadcast Bureau granted application for remote control. Action Dec. 10.
- **WTEL** Philadelphia — Broadcast Bureau granted CP to install auxiliary trans. at main trans. location for auxiliary purposes only. Action Dec. 10.
- **WTRN** Tyrone, Pa. — Broadcast Bureau granted CP to change location of auxiliary trans. from New York State to Waring Avenue and First Street, Tyrone. Action Dec. 10.
- **WKJB** Mayaguez, P. R. — Broadcast Bureau granted mod. of CP to extend completion dates to April 1, 1969, and mod. of CP to extend completion date of auxiliary trans. to April 1, 1969. Action Dec. 10.
- **KAND** Corsicana, Tex. — Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Dec. 10.
- **KNET** Palestine, Tex. — Broadcast Bureau granted license covering increase in day-time power: installation of new trans.; specific type. Action Dec. 9.

Other action


Actions on motions

- **Chief Hearing Examiner James D. Cunningham** in Mankato, Minn., and Waseca, Minn. (Southern Minnesota Supply Co. (KYSM) and Waseca-Owatonna Broadcasting Co.). AM proceeding, ordered that Hearing Examiner Jay A. Kyle shall prepare and issue initial decision (Docs. 18975, 18769). Action Dec. 11.
- **Hearing Examiner Herbert Sheffman** in Milton, Fla. (Milton Broadcasting Co.). renewal of license of WEKB, on motion by Broadcast Bureau, permitted bureau counsel to inspect file transcript of editorial. Action Dec. 11.
- **Broadcast Bureau** in Kansas City, Mo. (Doc. 19649) — For failure to make timely payments due to FCC. Action Dec. 10.

Fines

- FCC fined following stations for violation of rules, including failure to file renewal applications on or before July 1, 1969; March 31, 1969, and March 15, 1969, if required.

Call letter applications


New FM stations

- **Applications**
  - Truckee, Calif. — Scope Recording and Broadcasting Co. seeks 107.1 mc. ch. 269.

Summary of broadcasting
Compiled by FCC, Dec. 1, 1968

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed</th>
<th>Total</th>
<th>Not Licensed</th>
<th>Total Authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>CP's</td>
<td></td>
<td></td>
<td>CP's</td>
<td></td>
</tr>
<tr>
<td>(all on air)</td>
<td>4,218</td>
<td>17</td>
<td>4,235</td>
<td>65</td>
</tr>
<tr>
<td>CP’s on (new stations)</td>
<td>1,934</td>
<td>11</td>
<td>1,945</td>
<td>22</td>
</tr>
<tr>
<td>Total on (new stations)</td>
<td>66</td>
<td>5</td>
<td>71</td>
<td>11</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,301</td>
<td>0</td>
<td>4,301</td>
<td>0</td>
</tr>
<tr>
<td>Licenses issued</td>
<td>1,000</td>
<td>0</td>
<td>1,000</td>
<td>0</td>
</tr>
<tr>
<td>CP’s deleted</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

1. Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.
2. Includes three VHF's operating with STA's, and two licensed UHF's that are not on the air.

Station boxscore
Compiled by FCC, Dec. 1, 1968

<table>
<thead>
<tr>
<th>Com'l AM</th>
<th>Com'l FM</th>
<th>Com'l TV</th>
<th>Educ FM</th>
<th>Educ TV</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

North East, Pa., to 260A. To be deleted is Hayward, Calif., 260A, and left to be considered are rulings issued on Bay Shore, N. Y., and Waverly, Tenn. (Doc. Action Dec. 12.)

Call letter applications
- Friend Radio Inc., Clovis, N. M. Requests KMTY-FM.
- Flamboue Broadcasting Co., Ladysmith, Wisc. Requests WLDY-FM.

Call letter action
- St. John's University Broadcasting Inc., Moorhead, Minn. Granted "KCCM-FM.
- State University of New York, Oswego, N. Y. Granted "WRVO-FM.

Direct dealer for

FM station license change applications granted covers changes in following stations: KSOM-FM, Ontonagon, Calif.; WSMI-FM, Litchfield, Ill.; WMBU-FM, East St. Louis, Ill.; WIFM-FM, Elkin, N. C. (Doc. Actions 10.)


KBBR(FM), San Francisco — Broadcast Bureau granted license covering installation of auxiliary trans. and ant. Action Dec. 10.

KIOI(FM), San Francisco—Broadcast Bu- reau granted license covering changes in Whippany, N. J., to 40,000 change $10,000 trans. and ant. Action Dec. 10.

KSTN-FM, Stockton, Calif.—Broadcast Bu- reau granted CP to install auxiliary trans. and auxiliary ant. at main trans. location for auxiliary purposes only: ERP 81 kW, ant. height 1560 ft.; remote control permitted. Action Dec. 10.

KWTK-FM, Jacksonville, Fla.—Broadcast Bureau granted CP to change ant-trans. loc., install new dual polarization; ant. changes in 3500 area. Action Dec. 10.

WJCA-FM, Joaquin, Ga.—Broadcast Bu- reau granted permission for second antenna on subcarrier frequency of 87 kHz. Action Dec. 10.

KBSU(FM), Hutchinson, Kan.—Broadcast Bureau granted license covering new station: specify type trans. type ant. remote permitted. Action Dec. 10.

WBRK-FM, Pittsfield, Mass.—Broadcast Bureau granted CP to change ant-trans. to K50-AM-Lakeville Drive Pittsfield for change ant-trans. and ant. type ant.; make changes in ant. system; ant. height 145 ft.; remote control permitted. Action Dec. 10.

WSJC-FM, Macee, Mass.—Broadcast Bureau set aside action of Nov. 27, which granted permission for change at main studio location and remote control point; classified action pending to renewal status. Action Dec. 9.

WNJS-FM, Yarrow City, Minn.—Broadcast Bureau granted CP for change at main station, ant. type ant.; make changes in ant. system; ant. height 145 ft.; remote control permitted. Action Dec. 10.


KOLS-FM, Provo, Utah—Broadcast Bureau granted CP for change at flagship station to new ant-trans. type ant.; ERP 100 kW; remote control permitted. Action Dec. 10.

WWDH(FM) Philadelphia—Broadcast Bu- reau granted CP to replace expired permit; change ant-trans. location and install new

Issues and petition for mod. or enlargement of issues filed by Almadon Inc. of Florida. Action Dec. 12.


Review board in Berwick, Pa., FM pro- ceeding. Docs. 17884-85, held in order by Federal Court Order to file Joint petition under Sec. 5.526 of rules filed by Berwick Broadcasting Corp. and P.A.L. Broadcasting Inc. Sept. 26, 1968 that hearing examiner is afforded to the petitioners to file, to the other persons to apply for facilities in ap- plication for license in Berwick, Pa., and ordered Berwick Broadcasting Corp. to file with Sec. 125b(2) (2) of rules. Action Dec. 18.

Actions on motions


Hearing Examiner Chester F. Naumowicz Jr. in Gorden and Macon, Both Georgia (Heart of Georgia Broadcasting Co. and Middle Georgia Broadcasting Co.), FM proceeding, hearing continued to Dec. 20 (Docs. 22729-39). Action Dec. 11.

Rulemaking action

FCC added following communities to FM table: (1) Table 1: Atlantic County, N. J. (Arts. 204A; Livermore, Calif., ch. 263A; Batdsburn, Ky. ch. 244A; Lawrenceburg, Ky. ch. 252A; South Haven, Mich. ch. 252A; Eupora, Miss. ch. 263A; Sardis, Miss. ch. 263A;...
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BROADCASTING, Dec. 23, 1968
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extension dates for following stations: Colorado—Action granted Dec. 11.

13. KSHS(FM) Translators: A new VHF TV translator to change type trans., KSHS(FM) was approved to become a translator to include Warm Springs, Idaho, in principal community. Action Dec. 11.

14. KIUX Lewiston, Mont.—Broadcast Bureau granted license covering new VHF TV translator. Action Dec. 11.

15. KOSU Translators: New translator to include Sun Valley, Idaho, and Idaho and Brooklyn Creek farming areas. Action Dec. 11.


17. KFCU(FM) Yakima, Wash.—Broadcast Bureau granted license covering changes in VHF TV translator: specify name as Multimedia Inc. Action Dec. 11.

18. KDIY Hood River, Ore.—Broadcast Bureau granted CP for UHF TV translator to change type trans. Action Dec. 11.

19. WBAQ Greensville and Courtland area, S. C.—Broadcast Bureau granted license to change type trans. WBAQ was approved to become a translator to include Warm Springs, Idaho, in principal community. Action Dec. 11.

20. K1301D Pickens, S. C.—Broadcast Bureau granted license to change into type trans. WBAQ was approved to become a translator to include Warm Springs, Idaho, in principal community. Action Dec. 11.


22. KIEZ1 Big Bend and Bush Buri (Florida) — Broadcast Bureau granted license covering new VHF TV translator. Action Dec. 12.

23. KQOZ Coolings, Calif.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.

24. KGBZ Coolings and Huron, both California — Broadcast Bureau granted license covering new UHF TV translator. Action Dec. 12.


29. K1301D Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.


34. K1301I Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.


40. K1301O Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.


42. K1301Q Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.

43. K1301R Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.

44. K1301S Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.

45. K1301T Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.

46. K1301U Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.

47. K1301V Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.


50. K1301Y Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.


52. K1301AA Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.

53. K1301AB Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.


55. K1301AD Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.


59. K1301AH Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.

60. K1301AI Yuma, Colo.—Broadcast Bureau granted license to change into type trans. Action Dec. 12.


CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—$2.00 minimum.

Applicants: If tapes or films are submitted, please send 78 rpm or 33 rpm reel. No forwarding remittance separately. All other classifications 35¢ per line—$3.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday.

Display ads $25.00 per inch. Minimum woodline is 1 inch. Full or part time, $1.00 for each 25 words. All other classifications 50¢ per inch.

Help Wanted 30¢ per word—$2.00 minimum.

RADIO—Help Wanted

Management

Northeast AM/FM wants young aggressive manager who knows how to sell, who One will invest up to $250,000 and become part of a growing group. Box M-125, BROADCASTING.

Here's your opportunity. A manager who will be out selling 9 to 5 p.m. Will have his staff do most of the selling work and what's he can do will he do it after five. This man will receive ownership—$250,000 salary, plus an incentive arrangement. Applicants must make self available at his expense for northeast interview. Box M-215, BROADCASTING.

Successful east coast chain seeks general manager for #1 station in one of the top 50 markets. 5 figure salary plus bonus. Liberal benefits. Opportunities for advancement. Experience is opportunity for sales-oriented professional. Full dress expense paid. Self expense for record of earnings. Replies to Industrial Relations, P.O. Box 647, Atlanta, Georgia 30301.

Sales

Dynamic rapidly expanding group operator has openings for 2 shaded salesmen in top-Pulse rated sunny Florida station. Rapid advancement into management due to acquisitions. Call Mr. Karp, presently Manager, 295-4500 for appointment or send resume to Box L-156, BROADCASTING.

Attention Texas salesmen. Outstanding opportunity for top notch salesman with proven track record. Successful station is adding a man. We have had no personal changes in two years. Good benefits. Good condition. Only pros considered. All replies treated in confidence. Contact General Manager, Box M-193, BROADCASTING.

Junior salesman for aggressive small market New England station on coast: Resume to Box M-202, BROADCASTING.

Salesmen at our Station make more money than most others in similar sized markets. If you have experience, drive, creativity and the will to work hard if you are interested in a new experience, then let's get together. Send full particulars: Box M-206, BROADCASTING.

Salesman ready to move into Sales Manager position. Tremendous opportunity with growing organization that is Number 1 rated and a major Midwest Market. If you're not making more money and are not afraid of a work in a half-million market, please reply. Send resume to Box M-122, BROADCASTING.

Radio broadcast time salesman, top position available, active account list, radio sales experience preferred, but broadcast background considered. Too pay, fringe, retirement benefits, immediate opening. Contact Ken Soderberg, KAUL Radio, Atlantic, Minnesota.

Top market, successful new station, rated 5th, adding aggressive salesman. Many virgin accounts. Big money for a big producer KRL, P.O. Box 3093, St. Louis, Missouri.

Immediate opening—Young salesman—Management potential—Salary + Commission—Experience a must. Write: WUSZ, BROADCASTING.

Can you sell and prepare commercial copy? If so, would like to hear from you. Excellent small market: AM/FM facilities. WLAG AM/FM, LaGrange, Georgia.


Salesman—announcer for CGW unlimited AM and one FM. In market with all new facilities and in beautiful Sebring, Florida. Salary and commission. WSEB WMAN, Sebring, Florida.

Announcers—(cont'd)

DJ—R&R—small market. OK, has the "glimmer" finally worn off? Is the $10 a week a DJ equal to $50,000 a year? The answer is no. A Cadillacs have a more appeal than a Volks! Use your experience and DJ to become a salesman with one of the top R&R stations in the country. Live in a pleasant economical East Coast suburb only minutes away from the most exciting city in the world. We'll train you. Show you how to make over $15,000 your first year. If you are honest, have reasonable intelligence and are willing to work hard you may be our man. Send 2 recent pic and references. Box M-213, BROADCASTING.

Immediate opening for experienced announcer in upstate New York: M. OR, $15,000.00. Box M-226, BROADCASTING.

Good morning man, if you are a good morning man this is the position you have been looking for. Lowest paid man to hear your tape. Best man gets excellent earnings in medium-large market. Limited TV exposure possible. Excellent opportunity. Enclosed ability want. Include picture and complete resume, all materials returned. Box M-221, BROADCASTING.

Opportunity married staff announcer. Outline experience. KTRG, Longview, Texas 75603.

Aggressive AM/FM station in northwest Iowa has need of experienced announcer immediately. Former first phone, but not mandatory. Contact Paul Olson, KLEO, La Mora, Iowa. 712-546-4121.

Need experienced staff announcer for afternoon shift. Excellent opportunity for the right person. Contact Management, KQOK, Keokuk, Iowa.

Immediate opening “middle of the road” morning man for WINC Radio, North Charleston, South Carolina. Starting salary, $150.00 per week, forty hours. Paid vacations, life insurance, hospitalization, retirement plan, etc. Send resume, tape, and photo to Box M-136, BROADCASTING.

Send resume soonest to: General Manager, WRTA, Altoona, Pennsylvania.

IMPORTANT!

The U.S. Equal Employment Opportunity Commission has issued the following guide lines concerning Male-Female Help Wanted Ads effective December 1, 1968:

Section 1604 of EEC Regulations

IT IS A VIOLATION OF TITLE VII FOR HELP-WANTED ADVERTISEMENTS TO INDICATE A PREFERENCE, LIMITATION, SPECIFICATION, OR DISCRIMINATION BASED ON SEX UNLESS IT CAN BE SHOWN THAT THE SPECIFIC SEX IS REASONABLE RELATIVE TO THE JOB OR THE BUSINESS OR THE OPERATION OF THE BUSINESS.

Advertising that requires or requests that any Sex IS precluded from consideration for any position is violative of Title VII. Text ads: "wants men" or "wants women" are also violative of Title VII.


R&B personality needed by major market member of national broadcast group. At least two years experience. Good benefits programs. Excellent advancement opportunity. Send tape, resume, photo to Box M-170, BROADCASTING, or call 311-559-559.

Announcer wanted to handle general board work and do production work. Opportunity for sales if desired. Send photo and tape to: Atlantic, Box M-194, BROADCASTING.

WANTED—very experienced newsman to join a live wire #1 station in a major market of 500,000 people. We place heavy emphasis on local news coverage. The man we seek must have the ability to dig up the news. Excellent working conditions—new studios —new equipment—2-way radio, etc. Rip and readers please do not send resume and air check to Box M-195, BROADCASTING.

We are looking for an announcer who wants to break into sports. Prefer college graduate, married and at least two years experience. This is a good opportunity to start the year right by investigating. Midwest, Box M-200, BROADCASTING.

Morning man for coastal New England station, small market. Summer and winter sports area. Send tape and resume to Box M-201, BROADCASTING.
ANNOUNCERS—(cont'd)

Swinging country-western dj with 1st place, production, sales, sales management, DJ station management, DJ station sales, and sales management experience. One of the most versatile people in the business. Has traveled the world. Can adapt to any situation. A future unlimited. Rush tape, resume, references, 915 Olive Street, Room 621, St. Louis, Mo.

First phone announcers, no maintenance. Two openings. Two years experience, advancement 5,000. Would be good for Washington, D.C., in Virginia. Please send resume and tape. Box M-150, BROADCASTING.

First phone announcer needed. If you can engineer, as much the better for both of us. Some news a must; sales if you like making money. Better than average salary and benefits. Outdoor area second to none in the country. Tape, resume and photo to the earliest date. Box M, Menlo Park, P.O. Box 417. Redwood, Ore. 97476. Call 503-271-674. No collect.


First class announcer wanted for group owned station in top ten market. Experienced man preferred but interviews will be given to outstanding newcomers considered. Equal opportunity employer. Box M-214, BROADCASTING.

Metropolitan area, Midwest. Experienced radio engineer with first rate, 40 hour week. Utilizes professional engineering and working conditions. Will carry all new equipment—ideal fringe benefits — bargaining power, etc. Need air check and resume to Jim Mann, St. John Broadcasting Co., 21 West Church Street, Jacksonville, Florida.

Announcer for New Orleans area station. Top salary for right man. Experienced only. No rookies. Send tape and reference to P.O. Box 23236, New Orleans, La. 70123.

TECHNICAL

Chief engineer at 5-KW directional daytimer plus KM in Northeast. Send resume to Box M-153, BROADCASTING.

First class engineer wanted for group owned station in top ten market. Experienced man preferred but interviews will be given to outstanding newcomers considered. Equal opportunity employer. Box M-200, BROADCASTING.

KEYT, needs a first class immediately. Good pay, better if you also announce. Contact Dave Sands, Manager, KEYT, 853 East Oakes, North Fort Myers, Fla.

Major network owned radio station has opening for experienced 1st phone staff engineer. Contact James Opsta, chief engineer, WJJS Radio, Pittsburgh, Pennsylvania, 412-345-0500.

Opening for chief engineer, WJAZ, Albany, N.Y.


Immediate opening for radio maintenance engineer. Will have first rate, 40 hour week. Equipment is modern. Send resume and tape to Box M-150, BROADCASTING.

Retired first phone transmitter watch in beautiful central Florida. WTLN, Box 2445, Orlando, Florida.

NEWS

News director for metro midwest group station. Modern format. Send tape, resume soonest to Box L-57, BROADCASTING.

Newman, young but experienced, needed to gather write, deliver local news. Completely equipped news department. Excellent starting salary, managements benefits. Reply to Box M-150, BROADCASTING.

Indiana kilowatt wants experienced newsmen to gather, write, deliver local news. Completely equipped news department. Excellent starting salary, managements benefits. Reply to Box M-150, BROADCASTING.

New Jersey's leading radio news operation is seeking New York or New England professional newscaster, one who can write well, who knows how to dig for a story, and who can make a good air presentation. Good salary and benefits for the right man. Experience necessary. Write Box M-152, BROADCASTING.

New director, plus back-up-man on sports. Emphasis news! Gather, deliver great Plains station, college community, salary plus sports talent. Write Box M-147, BROADCASTING.

Midwest 5 kw network station needs qualified newsmen to gather, write and air news. Mobile unit or latest equipment. Send tape and resume to KOLT, Box 600, Stubbieh. 69665.

News director for MOR station. Must be experienced in gathering, writing, and delivering news. Will write and deliver MOR show. Send tape and resume. Contact Bob Thorburn, WBIR, Carrollton, Ga.

NEWS—(cont'd)

Newman, seeking opportunity in television. Needed for late January to March. Excellent opportunity. Let me hear from you. Complete details about you are necessary. Box M-200, BROADCASTING.

Young, dedicated broadcaster for position in quality control department in the home office of progressive 11 station chain. To include station monitoring, license renewal, administrative duties. Degree desired. Candidate must enjoy detail work. Above average knowledge of FCC rules essential. Send resume and salary history to Industrial Relations Dept., Box 641, Atlanta, 20300.

Wanted program director for upbeat New York group owned station. Salary open, excellent fringe benefits, working conditions. Will be responsible for staff, programming, news, sports, production budget. Send tape, resume, references to Al Sayers, 104 Chestnut St., Oneonta, N.Y. 13820 or call 607-1520 or 607-312,312 collect.

SITUATIONS WANTED

Manager

Worker wants work: 15 years in broadcasting including 4 years station management. Last several years managing partner of broadcasting company. now selling and writing for few weeks. Married and three children...can operate one station and travel...very important...salary requirements: something we can both live with will answer all inquiries promptly. Box M-135, BROADCASTING.

Husband & wife team. Super-salaried—can manage, handle management, promotion, programming, community affairs, of medium to large market station. Excellent counting. For getting the systems set up for a new station. Desire small to medium market and owners who are positive. Write Box M-185, BROADCASTING.

Top program executive desires station manager position. Prefer Florida or New England small markets. Five figures. Box M-224, BROADCASTING.

Manager—polished professional, 14 years active management. Current all techniques, profitable operation. Community minded, public speaker, award-winner. Stable, family, relocate anywhere. Excellent resume. Contact King, 1262 Granite Ave., Los Angeles, 90025, (area 213) 473-159.

Clip and save: Manager, assistant sales; sales manager. Currently handling sales for one of midwest's most successful small market stations. Experienced in sales, management—wouldn't mind move right now into smaller Illinois area AM-FM-FM. First phone, Box M-170, college, 83 Ross Drive, Bloomington, Illinois.

SALES

Mature salesman. Family man. Top biller in competitive market. Seeking sales or sales management position. Prefer TV. Minimum, $10,000. Box M-152, BROADCASTING.

DJ is for the birds! The big money is in sales. Short on experience long on ambition. If you will teach, I can learn. Excellent compensation. Contact Tiger, 114 Canoer, 3640 Sturges Rd., Rapid City, South Dakota.

ANNOUNCERS—(cont'd)

Seal dj, announcer, 3rd endorsed, School graduate. Excellent copy. Box M-115, BROADCASTING.

First phone, experienced announcer, broadcast debut. Seeks stations southeast of California. No maintenance VTR, married, child. Box M-150, BROADCASTING.

Contemporary pro. Pulse proven number one. Interested Box M-186, BROADCASTING.

Southeast. 1st wants various duties, no sales. Minimum announcing experience. Age 29, could take charge. Box M-135, BROADCASTING.

Disc jockey ex. Cl. dependable, swinging personality, fast talker, creative and personable. Box M-159, BROADCASTING.

Female announcer/dj—experienced AM/FM—3rd ticket—gather and write news, commercial copy Prefer N.Y. or Pa. tri-state area Make my New Year a little brighter—hire me! Box M-191, BROADCASTING.

Dependable dj, tight board, third endorsed. Excellent community man. Relocate. Box M-194, BROADCASTING.

Two years experience, some college, third, good voice. Box M-197, BROADCASTING.

Country jock, first phone, and experience. Prefer nights. Box M-193, BROADCASTING.

Negro announcer—beginner, broadcast school grad. Likes tight market. Would like to work in far west. Dependable, creative, versatile, married. Box M-207, BROADCASTING.

Professional MOR announcer, 1st phone, dependable, willing to relocate for position available immediately. Box M-213, BROADCASTING.

Program Director! I'm a deejay with 4 years experience, no experience needed. Prefer Florida or Missouri. Box M-219, BROADCASTING.

PD—1st phase—does everything—success story with rock—MOR—country—family. No hurry! Box M-220, BROADCASTING.

First phone, contemporary top 40, tight board, good voice, prefer west coast. Box M-221, BROADCASTING.

Broadcast school graduate, tight board, good voice. Prefer rock station. Box M-222, BROADCASTING.

Hot soul jock. First phone, stable, available now. Box M-225, BROADCASTING.

Outstanding play-by-play, 10 years experience. All coast radio—TV. Currently employed. Ready for the big move. Box M-226, BROADCASTING.

Draft exempt—third endorsed, MOR and top 40 jock. Also news and sportscasting—and continuity. Prefer for sales, skilled in sales, relocate preferably for south or west. 212-695-4546 ext. 726 daily—212-960-1401 evenings and weekends—or Box M-229, BROADCASTING.

Top 40 experienced jock—1st phone—metro and major markets only. Box M-230, BROADCASTING.

Hard rock FM stations. Experienced jock—1st phone looking for warm climate to do my thing. Box M-232, BROADCASTING.

Family man, 3 years experience, wants small market, small city. Prefer Calif. Write, X0 5. Robberston, Springfield, Mo.


Personally geared to the Adult Pop Sound looking for challenge in MOR station. Excellent delivery, good bright, personable. Alternate original, adaptable. Prefer, veteran. Box M-167, BROADCASTING.

Dana,申请 demonstrates exceptional qualifications. Interested. Box M-167, BROADCASTING.

Personally geared to the Adult Pop Sound looking for challenge in MOR station. Excellent delivery, good bright, personable. Alternate original, adaptable. Prefer, veteran. Box M-167, BROADCASTING.

Hire me, and next year at the Christmas party, I’ll bring you and make you look good. “08” Ohio University Radio Major., working air and copy, call Danny 419-449-0912.

Directing, engineering, MOR, experienced. Box M-229, New Orleans, La.

TECHNICAL

Mature southeast, non-air, 1st phone, light maintenance. Box M-203, BROADCASTING.

Engineer, first phone, experienced. Prefer warm climate. Box M-217, BROADCASTING.
For Sale—Equipment (cont'd)


One Gates stereo limiter, one Gates stereo tape level, two Gates cartreade II, solid state record-playback units and two playback only units. Excellent condition. Call 217-881-8464.

McMeron TBM 4000 modulation monitor for main channel and sub-carrier, TBM 4060 for loop monitor for the main channel and kce sub-carrier. Excellent condition. Available now.

WAC-MF, LaGrange, Georgia.

2 RCA color camera tanks, TK-40A modified. RTC 9230, approximate total $1,500.00 each. Call 317-713-0500. Write WURD, New York, Ind.

One-Kilowatt Western Electric 443A-1 Transmitter, for sale immediately. Operates both AM and FM. Storz Broadcasting Company, Kielwitz Plaza, Omaha, Nebraska 68131. Phone (402) 342-4700.


Fifty-Kilowatt Western Electric 407 Transmitter. Available immediately. Operates both AM and FM. Storz Broadcasting Company, Kielwitz Plaza, Omaha, Nebraska 68131. Phone (402) 342-4700.

Mobile TV van, 1966 International. All wheel drive, cab over van body. Completely air conditioned. Electrically heated. Slow regulated Oven generator, 20 gallon fuel, 3 stage wench and 49 hydraulic mast. Can also be used for FCC license. For information phone 609-967-3012. Mr. John F. Scammon, 15000 19th Street W. Los Angeles, California.

Eastman 250 projector, new in box, completely reconditioned. (Corrected numbers). 218-884-1712.

BROADCASTING, Dec. 23, 1968

FOR SALE—Equipment (cont'd)

CATV promotion manager wanted by new major JERROLD furkey cable system. Excellent chance to build your career if you are qualified. Box M-151, BROADCASTING.

Audio—video technician for doah personal all- construction. Chief affiliate, Kiewitz Plaza, Denver, Colorado. Phone 616-539-4121.

Director-switcher for Illinois CBS full-color station. Knowledge of TV operations essential. Switching with preferred preference: Chance to break out of film or floorcrew for rigid person. Resume, salary requirements to Box M-209, BROADCASTING.

Experienced female reporter—gather and write news—3rd phone—will fill in with any news staff. Box M-192, BROADCASTING.

Experienced weather writer, edit, air. Good clean voice. Third encoded, draft exempt, some play-by-play. Interested in relocation. Age 25, married. Send resume including voice box. M-211, BROADCASTING.

Play by play basketball high school college, Southern California, 213-244-449.

Willing to work hard for good salary? A good track record in small market, can develop into good on camera person. Excellent opportunity in small market. Contact: Al Bartkus, Michigan, 288-555.


Young man with bachelor's degree in communications desires position in news—either writing for TV or radio air work. Have little experience but am willing to work hard. Prefer Southern California or miscellaneous market. Box M-70, BROADCASTING.

Top pre TV news reporter. 11 years of solid broadcast news experience. Desire well paid position in top 50 market. Prefer northwest. Box M-223, BROADCASTING.

WANTED TO BUY—Equipment

We need used 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1214 hurstle St., Lakeland, Florida 78040.

Needed used 500 watt transmitter, all equipment to build new station. Obed Borgen, 1710-11th Ave., N.E., Rochester, Minn. (507) 288-2279, (507) 765-3856.

 Wanted—VHF communications receiver. Nems Claude model 1300 series or similar. Box M-123, BROADCASTING.

TK-21 RCA monochrome film chain for educational cctv facilities. Priced with condition with or without splicer,ovidion, power supply, lens, electrical price consideration appreciated. Fully airconditioned Serv. Loma Linda University, Loma Linda, California 92594. AC 714-746-7311, x2035.

For Sale—Equipment

Cable—cable—Hellas, Storvlett, Spiraline, etc. and furnishings. Unused mail—large stock—surplus price. Write for price list and information, MCA, 2051 Mission St., Suite 317, San Francisco, Calif. 94129, phone 415-337-3257.


New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 353 St. Charles Avenue, New Orleans, Louisiana.


Elkiss is the nation's largest and most respected name in First Class FCC Training. First class course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Veterans Institute, 261 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the nation's North Central schools. Fully approved, GI approved, and satellite training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 419 East Lake Street, Minneapolis, Minnesota.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License Schools. Fully approved for Veteran's Training. Elkins Radio License School of Atlanta, 1139 Piedmont Rd., Suite 200, Atlanta, Georgia.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved by veteran's training. Elkins Radio License School of Florida of Atlanta, 2108 Clayton St., Atlanta, Georgia.

Elkins Radio License School of New Orleans, Louisiana 70130.
RADIO—Help Wanted Management

Radio Station Manager
Wanted for new Florida west coast station. Interested in only top qualified applicant who can be evaluated on basis of past, successful record, educational background and future objectives. Must be self starter, possess outstanding administrative and sales ability qualities. Applicant must stand extensive and intensive personal interview. Reply with references in complete confidence to:

BROADCAST MANAGEMENT
172 WhiteMarsh Avenue
Los Angeles, Calif.

Sales

5,000 watt, network affiliated station, full-time located in the Southwest, seeks aggressive national radio rep. Write to Box M-215, Broadcasting.

Announcers

NEED IMMEDIATELY
Experienced DJ, bright MOR format. Must operate tight board, some production experience desirable, but not necessary. Good wages, good benefits, good company to work for. Send tape and resume to Mitch Stanley, WFMJ, 101 W. Boardman St., Youngstown, Ohio. Or call Collect 216-744-8611.

Combo


WDIX, Orangeburg, S. C.

$9,000.00 Per Year
Successful Pop station, medium market, Mid-Atlantic, seeks DJ desiring eventual management experience. Wanting to enter sales... 5 day work week, company benefits. Resume and tape to Box M-234, Broadcasting.

Situation Wanted Management

Australian Broadcasters
Consul Manager, 21 years experience in radio and TV, Consul Manager in TV 10 years, would like similar job in Australia. Write Box M-236, Broadcasting.

TELEVISION—Help Wanted Technical

AVCO Corporation

...a 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
BB&I or equivalent plus 10 years experience in over-all VHF station operations.

BROADCAST TECHNICIANS
Television technical school plus 5 years experience in VHF station equipment operation and maintenance.

INSTRUCTORS
Television technical school plus 5 years experience in VHF station maintenance plus 2 years experience in formal classroom instruction in electronic equipment.

Generous salary—comparable benefits—living allowance—excellent fringe benefits. Send resume in confidence to R. E. Weirich.

AVCO Field Engineering
P.O. Box 41300
Cincinnati, Ohio 45241
(Equal opportunity employer)
FOR SALE—Equipment

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<th>Quantity</th>
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<td>GE Image Orth Studio Camera Chain, including PC-11 Camera</td>
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<td>10 Tube</td>
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<td>TV-41 Channel Amp Control Panel</td>
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<td>1</td>
<td>GE Image Orth Portable Studio Camera Chain, including PC-4 Camera</td>
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<td></td>
<td>100 foot cable</td>
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<td>TM-35 Portable Control unit and Monitor</td>
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*Above two items available as a package for $5000

1 RCA TR7-18 VTR Complete in Operating Condition. $2900
1 GE TV-86C Optical Prism Multiplexer $450
1 GE TV-31H Pulse Distribution System, including four Pulse D-A's and Bias Supply. $300
1 Tektron Automatic target control unit for use with GE or RCA Vidicon camera. $100
18 19½ foot lengths of 3½-inch 50-ohm, Prodelin coax transmission line. (Make Offer)

Contact Ellis Feinstein, Director of Engineering, KMED-TV, Medford, Oregon (97501)

FILM PROCESSOR


BUSINESS OPPORTUNITY

GOLDEN STATE GROUPS

Two north California multi-weekly chains. Offered, profitable. Growth markets. Priced at $1 and $1.5 million. Terms. Write fully to:

J. W. WELLS & COMPANY
543 W. Roosevelt Rd. Wheaton, Ill.

FOR SALE—Stations

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
263-3400

S.E. small AM-FM $160 M cash
Tenn. small profitable $25 29%
Fla. medium daytime 102M SOLD
M.W. metro FM 65M nego
East major AM-FM 650M 29%
Fla. small profitable $65M 29%
Pa. small daytime 115M nego
Ohio medium AM-FM 175M $50M
West metro daytime 70M 29%
East suburban daytime 160M nego

CHAPMAN ASSOCIATES
media brokerage service

2045 Peachtree Rd
Atlanta, Ga. 30309

NEED HELP? LOOKING FOR A JOB?
For Best Results You Can't Top A CLASSIFIED AD in

Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

WANTED TO BUY

Stations

CONFIDENTIAL LISTINGS

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028

FLORIDA

Daytimer in single station coastal market. Good growth and cash flow! Never offered for sale before. Principals only.

Box M-199, Broadcasting.

GULF COAST

Major market 1-KW Daytimer. All New equipment plus real estate. $250,000.00, 29% cash, balance 7 yrs. at 6%.

Box M-32, Broadcasting.

FOR SALE—Stations (cont'd)

BOB GRAHAM will make over $48,000 this year.

Bob owns a Columbia School of Broadcasting franchise. He has over 3 years of broadcast education experience and a university degree.

He is the calibre of individual that has made Columbia School of Broadcasting No. 1 in the Broadcast Education field.

We have remaining a few major markets in which we have no enrollment facilities. These areas are available to qualified broadcast principals only. We require a minimum of 5 years broadcast experience, impeccable moral character and a sincere desire to help young men enter broadcasting.

If you feel you meet these requirements, we suggest you write to us, on company letterhead, asking for our free booklet entitled A COLUMBIA SCHOOL OF BROADCASTING FRANCHISE. It's free and tells the whole remarkable story of the No. 1 broadcast school in the country.

The minimum investment required begins at fifteen thousand dollars. Please attach coupon to letterhead.

To: Mr. Wm. A. Anderson, President Columbia School of Broadcasting
4444 Geary Boulevard
San Francisco, CA 94118

Please forward a copy of: A Columbia School of Broadcasting franchise.

Name ____________________________
Street ____________________________
City ____________________________ State ________ Zip ______

Not affiliated with Columbia Broadcasting System, Inc. Or any other institution.
Channel 6—Seeks assignment of license from WNBX Broadcasting Co. to CBS Broadcasting Co., for $65,000; and as a condition, agrees to sell stock in itself (14.8%, 100% before, none after) to fledgling Mr. Anthony. Seamans, treasurer (each 15%), M. T. Baker, president (10%), R. M. Baker, secretary (none before, 100% after), and Richmond, manager (10%).

WLS-FM-TV Chicago, Ill.—Seeks transfer of control of ABC network to WLS, for $100,000; and as a condition, agrees to sell stock in itself (8.16%, none before, none after) to Oronice Baker, president (100%), and James H. Williams, secretary (none before, none after).

WLS TV-WLS-FM Chicago, Ill.—Seeks transfer of control of ABC network to WLS, for $100,000; and as a condition, agrees to sell stock in itself (8.16%, none before, none after) to Oronice Baker, president (100%), and James H. Williams, secretary (none before, none after).

WCBS TV-WCBS-FM New York, N. Y.—Seeks transfer of control of CBS network to WCBS, for $100,000; and as a condition, agrees to sell stock in itself (8.16%, none before, none after) to Oronice Baker, president (100%), and James H. Williams, secretary (none before, none after).

WDCN-TV WDCN-FM Des Moines, Iowa—Seeks transfer of control of Mutual network to WDCN, for $100,000; and as a condition, agrees to sell stock in itself (8.16%, none before, none after) to Oronice Baker, president (100%), and James H. Williams, secretary (none before, none after).

WDIV-TV WDIV-FM Chicago, Ill.—Seeks transfer of control of Mutual network to WDIV, for $100,000; and as a condition, agrees to sell stock in itself (8.16%, none before, none after) to Oronice Baker, president (100%), and James H. Williams, secretary (none before, none after).

WJRT TV-WJRT-FM Lansing, Mich.—Seeks transfer of control of Mutual network to WJRT, for $100,000; and as a condition, agrees to sell stock in itself (8.16%, none before, none after) to Oronice Baker, president (100%), and James H. Williams, secretary (none before, none after).

WORC-WORC-FM Worcester, Mass.—Seeks assignment of license from WLAW-TV and WLAW-FM, for $10,000; and as a condition, agrees to sell stock in itself (10%, none before, 100% after) to Oronice Baker, president (100%), and James H. Williams, secretary (none before, none after).
N. Lee Lacy: He has a way with TV commercials

impossible. He invests and reinvests in his company. He surrounds himself, involves himself—first and foremost—with projects that are challenging, that are first-time-out sort of things. He grabs for the chance to do something that has not been done before, to have the opportunity to be associated with and grow from doing that which has not been set out and formalized.

Still, this is opinion. Consider some Lee Lacy-produced commercials as corroborating evidence. Remember the Clark gum Teaberry shuffle? "That blithe-spirited, award-winning spot, with a variety of people in a variety of situations breaking into a happy dance at the taste of the gum, was a Lacy-produced film.

Better still there is the spot for the National Provincial Bank of England. Designed not to play on television but instead in movie theaters, this commercial still is particularly indicative of the kind of work Lacy and associates continue to deliver.

A tiny girl, just under 3 years, walks all the way out in this sea of white on a huge Panavision screen. She stands there and gives a refined, but childlike explanation of why the bank is a lovely place to do business. In the middle of the pitch, she finds she has to go to the "loo," which is the toilet. So she starts tugging at herself and stamping around, all the while delivering the commercial without a break in the dialogue. This despite her condition, which is one of needing immediate relief. Upon finishing her recitation, the little girl stamps right out.

Further, there is the widely hailed campaign for Qantas Airways Ltd. of Sydney, Australia, which features a perturbed koala and a zooming jet. Lee Lacy's work for Qantas, a first-time TV advertiser, has spurred spectacular repeat business from the client—starting early next year, three months of location filming throughout the world to turn out eight 60-second TV spots.

Lee Lacy will be involved personally in this campaign as producer-director. He is the fifth creative group at the production house, each of the others consisting of a producer, director, art director, and production assistant. These creative groups—with Hollywood as the central office—supply the work and production requirements on assignment for all the Lacy offices. This way London, New York and Dallas receive the same high-standard creative treatment as does Hollywood.

There may be additional offices in Paris, Rome, Toronto, Chicago and the Orient in Lee Lacy's future. There is surely going to be feature-film production. But don't anticipate him. He is not likely to go the traditional Hollywood stepping-stone route out of television.

"This is a very vital business," he says about commercial production. "It is not a means to an end."
Worm in the apple

The long-time advocates of subscription television have welcomed the FCC's decision to authorize STV on the air, and the long-time opponents of it are vowing to resist to the end. Neither, however, is saying much of anything about the central defect in the regulations that the FCC has issued.

In effect the FCC has voted 5 to 1 to suspend the First Amendment. The commission has imposed explicit restrictions on the programming that pay TV may supply. Five commissioners have assumed they have the right to fix the age of feature films and types of sports events that pay TV may carry and to prohibit for pay-TV use the whole enormous category of programs that have ongoing plots or continuing casts.

It is not necessary to take a position for or against pay TV to see the grave dangers in this FCC decision. If the commission can make explicit choices of the kinds of programming pay TV may transmit, what is to stop it from making equally explicit choices in the programming on the existing commercial and noncommercial systems?

Whatever else they may do about the FCC's pay-TV decision, broadcasters must unite in opposing the commission's programming approach. As this publication commented on July 24, 1967, when the pay-TV scheme of regulation was first proposed, if the FCC can tell pay TV not to play movies that are more than two years old, it can tell other broadcasters not to play movies that are newer or older—or not to play movies at all.

Middle ground

It has taken the FCC a long time to come around to it, but the agency has at last hit upon a simple and equitable formula for the regulation of cable television. If the same formula had been adopted four years ago, when the FCC began working seriously on CATV regulation, it is reasonable to suppose that by now broadcasters and cable operators would be co-existing in relative harmony.

The key ingredient in the new rulemaking that has been proposed by the FCC (BROADCASTING, Dec. 16; see also special report beginning on page 17 of this issue) would require any cable system to obtain consent of the originating stations before importing their distant signals into the 100 biggest markets. This, as the FCC has said, is merely an extension of Section 325(a) of the Communications Act, which now prohibits any station from rebroadcasting the signal of another without obtaining the other's consent.

The idea here, of course, is to protect local television stations from unfair competition. The same idea is behind the commission's existing rules which require cable systems to prove, as a condition of obtaining FCC approval, that their importation of distant signals will not harm local television service. But the proposed rules substitute the operation of a free market for the ad hoc decisions of a government body and are therefore more aligned to the principles of free enterprise that some broadcasters so vociferously support—except when talking about CATV regulation.

Under the proposed rule a CATV would have to bargain, as the broadcaster does, for the rights to exhibit television programs. The CATV could not import distinctly originated programming if local stations already held the rights to local exhibition. If the CATV wanted to import distinctly originated programming to which no local broadcaster had exhibition rights, it could negotiate with the originating station or with the program distributor or with both, as the contract between station and distributor indicated.

Implicit here, of course, is the prospect that CATV's may be asked to pay for some of the television programming that they have, in effect, been appropriating. It is not at all surprising that major CATV interests have responded to the FCC's proposal as the tavern patrons of another era first reacted to the removal of the free lunch.

Nor is it entirely a surprise that the "pure" broadcast interests that have from the start advocated maximum restrictions on CATV development are now saying that the proposed rules would invite the destruction of broadcasting. Those interests have consistently opposed the concept of extending Section 325(a) to CATV, ever since Broadcast-

ing began suggesting that as the equitable resolution of the CATV-broadcast dilemma some four years ago. The FCC, it seems to us, has arrived at a workable compromise between the extreme desires of CATV operators who want to use the broadcasters' property to compete for the broadcasters' audience and of broadcasters who want to cut the cables at the headends. The compromise would be even more sensible, we suggest, if the FCC made the Section 325(a) principle applicable to CATV in all television markets and discarded its notion of fixing by government rule the nature and number of services CATV could supply in the smaller towns.

Holiday truce

CATV, pay TV, investigations, accusations, proposals for far-reaching changes—the TV-radio world and its people have no end of problems. All is fraught. It is fitting, therefore, and no doubt therapeutic, that once a year there comes a time when issues and antagonisms are suspended and the holiday spirit prevails, however briefly.

This year's respite comes not a moment too soon; the problems now seem more numerous, the threats more malicious, the dangers greater than ever before. But they have always seemed so, and no doubt they always will. The dragons must be slain and skinned, of course, and we will have our bolo flailing again next week, doing our part. But for this moment, in the spirit of the season, we interrupt our regular programming to say, to friend and dragon alike: "Good cheer to all. Bless you every one."

"It's not just another TV dinner. It's Christmas TV dinner—roast goose."
A TOAST

December 20, 1968 marks the crystal anniversary of WCSH TELEVISION, Channel Six, Portland, Maine.

Fifteen happy years.

For auld lang syne we pause to raise our glasses in toast to you, the ladies and gentlemen of the broadcasting industry. May our next fifteen years be as memorable and rewarding as the past. Skoal!

WCSH TELEVISION
Portland, Maine.

THE KATZ AGENCY, Inc.
NATIONAL SALES REPRESENTATIVES
The Performance Picture Looks Great with BIALKON Orthicons

- New warranty—now extended to 1800 hours
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