



# Chris and Ann never heard of us, but we're building our future for youngsters like them.



The girls have just come home from shopping with their mother at the local supermarket. She let them pick their favorites from the well-stocked shelves.

They picked up Wonder Bread because it tastes good. Their mother knows Wonder Bread helps build strong bodies, as well.

Now Continental Baking Company, the maker of Wonder Bread and related products, is moving into a new period of growth by joining ITT.

## **A natural development**

Getting into the food business was a natural development for us. Originally, we operated telephone systems and manufactured telecommunications equipment almost exclusively in Latin America and Europe.

Some years ago, anticipating future demands of the world economy, we decided to diversify into new areas of activity, particularly into the relatively stable, non-cyclical service industries.

Typical of these new areas is the food business. Continental Baking makes Hostess Cakes, Morton Frozen Foods and Wonder snack items,

as well as Wonder Bread. Other Continental Baking brand names include Profile, Daffodil Farm, Cabot's, Braun's, DiCarlo, County Fair and Love's.

In this already flourishing operation, our technical ability could be applied to everything from computer-based market distribution techniques to the development of new high-speed manufacturing techniques to effect cost efficiencies.

## **Judging our contributions**

There are other ways of judging our contributions to the business economy. One of them is growth. We have achieved for 38 consecutive quarters a compounded growth in earnings per share of at least 11% annually. In numbers of people, we have grown from 132,000 in 1960 to almost 290,000 today. Our sales then were approximately \$6,200 per employee. Today our sales per employee are more than double that figure.

And we have been a leader in developing new products and services because we can afford the cycles of investment and research.

Finally, we've devised new kinds of management training programs, to develop a new breed of executive, equipped to deal with a wide variety of opportunities and problems, and who is at home in many countries and many businesses.

## **ITT and you**

In the final analysis it is the profitable businesses like ours that are the source of all funds—through taxes, employment and investment—for the activities which generate change for the better. Changes like low-cost housing, satellite communication, super-highways, the wars on poverty and crime, a strong national defense program, veterans' educational programs, medicare.

Businesses like ours must keep growing and diversifying to help make it possible for you—and people all over the world, no matter what their social or economic level—to enjoy a better life.

International Telephone and Telegraph Corporation, 320 Park Ave., New York, N.Y. 10022.

## Fan Letter.

Dave Ward & Dan Ammerman,  
We are putting on a play  
in Bonner Elementary. The name  
of the play is "The Day New  
Amsterdam Became New York."

I am a reporter in the  
play, I am playing as Dave  
Ward, and my friend Dan  
Watson is Dan Ammerman.

I would appreciate it if  
you would try to make it  
to Bonner School, it will be  
the first part of November.  
I will notify you later.

Your Friends,  
Jack Bounds

P.S. Will you please announce  
the play over tv.

Thanks



**KTRK-TV's EVENING NEWS TEAM  
DAVE WARD and DAN AMMERMAN.**

With Houston audiences they long ago bridged  
"The Credibility Gap." It now appears they've conquered  
"The Generation Gap" as well.

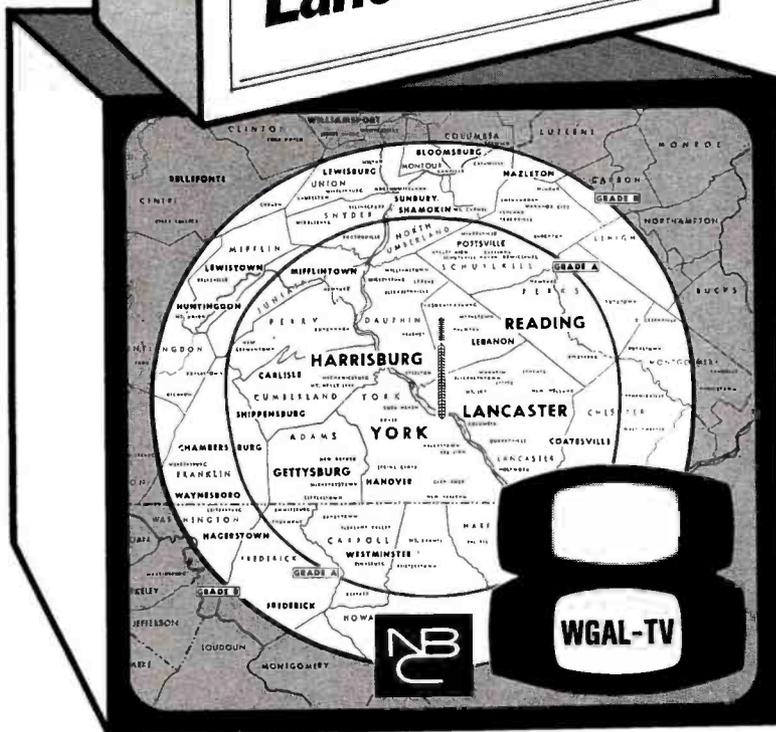
**KTRK-TV HOUSTON  
CAPITAL CITIES BROADCASTING CORPORATION**



# Tops in its great multi-city market



**WGAL-TV**  
**Channel 8**  
**Lancaster, Pa.**



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 1966 Nielsen estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

Representative:  
**The MEEKER Company, Inc.**  
 New York                      Los Angeles  
 Chicago                        San Francisco

**STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.**  
 WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R.I./New Bedford-Fall River, Mass. • KOAT-TV Albuquerque, N.M.

## Macy to CPB?

It's considered strong possibility that John W. Macy Jr., chairman of U. S. Civil Service Commission, will become president of Corp. for Public Broadcasting. Mr. Macy, who was chief talent scout for President Johnson, is said to be considering offer made by CPB selection committee, headed by John D. Rockefeller III, chairman of Rockefeller Foundation.

At one point, it's now learned, there was talk of picking FCC Commissioner Nicholas Johnson as CPB president, but Frank Pace, CPB chairman, put stop to it.

## Nothing simple

ABC Inc. is launching extensive advertising campaign to emphasize its diversity. "We are not quite as simple as ABC" is theme, and push will feature ABC interests in nonbroadcast fields such as records, theaters, scenic attractions and motion-picture production. Purpose is believed to be to impress Wall Street, presumably with eye toward merger or major acquisition that ABC has indicated it is seeking, as well as to impress advertisers, agencies and general public. One-minute color spots in nonprime news and public-affairs shows were to start on ABC-TV Jan. 19 (with no payment to affiliates). Spots on ABC Radio networks and on ABC-owned stations also are planned, but primary emphasis will be in print—including *Time*, *Business Week*, *Newsweek*, *New Yorker* and *Wall Street Journal*.

Some affiliates, who learned of campaign plans last week in notification regarding start of institutional spots, privately questioned ABC's strategy. They felt that with growing anti-conglomerate attitude evident in Washington in recent months, better time might have been picked to emphasize diversity especially through use of networks. Some, who also protested that institutionals pay no station compensation, indicated they would not carry them. How many would actually refuse remained to be seen, but it was expected that O&O and print phases would proceed, regardless.

## Two into one

Look for announcement from H-R Television and Hollingbery Co. later this week regarding reported merger of their two station-rep organizations ("Closed Circuit," Dec. 9, 1968). Informed sources indicate that merger talks continue and that agreement may be near.

But neither side is talking, except for observation by one source near top that "when and if it happens, our stations will be the first to know." H-R Representatives, radio-rep division, would not be affected since Hollingbery represents only TV stations.

## Eyes on June

Race is on for election to chairmanship of joint boards of National Association of Broadcasters, position now held by Grover C. Cobb, KGVV Great Bend, Kan., who completes second term next June and is ineligible for re-election. Among those in running, through supporters or declared, are Richard Dudley, WSAU-AM-FM-TV Wausau, Wis., now radio board chairman; Robert W. Ferguson, WTRF-FM-TV Wheeling, W. Va., TV code board chairman and former TV board chairman; Charles W. Tower, Corinthian Broadcasting, now TV board chairman, and Willard E. Walbridge, KTRK-TV Houston, chairman of Television Information Office.

## Crosby moving

Next weekend's Bing Crosby pro-amateur golf tournament (Jan. 25-26) is expected to be last telecast on ABC-TV. Mr. Crosby has been negotiating with NBC, it was confirmed last Friday (Jan. 17), for long-term contract including several entertainment specials as well as golf. Crosby tournament departure does not affect ABC's contract with Professional Golfers Association for 13 other tournaments.

## Close call

Two Salt Lake City residents came within a whisker last week of persuading FCC to reconsider its renewal of KSL Salt Lake City, which is owned by Bonneville International (Mormon Church). Commission, in action to be announced this week, divided 3-to-3 on two citizens' petition for reconsideration of renewal grant—thus depriving petition of majority it needed to carry. Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth are said to have voted to deny petition; Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson, to grant it. Commissioner H. Rex Lee did not vote.

Principal issue in case is one that is becoming paramount at commission—ownership of stations by multiple owners or conglomerates. (Commission is

expected to consider next week issuing notice of inquiry on matter of conglomerates owning stations ["Closed Circuit," Jan. 13].) Besides KSL, Mormon Church, owns FM, TV and newspaper in Salt Lake, and has interlocking relationships with other stations in area. Commissioners' views on case will be presented in up to four separate statements that will accompany announcement of action.

## Takes all kinds

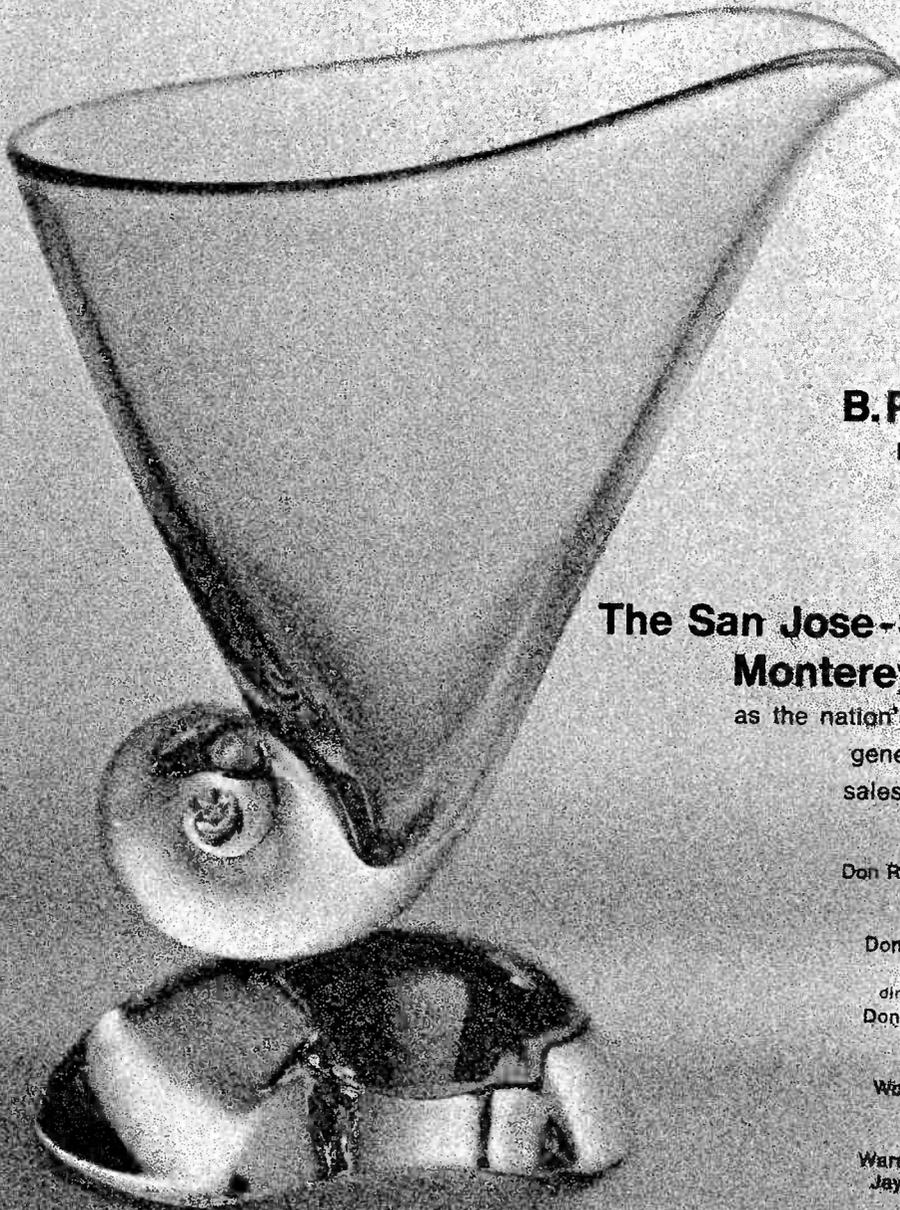
What constitutes distinguished service to broadcasting? Widely differing answers were suggested in nominations proposed last week at National Association of Broadcasters board meeting, which eventually chose John Fetzer, of Fetzer stations, to get this year's number-one NAB award (see page 36). Before board unanimously voted for Mr. Fetzer, there were some other names up: Dwight D. Eisenhower (during whose administration quiz scandals, rigging of TV-station grants came up) and Oren Harris, now federal judge, who was chairman of House committee that exposed scandals. Also mentioned were Jack Benny and W. Theodore Pierson, Washington communications attorney.

## Robot music

New first for network-TV entertainment programing will be new series scored entirely in electronics without any use of musical instruments. Technique will be used on Schlatter-Friendly Productions *Turn-On*, half-hour satirical series that starts on ABC-TV Feb. 5. Electronics-effects package created specifically for series will include everything from main theme to individual skit themes to various "reactions" to replace conventional audience responses for laughter and applause (there will be no audience involved). Electronic musical themes and special effects have been created and produced by Heller-Hamilton Inc., creative division of Heller Corp., Hollywood, previously best known for creating thematic station ID's.

## Place to be

For first time in 15 years—its first meeting was held there—Television Bureau of Advertising this year will hold its annual board and membership meetings in Washington. Sessions are scheduled for Oct. 19-23 at Shoreham hotel. TVB officials say Washington was selected to fulfill "desire to be close to government."



**B.P.A.-TVB**

has presented  
this award to

**KNTV**

for their film

**The San Jose-Salinas-  
Monterey Story\***

as the nation's outstanding  
general television  
sales presentation

script by  
Don Richards, Blair TV

narrated by  
Don Hayward, KNTV

director of photography  
Don Dulmage, KNTV

art director  
Woody Horn, KNTV

graphic artists  
Warren Lammi, KNTV  
Jay Sheaffer, KNTV

produced and directed by  
Stew Park, KNTV



*\*This market  
is growing so fast  
that we are already updating  
this award-winning film.*

For a private screening call your Blair Man



NAB boards, meeting in San Juan, P. R., relax code restrictions on personal-product advertising—an action that could open radio-TV to \$344-million category of products, previously off-limits to broadcast advertising. See . . .

## Revised code taps rich new market . . . 23

NAB's TV board calls on FCC to rewrite proposed CATV rules to increase protection in smaller markets, and permit unlimited CATV ownership by broadcasters. Jointly, radio-TV boards OK more money for lobbying. See . . .

## NAB wants modified CATV rules . . . 28

Final Johnson budget asks \$23.9 million for FCC, with increased provision for commission research and planning. Also in new package is \$25 million for noncommercial broadcasting—\$20 million of it ticketed for CPB. See . . .

## LBJ budget: little something for all . . . 32

End of Johnson administration will mark new beginning of LBJ broadcast ownership, as FCC awaits application for transfer of Texas Broadcasting Corp. from trustees to majority stockholder—Lady Bird Johnson. See . . .

## Lady Bird free to reclaim stations . . . 34

NAB asks further extension of time for replies in FCC's one-to-customer proceeding, citing "frustrating" problem of locating research firm. At same time, it's announced that "definitive" research is finally underway. See . . .

## More time asked on one-to-customer . . . 36

Broadcasters, CATV operators ask FCC to reconsider its interim cable rules, as broadcasters take particular exception to 35-mile zone for import ban, and CATV's question commission's method of promulgating rules. See . . .

## Interim CATV rules blasted . . . 43

United Electrical Radio and Machine Workers of America joins groups represented at Feb. 3-4 oral argument on FCC's proposed CATV rules. Union's complaint: commission's cable policies are costing people their jobs. See . . .

## New voice in CATV chorus . . . 43

Frank J. Shakespeare Jr., CBS official cited last year as key influence on Nixon's campaign and post-election use of television, is named to head U. S. Information Agency, plans to place heavy emphasis on broadcast use. See . . .

## Shakespeare to man USIA helm . . . 54

CBS president Stanton tells affiliates network wants oral argument before FCC on pot-party case, cites dangers to television journalism if examiner's ruling that WBBM-TV Chicago staged film is upheld. See . . .

## CBS fights back on pot party . . . 56

Supreme Court sets the stage for landmark ruling on broadcasting's freedom-of-press status, by agreeing to review conflicting appellate-court decisions regarding constitutionality of FCC's fairness doctrine rules. See . . .

## Fairness gets day in court . . . 58

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### Broadcasting

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*Subscription orders and address changes:* Send to BROADCASTING Circulation Department, 1735 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new addresses plus address label from front cover of the magazine.

In the first month of selling to agencies, the new Hooper Local Radio Service obtained these subscribers:

**Batten, Barton, Durstine & Osborn, Inc.**

**J. Walter Thompson Co.**

**The Interpublic Group of Companies, Inc.**

**Foote, Cone & Belding, Inc.**

**William Esty, Company, Inc.**

**Grey Advertising, Inc.**

**Ogilvy & Mather, Inc.**

**Cunningham & Walsh, Inc.**

**Dancer-Fitzgerald-Sample, Inc.**

**Ted Bates & Co., Inc.**

**Benton Bowles, Inc.**

**Gardner Advertising, Inc.**

**Norman, Craig & Kummel, Inc.**

**Compton Advertising, Inc.**

**Carl Ally, Inc.**

**Warwick & Legler**

**Papert, Koenig & Lois**

**Knox-Reeves Advertising**

Hooper—the necessary programming tool . . .  
Now! Will Hooper become a necessary selling tool? It will if these agencies determine in their evaluation of first reports that Hooper delivered what it promised . . .

Huge sample sizes, extremely high response rates, measurement based mostly on the "Industry Standard" coincidental.

*Time will tell . . . very little time.*

**C. E. Hooper, Inc.**

750 Third Avenue

New York, N. Y. 10017

YUkon 6-8010

*radio hooperatings - telephone marketing research*

## Actions are confirmed

National Association of Broadcasters joint television-radio board of directors wound it all up in 90-minute Puerto Rican breeze Friday (Jan. 17) approving all that had been proposed in previous separate radio and TV board sessions, finalizing also budget allocations totaling more than \$2 million for NAB's fiscal year starting April 1.

Key budget feature, approved as recommended by steering committee and staff, was contingency status for almost half of research budget to provide flexibility in ammunition-gathering for coming regulatory battles.

Board approved \$62,500 of \$130,000 research total for allocation to projects subject to agreement among joint board chairman, presently Grover C. Cobb, KVGB Great Bend, Kan., NAB President Vincent Wasilewski, and research committee chairman Donald H. McGannon, Westinghouse Broadcasting Co., New York, on descending order of priority.

No conflicts developed during presentations of radio and television boards' separate CATV deliberations (see page 28). Radio board chairman Richard Dudley, WSAU Wausau, Wis., stressed need for radio broadcasters to share

## U.S. Steel-BBDO part

Termination of 33-year relationship of U.S. Steel Corp., Pittsburgh, and BBDO, New York-Pittsburgh, was announced Friday (Jan. 17). Account bills estimated \$10 million. BBDO will continue on account for some months till new agency is appointed.

BBDO's activity in radio and TV has been extremely limited in recent years, though it spent \$249,000 in spot radio in first nine months of 1968. At one time company was major network television sponsor but its last network advertising was in 1965. It spent \$11,900 in spot TV in first six months last year.

## Good try

Plan of WWL-TV New Orleans to run 30-minute documentary of Clay Shaw trial on Saturday (Jan. 18) was dropped Friday (Jan. 17) after lawyers for Mr. Shaw, who is accused of conspiring to assassinate late President Kennedy, went to state criminal court seeking injunction. They claimed broadcast would prejudice potential jurors.

J. Michael Early, vice president-general manager of channel 4 station, cited First Amendment but said "in interest

concern of TV operators over FCC's pending CATV actions. Coordinating committee proposed by radio board to work with National Cable Television Association was accepted by joint board.

Overall NAB budget income was put at \$3,240,000 for fiscal year; expenditures were put at \$2,898,000.

Of \$130,000 research budget, \$10,000 is earmarked for academic research grants, \$35,000 for local audience measurement methodology and \$22,500 for "broadcasting and the public" study (set for 1970 but funded in two equal installments).

Clair R. McCollough, Steinman Stations, chairman of building committee, reported new NAB headquarters construction was on schedule, with NAB staff set to occupy facility in February.

With board approval, Mr. Wasilewski appointed study committee to delineate areas of concern and extent of participation by NAB in international broadcasting areas, such as freedom of operation and access to news sources. Named as chairman was Arch Madsen, Bonneville Stations, who has also been active in affairs of InterAmerican Association of Broadcasters; serving with him are Eldon Campbell, WFBM-TV Indianapolis, and J. R. Livesay, WLBN Mattoon, Ill.

of providing climate of complete freedom for trial" station was voluntarily dropping idea of pretrial documentary. Trial is scheduled to begin tomorrow (Jan. 21), with Jim Garrison, New Orleans district attorney, prosecuting.

## Buys five FM stations

Philadelphia lawyer has purchased six major market FM radio stations for \$2,620,000 subject to FCC approval. Joseph M. Field is buying KBRG-FM San Francisco, KLEF(FM) Houston and KACO-FM St. Louis, from Jack Trotter, Houston attorney and accountant, and others. Price tag for three stations is \$1,050,000.

Mr. Field is also buying WAYL-FM Minneapolis from Jack I. Moore for \$750,000 and WWOM-AM-FM New Orleans from David W. Wagenvoort and Fred Westenberger for \$820,000. Sellers of New Orleans stations also own KRBE(FM) Houston and WWOM-TV New Orleans.

Mr. Field has interest in group buying WPEN-AM-FM Philadelphia.

Broker handling San Francisco, Houston and St. Louis transactions is Hamilton-Landis & Associates. Broker for Minneapolis and New Orleans sales was La Rue Media Brokers.

## Asks reply time to AT&T

Microwave Communications Inc. has asked ABC, CBS and NBC for time to dispute claims AT&T has made in behalf of its service in commercials carried by television networks.

MCI, common carrier which has tangled with AT&T in proceedings before commission, wants to challenge message of advertising campaign heralding AT&T as "Your Anywhere, Anything, Anytime Network."

John D. Goeken, MCI president, who signed Jan. 17 letter to three networks, did not specifically refer to commission's fairness doctrine. But he said AT&T commercials "give rise to the use of broadcasting facilities for the presentation of only AT&T's viewpoint on vital and controversial issues."

He said validity of AT&T claims is disputed by comments that MCI and others, including government agencies, have filed in various commission proceedings.

## Network TV's record year

Record total of 453 companies advertised 2,457 separate brands and services on network TV in 1968, spending over \$1.456 billion, up from 376 advertisers and \$1.493 billion in 1967, according to broadcast advertisers reports. Rise of 3.5% in network advertising revenues had been reported earlier by BAR (BROADCASTING, Jan. 13).

While overall totals were up, Procter & Gamble, perennial leader, was off its 1967 mark of \$112.5 million, spending \$101.8 million in 1968. Anacin tablets spent most among brands, \$13,726,300 in 1968 (but Anacin spent \$14,485,700 in 1967).

Also off was cigarette advertising, down in network TV from 47 brands and \$168,959,800 in 1967 to 40 brands and \$145,517,300 in 1968, representing decline of 13.9% in expenditures. BAR said 11.3% of network advertising money in 1967 came from cigarettes, but 9.4% in 1968.

Other leading advertisers in ranking order: Bristol-Myers, \$49,195,700; R. J. Reynolds Tobacco, \$47,038,500; Colgate-Palmolive, \$46,208,200; General Foods, \$44,122,200; American Home Products, \$43,700,300; General Motors, \$39,653,400; Sterling Drug, \$33,909,600; Gillette, \$32,216,300, and Warner-Lambert Pharmaceutical, \$30,017,800.

Second top-spending brand was Alka Selter, \$13,407,300; followed by Salem menthol filter cigarettes, \$12,244,900;



Mr. Saxe



Mr. Brinckerhoff



Mr. Shook



Mr. McNeilly



Mr. Pinsof

**Frank Shakespeare Jr.**, president, CBS Television Services Division, appointed director of United States Information Agency. **Edward L. Saxe**, VP, operations and engineering, CBS-TV, named to succeed Mr. Shakespeare. **Drew Brinckerhoff**, general manager, CBS-TV operations, New York, named to fill Mr. Saxe's former post. Appointments are to be effective with Mr. Shakespeare's confirmation by U. S. Senate (see page 54).

**Ellis Shook**, VP and program director, Metromedia's WTTG(TV) Washington,

named VP and general manager of group's KMBC-TV Kansas City, Mo., succeeding **Mark L. Wodlinger**, who becomes president of Intermedia division of ISC Industries. ISC seeks FCC approval to purchase KFEQ-TV St. Joseph, Mo. Mr. Shook joined WTTG in 1959 as production manager, was made program director in 1963 and named VP in 1967. Before joining WTTG he was with WISH Indianapolis and WDBJ Roanoke, Va.

**Edward R. McNeilly**, senior VP and director of Doyle Dane Bernbach, New

York, appointed executive VP. Mr. McNeilly is management supervisor on Gillette, Lever Brothers, Volkswagen and Mead Johnson accounts. He joined Los Angeles office of DDB in 1955 and moved to New York office in 1959, where he was named VP in 1961, management supervisor in 1967 and senior VP last year.

**Nathan Pinsof**, VP and manager of media department, J. Walter Thompson, Chicago, joins North Advertising there Feb. 1 as senior VP and media director.

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

Winston filter cigarettes, \$11,004,700; Bayer aspirin, \$10,802,300; AT&T, \$9,717,400; Bufferin, \$9,166,100; Kodak camera, \$8,599,500; Listerine anti-septic, \$8,320,900, and Tareyton filter cigarettes, \$7,928,700.

## Don't fault us: FCC

Workers in CATV equipment industry were told by FCC official last week that commission regards CATV future as "bright," with prospect good that their industry will play "fundamental role" in nation's communications system.

Optimistic note was struck by Robert Cahill, legal assistant to Chairman Rosel H. Hyde, in letter to Local 158, United Electrical Radio and Machine Workers of America. Local represents workers at Jerrold Electronics Corp., in Philadelphia. Representatives of union met with commission officials last week (see page 43).

Letter was released Friday (Jan. 17), at same time that commission announced procedures for allotting time to parties appearing at oral argument to be held Feb. 3-4 on proposed CATV rules.

Mr. Cahill wrote in response to let-

ters from union members concerning layoffs at Jerrold following issuance of proposed CATV rules on Dec. 13. "We do not believe that any such action [layoffs] is called for by proposals," he said.

Commission, meanwhile, allotted 13½ hours to parties for oral argument, dividing them into eight groups as follows:

CATV associations, municipalities, two hours; broadcast associations, two hours; CATV operators, 2½ hours; broadcasting companies, 2 hours; hybrid broadcast-CATV, one hour; networks, producers, distributors, two hours; telephone companies, microwave companies, one hour; National Association of Regulatory Utility Commissioners; Milton J. Shapp, founder and former head of Jerrold; United Electrical Radio and Machine Workers Union; Westinghouse Broadcasting Co., one hour.

## Name stations on list

Five of six stations added to list of Adam Young-VTM, New York-based representative, with acquisition of National Television Sales (see page 49), include KOTA-TV Rapid City, S. D.; WIBF-TV Philadelphia; WEMT(TV) Ban-

gor, Me.; WJET-TV Erie, Pa., and WNOK-TV Columbia, S. C. Identification of sixth was declined because resignation was expected due to local conflict.

## Candy isn't dandy

Consumers were called upon Saturday (Jan. 18) to "let broadcasters know that if they communicate only one side of a question, whether it be a product or propaganda, they do so at their peril."

Call came from Reverend Everett C. Parker, director of office of communication of United Church of Christ. In speech prepared for delivery at New York Consumer Assembly.

Dr. Parker, whose organization has been engaged in five-year fight against license renewal of WLBT(TV) Jackson, Miss., said that case established public's right to "standing" in FCC matters. "The door has been opened for consumer action on the airwaves," he said.

Dr. Parker also said FCC's application of "fairness doctrine" to cigarette advertising should be extended to commercials for other products, such as candy. "We do not ask that [broadcasters] cease advertising gooey sweets for children, only that they mention the danger to teeth," he said.

# WARNER BROS.-SEVEN ARTS presents The Flappers and The Family in TWO SPARKLING OFF-NETWORK SERIES

## THE ROARING 20's

**45 HOURS**

starring Dorothy Provine,  
Donald May, Rex Reason,  
Gary Vinson and capturing  
the madcap magnetism  
of an immortal era of  
flappers, jazz and  
prohibition.



## ROOM FOR ONE MORE

**26 HALF-HOURS**

starring Andrew Duggan,  
Peggy McCay, Ronnie  
Dapo, Timothy Rooney in  
a warm family comedy  
based upon Anna Perrot  
Rose's best-selling  
novel and the  
Warner Bros.-Seven Arts  
motion picture hit.



**WARNER BROS.-SEVEN ARTS**

NEW YORK • CHICAGO • DALLAS • LOS ANGELES • TORONTO • LONDON • PARIS  
ROME • BARCELONA • LISBON • SYDNEY • TOKYO • MEXICO CITY • NASSAU

**It could give you an  
unfair advantage . . .  
but nobody will object  
except your competitors**

# **The New RCA "Automatic" TR-70B**

The TR-70B is new and different—the *first* VTR to perform so many operational functions automatically as it eliminates nearly every possible human error! The TR-70B will do everything the Director wants it to do—in taping, duping, editing—and to the highest standards of performance known to the industry.

Tapes can't be played on the wrong FM standard. The TR-70B automatically selects proper standard—highband, lowband monochrome or lowband color.

Fast, accurate head optimization in

seconds without trial-and-error methods assures highest quality results regardless of tape variations . . . works on 7 1/2" and 15" tapes.

No manual cueing needed—tone bursts on audio cue track automatically cue-up commercials.

New high-gain servo provides long-term stability in the headwheel and optional 15 Hz edit pulse for color editing.

Expanded instrumentation improves operator-to-machine interface. No doubts about results; a visual-audible warning system spots troubles two ways.

The widest range of accessories—and a machine that's pre-wired at the factory to accept them, using modular solid-state construction.

To wrap it all up—the TR-70B *automatically* does just one thing. It helps you produce the finest color fidelity ever achieved.

Ask your RCA Broadcast Representative for the full story. Or write RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.  
**RCA Broadcast Equipment**

The RCA logo is displayed in a bold, red, sans-serif font. The letters are thick and blocky, with a slight shadow or depth to them, set against the yellow background of the advertisement.

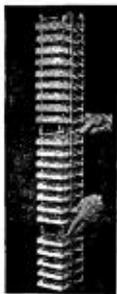


## "You took the words right out of my mouth"

In the communications industry, this quote doesn't necessarily mean agreement. Quite the contrary, some crackpot could haul you into court for piracy or plagiarism based on just such a charge. And, if it isn't that, it could be a charge of libel, slander, invasion of privacy or a copyright violation. What can you do about it? Consider an Employers Special Excess Insurance Policy. Just decide on the amount you can afford in case of a judgment against you, and we'll cover any excess. For details and rates, write to: Dept. B, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

## SPOTMASTER

RS-25



### Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Luzy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

Write or wire for complete details.

*Spotmaster*

**BROADCAST ELECTRONICS, INC.**  
8800 Brookville Road  
Silver Spring, Maryland

## Datebook

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

■ Indicates first or revised listing

### January

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—First session of TV commercials workshop, *International Radio and Television Society*. Subsequent sessions scheduled for each Tuesday through March 4. RCA exhibition hall theater, New York.

Jan. 21-23—Twenty-fourth annual *Georgia Radio and Television Institute*. Speakers include Daniel Karasik, manager of TV development. Comsat. Washington; John Palmer, NBC News, New York; Mary Dorr, president, American Women in Radio and Television; FCC Commissioner Nicholas Johnson, and Paul Harvey, radio and television commentator, University of Georgia, Athens.

Jan. 23—Special stockholders meeting, *Transamerica Corp.* Hotel Mark Hopkins, San Francisco.

■Jan. 23—Panel on "Impact: Youth, television and today." New York chapter of *The National Academy of Television Arts and Sciences*. Hotel Commodore, New York.

Jan. 23—*American Research Bureau* seminar for TV stations on use of ARB reports. Dallas.

Jan. 24—Annual dinner dance, *Pacific Pioneer Broadcasters*. Beverly Hilton hotel, Beverly Hills, Calif.

Jan. 24-25—Meeting of *Georgia CATV Association*. Macon, Ga.

Jan. 27—Annual winter meeting, *Idaho State Broadcasters Association*. Downtowner hotel, Boise.

■Jan. 27-28—Meeting of board of directors, *National Association of Educational Broadcasters*. Washington Hilton hotel, Washington.

Jan. 27-30—Twenty-sixth *National Religious Broadcasters* annual convention. Speakers include E. C. Manning, premier of Alberta, Canada; Dr. Stephen Olford, Calvary Baptist Church, New York; Bishop Goodwin Hudson, Church of England, London; Dr. Eugene R. Bertermann, president of National Religious Broadcasters; Rosel H. Hyde, FCC chairman; Vincent T. Wasilewski, president of National Association of Broadcasters, and Dr. John V. Charyk, president of Comsat. Mayflower hotel, Washington.

Jan. 27—Eleventh annual KMTV(TV) television public service awards dinner. Speaker: Julian Goodman, president, NBC, Omaha.

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. 29—Luncheon meeting of Chicago chapter, *National Academy of TV Arts and Sciences*. Speaker: Gordon Manning, VP and director of news, CBS News, on "Does broadcast journalism deserve to be free?" Knickerbocker hotel, Chicago.

■Jan. 29—"Salute to Japanese Television," International council, *The National Academy of Television Arts and Sciences*. Cinema Rendezvous, New York.

Jan. 30—*American Research Bureau* semi-

nar for TV stations on use of ARB reports. Los Angeles.

Jan. 31—New 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. Previous deadline was Jan. 17.

### February

Feb. 3—New deadline for comments on FCC's proposed rulemaking on future use of 806-960 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 20 to land-mobile services in the top 25 urban areas. Previous deadline was Dec. 2.

■Feb. 3-4—Oral argument before FCC on proposed revisions in commission's CATV rules.

Feb. 4—Annual meeting of *Walt Disney Productions*. Disney studios, Burbank, Calif.

Feb. 5—Newsmaker luncheon, *International Radio and Television Society*. Speaker: Frank Pace, Corp. for Public Broadcasting, Waldorf-Astoria hotel, New York.

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. 6-9—Meeting, board of directors, *American Women in Radio and Television*. Las Vegas.

Feb. 7-8—Annual winter convention of *New Mexico Broadcasters Association*. Hilton hotel, Albuquerque.

Feb. 7-8—Twenty-first annual radio-television seminar, *Northwest Broadcast News Association*. School of Journalism, University of Minnesota, Minneapolis.

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.

Feb. 11—Luncheon meeting, New York chapter of *International Advertising Federation*. Speaker: Tom Sutton, International operations, J. Walter Thompson. Biltmore hotel, New York.

■Feb. 11-14—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Sheraton-Biltmore hotel, Atlanta.

Feb. 12-14—Sixth annual convention, *National Association of Television Program Executives*. Workshop sessions emphasizing network-local station relationship; "man of the year" award, and awards presentation for program excellence. Century Plaza hotel, Los Angeles.

Feb. 14-15—Meeting of board of trustees, educational foundation, *American Women in Radio and Television*. Executive House, Scottsdale, Ariz.



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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

# TELEVISION

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\*Reg. U.S. Patent Office.  
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■Feb. 17—Deadline for comments on FCC's proposed rulemaking that would clarify notification requirements for CATV systems. Proposed amendment specifies that CATV's must notify stations in their market of plans to carry local as well as distant signals, and that they must give similar notice for deletion as well as addition of signals.

■Feb. 17—Deadline for comments on FCC's proposed rulemaking concerning establishment of FM translator and booster services.

Feb. 17-19—Annual midwinter conference on government affairs. *American Advertising Federation*. Statler-Hilton, Washington.

Feb. 17-21—Inside advertising/marketing week sponsored by *Advertising Club of New York*. College students will participate in five-day series of working sessions with leading advertisers, agencies and marketing firms.

■Feb. 24—Benefit dinner for Broadcasters Foundation Inc., *Broadcast Pioneers*. WGAL Lancaster, Pa. receives ninth annual Golden Mike Award. Hotel Pierre, New York.

■Feb. 24—Tenth annual "Close-up" dinner and show. *The National Academy of Television Arts and Sciences*. Hugh Downs to be honored. Hotel Commodore, New York.

Feb. 25-28—1969 conference, *Western Radio and Television Association and West Coast Instructional Television*. Olympic hotel, Seattle.

■Feb. 27—Deadline for reply comments on FCC's proposed rulemaking that would clarify notification requirements for CATV systems. Proposed amendment specifies that CATV's must notify stations in their market of plans to carry local as well as distant signals, and that they must give similar notice for deletion as well as addition of signals.

**March**

■Mar. 3—Deadline for reply comments on FCC's proposed rulemaking concerning establishment of FM translator and booster services.

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 10-13—Spring conference, *Electronic Industries Association*. Statler-Hilton hotel, Washington.

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

March 11—Luncheon meeting, New York chapter of *International Advertising Federation*. Speaker: Hobart Lewis, president and executive editor, *Reader's Digest*. Biltmore hotel, New York.

March 13—Annual anniversary banquet, *International Radio and Television Society*. Ed Sullivan will receive 10th annual Gold Medal Award. Waldorf-Astoria hotel, New York.

March 13-18—Meeting of *National Federation of Advertising Agencies*. Boca Raton hotel, Boca Raton, Fla.

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

March 17—1969 International sales conference, *Universal Pictures*. Sheraton Universal hotel, Universal City studios, N. Hollywood.

■March 19-22—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Holiday Inn, Cambridge, Mass.

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

March 21—*International Radio and Television Society* luncheon for international broadcasting awards winners. Waldorf-Astoria hotel, New York.

March 21-23—Spring national convention,

*Intercollegiate Broadcasting System*. Washington Hilton hotel, Washington.

March 21-23—Annual convention of *National Association of FM Broadcasters*. Washington Hilton, Washington.

■March 23—Technical committee and board of directors meetings of *Association of Maximum Service Telecasters*. Washington.

March 23-26—Annual convention. *National Association of Broadcasters*. Shoreham and Sheraton-Park hotels, Washington.

■March 24-27—Annual convention and exhibition of *Institute of Electrical Electronics Engineers*. New York Hilton and Coliseum.

■March 24—Eighth annual programing seminar, *Mark Century Sales Corp.* New York.

■March 25—Board of directors and annual membership meetings of *Association of Maximum Service Telecasters*. Washington.

March 30-April 2—*Southern CATV Association* meeting. Monteleone hotel, New Orleans.

March 30-April 3—Annual meeting of *Toilet Goods Association*. Boca Raton hotel. Boca Raton, Fla.

**April**

April 11—Radio day newsmaker luncheon, *International Radio and Television Society*. Waldorf-Astoria hotel, New York.

■April 13-16—Institute on principles of supervisory management, *National Association of Educational Broadcasters*. Sheraton-Chicago hotel, Chicago.

April 13-14—Spring board meeting and broadcasting day. *Florida Association of Broadcasters*. University of Florida, Gainesville.

April 16-18—Meeting of *Texas CATV Association*. Marriott hotel, Dallas.

April 16-25—Nineteenth annual meeting of the *International Film, TV film and Documentary Market*. MIFED is an international center where feature, TV and documentary films are traded on a worldwide scale. Milan, Italy.

April 17-19—Annual spring meeting of *Oregon Association of Broadcasters*. Dunes motel, Lincoln City.

April 22—Marketing conference, *Premium Advertising Association of America*. Hotel Americana, New York.

April 24-25—Annual meeting of *American Association of Advertising Agencies*. The Greenbrier, White Sulphur Springs, W. Va.

April 24-29—Fifth semiannual management conference for members of *Intermarket Association of Advertising Agencies*. Nassau Beach hotel, Nassau, Bahamas.

April 24-May 1—Ninth international television contest, "Golden Rose of Montreux," of *European Broadcasting Union*. Montreux, Switzerland.

April 29-May 2—Twenty-sixth annual national convention, *Alpha Epsilon Rho*. Speakers include Gordon McLendon, president, the McLendon Stations; Harold Niven, vice president-planning and development, National Association of Broadcasters; Clark George, president, CBS Radio; Miles David, president, Radio Advertising Bureau, and Marcus Cohn, Washington attorney. Statler Hilton hotel, Detroit.

April 30-May 4—Eighteenth annual national convention of *American Women in Radio and Television*, Shamrock Hilton, Houston.

**May**

May 4-9—Advanced advertising management seminar of *Association of National Advertisers*. Gurney's Inn, Montauk, N. Y.

May 6-8—Annual spring meeting of *Illinois Broadcasters Association*. St. Nicholas hotel, Springfield.

May 8-10—Spring meeting, *Kansas Association of Radio Broadcasters*. Statler-Hilton Inn, Salina.

May 11-13—Spring meeting of *Pennsylvania Association of Broadcasters*. Hershey motel, Hershey.

May 12—New date for oral argument before

FCC on its proposed rulemaking to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities. Previous date was Dec. 12.

May 13—Annual meeting and performer's award luncheon. *International Radio and Television Society*. Waldorf-Astoria, New York.

May 13—Radio Day luncheon meeting. *Advertising Club of Metropolitan Washington*. Hotel America, Washington.

May 15-16—Annual spring convention. *Ohio Association of Broadcasters*. Imperial House South, Dayton.

May 16-17—Spring meeting of *Iowa Broadcasters Association*. Holiday motor lodge, Clear Lake.

■ May 19-21—Annual Idea Bank Convention (promotions). Holiday Inn, Pottstown, Pa.

May 19-23—Annual international television symposium and technical exhibition. Information: Case-Box 97, 1820 Montreux, Switzerland.

May 23-25—Spring meeting, *Illinois News Broadcasters Association*. Wagon Wheel lodge, Rockton.

May 25-26—Meeting of *Alaska Broadcasters Association*. Mount McKinley National Park.

## June

June 8-10—Annual convention. *Florida Association of Broadcasters*. Thunderbird motel, Arlington (Jacksonville).

June 12-14—Spring meeting of *Colorado Broadcasters Association*. Manor Vall, Vail.

June 12-16—Spring meeting of *Mississippi Broadcasters Association*. Edgewater Gulf hotel, Biloxi.

June 14-17—Annual convention of *Georgia Association of Broadcasters*. DeSoto-Hilton hotel, Savannah.

June 15-18—Third annual Consumer Electronics Show, sponsored by consumer products division of *Electronics Industries Association*. Hilton and Americana hotels, New York.

■ Indicates first or revised listing.

## OpenMike

### A decrease, not a gain

EDITOR: In studying the FCC reports on TV market revenue for 1967 compared to 1966 (BROADCASTING, Jan. 6) I find a discrepancy that I would appreciate your clarifying. For Colorado Springs-Pueblo, under local, you show a \$375,000 increase though the 1967 figure is \$847,000 and the 1966 figure is \$860,000.—James G. Croll, station manager, KOAA(TV) Pueblo, Colo. (A \$13,000 decrease is correct.)

### Radio data due next month

EDITOR: BROADCASTING, Jan. 6, gave the 1967 revenue figures for television stations by markets. Have the radio revenue figures for 1967 been published yet?—J. D. Bradshaw, vice president, WRFD Columbus-Worthington, Ohio. (Plagued by computer problems, the FCC expects to finish its radio tabulations next month. BROADCASTING, as is customary, will present a detailed report when the information is available.)



**YOU MAY NEVER SEE A 25,000-LB. CAKE\*—**

### BUT . . . in Greater Western Michigan, WKZO is the icing on a big market

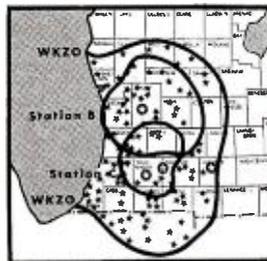
If grocery outlets and big food spenders are your dish — WKZO

Radio in Greater Western Michigan can serve them up.

We'll deliver more than twice as many Kroger and A&P stores as our nearest competitor. The map indicates Kroger and A&P store cities within each station's primary coverage areas.

Your Avery-Knodel man can help you satisfy your appetite for bigger sales in the Greater Western Michigan market with WKZO.

\*A cake 23 feet high and 60 feet around was baked for the Seattle World's Fair.



Southwestern Michigan A&P and Kroger store cities within stations' primary coverage areas.

**AM-TV-FM**

*The Folger Stations*

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 WHTZ GRAND RAPIDS  
 WHTM GRAND RAPIDS-KALAMAZOO  
 WJAM/NWTV FM CASSELLAC

**TELEVISION**

WKZO-TV GRAND RAPIDS-KALAMAZOO  
 NWTV CASSELLAC-TRAVERSE CITY  
 WHTM-TV SULLY GLEN, MICHIGAN  
 WJAM-TV LINCOLN, MICHIGAN  
 WJAM-TV GRAND ISLAND, NEB.

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AND GREATER WESTERN MICHIGAN**

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

## The marketing is new; the product remains the same

If the historic accomplishments of Sunkist are unique, it is because, for the first time, the procedure commonly associated with manufactured or processed goods was applied to an agricultural product in its natural form. If our current marketing techniques are unique, it is because we have little choice in the matter.

Our organization is 75 years old and from the day of our founding our product has not changed. Scientific citriculture has improved skin texture and productivity of trees, but the ingredients of the product are those the Creator placed there. In the last two decades citrus has been made available in frozen, pasteurized and bottled forms, but it happens that in California and Arizona we operate on an economic base that forces us to market the majority of our fruit in the fresh form.

Almost everybody likes oranges and they always have, but until advertising was launched by Sunkist, oranges were a luxury. They were always present at Christmas, but they were not a staple food. Early orange advertising—carried out before we even had our present name—was built on general statements about the health values, but that was not enough to stimulate consumption. It was in 1909 that things began to happen when we introduced the trademark "Sunkist," and printed the name on the tissue wrappers to provide a quality image and brand identity.

We had too many oranges to sell to be limited to a market for eating oranges, so we launched the idea to drink the juice of the fruit so people would use more than one orange at a time. The idea caught on but oranges were still a luxury. Advertisements showed prosperous businessmen drinking orange juice at breakfast on Pullman diners. So we introduced low-cost juicers and electric-juice extractors and ultimately had people responding to our message and preparing orange juice, orangeade, and lemonade in their homes. Then came "vitamins." We introduced citrus fruit as the prime source of vitamin C and received a whole new response.

Now remember, our product had not changed a bit. Only our view and the attitude of the consumer toward our product had changed.

We have now progressed to the level of retail sales engineering. In col-

laboration with our customers, we work out promotion plans, individually designed, and assist in their execution. We use films to relate the story of citrus production, grade standards, handling, transportation and merchandising to our customers. All of these elements, standardization, sales policy, advertising and promotion plans, are molded into one mix which we call total marketing.

Current conditions call for another shift in strategy and call for yet another way of looking at the product we have to sell.

Right now U. S. per capita consumption of citrus fruits runs about 67 pounds a year—but only 23 or 24 pounds of this is fresh fruit. The balance of American consumers' citrus purchases is in processed fruit—such things as canned frozen juice and concentrates and canned sections. What's more, when we face facts, we see that the differences are indistinguishable from fruits of other regions (we only market the fruit of California and Arizona) and we cannot command a premium that is too far out of range. Now, I do not present this as a critical problem. But it is a new marketing challenge.

If we saw this condition as anything but a challenge, we would not be headed for the biggest advertising expenditure in our history. This year we are going to spend more than \$8 million in advertising—telling the story of Sunkist citrus freshness. The orange will be seen as the "Fresh Snack"—not in competition with frozen juice but rather as a refreshing and healthful alternative to such items as candy and potato chips and all the other manufactured or pre-

pared snacks which continue to rise in sales. The lemon will be sold as the "Fresh Taste" to add to canned and frozen vegetables as well as the customary fish and iced tea. Grapefruit will be sold as the "Fresh Breakfast Food."

And probably the most important, in the changes we are making this year, is where we are telling our story. Not only are we asking the consumer to see our fruit in a new different way—we're showing them our fruit in a relatively new place—television. Anyway that is new for us.

In recent seasons our advertising dollars were allocated 75% to magazines and 25% to newspapers. Starting this month we are switching the magazine allotment to television.

A major factor in this decision was the more widespread reach of color television. We have waited for this chance. Black-and-white television did not provide us a chance to make citrus fruit as desirable as color magazine ads. But the time is here and we're making the move. Our new medium is also based on what it is we are saying. Focusing so much of our message in the "Fresh Snack" concept, we can assume people watching are in the mood for snacks. Why should they have a factory snack when they can eat a fresh orange or tangerine?

These are big production years ahead. By 1970, we will surpass all previous citrus production in California and Arizona. Next season, we will market the biggest crop of navel oranges since the mid-1940's. With these record crops ahead the industry has got to keep applying imagination in its marketing.



*A native Californian, born in Los Angeles, raised on a ranch in Southern California, schooled at Oregon State College, Donald M. Anderson, general manager of Sunkist Growers Inc., Los Angeles, has spent almost his entire business career in the citrus industry of the West. He joined the Sunkist organization as a member of the merchandising staff in 1931. In 1950, Mr. Anderson was appointed corporate secretary of Sunkist and in 1957 was named assistant general manager.*



# The Anniversary Game

A new idea in game shows that tests how well husbands and wives really know each other, and just how far they're willing to go to prove it. We've developed a series of laugh-packed stunts and games that give couples a chance to demonstrate how tuned-in they are to their mates' opinions, talents, strengths, weaknesses and habits. To compound the fun, host Al Hamel pits couples against each other competing for big prizes.

"The Anniversary Game", pre-tested on WXYZ-TV Detroit for the

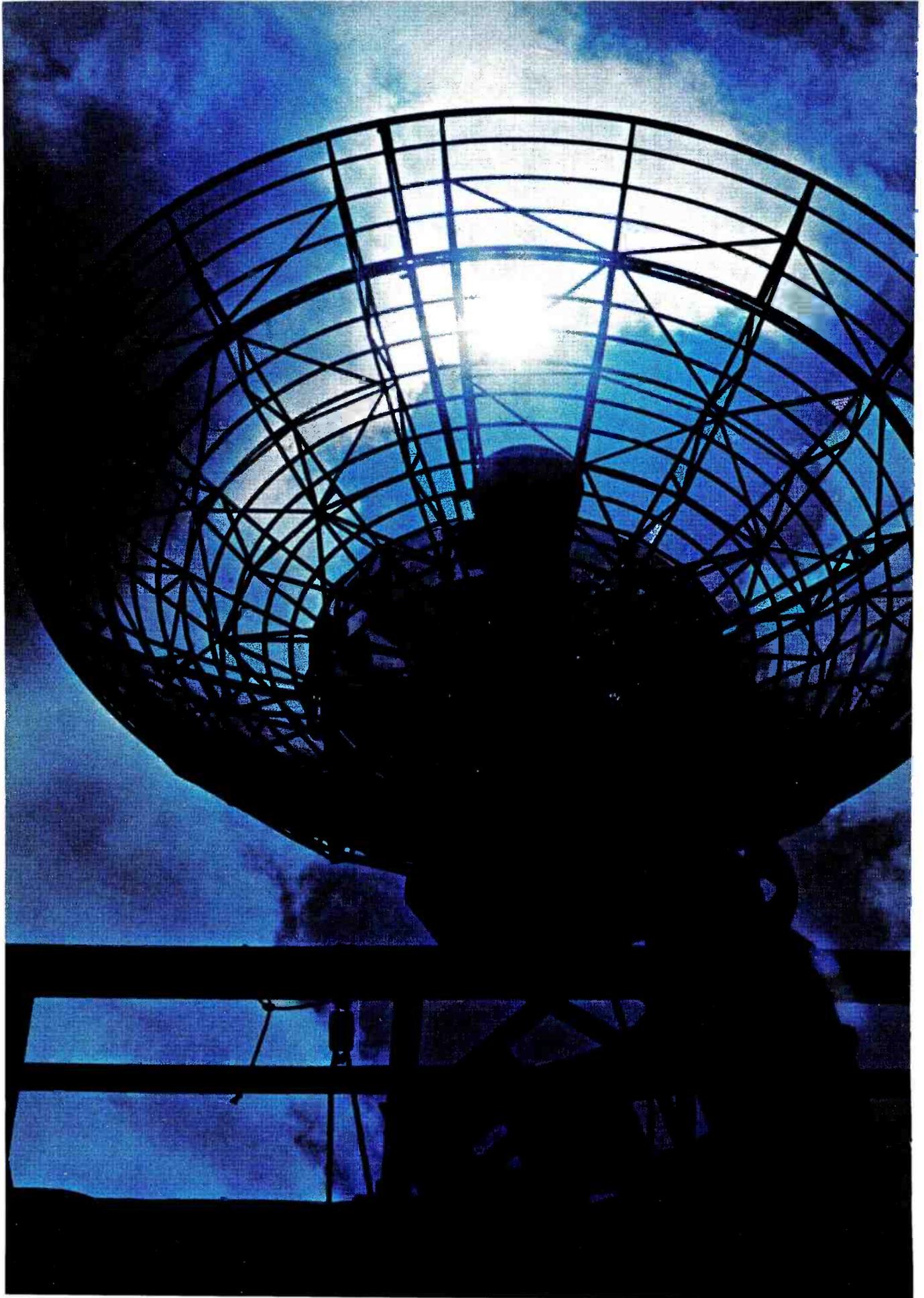
past year and one half, is now available for daily stripping in your market starting January 27th. The show has already been sold to WABC-TV, New York; WLS-TV Chicago; KABC-TV Los Angeles; KGO-TV San Francisco, and will continue its successful run on WXYZ-TV Detroit.

For complete details on how to bring the fun and games to your market contact your ABC Films representative today.



in color

**The Anniversary Game**



# What's going on in Harris-Intertype's world of Digital Communications ...for Broadcasters

"Digital" is a universal language. And digital technology is the heart of the new world of communications equipment being built by Harris-Intertype.

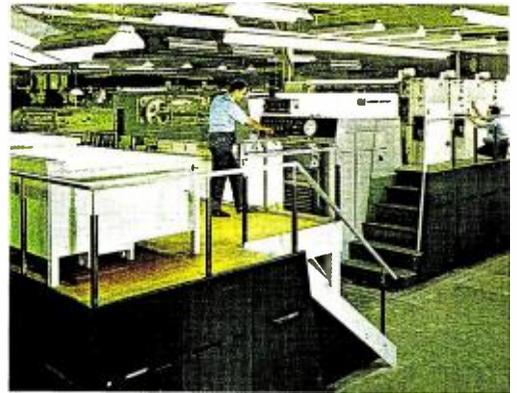
Digital codes are made up of electronic impulses which can be transmitted by all forms of radio or wire communications . . . carrying voices, pictures or printed matter . . . to be analyzed, processed, stored, retrieved, edited and disseminated by electronic and printed media.

Digital technology will reshape the production of newspapers, books, magazines, packaging, advertising . . . create entirely new information handling systems.

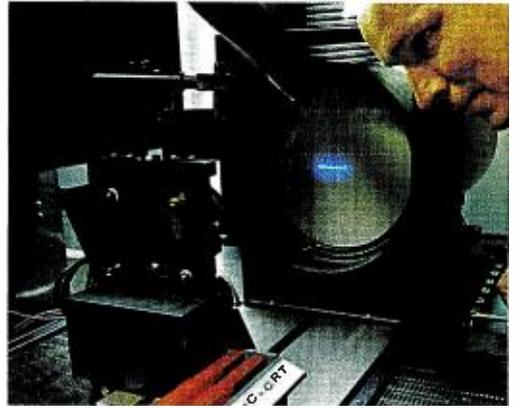
Harris-Intertype is applying digital technology to all sorts of equipment. And linked in ever more sophisticated systems, this equipment will create better communications; man-to-man, man-to-machine, machine-to-machine.

**HARRIS  
INTERTYPE  
CORPORATION** **HARRIS-INTERTYPE**  
55 PUBLIC SQUARE • CLEVELAND, OHIO 44113

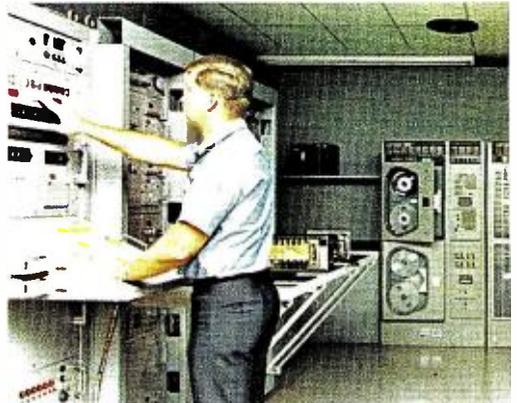
**Products with a Future**—Harris Presses, Seybold Cutters, Macey Collators, Cottrill Presses, Intertype Composing Systems, Sheridan Bindery Equipment, Schriber Business Forms Presses & Collators, Gates AM & FM Broadcasting Equipment, PRD Microwave Instruments, Langston Corrugated Container Machinery, Radiation Electronic Communications & Control Equipment & Systems



Digital logic circuits control many functions on Harris Lithotronic-78 offset press.



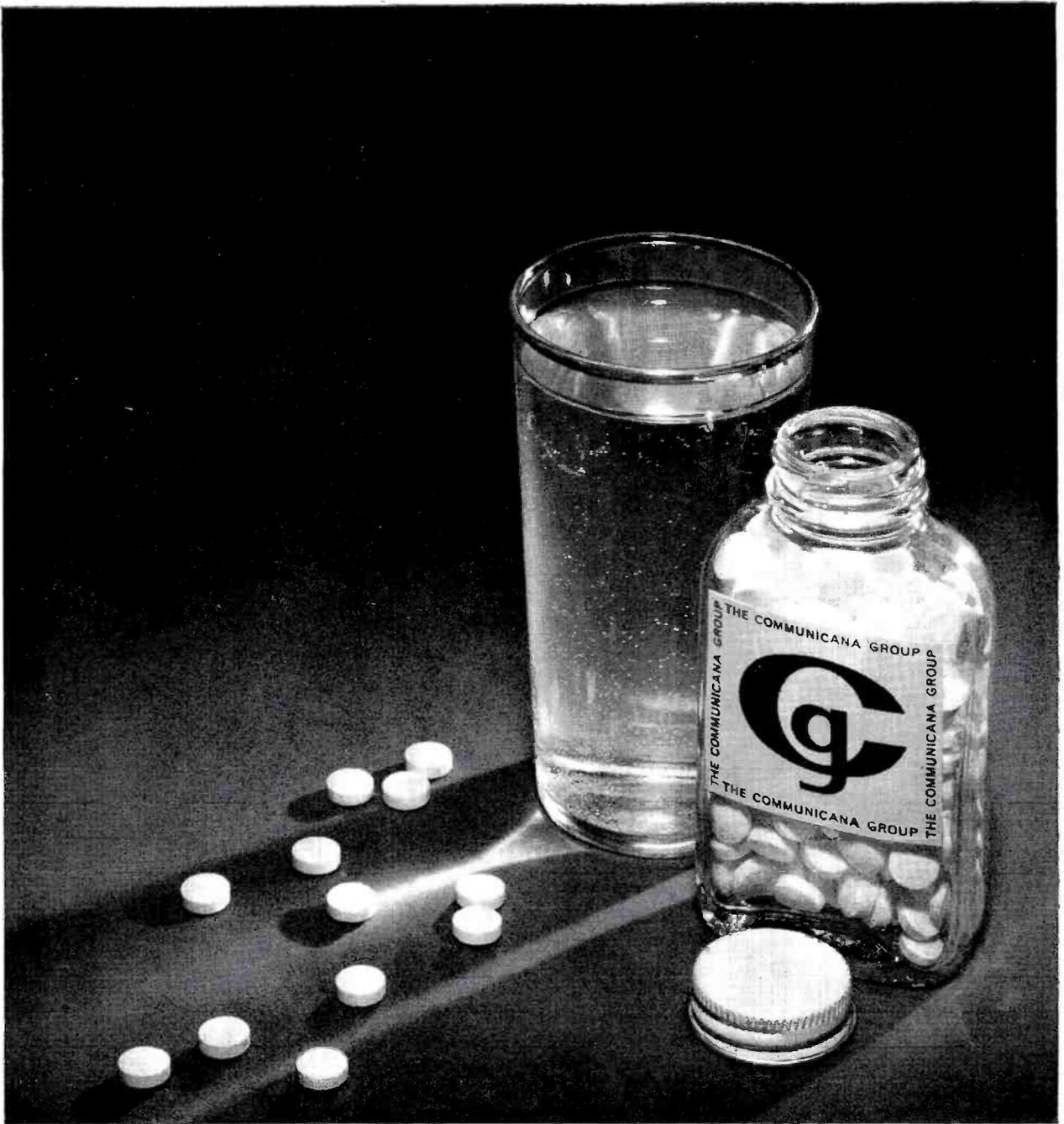
Intertype Fototronic-CRT typesetter uses digital technology to create type images at ultra high speed.



PRD's Versatile Avionic Shop Test (VAST) system uses computer-processed digital data to automate the testing of Naval avionic equipment.



Radiation's data processing system receives information from space satellites in digital form . . . provides both print-out and CRT display.



**CG can make you well in Indiana. If you want to perk up sales for your drug products, prescribe it, through BLAIR TELEVISION.**

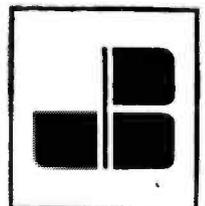
The Communicana Group Includes:

**WSJV-TV**  
SOUTH BEND-  
ELKHART **28** ABC

**WKJG-TV**  
FORT WAYNE **33** NBC

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

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



BLAIR TELEVISION

THE COMMUNICANA GROUP  
INDIANA COMMUNICATORS



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INDIANA COMMUNICATORS

## Revised code flirts with rich new market

### NAB boards loosen personal-products restrictions, admit feminine sprays to TV, tampons to radio

The National Association of Broadcasters' television and radio boards of directors last week broke new ground on a long-standing controversial issue—personal-product advertising. The actions could open television and radio to a big and growing category of products that have been advertised in other media but, until now, kept off the air.

The magnitude of the entire feminine-needs product field is indicated by one estimate that places 1967 consumer expenditures in that category at \$344 million. Another estimate of print-advertising expenditures in one segment of that category, personal products, shows a \$19-million outlay.

In separate actions at the NAB winter board meetings in Puerto Rico the television board effected code changes to permit the advertising of personal products relating to externally applied feminine-hygiene deodorant sprays and powders. That product category had specifically been prohibited by language in the code provisions. The television board refused, however, to amend similar language prohibiting the advertising of hemorrhoidal products.

The radio board, in an unexpected move, acted to permit under general code provisions of acceptability of advertisers and products the advertising of internally applied feminine-hygiene products. The radio board's action specifically applies to Johnson & Johnson's Carefree, a tampon. But it is expected that Carefree's competitors in the tampon and sanitary-napkin field will soon be seeking comparable treatment.

(The advertising of both externally applied feminine-hygiene deodorants and hemorrhoidal products have been permitted on radio under code standards for nearly three years.)

Most closely watched by advertisers was the television-board action, which is expected to unleash a spate of new brands, most of which had been developed over the last several years in

anticipation of an appropriate board move.

The board's action may well have been longer aborning had not one product manufacturer, Alberto-Culver, forced the issue for its FDS feminine deodorant spray (see page 24). That the whole personal-product issue, nearly as old as commercial broadcasting itself, managed to produce three hours of wrangling among television-board members and a continuation of the ban on hemorrhoid-product advertising, demonstrates the degree of trepidation with which broadcasters still approach the personal-product field (see page 26).

Because some of television's biggest advertisers are among the proprietary-drug companies that manufacture intimate products, the heat has been on the industry for some time.

The company credited most with forcing the issue on personal-product advertising, Alberto-Culver, has already placed its FDS commercial on a number of stations. Other drug outfits, many of them experimenting with externally

applied feminine-hygiene sprays for the first time, hope to plunge into the market.

Feminique is one example. A product similar to FDS, manufactured by Organon Inc., a Dutch company, Feminique went into test markets in Baltimore and Washington with a 30-second commercial on two stations this fall. Jerry Della Femina & Partners, the American agency for Organon, anticipates that not only Feminique but the whole product category as well will expand with television. "The Alberto-Culver dollar is helping a lot of people break into television with this kind of product," Mr. Della Femina asserts. "Everybody suddenly feels that this could be the next package-goods explosion."

Mr. Della Femina predicts feminine-hygiene products, particularly the sprays that are riding the coattails of FDS, could become an explosive market with the help of television. Although some advertisers, having been so long committed to print, will stay in print, he feels television can save the personal-product advertisers from three to five years in establishing a brand. "There are products that are going to go the print route, but I think the larger companies and those that have done a better package-goods job over the years have decided that television is the thing," Mr. Della Femina suggests.

The NAB radio code board eased the restrictions on personal-product advertising nearly four years ago. But it was not until late 1967 that the television code board entertained the idea of lifting the TV ban.

In mid-1967 Alberto-Culver introduced FDS into test markets. The six code-subscribing stations involved were WCCO-TV and KSTP-TV, both Minneapolis-St. Paul, WISN-TV and WTMJ-TV, both Milwaukee, KCRA-TV Sacramento, Calif., and WLWC(TV) Columbus, Ohio. The stations got into varying degrees of trouble with the code authority for their participation in the FDS test mar-

### What consumers spend on personal products

	1967 (000)	1966 (000)
<b>Feminine needs</b>		
Feminine hygiene medicaments*	\$56,640	\$50,890
Sanitary belts	14,720	15,540
Sanitary napkins	170,840	170,670
Sanitary panties	13,730	13,450
Tampons	66,710	58,310
Vaginal diaphragms	940	1,000
Vaginal foams	11,940	9,860
Vaginal jellies & creams	8,590	9,120
<b>Total</b>	<b>344,110</b>	<b>328,840</b>
<b>Hemorrhoidal</b>		
Ointments	10,230	9,770
Hemorrhoidal suppositories	10,830	10,190
<b>Total</b>	<b>21,060</b>	<b>19,960</b>

\* Includes antiseptics, liquid and powder douches, and vaginal suppositories.  
Source: Drug Topics consumer expenditures study, Aug. 5, 1968.

ket activity, but none lost its Seal of Good Practice.

Most of the station managers found the low-key FDS spot less offensive than many spots for acceptable products, and none received any letters from outraged viewers. Some stations said they were prepared to relinquish their code membership if they were challenged. In all cases, the station managers said the spots ran during periods of the day when children would be unlikely viewers. A representative of one of the test stations—one that had also been a pioneer in toilet-tissue advertising—said it would accept the schedule only if the commercials would not run before 11 p.m.

In December 1967, the TV code board met and refused to grant an exemption from the code restrictions to Alberto-Culver, but the board indicated it would review the general prohibition at its next meeting, in May 1968. The

result of the May meeting was the code board's recommendation that the ban on personal-product advertising be removed. The issue centered around external feminine deodorants, as represented by FDS, and hemorrhoid products, represented by Preparation H and Bristol-Myer's Pazo. All that was needed was the ratification of the NAB board of directors, due to meet in mid-June.

By mid-June the industry was preoccupied with accusations of violence and the climate at the NAB board meeting was one of caution. One of the victims of the board's sensitive mood last spring was personal-product advertising. The recommendations failed to win board approval.

It was presumed the discussion would be renewed at the December 1968 convening of the code board. But long before that, in September of last year, the TV board once again felt the pressure

of some powerful advertisers. Carter Wallace had joined the parade with Easy Day, a deodorant spray. The board agreed to a trial period ending Feb. 1, 1969, during which prescreened and code-approved personal-product commercials could be aired. FDS quickly jumped into over 60 more markets. By the time the NAB board met last week, a total of three spots had actually met with code approval: FDS, Feminine, and Rayette-Faberge's Busy Body, yet another external spray.

Stockton Helffrich, director of the code authority, maintains that his office has received absolutely no viewer complaints regarding any of the cleared spots—an impressive fact, says Mr. Helffrich, when you take into account the incredible amount of exposure given FDS. He estimates "six or seven hundred exposures per market" for FDS during the months after its clearance.

The partial removal of the ban on intimate products is only the most recent reflection of changing public tastes. How far broadcasters have come in responding to those changes is reflected in a 1935 policy statement by William S. Paley, now chairman and then president of CBS: "We are going to discontinue all advertising of any products which require the discussion of matters which are generally not considered acceptable topics in social groups.

"This new policy will specifically exclude, from Columbia Network broadcasts, all advertising which discusses internal bodily functions or the symptomatic results of internal disturbances. It will further exclude the discussion of such products as depilatories, deodorants, and other broadcasting which by its nature presents questions of good taste in connection with radio listening."

Mr. Paley continued: "Many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious. You listen to radio broadcasting in mixed and assorted groups of all kinds, in your home, in restaurants and in public meeting places. In certain groups, you may find it distasteful to hear a discussion of some subject which under other circumstances would be wholly fitting and proper.

"Likewise, we realize that the personal and often intimate quality of the human voice—which is radio's medium of presenting its sponsors' messages—makes it difficult to discuss certain subjects on the air in a manner which might be wholly acceptable if you read the same message in print."

In the earlier years of television, the industry struggled with its conscience over such issues as toilet tissue, foundation garments, laxatives and deodorants. None of those products, according to Mr. Helffrich's memory, were as sensi-

## The spot that broke the TV code barrier

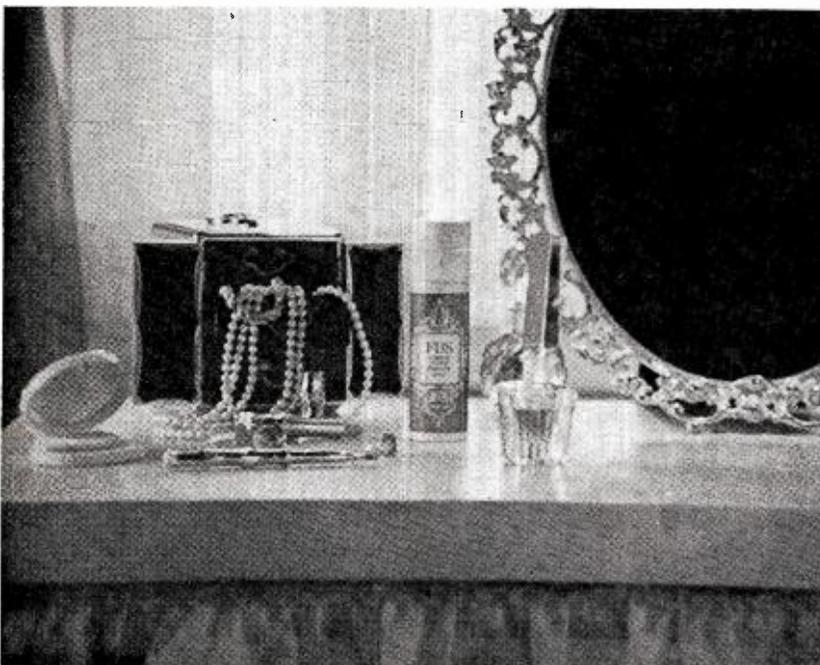
In a soft-spoken, feminine approach, Alberto-Culver's FDS broke the code barrier which the National Association of Broadcasters had erected in television. In a campaign produced by N. W. Ayer & Son, Chicago, Alberto-Culver sought out TV test markets for its feminine deodorant spray. Although the NAB's television code had an outright ban on such personal-product advertising, the advertiser found several code stations that considered the spots in good taste and ran them (BROADCASTING, Dec. 18, 1967 et seq.).

The outgrowth of those spots was a

code-board recommendation that the personal-product ban be lifted. The parent television board at first vetoed the idea and then did a sudden turn-about, allowing the ban to be lifted for a trial period. Last week the TV board lifted the ban completely (see page 26).

In one of the current FDS spots, a 30-second version, only 51 words are used, spoken softly by a woman as the camera shows a drape billowing gently in a breeze, a woman in a penguin and a shot of the FDS spray can on the woman's dressing table.

The audio describes FDS, in simple language, as "a new kind of product . . . created for every woman." It is sort of "Modess, because . . ." in TV terms.



tive as the issue now at hand, which "introduces a sexual consideration."

Toilet tissue crept into the broadcast media concealed in the schedule among a whole line of paper products. Bras and girdles still float in limbo in order to conform to a code rule that dictates no live models. While deodorants received almost no criticism as a product category, certain commercials created some difficulty.

But lest the liberal America of 1969 be over-estimated, consider the portrait drawn of the average station manager by an ad man involved in the marketing of a personal product. Picture, he says, "a 45-year-old station manager, sweating and stuttering and unable to look at the package." After months of research, this same ad man learned that while the consumer—the woman between the ages of 18 and 45—was ready for his product, that was only half his problem: "Women are not as uptight about the product as men are. Unfortunately, most station managers are men."

A well-known New York market research firm that was engaged in some of the endless research that has been done on this product category, sent out one of its crack interviewers to screen test commercials before a panel of middle-aged women. When the spots had been screened, questionnaires filled out, interviews completed, one of the older participants approached the interviewer, a considerably younger woman, and asked her: "Does your mother know you do this for a living?"

Clearly it is not the product's target consumer but the fringe groups that are made uneasy by personal-product advertising.

A recent study of the market commissioned by a major drug company demonstrated that 49.5% of the adult women sampled used personal products of an optional nature, such as douches, deodorant sprays, powders, towlettes and suppositories. While warning that some women tend to exaggerate their use of intimate products so as not to appear old-fashioned or careless in their personal-hygiene habits, the report noted that data indicated extensive usage of such products.

While the old reliable douche was by far the most popularly used product (31.8%), the new-fangled externally applied spray was second (16.2%). But in terms of frequency the sprays have it: 77.2% of the women who use an external spray use it daily, while 7.7% using a douche use it daily.

According to figures compiled by *Drug Topics*, 1967 consumer expenditures in the entire feminine-needs category totaled \$344,110,000 (see table, page 23). Consumer expenditures for hemorrhoidal suppositories were \$10,830,000 and another \$10,230,000 went

## The magazine spending of personal products



Until three months ago personal-product advertising on television was pretty much restricted to some stations that were not subscribers to the National Association of Broadcasters television code. In the eyes of the code such advertising was verboten. Although advertising for personal products found its way on radio several years ago, when the radio code ban was lifted, and newspapers get some personal-product dollars, the bulk of it has been geared to magazines, in particular the women's publications. The following list shows where 36 feminine hygiene products and hemorrhoidal relief spent their dollars in magazines.

	9 mos. 1968	12 mos. 1967
<b>Feminine hygiene products</b>		
Ambiance Femina deodorant	\$ 4,800	\$ —
Bidette towlettes	91,315	58,320
Carefree tampons	408,394	50,454
Confidets sanitary napkins	583,859	578,781
Delfin vaginal foam	305,687	289,542
Demure cleansing douche	331,132	226,686

for hemorrhoidal ointments.

The ratio of advertising to sales, as might be expected, is quite low. *Drug Topics*' annual brand-by-brand analysis of advertising expenditures, last published in July 1968, estimated that \$16,795,000 was spent on feminine-hygiene products (a total of 29 brands) in 1967. While the advertising sales ratio for perfume, cosmetics and toilet preparations has been estimated at 14.19% and for drugs, 11.05%, past limitations on personal-product advertising have clearly kept spending low in comparison.

The excluded advertiser under the TV board's ruling is the hemorrhoidal-product manufacturer, most notably

	9 mos. 1968	12 mos. 1967
Ermo vaginal foam	479,120	386,171
FDS feminine hygiene deodorant	378,625	836,637
FDS feminine hygiene deodorant & towlettes	356,918	—
Feminique hygiene spray deodorant	2,715	—
Fems feminine napkins	199,244	602,575
Jeneen liquid douche	163,040	250,070
Koromex douche powder	36,120	26,297
Kotex introductory kit	20,265	15,764
Kotex napkins & tampons (premium offer)	299,795	355,264
Kotex Plus sanitary napkins	861,957	—
Kotex Regular sanitary napkins	988,807	1,746,763
Kotex tampons	1,003,907	1,020,377
Massengill feminine hygiene spray deodorant	67,274	—
Massengill liquid & powder	233,287	—
Meds Modess tampons	719,392	951,908
Modess sanitary napkins	890,406	689,692
My Own hygienic deodorant spray	237,330	—
Norforms medical suppositories	707,587	837,741
Personal spray hygienic deodorant	1,850	—
Playtex tampons	742,629	627,388
Pregnagen douche	2,119	—
Pristeen feminine hygiene spray deodorant	234,823	—
Pursettes tampons	447,418	385,580
Quest deodorant powder	166,428	258,355
Quest deodorant powder & Fixodent	4,665	—
Quest spray deodorant	85,987	50,503
Rayette Busy Body hygiene spray deodorant	7,893	—
Tampax tampons	3,390,735	3,200,488
V.A. douche powder	130,011	115,267
Vaginettes tablets	2,143	—

### Hemorrhoidal products

Nupercainal suppositories & ointment	1,175,059	637,250
Pazo suppositories & ointment	337,900	344,454
Preparation H suppositories & ointment	993,016	995,612

Source: PIB magazine advertising analysis/LNA 1968.

American Home Products, which has pressured broadcasters for years to accept its Preparation H, a hemorrhoid preparation. American Home has had some success with non-code subscribing stations.

According to LNA-Rorabaugh, Preparation H spent \$634,600 in spot-TV in 1967 and \$474,600 in 1968 through the third quarter. Not the most free-spending brand in the American Home line-up, Preparation H spent on TV more than half of what it spent in magazines in 1967, a medium considerably more open to personal-product advertising.

An accurate reflection of the limitations placed on personal-product adver-

tising, which thus far have tended to depress advertiser interest in broadcast, is the inability of all commercials now being developed to say anything about their product. Because they must often meet the approval of review boards at stations and networks, and, above all, because they must meet the approval of the NAB code authority, the spots produced so far have been circumspect to an extreme.

One company, Emko, doubts that it can get its money's worth out of television. Emko, whose contraceptive vaginal foam was in the front ranks of intimate-product advertising in print, recognized the incipient market for feminine-hygiene sprays and developed My Own, which first went on the market last February. A company that last year spent \$479,120 on magazine advertising, a paltry sum compared to what an Alberto-Culver or a Carter Wallace might spend annually on one of its brands in television, Emko says it cannot afford television. According to one Emko spokesman: "With the restrictions in broadcast, we would not be able to tell the story other than make a brand registration."

Emko did some experimenting with its vaginal foam on radio last year in

several test-market cities, but ran into some resistance from stations, and had predictably bad luck with the networks.

Although Johnson & Johnson's Carefree tampon product has now been accepted for radio, it too must treat its subject with circumspection. According to NAB code-authority sources one Carefree spot, a jingle, is "so general that a listener wouldn't know what the product was, unless he already knew it."

Other advertisers, whose ads have been accepted in mass-circulation magazines for many years, are simply not interested in television. This category is largely made up of sanitary napkins and similar products. They have made their commitment to print; they have invested very heavily in print, and the broadcast media are not important enough to them that they would leap into the fray now.

Jay Riddle, who supervises the Alberto-Culver account at N. W. Ayer, Chicago, admits that his client had entertained doubts about the effectiveness of a commercial low-keyed enough to get by the code authority. But seemingly endless research and test marketing convinced Alberto-Culver that a commercial so delicate that it can only hint at the use a product is put to, can sell.

While Alberto-Culver plans to move FDS into network television this year, Mr. Riddle says his client will continue to follow a "typical Culver pattern of heavier spot." The advertising budget for FDS, he adds, will be "up very substantially" in the first half of 1969.

The spot created by Jerry Della Femina & Partners and Libra Productions for Feminique is more explicit about the product, but still noncommittal enough to expect only a brand registration. Mr. Della Femina describes the 30-second commercial as "very much in the style of the movie, 'Elvira Madigan.'" Film of a young woman dressed in a frilly, turn-of-the-century kind of costume, and walking through foliage is accompanied by a female voice-over. Unlike the FDS spot, which only suggests it is concerned with a feminine product, the Feminique spot spells it out: "This is a commercial for a feminine-hygiene deodorant spray. All it should do is make you happy. . . ."

Since last fall the Feminique spot has been tested with results that Mr. Della Femina terms "fantastic." Within two weeks, he claims, Feminique was out-selling the established brand in the market. Mr. Della Femina says his client has considered radio as well, especially

## How NAB now stands on product acceptance

Personal-product advertising, the volatile issue that wasn't supposed to be volatile, initiated a long, grueling session for the National Association of Broadcasters television board of directors meeting in San Juan, P. R., last week. By the end of the three-and-a-half-hour, sometimes acrimonious, debate among board members the advertising of externally applied feminine-hygiene deodorant sprays and powders received official sanction; the advertising of hemorrhoidal products did not.

In contrast the NAB radio board of directors conducted a relatively placid session, which may prove to have broken more significant new ground in the personal-products field—the acceptance of advertising for internally applied feminine-hygiene products for air play, specifically Johnson & Johnson's tampon product, Carefree (see page 23).

What may prove to be most significant in the TV board's action last week, however, is an implied warning in one of four resolutions passed affecting the personal-products field that "re-emphasizes" to code subscribers that the board will not tolerate the "experimentation" which led to the demise of the feminine-hygiene-product barriers. New comparable categories must first be approved by the TV code re-

view board.

And further, the board said that the TV code review board will henceforth submit, for its approval, recommendations for "categories of products not theretofore deemed acceptable for advertising." It has been the practice of the code board to submit for parent board approval its recommendations on individual product advertising not acceptable under the code on a "case-by-case basis."

The parent board's move last week would appear an effort to preclude the intra-industry wrangling and considerable advertising pressure that led to the feminine-hygiene-product exemption, and to continue the ban on the advertising of hemorrhoidal products.

Both the experimentation and category questions were sticking points with the opposition, reportedly Joseph A. Baudino, Westinghouse Broadcasting, Carl E. Lee, Fetzger Broadcasting, Willard E. Walbridge, KTRK-TV Houston, and Don Campbell, WMAR-TV Baltimore, four of the 15 board members voting.

The board produced no specific language affecting the applicable code provisions regarding the advertising of feminine-hygiene products. However, it said simply that advertising for such products externally applied would be acceptable under the code.

Feminine-hygiene as well as hemor-

rhoid products are currently included as unacceptable product categories under code provisions. According to code sources, the code authority may eventually delete the feminine-hygiene reference, or it may choose not to do so because case precedent would establish which of the two products was acceptable to it.

The TV board action climaxed over a full year of jockeying between advertisers seeking placement of what they (and the code authority) considered to be "tasteful" spots for unacceptable product-types, and the board, which had difficulty in differentiating between product-type and the taste of the advertising message.

The difference was crucial, according to the advertisers. And one, Alberto-Culver, for its FDS (feminine deodorant spray), pushed the issue with the help of local stations, lining up six test stations initially, then 69 stations by the time the board reconsidered the product category last week.

The board strongly implied to code subscribers that they might face suspension or even expulsion from the code, if they decided to "experiment" with taboo products again (like hemorrhoidal preparations). But that prospect is somewhat in doubt: to have expelled all 69 stations experimenting with FDS would have cut deeply in the code's \$400,000 annual operating revenues.



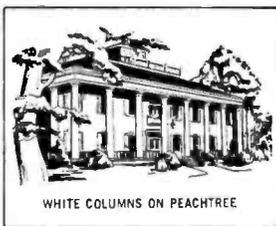
**Tonight's big movie is "Navajo Revenge",  
starring Rex Maddley, Vera Varoon and many more of your...**

If that doesn't put them out nothing will.

But it's what you've come to expect from local stations running their own films.

So we'd like to surprise you with our own local movie package. Which is an investment in a million dollar inventory.

It's WSB-TV's Monday Night Movie, sans Maddley and Varoon, but including Stewart, Niven, Hudson, Lollobrigida, Fonda, Grant, Day,



Kerr, Steiger, O'Brien, Randall, Culp, Caron, Young, Baxter and—well, you get the picture.

Quality films that can capture the Atlanta Monday night prime time audience for you, from January 13 to March 31.

More reasons why the South's first station is still first.

**WSB-Television, Atlanta, NBC**

**COX BROADCASTING CORPORATION STATIONS:** WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIC-TV, Pittsburgh



during the summer months "when television dries up." He adds that he does not believe the big break can be made with radio alone.

The agency found some TV stations wanted no part of Feminique advertising. "We've been turned down by some stations on the grounds that they don't touch certain products. Stations," says Mr. Della Femina, "that are going to conservative themselves right out of a good part of the business." But, he adds, with the exposure Feminique has gotten thus far, the agency has received no viewer complaints.

During the trial period in late-1968 the networks proved the most obstinate regarding personal-product advertising. ABC and CBS both turned down FDS on the grounds that it was in an unacceptable product category, no matter how tasteful the copy was.

Last week a spokesman for ABC said the network had not yet seen a copy of the TV board ruling and therefore would withhold comment. William Tankersley, vice president - program practices, CBS-TV, said the network had no plans to alter its policy toward personal product advertising, the NAB ruling notwithstanding. According to Mr. Tankersley, intimate products are still an "unacceptable product cate-

gory."

Last year NBC announced that it would abide by code-authority decisions, and FDS spots ran on NBC-owned stations during the trial period. Ernest Lee Jahnke Jr., vice president, NBC standards, who is a member of the NAB television code review board, said that while no personal-product spot had run yet on the network, NBC policy included no specific prohibition against such advertising at present. His one reservation, Mr. Jahnke said, is that "you still have to consider the station-relations situation when you put it on the network."

Station policy varies widely, ranging from an anything-goes philosophy to station-enforced restrictions concerning the kinds of spots and in what time periods they are permitted. When a group-owned station is approached by a controversial advertiser, policy is usually determined by the group.

Westinghouse Broadcasting, for one, while it has accepted no personal-product advertising so far, says that each commercial is judged as it is submitted.

Metromedia, on the other hand, has run both FDS and Feminique spots and has received "zero complaints," according to a spokesman. In particular, it

WTTG(TV) Washington is one of the test-market stations for Feminique. Both FDS and Feminique were required to submit storyboards to a Metromedia review board and to abide by any recommended changes. The review board consisted of Metromedia executives, the corporation's general counsel and a representative group of women. An approved spot, the spokesman says, "ran contingent on audience reaction."

Until now the issue has been external sprays and hemorrhoidal preparations, but other black-listed personal products are lurking about the pages of pulp magazines, and one wonders where it all will end.

"I don't think there is a product in the world that couldn't be advertised with taste and intelligence," said one advertising executive working with a personal-product account. "Every product that is banned right now hasn't been given a chance, unfortunately. Thirty or 40 years ago you couldn't show a bra in an ad. In possibly 1980 people will laugh at this controversy."

(The foregoing article was produced by Caroline H. Meyer, reporting from New York; Martin Kuhn, senior editor, reporting from San Juan, P. R., and Robert A. Malone, associate editor, Washington.)

## TheMedia

# NAB proposes modified CATV rules

## Boards agree on more protection for smaller stations, unlimited broadcaster ownership

The National Association of Broadcasters wants the FCC to rewrite its proposed new rules for governing CATV operations to provide greater degrees of protection to smaller broadcasters in remote areas and to leave the door open for unlimited ownership of cable systems by over-the-air broadcasters.

A series of resolutions and recommendations was hammered out after nearly seven hours of discussion in San Juan, P. R. last Wednesday and Thursday (Jan. 15-16), in which the 15 television board members found themselves sharply divided, with the splits primarily depending upon the posture of the director's company in CATV ownership.

What the TV board decreed coincided largely with the separate but same-day action of the radio board last Thursday. It was expected that the recommenda-

tions, virtually in toto, would be ratified at Friday's session. NAB last week filed comments at the FCC in connection with the commission's interim CATV rules (see page 43).

Here's what the TV board decided:

- On consent: That the CATV should carry the burden of clearance of copyrighted materials on importation including clearances needed from the copyright owner, and must be prepared to show in an evidentiary FCC proceeding that the imported signals would not adversely affect the existence of or orderly development of free over-the-air service.

- That the 35-mile radius proposed by the FCC be extended to 60 miles for the first 100 markets and to 75 miles for markets 101 to 212. Beyond those radii cable systems would be free to import distant signals sufficient to fill out a three-network service, plus one inde-

pendent and one educational station. TV stations not in any of the markets from one to 212 could be imported by any cable system at will if desired. CATV's importing signals of stations within the radii would be required to obtain consent.

- That there be no prohibition of cross-ownership and no divestiture, and no limit on number of cable systems owned by a single entity.

- That local originations be limited to local public-service programming, such as city hall, school board and other activities but with a prohibition against acceptance of advertising. (Whether high-school sports and other noncivic events should be covered by limitations was not resolved and is subject to further study.)

- The board also felt that the FCC should not leave to municipalities decisions on the use of cable channels for

local government transmissions, which should be made available free of charge, but that ground rules formulated by the FCC should apply.

The TV board reaffirmed opposition to pay TV over the air or by wire.

Like the radio board, the TV board did not oppose a rule requiring CATV systems to operate as common carriers on channels not used for broadcast signals, but agreed further study was desirable.

An 11th-hour effort to have the TV board rescind its consent resolution was defeated by a show of hands. The resolution was presented by Arch L. Madsen, Bonneville International Stations, Salt Lake City. The vote reportedly was three in favor and 12 against. Those voting to strike the resolution, in addition to Mr. Madsen were Harold Essex, WSJS-TV Winston-Salem, N. C., and Norman Bagwell, WKY-TV Oklahoma City.

The extension of the 75-mile protection radius for smaller television markets was reportedly proposed by Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., chairman of the NAB's secondary-market television committee.

Also subject to approval by the joint board was a position on the consent for retransmission that cablemen under the FCC proposal would have to obtain from stations before their signals could be imported into other markets. The broadcasters would put stringent procedural requirements on the cable operators, requiring CATV's to bear the full burden of negotiating for clearance, all the way to the ultimate copyright owners if necessary. Reporting of consent agreements, for example, would fall to the CATV's and any burden of proof would also fall on the cable systems.

The actions came despite stiff opposition within the TV board from members in sympathy with cable problems or interested in systems. Heated discussion on the topic caused a delay in the sessions' schedule with the TV board meeting running over into an unplanned Thursday morning session, which ran concurrently with the radio board meeting, and continued beyond the radio board's session into the late afternoon.

The radio board, faced with its own aspects of the CATV problem, intended to coordinate its proposals with those of the TV board but finally acted without waiting for the television session to conclude. No difficulties, however, were expected in seeking joint-board approval of the radio proposals, which from the start paralleled those of the TV board on burden of consents, approval of unlimited participation by broadcasters in cable ownership, disapproval of any re-



*Before getting down to the long business sessions that occupied the National Association of Broadcasters board of directors in San Juan, P. R., last week, board members were entertained at a reception given by the Puerto Rico Broadcasters Association. In the picture are (l-r) Richard Dudley, WSAU Wausau, Wis., NAB radio board chairman; Hec-*

*tor Reichard, WABA Aquadilla, president of PRBA; Harold Essex, WSJS-TV Winston-Salem, N. C., NAB TV board vice chairman; Carmina Mendez, WHOA San Juan, secretary of Puerto Rico association; Vincent T. Wasilewski, NAB president, and Charles Tower, Corinthian Broadcasting, New York, NAB TV board chairman.*

quirements that CATV systems originate programing, lack of advertising on cablecast program originations (including automatic services such as time and weather) and disapproval of common-carrier operation of surplus cable channels pending further study by the FCC.

Approval by both boards was also voted for a pilot study of the actual use of TV and radio signals by cable systems including engineering aspects. The study would also attempt to compare signal quality off cable with that obtainable with home antennas in various but typical operating locations.

The radio board also recommended that a committee be named to serve with a counterpart committee of the National Cable Television Association to provide liaison between the NAB and NCTA before comments are filed in the FCC's CATV rulemaking. The object would be to coordinate the two groups' filings so as to reflect a complementary approach rather than stressing differences.

The two boards' recommendations followed presentations of similar reports by the respective Future of Radio and Future of Television committees. The actions taken reflect general acceptance of the recommendations of those committees.

In other actions the TV board took notice of the continuing music-licensing problem and authorized the NAB to handle administrative aspects and updating of policy questions looking toward a later appointment of a small

committee to prepare for the next negotiations, which will not, it's noted, necessarily be under NAB auspices.

The board considered the Future of Television Committee's report on the land-mobile problem and reaffirmed the NAB's historic position against channel sharing.

In addition to its CATV proposals, the radio board voted to recommend to the joint board that a committee be appointed to serve as liaison between the NAB and the Record Industry Association of America, through a similar committee that would be established by RIAA.

Also, the slogan, "Radio . . . the What's Happening Sound" was adopted for the 1969 radio-month campaign, which begins May 1.

The board commended efforts for renegotiations of the Mexican treaty regarding the use of AM frequencies (BROADCASTING, Dec. 9, 1968) and heard reports on finances, government affairs and engineering matters.

New members named to the radio code board were George A. Foulkes, WAAC Terre Haute, Ind.; Thomas Harrell, WSTP Salisbury, N. C., and Robert Wells, KXUL Garden City, Kan.

They succeed Richard M. Brown, KPOJ Portland, Ore., and Morton Henkin, KSOO Sioux Falls, S. D., and James H. Quello, WJR Detroit.

John Alexander, WFLA Tampa, Fla., the continuing board member, was designated code board chairman.

Virginia Pate, WASA Havre de Grace, Md., was renamed for another term.

# Heavier weapons in Washington

## NAB board approves more manpower and money to counter governmental threats to radio-TV

The long-sought move by the National Association of Broadcasters to strengthen its Capitol Hill forces received a financial shot in the arm last week from the NAB board of directors. Meeting in San Juan, P. R., the NAB's radio and television boards, independently as well as jointly, approved broad authorization to upgrade the association's legislative and regulatory offensive.

Tied in to this intra-industry move, the Television Information Office, which receives the bulk of its \$550,000 annual budget from the three TV networks and NAB, got a green light to seek additional funds to enable it to broaden its operations.

It is now estimated that about \$150,000 or 5% of NAB's annual \$3 million budget is earmarked for "public affairs," with only a portion of those dollars directly applied to the government affairs unit. However, it's reported that there is strong sentiment among board members to boost overall public-affairs spending (including TIO) to the \$750,000-\$1 million range. To reach that goal NAB could curtail some less urgent activities in the public-affairs area or, if need be, seek a special assessment.

One immediate move, approved by the joint board, was for NAB President Vincent Wasilewski to add manpower to the government-affairs staff of Vice President Paul Comstock. Late in 1968 William Habel was added to the staff, which until then had consisted only of Mr. Comstock and Hollis Seavey. Now, it's understood, two or three other additions could be made to that staff.

The financial upgrading of the government-affairs division and TIO followed reports to the board from Messrs. Wasilewski and Comstock, Willard E. Walbridge, KTRK-TV Houston, chairman of the TIO committee, and Roy Danish, director of TIO.

The networks and NAB each contribute \$75,000 annually to TIO with the remainder of the \$550,000 income coming from station subscribers. At present TIO aims its efforts at educating the public on television's quality programing and focuses those actions on the academic and intellectual communities.

However, last week Mr. Danish and Mr. Walbridge urged that the board endorse an enlargement of TIO's activities so that the organization could

push the case for television to other groups.

The course pursued by the NAB boards follows moves that have been suggested by some NAB members who in recent weeks have met in New Orleans and St. Louis with Messrs. Wasilewski and Comstock. In addition Mr. Wasilewski has met with the network presidents ("Closed Circuit," Jan. 13) on the gravity of the regulatory and political situation. Reportedly, implementation of these conversations is already in the works at staff levels with emphasis on research into the possible relationship of television and violence.

The need for broadcasters to help in seeking a responsible, factual and scientific approach to the study of lawlessness and its causes was cited to



Mr. Comstock

joint board on Tuesday (Jan. 14) by Mr. Comstock.

At the top of his list of politically sensitive issues was the "barrage of criticism" concerning broadcasting's alleged role in contributing to an atmosphere of violence both in news and entertainment programing. With an intensified critical climate of government and public opinion facing the industry, he pointed out, any moves to restrict news freedom or programing creativity must be checked.

The NAB vice president also noted that charges of bias in political reporting, particularly following the Democratic national convention in Chicago last summer, are another manifestation of congressional discontent with the role of broadcasters. That discontent, he felt, could come to the fore, accompanied by congressional recall of the high cost of campaigning, with Congress requiring stations to donate free time to candidates. It is up to broadcasting, he said, to convince

the legislators that such proposals should be rejected and that free or even mandatory reduced rates for campaigners would be "grossly discriminatory."

In other areas, he said, Congress this year will be the scene of debate and possibly legislation on the Cigarette Labeling Act which expires on June 30; land-mobile users' demands for additional spectrum space; pay television; the equal-time section of the Communications Act, and copyright revision with its CATV implications.

On the executive level, the board was told, the broad review of national communications policy begun last year by the Johnson administration faces an uncertain fate in the hands of the Nixon administration. It can be expected, Mr. Comstock said, that Congress will subject the findings of the President's Task Force on Communications Policy to extensive review, regardless of whether President Nixon supports them. But there is no indication that Congress will take any action.

Pay television, he added, might again face the FCC if Congress can force a reconsideration of the commission's policy for a national toll-TV system.

In other actions, the joint board:

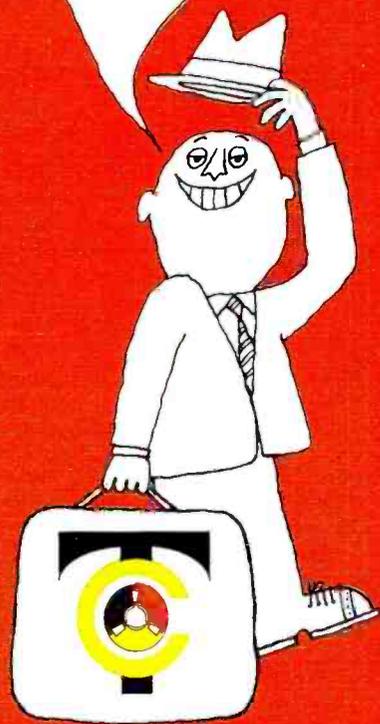
- Approved NAB's support of a Tobacco Institute-proposed appeal to the U. S. Supreme Court of a U. S. district court's ruling on the FCC extension of the fairness doctrine to cigarette advertising. The recommendation of NAB support, probably in the form of a friend-of-the-court brief, was made by Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C., vice chairman of the TV board. Those stations are owned by Gordon Gray, director and major stockholder of R. J. Reynolds Tobacco Co.

- Approved a six-city fall conference schedule, and, effective in 1970, making four cities permanent conference sites: Atlanta, Chicago, Denver and San Francisco. The other two sites would be in Dallas or New Orleans and in Boston or Philadelphia.

- Approved holding a fifth annual engineering/management seminar at Purdue University, Lafayette, Ind., on Dec. 8-12, and a two-day directional-antenna technical seminar at a time and place to be decided.

- Approved Maui, Hawaii, as the site of the 1970 winter board meeting, and Washington for the 1969 summer board meeting.

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# LBJ gives little something to everyone

His budget would beef up FCC and its research, appropriate \$20 million for CPB's next year

In the last of the six proposed federal budgets he has submitted, President Lyndon B. Johnson last week asked Congress to provide the FCC with funds to strengthen its research program and computerize technical information that could be used in revising its rules.

The President is also seeking more than \$25 million for noncommercial broadcasting—\$20 million of it to provide continued financing in the new fiscal year beginning July 1 for the Corp. for Public Broadcasting.

President Johnson asked for a total of \$23,950,000 for the commission ("Closed Circuit," Dec. 9, 1968). This would be \$4,200,000 more than the amount Congress provided for the agency in the current year, and would, for the commission, represent a relatively large increase in its appropriation. (Still to be transmitted to Congress is a supplemental request for \$927,000 for salary increases for the commission staff and employees already approved for the current year.)

The requests for the commission and for other agencies whose work has an impact on broadcasting, amounted to less than a financial flyspeck in the black-ink budget the President submitted. It provides for outlays totalling \$195.3 billion and receipts of \$198.7 billion.

But in view of the change of administrations, the budget could be changed, even before Congress begins work on it. As have other new Presidents coming into office after their predecessors have submitted their final budgets, President Richard Nixon may, and probably will, propose revisions.

Some \$500,000 of the proposed increase would be used to expand the commission's research and planning program. And at least one of the studies the proposed budget says is "being considered" for 1970 could become controversial—one relating to the "social and economic values of communications."

Various authorities in and out of government have talked favorably of such studies as a means of providing a more scientific basis than is now available for making allocations of spectrum space. One of the advocates is James O'Connell, who, as director of telecommunications management, was communications adviser to the President.

Theoretically, the information provided by a study of the economic and social values of communications would enable the commission to determine

whether spectrum space would return the greater economic or social value if assigned, say, to television or land-mobile radio. However, some broadcasters have argued that dollar values cannot be ascribed to the service they provide.

It was not certain that such a study would be made, even if the commission is given the full appropriation that has been requested for it. Some commissioners questioned last week said they were not even aware that the study had been listed as one of those being considered. And one of those commissioners, Kenneth A. Cox, noted that he has questioned the validity of the theory that specific values can be attached to various services.

Commission staffers said that all of the material supporting the commission's request for funds—including the suggested studies—were reviewed by the commission before being submitted to the Budget Bureau. But they also described the studies as "illustrative."

All would be done, if at all, on a contract basis. And all reflect the commission's concern with the rapid changes in communications technology and land-mobile radio's asserted need for spectrum space, as well as spectrum-management problems. They would deal with broad-band communications technology, frequency assignment techniques for microwave-radio systems and the future requirements of the public, industry, public agencies and individuals for land-mobile services.

The additional funds being requested would also enable the commission to develop an augmented data bank of technical information concerning its licensees containing data not now readily available. This would facilitate the commission's work in developing rules and in communications systems planning.

Overall, the proposed budget would enable the commission to fill 1,763 permanent positions, 133 more than the commission can now fill. And among the areas due for strengthening is that deal-

## The old boss submits salary raises

Johnson legacy will fatten pay checks for agency top jobs unless Congress balks

President Lyndon B. Johnson gave members of the FCC and other high-level government officials something to remember him by last week—recommendations for substantial pay increases that will go into effect unless vetoed by Congress.

The proposals call for the pay of chairmen of major boards and commissions, such as the FCC, to be boosted to \$40,000. They now receive \$29,500. Members of such agencies, who now earn \$28,750, would receive \$38,000 under the President's recommendations.

The recommendations, contained in a package submitted to Congress with the budget last week (see above), provide for pay raises for members of Congress, federal judges, cabinet members and other top government officials.

The proposed pay levels were based on suggestions of a commission, which was created by Congress and which was headed by Frederick Kappel, retired chairman of AT&T. They become law within 30 days unless Congress adopts a different pay scale for the officials or

one of the Houses specifically disapproves of all or part of the recommendations.

The President's recommendations are below those proposed by the Kappel commission. For chairmen of the various boards and agencies, for instance, it had suggested a salary of \$45,000; for members of those agencies, a salary of \$42,000 (BROADCASTING, Dec. 19, 1968).

The pay raises will open the door to increases for civil service employes in the top three grades. Their maximum salary now is \$28,000 and, although the pay scale calls for higher pay, they cannot get it until executive pay levels are increased.

Commission records indicate that 17 staffers will benefit if the President's pay-raise recommendations go into effect. These include four who are in the highest grade—18—General Counsel Henry Geller, Chief Engineer William Watkins, Broadcast Bureau Chief George Smith and Common Carrier Chief Bernard Strassburg. They would be boosted in pay to \$30,239.

ing with cable television.

The funds earmarked for CATV regulation would be increased from \$657,000 to \$968,000. The proposed budget notes that not only has the number of CATV systems increased in the last five years—from 1,300 to 2,100—but that Supreme Court decisions have added to the regulatory workload. The high court last year ruled, in one case, that the commission has authority to regulate CATV systems and, in another, that existing copyright legislation does not prevent systems from carrying copyrighted material without paying copyright fees.

The amount set aside for broadcast regulation would increase only from \$4,320,000 to \$4,652,000. The total number of stations—AM, FM, TV and translator—is expected to rise from 10,659 at the end of the current fiscal year to 11,119 by June 30, 1970.

Funds for noncommercial broadcasting are contained in the requests for the Department of Health, Education and Welfare. The \$20 million earmarked for the CPB would enable the corporation to continue operating while it developed plans for long-range financing. However, the proposed budget notes that legislation will be needed to extend the appropriation beyond June 30.

Congress last year established the corporation for the purpose of strengthening the quality of noncommercial television and radio and making those services more widely available. The initial appropriation was \$5 million. CPB is to work with HEW and other government agencies in working out its long-term funding plans.

Besides the funds for CPB, the requests for HEW contain one for \$5,625,000 for construction of educational television and radio stations. The money would be expended under legislation providing for federal aid to states of up to 75% construction costs. Congress appropriated \$4 million for that program in the current year.

In other requests dealing with matters affecting the spectrum, President Johnson asked:

- \$2,095,000 for the Office of the Director of Telecommunications Management, which advises the President on all communications matters and develops policies for the use of the nation's telecommunications in a national emergency. The total—\$245,000 more than has been made available to the office in the current year—includes \$800,000 for research and development studies too broad to be undertaken by a single agency.

- \$5,838,000 for telecommunications and space-services research by the Environmental Science Services Administration of the Department of Commerce. The request, which would pro-

## Telephone men come calling

### AT&T wants data from broadcasters that may affect its rate increase

Broadcasters who are being approached by an AT&T-hired Philadelphia research firm were told by their trade association last week to cooperate within "reasonable limits," but not to forget that the Bell research is in behalf of a proposed increase in charges to broadcasters.

The research company, National Analysts Inc., Philadelphia, has begun interviewing 200 selected stations, with particular interest in how use of AT&T facilities might be affected by various rate plans.

AT&T's announced increase in broadcast rates, which, according to industry estimates, will cost broadcasters an extra \$17 million yearly, is officially scheduled to go into effect in April, having been postponed last March for a year at the request of the FCC. Subsequently there have been indications from AT&T officials that the new rates may not become effective until July, pending the outcome of the National Analysts research (BROADCASTING, Aug. 26, 1968).

The study, it was learned, consists of a questionnaire aimed at determining a station's present use of AT&T lines, whether management knows anything about AT&T's methods of arriving at its present charges, changes in rates that might be requested, and the relative cost of transmission services compared to program services.

The second part of the research consists of a loose-leaf containing 16 pages of summaries and instructions, together

vide for no increase for that function, would be used for research aimed at improving understanding of the propagation of radio and light waves.

For the Federal Trade Commission, the President is asking \$19,940,000, an increase of \$3,640,000 over the \$16,300,000 appropriated for the agency in the current year. However, a supplemental bill, requesting \$500,000 for the agency in the current year will also be submitted to Congress.

The proposed budget shows an increase of about \$500,000—from \$5,049,000 to \$5,564,000—for deceptive-practices activities, which include monitoring advertising. "In 1970," the explanatory material accompanying the budget said, "consumer protection programs will be expedited."

with "copious" worksheets for estimating various services at alternative charges.

It is this review of individual plans "to assess what changes, if any, your organization is likely to make in its operations" and the concluding remark: "This review may require a few days to complete," that have caused broadcasters to bridle.

Responding to requests for guidance, the National Association of Broadcasters last week told broadcasters to cooperate within "reasonable limits."

It noted that the survey presents seven "use" profiles, the first two—one for present use and the other for projected 1971 use—are based on current rates, and the other five are predicated upon alternative rate plans covering expected use in 1971.

NAB said that it had been advised that each of the five proposed rate plans was prepared to yield the much higher level of charges Bell is proposing.

The broadcast association continued: "NAB recommends that members approached by National Analysts cooperate within reasonable limits. Responses should be considered carefully, bearing in mind that AT&T will use the results before the FCC and any new rates probably will set the pattern for years to come.

"Stations with network affiliation should realize that they are questioned only with respect to services for which they pay Bell directly or which they initiate, while the networks, which are responding separately, pay Bell for network facilities with some of the charges being borne indirectly by the affiliates."

NAB asked that copies of the "use" profiles and other material submitted to National Analysts be furnished to its legal department.

The U.S. Information Agency would be given \$165,350,000 in 1970, an increase of \$2,005,000 over the funds voted the agency in the current year.

The motion picture and television service, which produces and acquires motion picture films and translates them into as many as 58 foreign languages, would be funded at \$11,944,000, an increase of \$150,000. The broadcast service, which includes the Voice of America, would get \$36,567,000—an increase of \$751,000 over its present appropriation.

The Department of Justice's anti-trust division, which has become increasingly active in broadcast matters, would be given \$8,930,000 under the proposed budget. This would represent an increase of \$677,000 over this year.

## Lady Bird free to reclaim stations

It will be back to ranch and broadcasting for the outgoing first family

Some time soon, probably—no date has been announced—an application for a transfer of control of some valuable broadcasting properties will be filed with the FCC, and that agency will be required to take notice of the transition of national power and authority that officially occurs today (Jan. 20) on the steps of the Capitol.

The transfer of control requested will be from A. W. Moursund, of Blanco county, and J. W. Bullion, of Dallas county, both Texas, to Mrs. Claudia T. Johnson—better known as Lady Bird.

The stations involved are KTBC-AM-FM-TV Austin, Tex., and others in which Texas Broadcasting Co. (formerly the LBJ Co.) has an interest. Mrs. Johnson's share will be the 52.8% of Texas Broadcasting that she controlled before she transferred it in trust to Messrs. Moursund and Bullion, on Nov. 29, 1963, six days after her husband assumed the Presidency.

Under its terms, the trust is to remain in effect "until such time as [Mrs. Johnson's] husband . . . shall no longer hold federal elective office," or until all of her shares in the company are sold—whichever occurs first.

Although the language would seem to indicate the trust terminates automatically, control was transferred by application. Accordingly, control cannot be turned back without the filing of an application of transfer of control, which the commission would have to approve.

Most of the stock in the company not owned by Mrs. Johnson—30.9%—is owned by the Johnson daughters, Mrs. Lynda Robb and Mrs. Luci Nugent, in equal amounts. This has long been held in trust for them by Messrs. Moursund and Bullion, old family friends. The trusts were to have expired when Mr. Johnson left the White House.

Mrs. Johnson's interests were placed in trust in an effort to avoid involving Mr. Johnson in a conflict of interest, without disposing of broadcasting properties whose value has been estimated at upwards of \$10 million. The trust is an "irrevocable" one, and the trustees were given complete control. Mrs. Johnson was to be paid only that part of the net income needed to pay taxes; the remainder of the net income was to be accumulated. And the trustees were to supply only as much information as

she needed for income tax purposes or to make reports to government agencies.

However, the ownership link between the White House and an industry regulated by a governmental commission whose members are appointed by the President frequently proved a source of embarrassment for the commission and, presumably, for the White House as well.

Early in Mr. Johnson's Presidency, a number of stories appeared in the press that focussed on the government-regulated business that was the source of most of the Johnson fortune. And few commission actions of more than routine action concerning the Johnson stations escaped press notice.

The most widely publicized matter involved CATV. In 1964, TV Cable of Austin asked the commission to waive a requirement, identical to one then attached to all microwave grants to CATV systems, requiring it to afford nonduplication protection to the local television station. Not lost on the na-



Mrs. Johnson

tion's press was the fact that KTBC-TV was the only television station then operating in Austin.

Adding spice was the presence in Austin of a competing CATV system, in which Texas Broadcasting held an option to acquire 50%, Capital Cable Corp., owned by Midwest Video Corp. And Capital Cable was not regulated by the commission—it used no microwave facilities. (Rules requiring all CATV systems, microwave-served or not, to afford nonduplication protection were not adopted until March 1966.)

The commission denied TV Cable's

request. It said it would be "inequitable" to do anything else, since other CATV systems were required to afford nonduplication protection in return for microwave grants. However, the press highlighted the Johnson family's connection with KTBC-TV and Capital Cable.

One of the more awkward aspects of the controversy for the commission occurred when, in an effort to run down charges leveled by TV Cable, it asked Capital to provide a copy of the option agreement with Texas Broadcasting. Capital submitted a copy, but only after it twice rebuffed requests by the commission's staff, and after the matter was raised at presidential news conference. Mr. Johnson, in response to a question, said his family and the Texas Broadcasting trustees were "perfectly willing to comply" with the FCC's request.

The controversy between the two CATV systems ended when Capital acquired its competitor for an estimated \$1.5 million (BROADCASTING, Nov. 23, 1964). In January 1966, Texas Broadcasting exercised its option to acquire half interest in Capital for \$485,000, plus the assumption of about \$1.5 million in debts.

Besides Capital Cable, Texas Broadcasting acquired an interest in KLFY-TV Lafayette, La., since Mrs. Johnson's interest was placed in trust. In January 1965, the station was sold to a company 80% owned by KWTX Broadcasting Co., which in turn is 29% owned by Texas Broadcasting. Last year Texas Broadcasting acquired a direct 23% in KLFY-TV and KXII(TV) Ardmore, Okla., when KWTX transferred its ownership in those stations to its stockholders. KWTX, licensee of KWTX-AM-TV Waco, also owns 50% of KTBC(TV) Bryan, 75% of KNAL Victoria, all Texas, and 80% of KXII(TV) Ardmore, Okla.

The worth of the Johnson family holdings has been a matter of considerable speculation. In August 1964, as President Johnson's campaign for reelection was getting underway, he released an authorized audit of family wealth that placed the value of the family's broadcast holdings at \$2,470,680 and its interest in ranches and other real estate at \$607,845.

At about the same time, however, various newspapers and magazines estimated the value of the properties to be much greater. *Life* magazine reported that authorities, whom it did not identify, said the stations then owned by the Johnsons would bring \$9 million on the open market. It estimated the total Johnson holdings to be worth \$14 million.

Whatever its size, the foundations for the fortune were laid between 1943 and 1947, when Mrs. Johnson acquired 497 shares of Texas Broadcasting with a family inheritance of \$24,850.

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## Fetzer to receive NAB's top honor

John E. Fetzer, who began experimenting with radio 51 years ago, has been selected as the recipient of the National Association of Broadcasters 1969 distinguished service award. The presentation, an annual event since 1953, will be made at the opening assembly of NAB's convention in Washington. Mr. Fetzer will get the award on March 24, one day before his 68th birthday. He was chosen by the NAB convention committee at last Tuesday's (Jan. 14) meeting in San Juan, P. R.

The award is for "significant and lasting contribution" to broadcasting.

Mr. Fetzer, a veteran station-group owner, is also the owner of the Detroit Tigers. He has spent 12 years as a member of the NAB board of directors (1938-46, 1956-60), including one term as chairman of the television board. Additionally, he was the first chairman of NAB's television code board (1952-55) and helped draft the TV code in 1951.

In 1923 Mr. Fetzer designed and built KFGZ Benton Harbor, Mich., which he purchased in 1930 (as WEMC), moved to Kalamazoo and changed



Mr. Fetzer

the calls to WKZO. Today the Fetzer broadcasting group includes WKZO-AM-TV Kalamazoo, WWAM and WWTW-FM-TV Cadillac, WJEF and WJFM(FM) Grand Rapids and WWUP-TV Sault Ste. Marie, all Michigan, KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebras-

ka. Mr. Fetzer also owns Fetzer Music Corp., a Muzak franchise; Fetzer Cablevision, and is 50% owner and chairman of Wolverine Cablevision.

In 1953 he purchased KOLN-TV, then on channel 12. The following year he purchased Lincoln's channel 10 operation, transferred the KOLN-TV calls and donated the channel 12 facility to the University of Nebraska.

During World War II Mr. Fetzer was chairman of NAB's War Committee, was a member of the broadcasters' committee of the Office of War Information and for two years was director of the Office of Censorship in charge of radio. Following the war, he made a study of radio operations in European countries for General Eisenhower.

In 1956 he headed an 11-man syndicate that purchased the Detroit Tigers, acquiring one-third himself. In 1962 he acquired 100% of the Tigers. The following year he was made chairman of the major leagues' baseball television committee, a post he still holds.

A native of Indiana, Mr. Fetzer received his BA from Andrews University in Berrien Springs, Mich., and in 1958 received an LLD from Western Michigan University, Kalamazoo.

## NAB wants more time for research

### Association says it has contracted two groups to carry on further one-to-customer studies

The National Association of Broadcasters has asked the FCC for another extension of time in which to file reply comments in the commission's so-called one-to-a customer rulemaking proceeding ("Closed Circuit," Jan. 6).

NAB, citing the "frustrating" problems it has encountered in engaging a research firm to compile the necessary data to evaluate the implication of the commission's proposal, asked for a 90-day extension beyond the present Jan. 28 deadline.

At the same time, it announced that a "definitive program has been agreed upon," and said that contracts to carry it forward have been negotiated with two research groups.

One is the American Institute for Political Communication, of Washington, directed by Dr. Edward M. Glick. It is a nonpartisan organization supported by private funds which makes surveys of, and issues reports on, the flow of governmental and political information to the public. The other group retained by NAB is the Motivation Research Group, a division of the Behavioral Science Center of Sterling

Institute, of Boston, under the direction of Dr. George H. Litwin, assistant professor at the Harvard Business School.

The MRG project will cost a maximum of \$50,000, according to a copy of a statement presented by the group that was filed with the NAB petition. The America Institute's work, it is understood, will cost about \$25,000.

NAB attorneys filed the request for additional time on Thursday, two days after the NAB board, meeting in San Juan, P. R., approved that move.

There was no indication last week whether the commission would grant the request. It has already granted three extensions of the deadline for reply comments in a proceeding which was initiated last March (BROADCASTING, April 1, 1968) and which was to have been expedited. In issuing its third extension, of four months, in September, the commission said there would be no further postponements.

The commission's proposal would bar the owner of one full-time station from acquiring another full-time outlet in the same market. Its aim, the commission said, is to promote greater diversity of

viewpoints expressed over the air in the same market.

But what has particularly alarmed the industry and caused its representatives to seek additional time for preparing reply comments was the comment filed by the Department of Justice's anti-trust division last August. Justice went beyond endorsing the commission's idea.

For while the commission would not require divestiture by owners of more than one station in a market, Justice said the commission should consider breaking up multi-station holdings within a market at license-renewal time. It also said the commission should apply the same policy to newspaper-broadcasting combinations in the same area (BROADCASTING, Aug. 5, 1968).

NAB said the need for research on the subject was underscored by another department filing—a petition last month requesting the commission to set for hearing Frontier Broadcasting Co.'s license-renewal application for KFBC-TV Cheyenne, Wyo. Justice, asserting that Frontier has a "mass-media communications monopoly" in Cheyenne, said the commission should renew the license only on condition that the TV station is sold (BROADCASTING, Jan. 6). Besides owning the only television station in the city, Frontier owns the only newspapers, the only full-time AM station and CATV system, and holds a construction



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## Nielsen Station Index

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permit for the city's second FM station. "The department's petition which looks toward subsequent divestment by owners of multiple stations in individual markets as a condition to renewal of their licenses is an unprecedented challenge to the structure of the broadcast industry," NAB said. In effect, the association added, it is an application of the proposal that the Justice Department filed last summer.

And Dr. Litwin, in a letter to NAB general counsel Douglas A. Anello outlining the scope of MRG's proposed study, fired a pre-study volley at that proposal. The "conceptual framework for arguments" presented by the department "is not based on a thorough analysis of the current state of knowledge in the behavioral sciences regarding media influence, and does not provide an adequate foundation for the establishment of commission rules relating to multiple ownership."

NAB said efforts to meet the Jan. 28 deadline had been defeated both by an inability to secure the services of a research organization and by the death of Dr. Howard Mandel, its vice president

for research, on Dec. 15, 1968.

The two studies commissioned by NAB will focus on the effect that multiple ownership of media in a single market may have on public opinion.

The American Institute for Political Communication will base its report on work already done in a voter survey conducted over a 10-month period last year in Milwaukee and Waukesha counties, in Wisconsin. Dr. Glick, in a letter to Vincent Wasilewski, NAB president, agreeing to undertake the special report, said the findings in the study "have relevance for other major metropolitan areas."

He said the study was designed to evaluate the effects of the various mass media—newspapers, radio and television—and other influences on public opinion during a political campaign and "to assess the relationship between media and nonmedia influences as they affect public attitudes." It also sought to determine the extent to which attitudes change under the impact of those influences.

MRG will take a more general ap-

proach. Dr. Litwin, in his letter to Mr. Anello, said its study would explore such matters as the effect of media corporations on control of media content, and the effect of the aspirations and values of professional managers and owner-operators on media influence.

It would also consider the importance to the public of diversity of news and information sources, the relationship between diversity (of content or style) and validity (for example, source accuracy) in news and information programs, the relative influence of various media on public thought and action, and the effect of multiple ownership on the incidence and establishment of undesirable competitive practices.

Dr. Litwin said the final report could not be completed until July 1—well after the new deadline NAB has asked the commission to set. However, he said "a meaningful interim report" will be submitted by April 1.

Dr. Litwin stressed that his study will be "unbiased and impartial." He said he "cannot guarantee to protect the position or interests of the NAB or any of its members."

## Five new faces are on Senate commerce group

Three new Democrats and two Republicans have been named to the Senate Committee on Commerce as the first session of the 91st Congress began last week. New members of the Commerce Committee on the majority Democratic side are Senators Joseph D. Tydings of Maryland, Daniel K. Inouye of Hawaii and William B. Spong of Virginia. New Republican members of the committee are Senators Howard H. Baker Jr. of Tennessee and Charles E. Goodell of New York.

The five new members of the committee replace four former Democratic and one Republican senators. They were Senators Mike Monroney (D-Okla.) and Daniel Brewster (D-Md.) who lost their bids to retain their seats in elections held in their respective states; Senator Frank Lausche (D-Ohio) who lost to former Representative John J. Gillian in the Ohio Democratic primary; Senator E. L. Bartlett (D-Alaska)

who died on Dec. 11, 1968; and Republican Thruston B. Morton of Kentucky who retired from the Senate after 12 years.

Senator Tydings was elected to the Senate in November 1964 and presently serves on the District of Columbia committee of which he is chairman, and on the Judiciary Committee, in addition to his membership on the Commerce Committee.

Senator Inouye was the temporary chairman and keynoter of the 1968 Democratic national convention. He was elected to the House of Representatives in 1959, elected to the Senate in 1962 and was re-elected in 1968.

He is a member of the Armed Services Committee and is assistant majority whip.

Senator Spong was elected to the Senate in 1966. Besides the Commerce Committee, Senator Spong serves on the Public Works and District of Columbia committees.

Senator Baker broke 100 years of tradition in 1966 when he became the first Republican in Tennessee history

to win election to the U. S. Senate.

He is a member of the Public Works Committee besides serving on the Commerce Committee.

Senator Goodell was named last September by New York Governor Nelson Rockefeller to fill the Senate seat of the late Robert F. Kennedy. He was elected to the House of Representatives in a special election in 1959 and served in the House until his appointment to the Senate.

In addition to the Commerce Committee, Senator Goodell is a member of the District of Columbia Committee.

Other members of the Commerce Committee on the majority side, all hold-overs from the 90th Congress, are Senators Warren G. Magnuson, Washington (chairman); John O. Pastore, Rhode Island; Vance Hartke, Indiana; Philip A. Hart, Michigan; Howard W. Cannon, Nevada; Russell B. Long, Louisiana; Frank E. Moss, Utah; and Spessard L. Holland, Florida.

On the Republican side other continuing members of the committee are Senators Norris Cotton, New Hampshire; Hugh Scott, Pennsylvania; Winson L. Prouty, Vermont; James B. Pearson, Kansas; Robert P. Griffin, Michigan; and Clifford P. Hansen, Wyoming. No subcommittee appointments have been announced.



Sen. Baker



Sen. Tydings



Sen. Spong



Sen. Inouye



Sen. Goodell



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# Interim CATV rules blasted

## NAB, AMST want bigger zones of protection; CATV's accuse FCC of imposing freeze

The interim CATV policies and procedures adopted by the FCC last month drew fire from broadcast and CATV interests alike in petitions for reconsideration filed with the commission last week.

The temporary measures in question were announced at the same time the commission released its comprehensive rulemaking proposals and notice of inquiry on CATV matters (BROADCASTING, Dec. 16, 1968). Unlike the proposed rules, however, the interim procedures went into effect immediately, and are meant to remain in force until resolution of the rulemaking.

Many of last week's petitions not only questioned specific parts of the interim rules, but in some cases also challenged the commission's right to promulgate the rules without a prior expression of views by interested parties.

A primary source of dissatisfaction was the 35-mile zone upon which many of the proposed and interim distant-signal rules hinge. The commission has said that in the interim period it will consider requests for carriage of new distant signals so long as the CATV is more than 35 miles from the main post office of any of the designated communities in the top-100 markets. Systems within the 35-mile zones are to be prohibited from distant-signal importation unless they obtain consent from the originating station.

Both the National Association of Broadcasters and the Association of Maximum Service Telecasters took issue with the 35-mile standard. In separate filings, NAB and AMST said that the shift from the presently applicable grade-A contour to 35 miles is too extreme a reduction, and would "permit distant stations to dominate important portions of local markets not by translators but by CATV carriage," according to AMST. If after deliberation the commission decides upon a larger standard, the two groups noted, it would be impossible to "roll back" CATV operations that were approved under the smaller interim standard even though they would be in conflict with the new rules. On the other hand, they said, a larger interim zone can easily be reduced later. Both NAB and AMST recommended interim retention of the grade-A contour standard, and both suggested 60 miles as an alternative.

NAB and AMST also agreed that the commission failed to designate a sufficient number of stations in the individual top-100 markets, thereby leaving

many stations without protection against distant signal importation. For example, NAB said, a station in an undesignated community located 25 miles from the main post office of a designated community would have no protection against a CATV system located 11 miles farther away. NAB and AMST proposed that the commission include among its designated communities each top-100 market community that has a TV allocation.

The two associations also disapproved of the 35-mile zone as a yardstick for smaller markets. The commission proposed to permit CATV's within the radius of a small-market community to import sufficient distant signals to provide subscribers with three "full network stations," one independent and any educational stations. NAB and AMST countered that since smaller markets rely on audiences that are scattered over an entire region, the standard should reflect the population pattern.

In other filings, a group of separate but nearly identical petitions by CATV systems said that the commission had contravened the Administrative Procedure Act by issuing the interim rules at all, since there was no prior notice

and no opportunity for expression of competing views. The rules themselves also are in violation of that law, the CATV's said, since they delay the initiation of lawful service by imposing an automatic stay on many systems that would operate in full accordance with existing and proposed rules.

The CATV's also argued that the interim procedures violate the Supreme Court's ruling that cable systems are not liable for copyright fees, by requiring CATV's within the 35-mile zone to obtain retransmission consent before they import distant signals. (When the commission issued its proposed rules and interim procedures last month, it noted that this requirement would place CATV systems on the same basis as TV stations that have to bargain for programming, by requiring the systems to deal with copyright owners.)

The cable operators protested that the commission's proposed and interim rules instituted a CATV freeze and hindered the development of CATV technology. They asked the commission to vacate the notice of proposed rulemaking and interim procedures—or, at least, to vacate the automatic-stay provisions of the rules.

## New voice in cable dispute

### Labor union complains CATV rules caused firing of its workers, told to air views in hearing

The FCC may have thought it was going to hear only three principal viewpoints at its oral hearing next month on a couple of the provisions in its proposed CATV rules—broadcasters, CATV operators and copyright owners—but the commission wasn't aware of a fourth position, a labor union, which decided to enter only last week.

Presenting the workers' viewpoint at the Feb. 3-4 hearings will be the United Electrical Radio and Machine Workers of America. The union will make one of 33 appearances, representing 72 separate parties, of which the FCC had been notified as of Thursday (Jan. 16).

The labor union's participation started early last week when a 20-man delegation, led by UERMWA officials, visited the FCC and charged that the commission's proposed CATV regulations are already resulting in layoffs of workers in Pennsylvania and New York.

The group, principally composed of

Jerrold Corp. workers, met with Max D. Paglin, FCC executive director; Henry Geller, general counsel, and Sol Schildhouse, CATV Task Force chief, and voiced their complaints, the gist of which was that the FCC's cable TV policies were costing people their jobs.

The FCC officials told the group that if they wished to argue against the rules, they could participate at the oral hearing. The union said it would.

Jerrold, a Philadelphia-based major manufacturer of CATV equipment, has laid off 584 people in the last few weeks, including 200 at its Technical Appliance Corp. subsidiary with plants at Sherburne, New Berlin and Norwich, all New York.

Since last summer, according to Robert H. Beisswenger, president of Jerrold, the number of new CATV orders began to go down "dramatically." The commission's Dec. 13, 1968 proposals and the imposition of a policy "freeze," he

said, plus "bulging inventories" made drastic moves necessary. Jerrold is owned by General Instruments Corp., Newark, N. J.

Only two weeks ago Mr. Beisswenger, who is also national chairman of the National Cable Television Association, conferred in Washington with all the FCC commissioners, except Commissioner Nicholas Johnson, to oppose the FCC's proposals and its interim policy.

No other CATV equipment maker is known to be following Jerrold's move. In fact some said they were hiring people.

Theodore B. Baum, president of Vikoa Inc., Hoboken, N. J., said the company is hiring people for its manufacturing operation.

In Phoenix, Ariz., an Ameco Inc. spokesman said there had been no layoffs, and, in fact, the company had just recently put on three new field representatives. A Kaiser CATV source said the company was hiring in all categories.

A list of the parties filing appearances for the oral hearing next month follows:

Athena Communications Corp., a subsidiary of Gulf & Western; Cox Cable Communications Inc.; National Trans-Video Inc.; New-Channels Corp.; Palmer Broadcasting Co.; Television Communications Corp.; Jerrold; Southern CATV Association; Florida CATV

Association, and Arkansas CATV Association, all appearing in a joint presentation;

Columbus Broadcasting Co.; Cosmos Broadcasting Corp.; Cox Broadcasting Corp.; McClatchy Newspapers; Midcontinent Broadcasting Co.; Newhouse Broadcasting Co.; Palmer Broadcasting Co.; Tribune Publishing Co., and Stauffer Publications Inc., all in a joint presentation;

WPHL-TV Philadelphia; WNOK-TV Columbia, S. C.; WSPA-TV Spartanburg, S.C.; KOB-TV Albuquerque, N.M., KSTP-TV Minneapolis-St. Paul; WTOG(TV) St. Petersburg, Fla.; KFMB-TV San Diego; WMBD-TV Peoria, Ill., and WCIA(TV) Champaign, Ill., joint presentation;

Armstrong Utilities Inc.; CATV of Pennsylvania Inc.; Centre Video Inc.; Color Cable Inc.; Highland Video Corp.; National Cable Television Corp.; Steel Valley Cablevision of Aliquippa Inc.; Steel Valley Cablevision of Duquesne Inc.; Television Cable Service Inc.; Tower Cable Systems Corp.; Valley Master Cable Inc.; Fayette TV Cable Co.; Wheeling Antenna Co., and Lawrence Cablevision Inc., joint presentation;

Telerama Inc. and Akron Telerama Inc., a joint presentation;

Appearing individually are AT&T, NBC, CBS, NCTA, National Association of Broadcasters, Association of Maximum Service Telecasters, Taft

Broadcasting Co., United States Independent Telephone Association, KTVB Inc., National Association of Regulatory Utility Commissioners, GT&E Service Corp., and Kansas State Network Inc.

Also Air Capital Cablevision Inc., Frontier Broadcasting Co., United Telephone System, Ohio Cable Television Association, Booth American Co., Triangle Telecasters Inc., Midwest Video Corp., Courier Cable Co., Virginia Cable Television Association, New York State Cable Television Association, New York-Penn Microwave Corp., and Cable Television Association of New England;

Also United Electrical Radio and Machine Workers of America, Norton Goodwin (attorney), Milton J. Shapp, former president and chairman of the board of Jerrold, and the New York law firm of Phillips, Nizer, Benjamin, Krim & Ballon.

## Hearing on cable rules promised by Staggers

A hearing on the FCC's proposed new CATV rules by the House Commerce Committee has been assured.

A promise that an investigation will be forthcoming "soon" was made by Representative Harley O. Staggers (D-W. Va.) in a letter to West Virginia State Senator Carl Gainer, who termed the FCC action a "Pearl Harbor type of attack."

Mr. Staggers referred to the resolution calling for a congressional inquiry already introduced by Representative Lionel Van Deerlin (D-Calif.) (BROADCASTING, Jan. 6), and said that a hearing would be held as early as possible.

The Van Deerlin resolution called on the committee to undertake a thorough study of cable-TV problems, with special emphasis on the carrying of distant signals, originations and commercials.

## Changing Hands

### Announced:

The following station sales were reported last week, subject to FCC approval (for other FCC activities see "For the Record," page 70).

- WKBT(TV) La Crosse, Wis.: Sold by Lee Enterprises and others to Lamb Communications Inc. for \$5.7 million (see page 45).
- KTLN Denver: Sold by Richard B.

## In Memoriam

# H. W. CASSILL

## January 13, 1969

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Wheeler and others to Harrison M. Fuerst and others for in excess of \$1 million. Mr. Wheeler is son of former Senator Burton K. Wheeler (D.-Mont.). Buyers own WSLR Akron, Ohio, and WOKO Albany, N. Y. KTLN is full time on 1280 kc with 5 kw.

▪ WHRY and WMSH-FM, both Elizabethtown, Pa.: Sold by Hershey Estates to Stanley S. Stoller, James H. Von Frank and Joseph A. Barrett for \$225,000. Seller is candy manufacturer. Mr. Stoller is former vice president, local sales, WWDC Washington. Mr. Von Frank is president of a Rockville, Md., bank and Mr. Barrett is a Washington stockbroker. WHRY is a daytimer on 1600 kc with 500 w. WMSH-FM is on 106.7 mc with 20 kw and an antenna height of 500 ft.

## Co-op franchise will bring interstate CATV

A new twist in the awarding of CATV franchises takes place next week when an interstate committee representing 14 municipalities in Idaho and Oregon opens bids for a single-cable television franchise to serve almost 135,000 viewers.

Generally, communities grant individual awards for franchises without regard for the actions of other municipalities in their areas.

The group, formed in December, 1968, is called the Treasure Valley CATV Committee and is composed of two elected representatives each from Boise, Garden City, Meridian, Nampa, Caldwell, Parma, Payette, Weiser, New Plymouth, Fruitland, Emmett, all Idaho, and Ontario, Vale and Nyssa, all Oregon. (BROADCASTING, Dec. 23, 1968).

On Jan. 27 the committee will open bids for CATV in those cities and will make a single grant for the proposed system, subject to the confirmation of each city council, that will have a potential of 47,000 families.

Thus far about a dozen CATV firms are said to have expressed interest in the area-wide franchise. The only CATV system presently operating in the area is Valley Cable Television Corp., Mountain Home, Idaho. Nearly a year ago, a franchise was granted to Treasure Valley Cable Television Inc., for Vale, Ore., but reportedly the system has not yet begun operations.

## Lamb buys Wisconsin VHF for \$5.7 million

Lamb Communications Inc., Toledo, Ohio, has purchased WKBT(TV) (ch. 8) La Crosse, Wis., from Lee Enterprises and others for \$5.7 million, subject to FCC approval.

Lamb Communications, a public corporation principally owned by Edward Lamb and family, operates WICU-TV

(ch. 12), an NBC affiliate at Erie, Pa., and owns CATV systems in Flint, Hillsdale and Jonesville, all Michigan. In addition, Lamb is constructing new systems at Dowagiac and Three Rivers, both Michigan, and intends to build systems at Fremont, Sandusky and Canton, all Ohio, and other cities.

WKBT(TV) is 27.5% owned by Lee Enterprises. Other principals include Howard Dahl, WKBT(TV) president-general manager, who owns 21%, and W. T. Burgess, publisher of the *La Crosse Tribune*, who owns 10%.

Lee, which is buying the Journal Times Co., and subject to FCC approval, that company's WRJN-AM-FM Racine, Wis. (BROADCASTING, Jan. 13), is a group broadcaster and publisher. Its broadcast properties are KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; WTAD-AM-FM Quincy, Ill., and KHQA-TV Hannibal, Mo. It also has interests in WKBH La Crosse and KFAB-AM-FM Omaha, is an applicant for a new FM in Billings, Mont., and has a CP for WMDR Moline, Ill.

Lee also publishes the *La Crosse Tribune*, the *Madison* (Wis.) *State Journal*, and owns newspapers in Montana, Iowa, Illinois, Missouri and Nebraska.

WKBT(TV) is a CBS-TV affiliate and has 316 kw visual. The broker was Blackburn & Co.

## Dreyer plans to leave Metromedia next month

The resignation of Robert A. Dreyer as vice president, secretary and general counsel of Metromedia Inc., effective at the end of February, is being announced today (Jan. 20) by John H. Kluge, chairman and president of the company ("Closed Circuit," Nov. 18, 1968). Mr. Dreyer will continue as a consultant to Metromedia.

Mr. Kluge, who said a successor will be announced shortly, noted that Mr. Dreyer had indicated to him eight months ago that he wanted to engage in teaching and "withdraw from the rigors of daily corporate affairs."

Mr. Dreyer has taught broadcasting and entertainment law at the Practising Law Institute in New York and hopes to become affiliated with a law college in the fall.

## Pace to address NAB

Frank Pace, board chairman of the Corp. for Public Broadcasting, will be the Tuesday (March 25) luncheon speaker at the National Association of Broadcasters convention in Washington, March 23-26. The other scheduled luncheon speaker is FCC Chairman Rosel Hyde, who will address the convention Wednesday (March 26).

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# Professor chides FCC's 'protection'

## Coase, of U. Chicago, calls for free market in broadcast industry

If broadcasting is like other industries and there is no good reason why it should receive special treatment, then regulation by the FCC should be abandoned and a free market allowed, leasing or allocating facilities to the highest bidder.

So declared University of Chicago Professor R. H. Coase last week in a luncheon debate before the Chicago Broadcast Advertising Club with Roscoe L. Barrow, professor and former dean of the University of Cincinnati law school. Professor Coase is an economist.

Dean Barrow, however, claimed the FCC hasn't regulated broadcasting enough in the "positive" sense of enabling newspapers to grow and has regulated other services such as CATV too much in order to protect broadcasting.

Professor Coase charged broadcasting has been given special treatment when the government decided to give away the right to use the spectrum instead of taking the economic route which produces quality of service through competition. By giving spectrum away, he explained, the FCC was obliged to choose among many claimants and in order to do this had to concern itself "with the detailed control of the business of those to whom it awarded the use" of the frequencies.

The FCC also has assumed control over pay TV and cable TV, Professor Coase said, and now is reaching out "to control the computer industry." Such developments, he charged, "threaten the freedom of the press and of speech."

Observing that the FCC not only has undertaken very little research into the economics of broadcasting but also has commissioned Stanford Research Insti-

tute to do a study on inter-service sharing of land-mobile channels, Professor Coase felt perhaps the FCC is confessing it does not know what it is doing when it comes to allocations.

"It is rather like a highway authority which has been building roads in a certain area for some 30 years or more deciding to commission a study to find out where the towns are," he said.

The FCC's "disastrous attempt to launch UHF television, its hampering the development of pay TV and its restrictive effects on the growth of CATV" were examples he cited of the misallocation of resources.

Dean Barrow contended the FCC's recent rulings in cable TV and pay TV are too protective of existing interests and old interests. He especially criticized the FCC for delaying 13 years in the case of pay TV. He also considered unfortunate the FCC's vacillation in assuming control of CATV and compared the legal issues to the original chain-broadcasting regulations.

At the time of the network rules, Dean Barrow recalled, the commission failed to assume direct regulation of the networks and chose instead to control them via station licensing and affiliates. He held that the public's right to diversity of services and programs is more basic than that of stations or networks and said high legal opinion supports the priority of rights in that ranking. Similarly he indicated the FCC's fairness doctrine should and probably would be sustained.

## CATV still attractive property for new money

Aurovideo Corp., subsidiary of Adams-Russell Co., a Waltham, Mass., electronics firm, has made its first move into CATV by buying seven cable TV systems with 8,000 subscribers.

The first purchase, with agreement in principle announced, is of the National Teline group of six CATV systems. National has three systems in Massachu-

setts, and one each in Arkansas, Missouri and Oklahoma, with a total 6,000 customers. The second Aurovideo purchase is of American CATV Inc., Salamanca, N. Y., with 2,000 customers.

John T. Wilner, formerly vice president for engineering of the Hearst Corp. broadcast stations, is president of Aurovideo. He has also been elected a director of the parent company. Richard Surprenant, president of National, will become vice president-operations of Aurovideo upon consummation of the acquisition. Ralph Malaska, also a former Hearst Corp. station group engineering executive, is vice president-engineering for Aurovideo.

In a second CATV sale, A-B Cable TV, Mexia, Tex., was sold to multiple-CATV-owner Continental Transmission Corp., a subsidiary of Continental Telephone Corp. The Mexia cable system was owned by multiple-CATV-owner American Cable TV Inc. Malarkey, Taylor and Associates was the broker in the Mexia sale.

No prices were announced in any of the three transactions.

## TV viewing continues upward climb in 1968

Television viewing in the U.S. has hit another high, according to the Television Bureau of Advertising.

Viewing during 1968 rose to an average of five hours and 46 minutes per day per home compared to 1967's figure of five hours and 42 minutes, and represents a continuation of the steady rise each year since 1962.

In releasing the figures provided by A. C. Nielsen, TVB President Norman Cash credited color television with being a prominent factor in the viewing increase since color-TV homes are viewing 42 minutes more television per day than homes with black-and-white receivers.

## Democrats look for campaign chaser

The Democratic party, left with a \$6 million hangover from last year's campaign, is shopping for ways to see that it won't happen again.

One such proposal that surfaced during last week's meeting of the Democratic National Committee in Washington was that made by Lawrence F. O'Brien, outgoing chairman of the committee, who urged the party to develop legislation that would finance presidential campaigns with federal funds.

That sentiment was echoed by former Vice President Hubert Humphrey, who as the defeated Democratic nominee, noted that it was wrong for elections to be decided by the party which had the

## Media reports:

**Station group to ABC** ■ A fourth Merv Griffin station, WMID Atlantic City, will join the ABC Radio Contemporary network Feb. 3. WMID is on 1340 kc with 1 kw daytime and 250 w nighttime. The three other Griffin stations are already ABC affiliates: Wwco (Contemporary) and wwco-FM (FM) Waterbury, Conn., and WENE (Contemporary) Endicott, N. Y.

**Showcase location** ■ WJAS-AM-FM Pittsburgh is moving to new quarters adjoining the city's Gateway Center. The NBC-owned station will occupy over 7,000 square feet in the Kossman building.

**New Sindlinger reports** ■ Sindlinger & Co., Norwood, Pa., has begun new weekly reports for 1969, including one on leisure time and the four-media mix, providing information on the number and kinds of adults who are exposed each day to TV, radio, newspapers and magazines and the time spent with each medium.

**Helping hand** ■ A donation of \$15,800 in broadcasting equipment was made by KMOX-TV St. Louis to educational KETC(TV) there. Gift, which included two TV cameras and monitoring-testing equipment will aid TV laboratory instruction at Washington University (St. Louis) as well as expansion of KETC facilities.

most money. "Equal time," he said, "is an empty concept if the time must be bought." He suggested there must be a better system—but, offhand, he couldn't supply an alternative.

### NBC cameraman acquitted

Julius Boros, an NBC News television cameraman based in Chicago, was found not guilty in Cleveland Thursday of charges of assaulting a Cleveland policeman last summer while covering racial

disturbances.

Mr. Boros had been charged with assaulting the policeman July 28 while on assignment in Cleveland. In the municipal court acquittal Thursday, however, the jury indicated the city failed to prove its case against the newsman.

### Copter crash kills pilot

Frank McDermott, 37, the relief pilot-broadcaster for WOR New York, died

on Jan. 10 when the helicopter he was operating crashed into a garden apartment in Queens, N. Y. Mr. McDermott was substituting for the regular flying traffic reporter, Fred Feldman, when the accident occurred in late afternoon. A spokesman for the station said another helicopter has been acquired and will be placed in service. An official pronouncement as to the cause of the accident was not given, pending further investigation and study of the wrecked aircraft.

## Broadcast Advertising

### Don't procrastinate on radio-TV plunge

#### Retailers get admonition at Chicago conference where broadcasting is main topic

Local retailers no longer can avoid serious consideration of the broadcast media if they wish to retain their market positions against the national chains such as Sears and Penny's which are moving into TV and radio in a big way.

This was the message given 250 retailers at the 17th annual Retail Advertising Conference Jan. 11-12 in Chicago. But many of them indicated they already are using broadcasting and the real concern now lies with finding the most effective creative techniques at reasonable costs.

Although not openly acknowledged there were signs the annual RAC meeting may have grown to such proportions it may soon have to be moved to within a larger sponsorship situation, possibly under the umbrella of the National Retail Merchants Association. The RAC was founded and has been conducted over the years by Ralph Heineman and Bud Gore.

Mr. Heineman operates a Chicago-based agency specializing in print advertising services for retailers and now is entering TV commercial syndication for retailers in association with Storescope Inc., Los Angeles. Mr. Gore, formerly in Chicago retailing along with Mr. Heineman, now is vice president of NRMA.

Adolphe Leduc, merchandising executive for three decades with Eaton's of Montreal, was elected to the RAC hall of fame. Particularly noted were Eaton's TV commercials which were produced within the store itself and were described as highly artistic yet of reasonable cost.

Radio drew considerable notice at the RAC meeting too as Radio Advertising

Bureau's Joyce Reed reported on major retail advances in the use of local radio, helping create radio's billion dollar year in 1968 (BROADCASTING, Jan. 13). Of special mention was the new intensive use of radio by Sears.

William Bond, advertising director of Hudson's of Detroit, said, "Television certainly is rapidly becoming a glamor medium for retailers. It does cost money, but it also pays off."

Observing the customer is much more sensitive to commercials on TV than he is to ads in print, Mr. Bond explained special care must be taken not to offend in TV.

Mr. Bond, along with Cort Peterson, vice president-sales promotion, May Co., Los Angeles, urged the development of more TV specialists in retail stores. They both cautioned against trying to transfer print media veterans into the new visual medium.

"Any retailer evaluating his market who ignores television is not with it," Mr. Peterson said, "because TV will be the medium of the future for retailers." He urged all stores to at least experiment with TV.

Mr. Peterson related the May Co.'s success with a weekday program, *Boutique*, aired at noon on KNXT(TV) Los Angeles. He said the show successfully targets on the important market of women in the 18-34 age group. *Boutique* is syndicated by Storescope Inc.

### Agency appointments:

- Jackson Brewing Co., New Orleans, has assigned the Jax beer account to Bloom Advertising, Dallas, moving it from Rockwell, Quinn & Wall, New York.
- Anderson Clayton Foods, Dallas, has assigned several new products under development to Tracy-Locke Co., that city.
- Varig Airlines, New York, has named Robinson, Donino & West Inc., New

### The psychology of placing TV ads

#### Dichter say commercials must be complementary to the programs used

Advertisers and agencies should create and place their commercials and print ads with a sharper eye on the "climate" of the material in which they will appear.

So said Dr. Ernest Dichter, president of the Institute for Motivational Research, in a wide-ranging keynote speech prepared for delivery last night (Jan. 19) at the opening of a three-day seminar conducted by the Association of National Advertisers.

"If we analyze, for instance, the role of television commercials, we find that, at least in the U. S., they are a form of intermission—if not of interruption," he said. "Intermission, however, has a psychology all of its own.

"If passionate drama has dominated the first act of a play and one is led to expect a continuation of the same pace in the other acts, one does not want a similar feeling or tone during the intermission. Instead, what is needed is what we call rhythmic complementation.

"In other words, the tension in the first act may be fruitfully followed by a

York, to handle its passenger and cargo divisions. Estimated billings are \$450,000 with broadcast advertising being considered.

### Rep appointments:

- WCCC-AM-FM Hartford, Conn.: Kettell-Carter, Boston.
- WAVI Dayton, Ohio: Regional Reps Corp., Cleveland.
- WJON St. Cloud, Minn.: Grant Webb & Co., New York.

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending Jan. 5, 1969  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 5	Total dollars week ended Jan. 5	1969 total minutes	1969 total dollars
	Week ended Jan. 5	Cume Jan. 1-Jan. 5	Week ended Jan. 5	Cume Jan. 1-Jan. 5	Week ended Jan. 5	Cume Jan. 1-Jan. 5				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 92.1	\$ 60.0	\$ 299.1	\$ 202.3	62	\$ 391.2	41	\$ 262.3
Monday-Friday 10 a.m.-6 p.m.	1,177.8	781.0	3,687.5	2,644.3	3,753.5	2,952.6	747	8,618.8	468	6,377.9
Saturday-Sunday Sign-on-6 p.m.	592.5	592.5	2,188.6	2,188.6	321.8	321.8	200	3,102.9	200	3,102.9
Monday-Saturday 6 p.m.-7:30 p.m.	395.6	318.7	798.5	524.3	1,324.1	1,067.9	96	2,518.2	65	1,910.9
Sunday 6 p.m.-7:30 p.m.	222.0	222.0	115.8	115.8	215.6	215.6	22	553.4	22	553.4
Monday-Sunday 7:30-11 p.m.	5,110.0	3,569.7	7,087.1	5,132.2	7,654.7	5,496.7	431	19,851.8	306	14,198.6
Monday-Sunday 11 p.m.-Sign-off	182.6	131.2	40.8	40.8	415.7	252.5	59	639.1	40	424.5
<b>Total</b>	<b>\$7,680.5</b>	<b>\$ 5,615.1</b>	<b>\$14,010.4</b>	<b>\$10,706.0</b>	<b>\$13,984.5</b>	<b>\$10,509.4</b>	<b>1,617</b>	<b>\$35,675.4</b>	<b>1,142</b>	<b>\$26,830.5</b>

(Note: "Week ended," "total minutes week," and "total dollars week" are inclusive of Dec. 30, 1968 to Jan. 5, 1969.)

more relaxed kind of commercial to prepare for the next hectic action."

Dr. Dichter's speech opened a seminar on "how to use research as an effective management tool" which will continue through Wednesday (Jan. 22) at the Sterling Forest Conference Center in Tuxedo, N. Y.

Sessions this week will deal with research in relation to such areas as new-product development, management, marketing, allocation of financial resources and advertising development and evaluation. Speakers are to include Paul Hase, Pillsbury Co.; Thomas B. McCabe Jr., Scott Paper; Arthur Pearson, Bristol-Myers; Paul Gerhold, Advertising Research Foundation; A. R. Solomon, Xerox; William Weilbacher, Jack Tinker & Partners; Arthur Wilkins, Grey Advertising; William Moran, Lever Brothers, and Malcolm McNiven, Coca-Cola Co.

### AAA reps open offices in N.Y. and key cities

A new station representative firm, AAA Representatives, last week announced the opening of offices in New York (2012 East 59th Street, Brooklyn—temporary), Los Angeles (304 Taft Building, Hollywood), San Francisco (166 Geary St.), Chicago (3322 West Peterson Avenue), Atlanta (819 Peachtree Road N.E.) and Dallas (1407 Main Street).

Henry Cohen, former sales manager at National Time Sales, heads the New York branch, aided by Harlan G. Oakes in Hollywood, Don Pickens in San Francisco, Hooper Jones in Chicago, Bernard Ochs in Atlanta and Jack Riley in Dallas. So far the rep firm has lined up 18

Spanish-language radio stations: KOXR Oxnard, Calif.; XEAZ and XEXX Tijuana, Mexico-San Diego; KCTY Salinas, and KXEX Fresno, both California; KFSC Denver; WOPA Oak Park, Ill.; WLTO Miami; XEAE Villa Acuna, Mexico-Del Rio, Tex.; XEMJ Piedras Negras, Mexico-Eagle Pass, Tex.; XEJ Cuidad Juarez, Mexico-El Paso, Tex.; KLVJ Pasadena, Tex.; XENU Nuevo Laredo, Mexico-Laredo, Tex.; KLFB Lubbock, Tex.; XEHF Nogales and XED Mexicali, both Mexico; KXEW Tucson, Ariz., and KEDA San Antonio, Tex.

### Nielsen extends data in its TV rating services

A. C. Nielsen Co., Chicago, last week further expanded the demographic and other personal listener information data supplied in certain of its TV rating information services. The data enable advertisers and agencies to more accurately pinpoint target audiences and trends for the top network programs.

Expanded rankings of network TV programs are now being issued with 10 categories in conjunction with each national audience composition report and each national audience demographic report. The 10 categories cover households and nine "persons" categories (i.e., women 18-34 etc.). The initial expanded breakout is for November 1968.

Nielsen said it will also continue to release bi-weekly program rankings based on the national Nielsen TV ratings report.

The ratings firm last week also released a special highly detailed 30-page report containing program by program four-week cumulative audiences on a persons basis covering all regularly

scheduled and multi-weekly programs aired in October 1968. This has been facilitated by a new estimating formula applied to available cumulative household, per-telecast household and persons audience data and is obtained without waiting for usual direct measurements.

### NBC scores in ratings on Super Bowl telecast

The Super Bowl football championship garnered super ratings for NBC-TV's telecast Sunday, Jan. 12. But the network has more to be pleased about than the estimated 60-million viewers captured that afternoon.

The upset victory by the New York Jets of the American Football League has stimulated NBC reconsideration of its pricing policies for advertisers in its AFL telecasts next season. Although no price change has been finalized, an NBC spokesman said, "we anticipate an audience increase, an increased value to offer advertisers, and we expect prices will be commensurate for the value received." CBS-TV has the rights to games of the National Football League, whose champion Baltimore Colts lost to the AFL champion Jets, 16-7.

NBC has been charging \$28,000-\$29,000 per minute for advertisers buying a package deal of regular season games and the championship, and \$135,000 per minute for one-time sponsors. In 1967-68 CBS-TV televised the Super Bowl and charged \$74,000 per minute for a package and \$150,000 for a single minute, chalking up the difference to greater interest in the long-established NFL. Neither network cleared a profit

on the Super Bowl—rights and production costs amount to over \$2.5 million.

NBC has figures to justify its possible price increase. Nielsen ratings for the regular season showed an 8% increase for AFL games. (averaging 7.8 in 1968 as compared with 7.2 in 1967. The NFL average rating, on the other hand, says NBC, has declined 4%, from 17.1 in 1967 to 16.5 in 1968. And the Jets victory this year will bring in more AFL viewers next year, NBC believes. Professional football officials have ensured that the level of interest will be maintained throughout the season, too. The AFL will begin a new system of playoffs involving the top two teams from the East and West divisions so the AFL champion will not be decided until the week before the Super Bowl.

The Super Bowl brought in "the largest viewing audience for any televised sports event," NBC proclaimed on the basis of national overnight Hooper coincidentals. Its 39.4 rating, 79 share replaced last year's Super Bowl, with a 36.8 rating, 68 share, as the top-drawing event. Overnight New York Niensens show a similar concentration—a 40.5 rating, 74 share compared with last year's 36.3 rating, 61 share when CBS televised the Super Bowl. New York viewer interest could be taken for granted, however.

## 20th Century-Fox buys commercial producer

As part of its expansion and diversification program, the 20th Century-Fox Film Corp. will acquire Wyld Films Inc., New York, a major producer of TV film commercials. The purchase price was not disclosed.

Darryl F. Zanuck, Fox president, said last week that the acquisition of Wyld will be made today (Jan. 20), effective Jan. 1, 1969. He added that Wyld, which will be a subsidiary of Fox, is expected to continue under its present management.

Other 20th Century-Fox interests include KMSP-TV Minneapolis-St. Paul; Deluxe Film Laboratories, 20th Century-Fox Record Corp.; 20th Century-Fox Licensing Corp. and theaters in South Africa and Australia.

## Radio-TV gets big chunk of Schick's Chicago blitz

Schick Inc., Culver City, Calif., which already has returned to network TV after a three-year absence, introduced a \$2-million saturation advertising campaign in Chicago Thursday including heavy television and radio schedules on most major stations there. Purpose of the 13-week drive: to gain a market share for Schick's new Krono-Chrome

razor blade.

Earle R. Dugan, Schick marketing vice president, explained that the initial blitz includes distribution of a million sample packages of the product in the Chicago market. He said Schick already is number one in dollar volume in Los Angeles and the Krono-Chrome introduction there scored one of the highest market share gains ever achieved for a new product.

The Chicago campaign includes 265 TV spots on all local TV stations plus 1,600 radio spots. Heavy newspaper and point-of-sale promotion also is being used. Compton Advertising, Los Angeles, is the agency.

Schick returned to network television earlier this month with a \$2-million campaign bridging all three networks. The initial national drive also runs through the first quarter.

## Benton & Bowles gets Kent cigarette account

Benton & Bowles has landed Lorillard Corp.'s Kent cigarettes advertising account, with estimated billings of \$11 million, and Century 100's, estimated at \$2 million.

Lorillard announced earlier this month it would take the Kent account out of Grey Advertising, New York

(BROADCASTING, Jan. 13). The cigarette account billed an estimated \$8.5 million in the broadcast media in 1968. Grey retains around \$7 million billings for other Lorillard tobacco products.

Century 100's left Lois, Holland, Callaway, the third agency since the cigarette's introduction in September 1967. Lorillard spent over \$1.5 million in television to advertise this brand in 1968. Lois, Holland, Callaway will continue as agency for Tabby cat food, produced by Usen Products, a subsidiary of Lorillard.

## Young adds six stations in acquisition of NTS

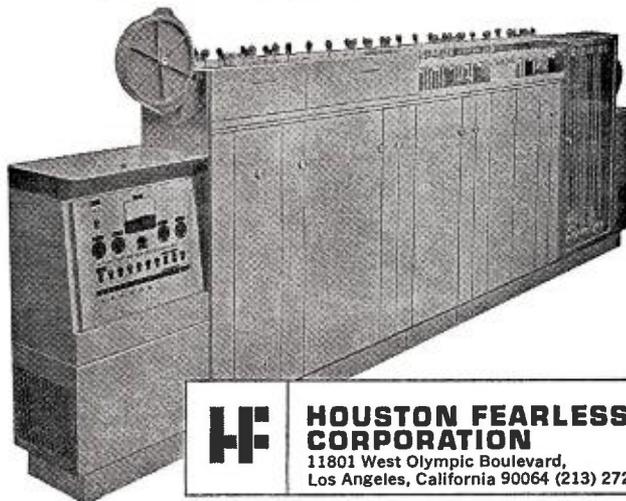
Operations of Adam Young-VTM Inc. and National Television Sales, both New York-based station representatives, have been consolidated.

Adam Young added six TV stations to its list with the acquisition. Also involved in the change: Tom O'Day, NTS general sales manager in New York, becomes assistant sales manager for Adam Young, and Jim Parker, manager of NTS' Chicago office, is now Chicago television manager.

Mr. Young would not disclose the price of the purchase, which was made final in November 1968 (BROADCASTING, Oct. 28, 1968).

## NEW HOUSTON FEARLESS COLOR-MASTER IS USED BY MORE TV STATIONS—OVER 60 RIGHT NOW—THAN ANY OTHER COLOR FILM PROCESSOR.

Easy to operate; one man can do it. Durable stainless steel construction means longer life, less down time. Unique modular construction permits easy conversion to any new process or requirements.



**HOUSTON FEARLESS CORPORATION**  
11801 West Olympic Boulevard,  
Los Angeles, California 90064 (213) 272-4331

## Delehanty obtains Utica Club account

The West End Brewing Co., Utica, N. Y., has named Delehanty, Kurnit & Geller, New York, to handle its \$1.5 million Utica Club beer account. Utica Club has been advertised extensively on local radio and television in the past. A spokesman for DK&G said new budget allocations have not been established.

Wells, Rich, Greene and West End Brewing mutually terminated their two-year relationship in December (BROADCASTING, Dec. 16, 1968).

### Business briefly:

**Mrs. Smith's Pie Co.**, Pottstown, Pa., through J. M. Korn & Son Inc., Philadelphia, has purchased one-minute participations on NBC-TV's *Today* and *Tonight* shows and ABC-TV's *Joey Bishop Show*. The 52-week schedule starts Jan. 21.

**Viking Carpets Inc.**, through David Singer Associates Inc., both New York, will again sponsor *Babar the Elephant*

on NBC-TV April 21, 7:30-8 p.m. EST. The animated musical special was first broadcast Oct. 21, 1968.

**Campana Corp.**, Batavia, Ill., through Erwin Wasey, New York, has purchased a 26-week schedule in CBS Radio's *Arthur Godfrey Time*. Other CBS Radio buys include the **Harrison Radiator Division**, **General Motors Corp.**, Lockport, N. Y., through D. P. Brother & Co., Detroit, in *5 p.m. News* and *Walter Cronkite Reporting*; and **Maccabees Mutual Life Insurance**, Southfield, Mich., through Burton, Sohigian Inc., in *Lowell Thomas and the News*.

**Burlington Industries**, through Pampel & Associates, both New York, will use spot TV in 20 major markets this spring for men's hosiery.

**Pennzoil Co.**, Houston, through Eisman, Johns & Law, Los Angeles, will sponsor Triangle Stations' production of *The Sky Below Me, the Crowd Above* in approximately 185 markets during March.

## Break bread in Brazil new Braniff TV theme

Braniff International, which enticed passengers into its gaily colored airplanes, has launched a \$3.5 million advertising campaign to lure U.S. tourists south of the border—way south, to South America.

The campaign, handled by Lois, Holland, Callaway, New York, uses 30-second color spots featuring attractions of the various countries. The spots were placed Jan. 12 in four markets—New York, Miami, Los Angeles and San Francisco—on at least three stations each, for a three-week flight of a minimum of 20 prime-time exposures each week. A newspaper schedule in those four cities plus Houston, New Orleans and Washington will back up the television campaign, along with advertising in national magazines.

In addition to advertising, Braniff intends to create or help develop tourist attractions, such as market places and resort hotels, in the various South American countries.

## Equipment&Engineering

### FCC proposes to give FM service a boost

The FCC has moved toward the establishment of new FM translator and booster services. In a notice of proposed rulemaking, the commission suggested rules that would govern the new services along the general pattern of present requirements for comparable television services now in existence.

The commission attached a list of suggested rules for translators to its rule-making notice, and said that it had proposed similar rules for FM boosters. The goal in each case is to extend FM to areas with uneven terrain and to underserved areas, the commission said. Translator and booster services are currently in use to extend TV coverage, but have previously been authorized for FM only on an experimental basis.

Initially, the rules would authorize 1-w translators only on 20 class A FM channels for commercial rebroadcast, and on 20 educational FM channels for noncommercial rebroadcast. Translators would generally be licensed either to local FM stations or organizations representing local residents.

The rules would allow FM translators to extend service beyond the regular coverage limits of their originating stations. But those stations would not be allowed to place translators outside their own service areas and within the service areas

of other stations. The commission further proposed to permit incidental use of the translators to relay signals to other translators, provided they are fulfilling their basic local-service function.

The commission set Feb. 17 as deadline for comments on the proposals. Reply comments are due March 3.

### Tiny tuners marketed for pop-music swingers

Although inexpensive cassette tape players are expected to be a hot selling item this summer for the young set that traditionally represent heavy listening to popular-music stations, the new units won't steal as much audience as might be anticipated as a result of new radio tuner devices introduced in Chicago last week to the retail market.

The tuners come packaged just like a tape cassette and fit right in most cassette players, transforming them into radios as well as recorded music players. The retail price of these tiny tuners is about \$7. Virtually all are Japanese product.

Selectron International Co. showed its Aiwa line of cassette tuners. Aiwa claims to be the world's biggest maker of tape-recorder product for the consumer market. Similar cassette radio tuners were displayed by DYN Associated Importers while Mastercraft Electronics Corp. showed a cassette FM

tuner to sell for about \$15.

AM and FM combination tuners for the larger sized eight-track auto tape-player market also were introduced by Mastercraft. An FM-only cartridge tuner for the eight-track player will retail for about \$25 while an AM-FM version will sell for about \$30.

DYN Associated also introduced an AM tuner in the special cartridge configuration that fits tape-playing machines marketed by Playtape Inc. The Playtape units come only in playback style and work only with their own special tape cartridges. The DYN AM tuner is priced about \$7 retail.

### IVC to introduce EMI's new Plumbicon in March

International Video Corp., Sunnyvale, Calif., and Electric and Musical Industries Ltd., London, have negotiated a marketing agreement to help introduce in this country a three-tube Plumbicon color television camera for broadcast use. The new camera, priced at about \$72,000, was developed by EMI for the North American market.

Under the agreement, IVC will sell EMI color TV cameras and other broadcast equipment in the U. S. In addition to the three-tube Plumbicon, a four-tube Plumbicon model, currently in use in Europe and the United Kingdom, will be marketed by IVC

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

BRIGHT, 9" VIEWFINDER with built-in, extendable hood for outdoor operation; VAROTAL XX, 10:1 ZOOM LENS with local or remote servo-driven iris; 3-STEP GAMMA CORRECTION (0.5, 0.65, 1.0) for natural gray scale rendition in any light level; FULL

SHADING CORRECTION for complete compensation of color-shading effects; BUILT-IN FILTER WHEEL, operable from camera exterior, provides selection of neutral density and/or color correction filters; NEGATIVE REGISTRATION FEATURE allows sensitive, accurate and rapid color image alignment on viewfinder monitor; RGB SEQUENCER OPTION for convenient signal amplitude adjustment via waveform monitor display.

Other IVC-200 features include: totally solid-state design with low-noise FET preamps (3 special vidicons and viewfinder CRT are ONLY tubes in

camera); compatibility with popular image enhancers; high-visibility camera tally light; multiple outputs for picture and waveform monitors.

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



**We're  
introducing  
our  
new studio  
model.**



# IVC color camera carousel.

1.

## IVC-200

Fully equipped camera for multiple-camera studio and location production. Price ranges from \$19,000 to \$25,000, depending on options.

2.

## IVC-120

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

3.

## IVC-110/111

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

4.

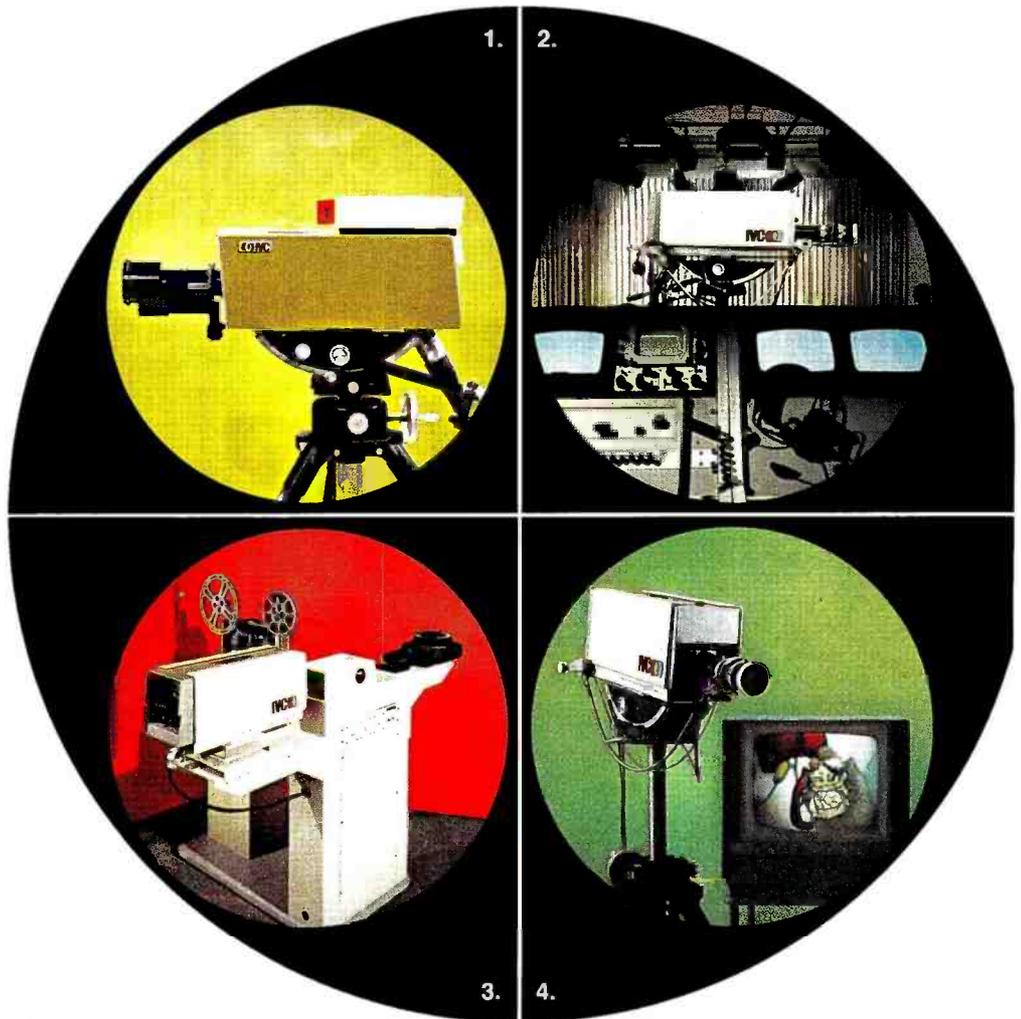
## IVC-100

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

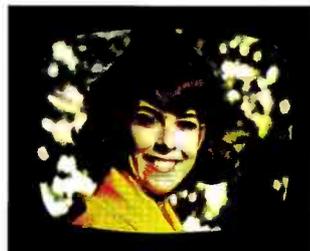
5.

Unretouched, off-the-monitor photos demonstrate excellent color quality and sensitivity of 3-vidicon design used in ALL IVC cameras.

For a demonstration of the IVC-100, 120 or 200 color cameras, contact the IVC office nearest you.



5.



fashions by Joseph Magnin



# IVC

International Video Corporation

67 East Evelyn Avenue, Mountain View, California 94040 • Phone (415) 968-7650  
690 North Broadway, White Plains, New York 10603 • Phone (914) 761-7820  
2200 East Devon Avenue, Des Plaines, Illinois 60018 • Phone (312) 297-5158

in this country. This second camera will sell for about \$76,000. Both cameras are to be unveiled at the National Association of Broadcasters convention in Washington in March.

EMI is a widely diversified electronics and entertainment group. IVC, founded three years ago, has developed and marketed a line of low-cost color TV cameras for both broadcast and closed-circuit use. The California company also turns out a line of color videotape recorders.

## New rules could permit VHF remote control

VHF licensees will be authorized to operate their stations by remote control if the FCC adopts rules on which it invited comment last week.

The commission issued the notice of proposed rulemaking to grant the authority—already enjoyed by UHF licensees—in response to a petition by the National Association of Broadcasters.

The commission, which two years ago had denied an earlier NAB petition to permit VHF remote control, said the NAB petition filed last August was "quite impressive" and contained "sufficient merit" to warrant a rulemaking proceeding.

The petition included reports on experiments conducted for NAB by Metromedia Inc. on three of its stations—WNEW-TV (ch. 5) New York; KMBC-TV (ch. 9) Kansas City, Mo.; and KTTV-TV (ch. 11) Los Angeles.

The proposed rules would require VHF licensees to conduct a six-month test of simulated remote-control operation before they could be granted remote-control authority. NAB had suggested that the commission grant that authority on a licensee's showing that it is possible.

Six-month tests are not required of UHF stations. But the commission said that, for these outlets, the hazard of harmful interference from improper operation is substantially less. It also said that "a more liberal attitude is consistent with its policy" to foster the expanded use of UHF channels.

Comments on the proposed rules are due by March 28. Reply comments are due by April 11.

## FCC turns down CBS on remote pickups

The FCC last week denied a petition by CBS asking for a rule amendment to allow transmission of synchronizing signals from portable TV cameras on remote pickup frequencies above 25 mc.

The cameras transmit pictures through a built-in, low-power micro-

## New RCA circuit breakthrough

RCA has developed a horizontal deflection circuit utilizing two new RCA silicon-controlled rectifiers (SCR) for use in solid-state color TV sets. A company spokesman said this development has removed a major obstacle to the production of solid-state color sets. Previously, the horizontal deflection circuit of such receivers was the most difficult to convert to solid-state operations. The new circuit and SCR's are now being offered to the industry by RCA Electronic Components.

wave transmitter—operated as a television pickup station—to a nearby receiver for relay to the TV station for direct or delayed broadcast. In a petition for rulemaking filed in July 1967 and modified nine months later, CBS said that transmitting synchronization and control signals by means of a radio transmitter would avoid the limitations of connecting cables. CBS also said in its second petition that a power authorization of 5w would permit coverage of a greater area when portable cameras would be used.

In denying the petition, the commission noted that it had amended the rules in February 1968 to allow use of such transmitters in the 942-952 mc band with a maximum power output of 1 w, and that the amended rules permitted transmission of synchronizing and control signals to portable or hand-carried TV cameras without the use of cables. According to the commission, these provisions meet CBS's need adequately.

The commission also said that expansion of the frequency range would create interference problems both to this service and to the use of remote pickup operations.

## Technical topics:

**Zoom lens** ■ Canon USA Inc., Woodside, N. Y., has available the V10x15 zoom lens, with a speed of f2.8 and focal length of 15mm to 150mm. New model is available with flexible cable drive or rear control zoom rod assemblies. Net price is \$775.

**Film system** ■ Kalart Co. Inc. of Plainville, Conn., has developed a portable 16mm TV uniplex film chain system, STV-TB-A, which can show 16mm sound films at various locations by means of closed-circuit TV.

**VHF translator** ■ Emcee Broadcast Products, White Haven, Pa., announces the addition of a 10-w VHF television translator (HRV-10A) to its line. The new unit offers automatic, distortion-free rebroadcasting of both color and black-and-white television signals, according to the company. The amplifier

stage of the unit (TOA-10A) is available separately for use with existing 1-w translators.

**New mixer/pre-amp** ■ McMartin Industries, Omaha, announces a new mixer/preamplifier (LX-600) capable of being used by broadcasters for up to six simultaneous remote mixing requirements. The six inputs are controlled by insertion of appropriate printed-circuit cards, ranging from one for low level, low impedance microphones, to a sixth for high-level 40 ohm unbalanced input.

## FCC would lose two land-mobile problems

Representative John Dingell (D-Mich.) last week introduced three bills that would assure that police and firemen would have access to adequate radio channels for communications.

He said that recent hearings before the House Small Business Subcommittee he heads showed the FCC's present frequency allocations for public safety and business use are insufficient.

Representative Dingell introduced bills that would authorize a Department of Commerce study of the present allocations of police-fire radio frequencies and give jurisdiction over them to either the secretary of commerce or a specially created agency.

## New York importer, manufacturer bows

Tele-Cine Inc., importer and manufacturer of broadcast equipment, has been formed by Donald R. Collins and Franklyn R. Beemish. The new firm is the sole U.S. importer for Schneider zoom lenses for color television cameras and manufactures video-tape editing, programing and search-and-control equipment.

Mr. Collins is president of the new company; Mr. Beemish is manager of sales engineering. Both were formerly with Videotape Productions, which was acquired by Reeves Broadcasting ("Closed Circuit," Nov. 11, 1968). Tele-Cine has two New York offices: 303 West 42d Street, (212) 247-3575, and 294 East Shore Drive, Massapequa, (516) 798-1119.

## \$15-million Vikoa award

Vikoa Inc. announced Thursday (Jan. 16) that it has been awarded contracts totaling more than \$15 million for construction of the world's largest CATV system in California.

The 1,500-mile system, to be built in San Jose and parts of Santa Clara county, will have a capability of 42 channels and be designed to service more than 100,000 customers of San Jose Cable TV Service Co.

# Shakespeare to man USIA helm

## Veteran CBS official accepts Nixon bid, plans emphasis on 'instant communication'

Frank J. Shakespeare Jr., president, CBS Television Services division, was named last week by President-elect Richard Nixon as the new head of the U. S. Information Agency.

To replace Mr. Shakespeare at the network, CBS has named Edward L. Saxe, vice president for operations and engineering for the television network. Drew Brinckerhoff, general manager, CBS television network operations, New York, is to move into Mr. Saxe's old job. Both network appointments are effective upon Mr. Shakespeare's confirmation by the Senate.

Mr. Shakespeare, who has resigned his CBS post after having served for 15 years at various network positions, was credited last year with having laid out the format of most of Mr. Nixon's campaign and post-election television appearances. Immediately after the announcement of his appointment at a Nixon staff news briefing in New York, Mr. Shakespeare was asked if he would continue to advise the new President on broadcast appearances in the White House, as he did while serving as a special assistant to Mr. Nixon.

Mr. Shakespeare said: "A judgment will have to be made whether it's a proper function to do that." He added that although he had not discussed the issue with the President-elect, "it occurs to me that is something which will have to be handled with great care because the USIA by charter is prohibited from doing any propaganda that would influence the people of the U. S. So I could not do that."

Mr. Shakespeare also noted the importance of TV to the Presidency. "Communications with the people is one of the basic elements of a successful Presidency, [and] television is the single most effective method of reaching people." He indicated it was his feeling that Mr. Nixon should continue to make heavy use of television in the White House, although "the method by which he does . . . will change from time to time."

Mr. Shakespeare was asked if he plans any innovations in USIA. "I don't think so at this point," he replied, "I will have to study the agency first." He added that "it wouldn't be fair for me

to give an opinion which would seem a knowledgeable one at this time."

He later told BROADCASTING he proposed to provide increased services to television, but added: "I say that without knowing at this time fully what the services [now provided] are." Mr. Shakespeare indicated that he will place heavy emphasis on broadcast use by USIA, saying it is his opinion that "people are more knowledgeable today, and this is due more to broadcasting than to print. Knowledge of what this country does and stands for is street-corner information."

He said he is "startled by the instantaneous spread of news and knowledge when anything happens, particularly in the U.S." and credited this phenomenon primarily to the transistor radio and to television. He added: "I have a personal feeling that the attitudes of the peoples of the world [are] terribly important with the spread of instant communication."

Mr. Shakespeare was further asked



*Mr. Shakespeare*

about propaganda uses of USIA. "If we're going to tell the story of the U.S. to the peoples of the world, we still have to tell the truth," he said, adding that while "considerations of emphasis and news judgment come into play . . . the USIA does not exist in isolation. Whether to avoid telling a story is an academic question because the story is being told by many news organizations, one of which is the USIA."

Ron Ziegler, Mr. Nixon's news secretary, who announced the appointment, said: "The decision was reached after Mr. Nixon conferred with Secretary of State-designate William P. Rogers." Mr. Shakespeare said he was informed of the decision Friday morning (Jan. 10) and presented his resignation to CBS Inc. President Frank Stanton that afternoon.

Mr. Shakespeare rejoined CBS the day before the Nov. 5, 1968, election after having been on leave of absence to serve as special assistant to Mr. Nixon in the campaign. Mr. Shakespeare, who is 43, was president of the television services division for the past two years. Prior to that, he held positions in CBS as executive vice president of the stations division in 1965-67, and senior vice president of CBS-TV under James T. Aubrey Jr. in 1965.

CBS named Mr. Saxe to replace Mr. Shakespeare Wednesday (Jan. 15). Mr. Saxe has been vice president for operation and engineering for the network since June 1967. For 11 years prior to that he was vice president, operations, for the network. He joined CBS in 1946 as assistant to the treasurer. He became executive assistant and then controller. In 1954 he was made vice president and assistant to the president of the television network. Mr. Brinckerhoff, whose appointment was to be announced today (Jan. 20), has been with CBS since 1958.

## Future may not be 'color-bright' for ITA

Britain's Independent Television Authority reportedly is seriously worried that it will run out of money before completing its massive color-TV development program. Such a fund depletion may mean curtailment of the programs latter stages.

The ITA plan is to spend \$25.2 million on building a nationwide network of 26 main UHF transmitters between 1969-71. But this has been based on the assumption that the Exchequer would allow it to keep the whole of its surplus

funds for 1966-67 and later. The Exchequer, however, has appropriated half of the ITA's \$8.9 million surplus for 1967, and is expected to demand the same percentage in the future.

Since 1960, payments from surplus funds have amounted to nearly \$16.8 million, in addition to which ITA's has paid more than \$28.8 million in normal taxation. Its current reserves are put at \$14.9 million.

ITA is now conducting urgent talks with officials of the Exchequer in an attempt to solve the problem.

## Y&R rides high on TV's star

### Agency's foreign billings get major boost from medium and future is even brighter

The big factor in international billing for Young & Rubicam is television. It is estimated that 72-75% of the agency's billing in the United Kingdom is in television, and Y&R in Germany purchases more television than does any other advertising agency there. In Canada, Y&R is a major TV user and is represented in 3½ hours of live programming weekly.

These lively reports of commercial television helping to boost Y&R billings and prospects in countries outside the U. S. were presented in New York last week at a Young & Rubicam International stockholders meeting. Y&R International is part of Young & Rubicam Inc., a privately held corporation which in 1967 was the third largest agency in the world with over-all billings of \$430 million.

Of the \$430 million, Edward N. Ney, president of Young & Rubicam International, reported that \$104 million was billed by his organization. In 1968, this billing increased \$9 million for a total of \$113 million and, he predicted, international billings should reach \$200 million by the end of 1972.

The stockholders meeting was held as part of a one-week conference in New York of all Young & Rubicam International office and area managers.

During the meeting, Walter H. Smith, a Y&R senior vice president and chairman and managing director of Young & Rubicam Ltd., reported the office in the United Kingdom billed \$31.7 million in 1968 and forecast a \$34.8-million year in 1969.

Mr. Smith said TV was the basic medium for Y&R in the U. K., and on the basis of percentages he provided the meeting, estimated TV billing last year at around \$23 million.

In other reports:

▪ Y&R on the continent of Europe



Top management of Young & Rubicam International reporting last week to stockholders included (l to r) J. G. Hoyt Sr., vice president and area manager, Latin America and the Far East; Charles H. Geoffroy, president and managing director of Young & Rubicam Ltd. (Toronto); Edward L. Bond Jr., chairman and chief executive of-

ficer of Young & Rubicam; Edward N. Ney, president, Y&R International; Walter H. Smith, Y&R senior vice president and chairman and managing director of Young & Rubicam Ltd. (London), and Alexander Brody, senior vice president, area manager, Brussels International Services (Y&R's management offices covering Europe).

established operations. That "area" also takes in the Far East, for the agency and Y&R officials stated they planned to operate in Japan and in Australia in addition to further expansion in South America—in Argentina and in Brazil.

▪ In all, Y&R International has 18 offices (two in Canada) in 17 countries with 1,446 employees. Six offices were opened within a four-year period from January 1965 to January 1969 with an average annual growth rate in billings of 14.3%. A total of 318 companies are on the client roster with the proportion made up of 47% local based and 53% international in character.

▪ The international expansion of Y&R may take it into the Soviet Union bloc. Mr. Ney said the agency has been holding exploratory discussions in Moscow "as are other major U. S. agencies." This presupposes continuing changes in the Soviet Union, and he noted, the entry of U. S. international ad agencies in Russia would "be in the interest of the U. S." though he said that altruism would not be the sole motivation to doing business there.

▪ Y&R will open four new offices, including Lebanon (Beirut). The agency acquired a minority interest in Holters (Oslo, Norway). Holters, Y&R has \$2.1 million in billing, another agency being opened is in Vienna with \$1.2 billing. The fourth office, it was said, will be announced at a later date. Y&R's Beirut opening marks the first international agency to enter the Middle East. Billing there was placed at \$450,000.

In 1969, it was noted, Y&R International in the European area (with executive offices in Brussels) will have 13 offices with some \$76 million in billing, a 78% profit increase. Top management will be restructured by establishing several regional directors.

▪ Y&R International is billing some \$11 million in Latin America—\$5 million out of Puerto Rico, \$4 million out of Venezuela, \$900,000 in the Dominican Republic and some of the remainder in Mexico where Y&R has just re-

established operations. That "area" also takes in the Far East, for the agency and Y&R officials stated they planned to operate in Japan and in Australia in addition to further expansion in South America—in Argentina and in Brazil.

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## Satellites may carry multi-national spots

Is satellite television the coming thing for international advertising for placement of "multi-national" commercials?

The prospect was raised, however tentously, at a stockholders meeting in New York last week of Young & Rubicam International by President Edward N. Ney.

Y&R has been receiving product assignments at an increasing rate from clients for handling on a multi-national basis, a trend, he said, that would appear to be continuing.

He said, "by developing a common concept that permits local interpreta-

tions and executions, we eliminate a good deal of duplication in creative effort, research and agency-client meeting time.

Later Mr. Ney said that Y&R and other major U.S. agencies had been watching developments in satellite TV and that technologically it would appear that existing facilities could easily handle a system of sending commercials by satellite.

But from the practical point of view, he and other officials said, commercials by satellite would not appear economically or culturally feasible. Thus, they said satellite relay of commercials would

appear three to five years away, perhaps even longer. Use of satellites of course could also include the sending of copy information, photographs and other visual materials for advertising purposes.

## El Salvador's ETV gets help from H. Rex Lee

FCC Commissioner H. Rex Lee is in San Salvador, capital of El Salvador, in response to an invitation from that country's government to help plan and install a nationwide system of educa-

tional television.

The invitation was a result of the wide fame Commissioner Lee won for the ETV system that was installed on American Samoa during his tour as governor there, from 1961 to 1967.

Commissioner Lee, who joined the commission in November, received the invitation while still an assistant administrator for the Agency for International Development, a post he was given after he left Samoa. However, he was unable to make the trip to San Salvador until last week.

He left Thursday and is due back Wednesday (Jan. 22).

## Programming

# CBS fights back on pot party

## Stanton sees dangers to television journalism if FCC examiner's ruling on 'staging' stands

CBS charged last week that an FCC examiner had "misconstrued the evidence" in deciding that the CBS-owned WBBM-TV Chicago staged a marijuana party for presentation on news programs (BROADCASTING, Jan. 13). The charge was made in a letter sent by Frank Stanton, CBS president, to affiliates of the CBS Television Network.

Dr. Stanton also said that CBS is seeking to present an oral argument and written briefs to the FCC in the case. He said he was writing the letter, "because you, as a CBS Television Network affiliate, have an important stake in CBS's over-all reputation for integrity in its broadcast operations."

Dr. Stanton also noted that "although the factual situation involved in the examiner's decision does not involve the CBS Television Network division or the CBS News division of CBS Inc., it nevertheless is a matter of concern to us here at the network as well as to the division of CBS directly affected." The target of Dr. Stanton's remarks was a finding issued by the FCC's chief examiner, James D. Cunningham, after an investigatory hearing. The examiner asserted that WBBM-TV arranged a student party at which marijuana was smoked and that CBS management had been irresponsible.

In his letter to affiliates last week, Dr. Stanton said that "CBS, through the firm of Leibman, Williams, Bennett, Baird and Minow, its Chicago counsel, has requested the right to present oral argument to the full commission, as well as the opportunity to submit written briefs before the commission takes

any action based on examiner Cunningham's findings."

Following the issuance of Mr. Cunningham's report two weeks ago, CBS said only that it would "stand by its findings" of an investigation conducted by its Chicago counsel. The Minow in the firm's name is Newton Minow, former FCC chairman.

In the letter to affiliates, however, Dr. Stanton both criticized the examiner's findings and charged that if they are accepted by the commission, they "may drastically affect the exercise of licensee responsibility in the news and public-affairs area."

Objecting that Mr. Cunningham resolved "all conflicts in the testimony in favor of a participant in the marijuana

party and against WBBM-TV reporter Jack Misset," Dr. Stanton said the examiner made no reference in his report to such facts as "a student who admitted that the party was held in his room, testified that 20-25 marijuana parties had been held in the same house during the past year, and 5-10 similar parties had been held in his own room. This same student acknowledged that he had not told the truth to the authorities when he was first questioned by them."

Dr. Stanton listed four "conclusions" that he said Mr. Cunningham's report implied:

"The question whether a reporter's knowledge of the prospective commission of a crime should be reported to police authorities is not regarded, as CBS had urged, as a matter of news judgment to be exercised by the station's general manager and news director on the basis of public interest as affected by all the circumstances, but as a question concerning which the corporate licensee must have a *policy requiring notification* to such authorities.

"A decision as to whether to cover and broadcast a news story of a 'controversial' nature (such as those involving the filming of surreptitious illegal acts) is not regarded, as CBS had urged, as a decision which must be made by the general manager and news director of a station on the basis of their own judgment of newsworthiness, but as a decision which they must 'clear in advance' with the licensee's corporate executives.

"Where a news reporter—with the authorization of his news director and general manager—had made a commitment not to disclose the identity of participants in an event covered by the station, a corporate licensee should have forced the reporter to break his promise and disclose the names of the participants and fire him if he refused.

"Where a station upon publication of

## Fast service for LBJ

It was before midnight Sunday, Jan. 12 when a waiting government limousine was delivered a tape in Washington from NBC and the tape sped to the White House. On the tape was a radio show, *Second Sunday—the Johnson Years*, which NBC Radio had broadcast at 9:05-10 (EST) that night. NBC said last week that after the show was broadcast, the network news desk received a request by telephone for a tape of the show to be delivered to the White House before 6 o'clock the next morning. NBC in New York sent the show by wire to Washington where the tape was delivered to the limousine and sped on to its repeat "command performance."

an accusation by a private party that a news broadcast involved misrepresentations, reviewed this charge with its news director and reporter, and, upon being assured that it was unfounded, broadcast a prompt denial of the report, such a denial is claimed not to 'demonstrate adequate responsibility' on the ground that a licensee is not entitled to rely, even in the first instance, upon the truthfulness of its professional newsmen."

Dr. Stanton maintained that "these clearly implied conclusions of the examiner's report would appear to require broadcast licensees—particularly multiple owners—to adopt procedures drastically different from those which have prevailed in the broadcast industry or have been required by the commission's past rulings."

## Gomer leads CBS parade in capturing Niensens

CBS-TV assumed the lead in the national Nielsen ratings for the week of Dec. 30-Jan. 5 with a 21.7, as compared to NBC-TV's 20.7 and ABC-TV's 16.1.

CBS's popular *Gomer Pyle* series captured first place in the rankings, with *Family Affair*, *Mayberry RFD*, *My Three Sons*, *Carol Burnett* and the Friday movie, "Where the Boys Are," all placing in the top 10. Five more CBS programs were included in the top 20.

NBC's *Rowan & Martin's Laugh-In* ranked second. Other top-rated NBC programs included *Bonanza*, the Saturday movie, "Pocketful of Miracles," *Julia*, and the New Year's Day Orange Bowl football game.

ABC placed two programs in the top 20: *Bewitched* and *F.B.I.*

## ABC Sports to air 'instant' specials

ABC Sports, in cooperation with ABC News, will begin a series of "instant sports specials" later this month to be shown from 7:25 to 7:30 p.m. following *ABC Evening News with Frank Reynolds*.

Roone Arledge, president of ABC Sports, noted last week that the schedule would be flexible—specials would not be shown every night, but only when "hard news" sports stories warranted in-depth coverage. The network

plans to produce around 24 shows this year, Mr. Arledge said, with the sports department selecting the subject matter and the news department making the decision on time availability.

Bristol-Myers for Vitalis will sponsor the new effort. Young & Rubicam is the agency.

## Hill wants FCC scrutiny of TV

### Violent programs concern legislators as they urge commission investigation

Over 60 congressmen have joined Representative John M. Murphy (D-N. Y.) in introducing legislation (H. J. Res. 251, 252, 253) to direct the FCC to conduct a "comprehensive study and investigation of the effects of violence in television programs" on viewers.

The bill was introduced last year, but was not acted upon by the 90th Congress.

Representative Murphy said there has been "a tremendous increase of violence in America," and "more alarming" is the corresponding increase in the "acceptance of violence by the American people."

The legislation would direct the FCC to carry out a comprehensive study and investigation of the effects of the violence in TV programs on viewers, and calls for a final report on its findings and recommendations for legislation not later than 30 months after the bill's enactment. Annual reports would be issued in the meantime.

The commission would consider "the connection between the display of violence in television programs and the attitude of television viewers toward violence." It would also consider what public policies should be adopted toward the display of violence in television programs and how such policies

could best be put into effect.

One of the sponsors of the bill, Representative Fernand St. Germain (D-R. I.) remarked that the increase of violent crime and events of the past year, especially the assassinations of Senator Robert Kennedy and Dr. Martin Luther King, had made it obvious to him that an intelligent and serious effort must be made without delay to determine and control the causes of violence in this nation. The Rhode Island legislator noted that there is growing evidence that TV violence has a definite and harmful effect on the viewer's attitude toward violence and acceptance of it.

Both Representatives Murphy and St. Germain noted that the Senate Juvenile Delinquency Subcommittee as early as 1965 had released a report which concluded that "relationship had been conclusively established between televised crime and violence and anti-social attitudes and behavior among juvenile viewers. Television programs which feature excessive violence can and do adversely influence children. Further, such adverse effects may be experienced by normal as well as by the emotionally disturbed viewers."

Representative St. Germain pointed out that more specific research is required; for example in learning by what specific process TV violence affects the viewer, in discovering how TV violence interacts with other environmental factors in producing antisocial behavior, and in establishing how to define appropriate standards for children's programs.

The congressman stated that while private foundations, the universities and the television industry are conducting some research, more is demanded by the urgency of our national situation, and that adoption of the resolution would also meet the need for coordinating existing research and making all the important findings accessible to the Congress and the public so that appropriate action can be taken.



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# Fairness gets its day in court

Conflicting doctrine cases will be reviewed, with freedom of broadcast press in balance

The U. S. Supreme Court has set the stage for what could be a landmark ruling on the nature and extent of broadcasting's rights under the First Amendment.

The court agreed last week to review a decision in which the U. S. Court of Appeals for the Seventh Circuit in Chicago overturned the FCC's fairness rules and strongly indicates that broadcasters stand on equal footing with the print media in their right to full freedom of the press.

The case will be heard along with an earlier one involving Red Lion Broadcasting Co. (WGCB-AM-FM Red Lion, Pa.), in which a Washington federal court upheld the fairness doctrine itself (there were no rules when the case was initiated). The Supreme Court accepted the Red Lion decision for review in December 1967, then agreed to delay argument in the case pending a decision by the seventh-circuit court.

The high court will thus confront two diametrically opposed lower-court rulings, on two closely related but distinct aspects of the fairness question.

The more recent seventh-circuit case, instituted by the Radio-Television News Directors Association along with CBS, NBC and eight other broadcast groups, dealt with rules prescribing procedures for broadcasters to follow in offering reply time after they have carried a personal attack during a discussion of a controversial issue of pub-

lic importance, or when they have editorialized concerning an election.

RTNDA and the eight broadcast groups filed the original challenge to the rules in the seventh circuit, in July 1967; separate appeals by CBS and NBC in the second circuit in New York were subsequently consolidated in the Chicago proceeding.

The court's decision was a victory for broadcasters. In a unanimous decision, the three-judge panel affirmed as the "keystone" of the fairness question the role of the media in emphasizing news and ideas. On that basis, the court said, there is no proper constitutional distinction between the print and broadcast media with respect to government regulation of their content. The court wedded the two by the term "the broadcast press."

The seventh-circuit court stopped short of overturning the fairness doctrine itself, however. It distinguished between the allowance for good-faith judgment allowed by the fairness doctrine and the replacement of that discretion by mandatory government requirements under the rules. The latter could be invoked on the basis of a single broadcast rather than overall record, the court noted, adding that this raises the specter of commission censorship.

The Red Lion case, on the other hand, was a clear win for the FCC.

WGCB-AM-FM appealed an FCC

order requiring the stations to provide time to Fred J. Cook, an author who had been criticized on the stations during the 1964 presidential campaign in connection with a book attacking the Republican candidate, Senator Barry Goldwater. Mr. Cook asked for free time, but Red Lion offered instead to sell him time. The program attacking Mr. Cook had been sponsored.

Following a complaint to the FCC by Mr. Cook and the subsequent commission order, the stations appealed to the District of Columbia appellate court. The court held that the fairness doctrine, upon which the order was based, was constitutional.

The links between the two cases were reflected in the seventh-circuit decision, in which the court took specific issue with the Red Lion ruling. The three judges said, "we think the [commission's] order was essentially an anticipation of an aspect of the personal-attack rules which are here being challenged."

The two cases will be argued before the high court in accordance with the chronological order of the appeals, with the Red Lion case followed immediately by the RTNDA case. The court will hear arguments on Red Lion for two hours and on RTNDA for one hour, the latter being the customary length of complete presentations before the court. The bulk of the arguments will thus concern the underlying fairness policy, which was challenged by Red Lion, rather than the personal-attack and editorializing rules.

It also appears that the decisions will be handed down by the present nine Supreme Court justices. The two cases have been scheduled for argument during the two-week court session

## The political boomerang that TV newsmen carved

By providing politicians and bureaucrats with largely unquestioned coverage, television newsmen themselves have in part opened the way for current demands for broadcast news censorship, the International Radio and Television Society was told last week.

At the IRTS annual newsmaker luncheon in New York Tuesday (Jan. 14), correspondents for the three television networks concurred that one of the factors that has whetted the appetites of some politicians for regulation over television news is the uncritical use of the medium they have enjoyed from newsmen who routinely grant them the air as a personal forum.

As an example of routine acquiescence of broadcasters, CBS correspondent Joseph Benti noted that all three networks automatically pre-empt time

for the President whenever he requests it.

Although he leveled no criticism at the President, Mr. Benti indicated that "by opening the cameras and microphones to them whenever they ask," this suspension of news judgment has given many politicians on all levels a feeling that television should be used only as they see fit.

"There's nothing wrong with turning the President down," Mr. Benti added.

Noting that "there are forever politicians and bureaucratic agencies and local officials who would love to get hold of the media," NBC's Chet Huntley said that their use of the airwaves has given these people the conviction that television should serve only as "praise agencies." Mr. Huntley said that "we are not here to be the praise agencies. We are here as social and political critics."

ABC's Frank Reynolds agreed that "we are not cheerleaders. We are not

supposed to buttress anyone's opinion. We are not a mirror. We should not worry about [coverage] being right, left or center."

Mr. Benti said that although "there are those in the government who would like to [impose controls], the government won't." And Mr. Huntley said that he has "no quarrel with the debate" over news coverage—"I think it's good."

Mr. Huntley drew applause when he replied to an audience question about the Chicago convention coverage last summer: "It's my absolute conviction that television conducted itself with honor, distinction and dignity. I will not take back an ounce of that. We didn't edit any film. We didn't have time. We put it on the screen and people saw what was there."

Mr. Benti substituted for Walter Cronkite, who bowed out because of rehearsal for CBS News' coverage of the inauguration.

beginning on March 24, with the FCC required to file its brief in the RTNDA case within 30 days after the court's grant of certiorari, and the broadcasters required to file within the following 30 days.

## MGM reins fall into new hands

### Polk presiding points toward diversification as movie earnings sag

Louis F. Polk Jr. last week officially became president of Metro-Goldwyn-Mayer and indicated he may seek diversified operations for the production company, as long demanded by some directors.

However, Mr. Polk announced no immediate plans following his election as president and chief executive officer at a directors meeting immediately following the annual MGM stockholders meeting in New York last week.

That meeting had been postponed a month while directors conducted a long and widely publicized search for a successor to deposed company head Robert H. O'Brien (BROADCASTING, Dec. 2, 1968 et seq.).

Mr. O'Brien, who was made chairman of the board, did not attend Tuesday's meetings. Benjamin Melniker, executive vice president, who presided over the meeting, said Mr. O'Brien and two other directors were ill.

Mr. Polk came under sharp questioning from stockholders concerned about a one-third drop in earnings for the fiscal year ended Aug. 31, 1968, and a further loss reported for the first quarter of this year. The first-quarter report showed a loss of \$2.5 million in the period ended Nov. 21, 1968, as compared to a profit of \$4.8 million in the same quarter of fiscal 1968 (see page 66).

Mr. Polk termed the first quarter loss "a great disappointment." Both Mr. Polk and Mr. Melniker declined to make any estimate of earnings for the rest of the year.

Mr. Polk also declined to indicate any specific plans he might have, saying it was "premature to say anything about the direction in which this company may head." In response to a question over possible expansion of MGM into other leisure-time activities, Mr. Polk said that would depend upon his analysis of the company. But, at another point, he said "every bit of creative energy I've got will be directed to maximizing stockholder wealth. If it takes the company into some other leisure areas, it will take us there."

The principal factor in majority-stockholder Edgar Bronfman's long fight to unseat Mr. O'Brien was Mr. Bronfman's conviction that the company should expand beyond film production. Mr. Bronfman declined to speak at the stockholders meeting. At the directors meeting following, in addition to the official election of Mr. Polk, the group also named former board chairman George L. Killion to be vice chairman. The original plan for shifting the corporate power structure had been for Mr. Killion to become honorary chairman.

The board also increased the size of its executive committee from eight to nine and replaced Mr. O'Brien and William A. Parker on the committee with Mr. Polk, Bernhard M. Auer and James H. Rowe Jr.

It also increased the size of the finance committee from four members to five and replaced Mr. Rowe and Philip A. Roth on that committee with Mr. Polk, John L. Loeb and George T. Scharffenberger.

## AP guild ends strike, accepts 3-year pact

After an eight-day strike against the AP the members of the Wire Service Guild voted to accept a three-year contract and returned to work on Friday morning (Jan. 17).

Reportedly, the union members voted by a 2-to-1 ratio to accept.

Approximately 1,300 AP staffers, employed in news and clerical capacities, struck the company on Jan. 10 (BROADCASTING, Jan. 13). The AP maintained service to broadcast stations and newspaper clients through the use of supervisory and nonunion personnel. About 200 broadcast news employees were affected by the walkout.

The AP offer, arranged through the assistance of Walter A. Maggiolo of the Federal Mediation and Conciliation Service in Washington, raises the top weekly minimum for newsmen, photographers and some other employees to \$250 weekly in the third and final year of the contract. Employees also gained improvements in holiday, hospitalization and vacation benefits. The accepted proposal does not include the modified guild shop, which had been one of the union's demands.

Also the new pact calls for a reduction of the current 40-hour work week to 37½ hours for newsmen and photographers who work the night, overnight or Sunday shift.

In addition, a cost-of-living formula would apply to the third year of the contract. The formula would increase wage and general salary scales if the cost-of-living rises more than 4.7% during 1970.

## ABC whistles 'no money worries' tune

### Rule declares network in best financial shape, new production rolls ahead

Elton Rule, exuding confidence and optimism, last week met the consumer and trade press in Los Angeles and declared that never before has ABC been in better financial condition.

Answering a question about ABC's reported shaky financial situation, ABC-TV's president said: "ABC is in the best financial condition it has ever been." And, in a direct reference to programming, he asserted: "There is no problem as far as cash flow is concerned. There is no press for anything and we have been given everything we have asked for in regard to money, absolutely."

Joining Mr. Rule in the session, which was primarily for a preview of new ABC "second season" shows, was Leonard Goldberg, ABC-TV vice president in charge of programming. Mr. Goldberg spoke of the "great flexibility" and "great selectivity" of ABC-TV's current program development. He pointed out that the TV network this year will have more shows in development than ever before, either 25 or 26 pilots compared with 12 or 13 pilots last year. The breakdown of this year's pilots shows nine video-tape productions, seven situation comedies and nine or 10 filmed shows.

Reflecting the continuing pressure against the display of obvious violence in network programs, none of the ABC-TV pilots in development involve western or detective themes. Mr. Goldberg pointed out that "unquestionably" the prevailing nonviolent climate "influenced" the network's programming decisions.

It was explained that the network is committed for next season to a minimum of 26 hour programs in the *Survivors* series, which was created by novelist Harold Robbins and is being produced by Universal TV. It will be ABC-TV's most expensive weekly hour series, with each episode budgeted in excess of \$250,000. The first episode, which was cited as an example, was filmed in Barbados, New York, and on the French Riviera.

The network also is committed next season to the 90-minute *Movie of the Week* series. There are 40 projects in the works for this series, with 26 of the most "provocative and contemporary" films chosen for presentation.

ABC-TV has not yet committed but will "probably commit" to an hour variety series starring the Lennon Sisters. Other series in development that were

discussed by Messrs. Rule and Goldberg were *The Courtship of Eddie's Father* out of MGM-TV, *Holly Golightly* and *The Brady Bunch* at Paramount TV, *Marcus Welby, M.D.* out of Universal TV, *Mr. Deeds Goes to Town* from Screen Gems and Rod Serling's *The New People*, being produced by Thomas-Spelling Productions.

## How group gets hip on production tips

### TV production executives in 11 U.S. markets exchange tapes and ideas

Television production executives in 11 markets across the country have for the first time—as did TV sales, engineering, promotion people and newsmen before them—formed an organization for the exchange of ideas. The TV production group, which does not have a formal name, is using video tape as its medium of internal communication. Each station production or program manager who is a member prepares a video-tape program to be bicycled among the other members. The material that is circulated always pertains to some phase of production technique.

The TV production group was started last October at KCRA-TV Sacramento, Calif., by Phil Boyer, the station's production manager. He is handling the correspondence and organization of the group. Each of the member stations of the group, as is KCRA-TV, is an NBC-TV affiliate. All of the member stations are relatively comparable in size, operating in from the 10th through 30th ranked markets in the country. At least initially, the intent has been to limit members to a single station in a market and to a similar-size facility.

The video-tape programs that have been and will be circulated among member stations could, for example, involve the techniques used for producing a series of commercials for local clients. Or they could show a TV art director demonstrating a particular technique he has devised. Also contemplated is an exchange of tapes, say, some six months before an election, of how a station handled previous election returns. In this way a station could have the advantage of looking at 15 to 20 tapes of the various ways of covering election returns.

Possibly, too, by way of another illustration, exchange tapes may show how various stations are producing weathercasts. Each station is expected to produce a tape for exchange every three months.

Currently, the only costs to the mem-

ber stations is for the mailing of the video tapes. Projections are that the TV production group may eventually evolve into a national organization with formal name, elected officers, dues and an annual national convention. An organization of this scope would not be necessarily limited to stations from a certain market size or only to NBC-TV affiliates.

Stations now members of the TV production group include KCRA-TV Sacramento, WBAL-TV Baltimore, WSM-TV Nashville, KPRC-TV Houston, WGR-TV Buffalo, N. Y., WFBM-TV Indianapolis, WMC-TV Memphis, WHNB-TV New Britain-Hartford, Conn., WCKT-TV Miami, KING-TV Seattle and KGW-TV Portland, Ore.

## ABC News strengthens Middle East coverage

ABC News is setting up a bureau in Tel Aviv and installing Russell Jones as its chief.

ABC News President Elmer W. Lower said Mr. Jones will soon be living in Israel full-time and that ABC News cameraman Zvi Woskowitz would serve with him in Tel Aviv.

For "balanced coverage," ABC News said, crews representing ABC's European bureaus will travel throughout Arab countries and ABC plans to have at least one crew and field producer stationed at all times in Middle Eastern countries other than Israel. Reports will be fed regularly from the Middle East to the early evening news show and ABC's weekend news program.

Mr. Jones is a former United Press International correspondent who won a Pulitzer prize for coverage of the 1956 uprising in Hungary, covered the Middle East and Africa for CBS News, was roving correspondent for NBC News, and with ABC served as bureau chief in Berlin and more recently in Vienna.

## Black America series will cover NAACP role

WCBS-TV New York last week informed the National Association for the Advancement of Colored People that "the historical role of the NAACP will be covered at the appropriate point in time" during an 18-week *Black Heritage* series it is broadcasting and which drew criticism from the civil rights group (BROADCASTING, Jan. 13).

The letter to NAACP Executive Director Roy Wilkins was sent by Ralph Daniels, vice president and general manager of the network-owned station. Mr. Wilkins had sent a detailed letter of complaint about the series to CBS President Frank Stanton.

Mr. Daniels replied that "we were

somewhat disappointed that you saw fit to prejudice the entire 108 broadcast series on the basis of the first two broadcasts and a necessarily much abbreviated syllabus." Listing a group of scholars who were involved in the project, Mr. Daniels said, "we are confident that the course will not be the 'interpretation of history from a single point of view' that you have concluded it will be, but rather that it will be a fair and responsible presentation of the heritage of Black America."

## Radio-TV branch sprouts in new Catholic office

A department of communications, with one of its subordinate divisions devoted to radio and television, has been established by the U. S. Catholic Conference, Washington. The USSC, official secretariat for the church in the U. S., announced the new department of communications last week simultaneously with the dissolution of its office of public information.

Director of the department of communications is Warren W. Schwed, New York public relations executive who has also worked for *Newsweek*, McGraw-Hill and United Press International. Mr. Schwed has assumed duties handled under the old system by Robert W. Donihi, who has returned to private law practice.

The subordinate divisions, in addition to the office for radio-TV, are for motion pictures, secular press and the National Catholic News Service which services diocesan publications.

## PBL producer dropped after tiff over program cut

A dispute over a segment of the Public Broadcast Laboratory program *Defense and Domestic Needs: Contest for Tomorrow*, broadcast Jan. 5, has led to the dismissal of a PBL executive producer, William Anderson.

Mr. Anderson, the "day-of-air" producer responsible for getting the program on the air, objected to a cut of a charge that a Texas construction company had profited from past political support of President Johnson. PBL's executive editor, Frederick Bohlen, and the program's producer, Al Levin, reportedly agreed that the charge was not substantiated well enough and should be deleted.

Mr. Bohlen noted that Mr. Anderson's subsequent behavior "was inconsistent with his position as the number three or number four man in the laboratory." PBL sources say he continued to complain about the cut and reportedly leaked charges of "censorship" to newsmen.

Mr. Anderson joined PBL in January

1968. He was one of four producers of *The World is Watching*, a report on news bias stemming from Democratic national convention coverage, telecast Dec. 22, 1968.

## News bias on agenda of NET affiliates

### Affiliates council will make formal reply to charges of liberal slant

Charges that National Educational Television's news and public affairs programming is not balanced will be discussed in the NET affiliates council meeting early next month, and a formal reply to the accusations will be drawn up then.

Complaints of left-wing bias came from Thomas Petry, president of non-commercial WCNY-TV Syracuse, N. Y., who contends that the concentration of educational television forces in New York City gives programming a liberal bent and minimizes a trend toward conservatism in the rest of the country.

Mr. Petry made his views known to other NET affiliates in a letter and questionnaire in November, asking them if they agreed with his general position. He reported over 45 stations expressed positive support of his ideas.

NET's director of educational services, Henry Alter, last week outlined "raw material" on which management and the affiliates might base a reply.

Mr. Alter said Mr. Petry's complaints were actually based on only 10% of the public affairs programming, and that "if he mentioned the other 90%, he wouldn't have a case." This other 90% gives ample representation to the conservative point of view, Mr. Alter maintained, with much of it produced by local stations themselves.

To report only less passionate conflicts and "programs reflecting the contentment in which many Americans live" would be to abdicate journalistic responsibility, he noted.

NET officials said they had received no formal complaints from other affiliates on the topic of biased news.

## Ethnic programs sought by Detroit congressmen

Two Michigan Democrats, Representatives John D. Dingell and Lucien N. Nedzi, both Detroit, have written letters to Detroit area broadcasters seeking their advice and suggestions as to how the amount of foreign-language AM radio broadcasting in the Detroit metropolitan area can be increased.

In their letter the two representatives claim that currently only one AM sta-

### Program notes:

**Liars show** ■ Ralph Andrews Productions, Los Angeles, in association with Metromedia Television, is producing a new game show designed for adult viewing. A half-hour, late-evening strip, *The Liars Club*, will feature Rod Serling as master of ceremonies. A panel of four guest celebrities, along with two members of the studio audience, participate in each show. The new program will originate at Metromedia's KTTV-TV Los Angeles, and will start on that station in late January. Mr. Andrews previously was executive producer and packager of the *You Don't Say* game series.

**Bring back Snooky** ■ 20th Century-Fox TV has acquired exclusive TV rights to *Your Hit Parade*, which last played on network TV in 1959. Fox is negotiating with NBC-TV to develop the program as a weekly, video-taped, color hour under the title of *Your Hit Parade—1969*. The project, to be produced in association with Bob Banner Associates, would be in keeping with the film production studio's current drive to become more involved with video-tape and variety productions.

**Special sold** ■ Metromedia Producers Corp. has sold a one-hour special on Las Vegas to Monsanto Corp. Monsanto plans to place the program on network TV in the fall. Frank Sinatra Jr. will conduct a musical tour of Las Vegas casinos and scenic surroundings in the program, and will be joined by father Frank Sr. and sister Nancy. MPC also has six other specials pending sales, according to president and chief executive officer Bud Rifkin.

**Kiddie call-in** ■ KLXA-TV Fontana-Los Angeles, is programming a children's telephone call-in show. Kids with such problems as "My older brother is always hitting me. Should I smack him or tell my parents?," can now phone their questions to KLXA-TV and get answers from one of the puppet characters on Bob McQuain's *Hob Nob with Bob* nightly one-hour show.

**Game show shop** ■ Chuck Barris Pro-

ductions, Hollywood, which currently produces two half-hour game shows for ABC-TV, is developing still another half-hour game series, this one for syndication. The new program, *The Game Game*, will be taped this month for sale by CBS Enterprises. It is the first time the Barris organization has produced for anyone but ABC-TV.

**New Entry** ■ Actor Richard Chamberlain and former Metro-Goldwyn-Mayer production and talent executive George LeMaire have formed Chamberlain-LeMaire Ltd. to produce television programs and theatrical films. The Hollywood-based firm has signed a non-exclusive contract with Universal City Studios. The deal calls for the services of Mr. Chamberlain to Universal as an actor and Mr. LeMaire as a producer.

**Sports program pilot** ■ Wright/Barlow Productions, New York, has developed a video-tape pilot of *Sports Celebrity Quiz*, a 30-minute game show featuring competing panels each composed of a sports star, celebrity sports buff, sports writer and a sports fan. The firm has also signed a contract with the National Hockey League and Warner Bros./Seven Arts for a one-hour special on hockey goalies called *Nobody Wants My Job*.

**'Laff off'** ■ KSFO San Francisco programmed 12 continuous hours of humor, which the station claimed included 1,233 one-liners, 657 funny stories, 42½ recorded comedy cuts and 36 comedy tunes. The marathon humor program, titled *Laff Off*, ran from 7:05 a.m. to 7 p.m. on Saturday, Jan. 4. It was sponsored by Calso Water Co., through Hendrickson & Associates, and RCA dealers, through Steedman, Cooper & Busse.

**New comedy** ■ Paramount Television, Hollywood, is developing a half-hour comedy series, *Aaron Slick from Puntin Crick*, for CBS-TV's 1970-71 season. The property is based on a 1919 stage production that was turned into a feature film in 1952.

tion in the area carries foreign-language programs and with that exception, the AM's in the market have had a policy of excluding foreign-language programs for the past 21 years.

The congressmen contend that because of the large population in the area who, because of their birth or ancestry, are conversant in Polish, German, Italian, Slovakian and Spanish, it would be in the public interest if the AM stations offered more programming for the foreign-language audience.

## ARB to complete county poll

American Research Bureau, Beltsville, Md., announces plans to survey all U. S. counties, beginning in March, in preparation for ARB's new directory of TV market areas of dominant influence. The last updating of the ADI list was in 1967, when half of all U. S. counties were surveyed. As part of the new survey, ARB said it plans to make sure that each county is covered by at least 20 diaries.

## NCTA's kit for cable week

The National Cable TV Association has issued a promotion and publicity kit for use during National Cable TV Week, Feb. 2-8. The packet, prepared by Richards and Barrington Associates, Washington, contains suggested advertising and publicity, including radio spots, for use by local CATV operators, as well as by state and regional cable associations.

## CBS Radio sends Godfrey kits

CBS Radio has distributed to its affiliated stations a promotion package on the network's news, information and sports programing, and a special promotion kit describing the expansion of *Arthur Godfrey Time* from five to seven days a week (BROADCASTING, Dec. 30, 1968). The Godfrey kit contains ad mats, announcements, photos and biographical material on the CBS

Radio personality. The other package contains two 12-inch discs, ad mats and local announcer copy and photographs and biographies of network newsmen and personalities.

## Drumbeats:

**Many thanks** ■ Over 3,000 WLAC-AM-FM-TV Nashville listeners from 36 states pledged \$14,380 for servicemen in Viet Nam. The donations from the 16-hour marathon on Jan. 4 will buy packets containing paper, pens, socks, the Psalms and towelettes.

**Promo contest** ■ Every listener a potential promotion man—that's what KSFO San Francisco is hoping to do with its listening audience. The station wants listeners to sell KSFO to nonlisteners. The listener who pitches the station most convincingly wins a houseboat valued at more than \$9,000. Other prizes in what amounts to a "Sell KSFO to Someone" contest, are a free house-

boat vacation and stereo equipment. Contestants have to fill out a facsimile "sales report," which contains a testimonial from a new listener to the station.

**NBC gets award** ■ NBC-TV's *Today* show will receive the annual mass media award of the National Women's Division of the American Jewish Congress for "creative TV journalism in the public interest."

**Civic spotlight** ■ WFIL-AM-FM-TV Philadelphia has formed a "community service group". One project assigned to the new group is a *People Are Great* series on all three stations focusing public attention on outstanding accomplishments of individuals and communities. Roy Nassau and Joe Novenson will head the group as co-directors.

**Donations** ■ WEEI Boston, which has conducted an annual "penny-a-month" charitable campaign since 1965, last year raised a record \$140,000 for the starving children of Biafra. Money collected, which came from six New England states, will be divided equally between the Catholic Relief Services and the Church World Service.

**Golden opportunity** ■ WQAM Miami is in the process of giving an expected \$10,000 to retarded children. Dade and Broward County Associations for Retarded Children will be receiving WQAM's share of profit from the sale of its two-record album set of 30 "gold" records.

**Zooathon** ■ When budget cut threatened curtailment of activities at Minneapolis-St. Paul Como Park Zoo, all-talk WLOL Minneapolis came to the rescue. On Dec. 14, 1968, WLOL presented 24-hour "Zooathon" with Twin Cities area officials and personalities discussing zoo's plight. Listeners responded with gifts and pledges exceeding \$20,000, pulling the zoo out of red.

**Tors appoints** ■ Ivan Tors Films Inc., Los Angeles, has named Harold Rand & Co. Inc., New York, to handle its public relations. Ivan Tors Films Inc. activities include production of *Gentle Ben* for CBS-TV and the new *Tiger*, *Tiger* for NBC-TV.

**It's all radio** ■ Three Blaine-Bellingham, Wash., area FM stations have consolidated their programing activities into a joint promotional campaign under the name, Whatcom County FM Broadcasters. The stations, KERI(FM), KGMIFM and KLYN-FM, offer programs of popular and classical music, local news and sports and occasional special features, and each station alerts its listen-



## PGW presents award to its 'colonel' of year

Peters, Griffin, Woodward has named account executive Roy M. Terzi as the TV station representative's "Colonel of the Year." The annual award is made by PGW to the person with the company enjoying "the most notable growth in [his] contributions to the stations and advertisers" served by the rep.

Mr. Terzi received the award, which consists of a scroll and a bonus check, at a brief ceremony in New York last week. At the presentation were (l-r) Arthur E. Muth, vice president/sales manager; Mr. Terzi; H. Preston Peters, chairman, and Robert D. Brady, treasurer.

Mr. Terzi joined PGW as an account executive in 1962 from Dancer-Fitzgerald-Sample, New York, where he was a media supervisor.

ers to the program highlights of the others.

**Shoo flu** ■ With the increasing occurrence of Hong Kong flu, WGR-TV Buffalo, N. Y., is colorcasting its sympathies to viewers via get well card-I.D. slide.



**Plan dumped** ■ A plan to build a hall of fame building on a Hollywood mountain top to honor radio, TV, motion picture and recording industries has been rejected by the Los Angeles Recreation and Park Commission after a bitter two-year controversy. The plan, which would have included an aerial tramway and restaurant to have been built in Griffith Park, was a joint venture of RKO General Inc., Don Fed-

erson Productions and Cliff Gill Associates (BROADCASTING, Oct. 2, 1967).

**Book series** ■ The Viking Press, New York, will publish a series of books based on the CBS News's *The 21st Century*. The first book of the series, "The New Age of Exploration," will be released Feb. 17.

## Civil defense spots get local promotion

The Office of Civil Defense, Department of Defense, has released two series of audio spots entitled, "In Time of Emergency," which offer guidance on protective measures that the public could take during a nuclear emergency.

One series contains 10 one-minute spots that can be used as regular public information announcements, or in a time of actual crisis. The other contains six special announcements of greater length, two to six minutes, which are intended for use in time of extreme emergency when the public would need more detailed information and instruction. The spots are being made available to all civil defense directors for hand-delivery to their local radio stations.

## FocusOnFinance

### \$10.2 million long-term financing set for TCI

Tele-Communications Inc., Denver and Salt Lake City, has announced the completion of a long-term \$10.2 million financing program with Teachers Insurance and Annuity Association of America.

TCI's two subsidiaries are Community Television Inc. and Western Microwave Inc. Community Television owns 35 CATV systems serving 63,721 subscribers in 11 Western states. Western Microwave, a common-carrier microwave relay system, serves 14 commercial and educational TV stations and 61 CATV systems in 12 Western states. TCI also is 50% owner of two other CATV systems serving an additional 6,208 subscribers.

### Commonwealth United taking over Rexall

Commonwealth United Corp., Beverly Hills, Calif., active in TV production and syndication among other interests, is planning to acquire the retail drug operations of Rexall Drug & Chemical Co., Los Angeles. The transaction, subject to approval by directors of both companies, would be for cash and convertible preferred stock worth some \$55

million.

Included in the sale are all Rexall's company-owned drug stores, including the 70 Liggett Drug stores and 30 Drug King stores. Commonwealth United also will acquire Rexall Drug Co., which manufactures and distributes proprietary drugs to its 12,000 franchised outlets in various parts of the world.

Traded on the American Stock Exchange, Commonwealth United is a diversified organization with operations in TV, motion pictures, real estate, insurance, shipping, and oil and gas. Last year, it started Commonwealth Cable Television Inc., a subsidiary for the development and expansion of community antenna television systems.

### Financial notes:

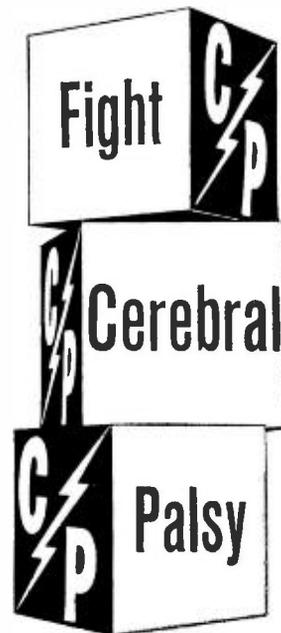
■ Gulf & Western Industries, New York, has declared a 3% dividend payable Feb. 17 to stockholders of record Jan. 20. It also announced an increase in the regular quarterly cash dividend to 10 cents a share from its present 7½ cents, effective with the April 1 dividend.

■ National General Corp., Los Angeles, has renewed its tender offer for the outstanding stock of Great American Holding Corp., New York. Under the terms of NGC's offer, which expires on Feb. 5, each share of GAH is exchange-



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able for \$50 principal amount of National's 4% convertible subordinated debentures due 1993; and one-and-one-half warrants, each warrant to purchase one share of NGC common stock, expiring in 1978. NGC is involved in TV and theatrical production and movie exhibition among other interests.

■ Ogilvy & Mather International, New York, has declared a regular quarterly dividend of 12½ cents per share, payable Feb. 28 to stockholders of record Feb. 7.

## Who traded stock during December

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 December (all common stock unless otherwise indicated):

■ Ampex Corp.—John P. Buchan bought

4,875 shares, giving him a total of 8,425 held personally and 50 held by children. James F. Coonan as trustee sold 10,155 shares and as custodian sold 3,230 shares, leaving no shares as trustee, 1,703 shares as custodian and 10,134 held personally. Rein Narma sold 500 shares, leaving 103.

■ Avco Corp.—Edward Hodgkins sold 1,670 shares, leaving 28,677. Members of Mr. Hodgkins' family sold 3,750 shares, leaving 300,636. Mr. Hodgkins bought 635 \$3.20 cumulative convertible preferred shares, giving him a total of 15,839 \$3.20 cumulative convertible preferred shares. Members of Mr. Hodgkins' family bought 1,875 \$3.20 cumulative convertible preferred shares, giving them a total of 166,812 \$3.20 cumulative convertible preferred shares.

■ Bartell Media Corp.—Herbert S. Cannon sold 1,000 shares, leaving 1,060. Stuart J. Voisin sold 1,000 shares, leaving 1,000. Weis Voisin Cannon Inc. sold 8,750 shares, leaving 8,750.

■ CBS Inc.—J. F. Brauner exercised option to buy 710 shares, giving him a total of 6,706. Eugene F. Connolly exercised option to buy 1,624 shares, giving him a total of 1,656. K. W. Hoehn exercised option to buy 159 shares, giving him a total of 5,604 held personally, 543 held in trusts and 1,082 held by wife.

■ Columbia Pictures Corp.—S. H. Malamed exercised option to buy 2,100 shares, giving him a total of 3,064 held personally and 73 held in stock bonus retirement fund.

■ Commonwealth United—Scientific Resources sold 135,000 shares, leaving none. ■ Corinthian Broadcasting—Robert F. Bryan sold 3,838 shares, leaving 4,000. John H. Whitney sold 241,460 shares, leaving 1,136,673. Charles H. G. Rees sold 2,613 shares, leaving 7,827. Whitcom Investment Co. sold 445,000 shares, leaving 471,470. C. W. Petersmeyer sold 15,000 shares, leaving 100,000

held personally and 1,200 held by children. ■ Cowles Communications—Don Gussow sold 6,000 shares, leaving 71,459 held personally, 663 held by son and 20,433 held in trust.

■ Doyle, Dane Bernbach—Richard Bergeron bought 1,000 class A shares, giving him a total of 2,000 class A shares. Leon Epstein sold 600 class A shares, leaving 1,500 class A shares. Albert Lieberman bought 500 class A shares and sold 1,000 class A shares, leaving 900 class A shares held personally and 100 class A shares held by wife. Mr. Lieberman sold 5 class B shares, leaving none. Bert Steinhauer exercised option to buy 2,000 class A shares, giving him a total of 5,250 class A shares.

■ Entron Inc.—Boston Herald-Traveler sold 45,000 shares in private sale, leaving 278,002. W. C. Koplovitz sold 1,907 shares, leaving 2,600. Mrs. Koplovitz sold 925 shares, leaving none. Mr. Koplovitz's son sold 200 shares, leaving none.

■ Filmways Inc.—L. D. Nolan exercised option to buy 1,000 shares, giving him a total of 3,144. M. N. Ransohoff sold 9,500 shares, leaving 44,334.

■ Foote, Cone, & Belding—Frank E. Delano sold 5,000 shares, leaving 47,771. William C. Matthews sold 9,620 shares, leaving 20,086 held personally and 385 held in stock purchase plan.

■ General Electric—H. Cross exercised option to buy 808 shares, giving him a total of 2,191. Louis E. Wengert exercised option to buy 446 shares, giving him a total of 1,654 held personally and 153 held in employees plan. L. I. Wood bought 109 shares, giving him a total of 3,056.

■ General Tire & Rubber Co.—Samuel Salem exercised option to buy 800 shares, giving him a total of 7,740 held personally, 50 held by wife and 5 held by son.

■ Grey Advertising Inc.—Ben Alcock bought

## The Broadcasting stock index

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

Stock symbol	Ex-change	Closing Jan. 16	Closing Jan. 9	Closing Dec. 31	1969-1968		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
<b>Broadcasting</b>									
ABC	ABC	N	70¼	69½	65¼	76¼	43¼	4,709	\$306,700
CBS	CBS	N	53¼	50½	53¼	60¼	43¼	24,150	1,298,100
Capital Cities	CCB	N	76¼	76½	78	89¼	42¾	2,811	219,300
Corinthian	CRB	N	35¼	35½	36¼	40¼	22½	3,384	122,700
Cox	COX	N	55½	56	59	64½	43¼	2,879	169,900
Gross Telecasting		O	19¼	38	32	38	28	400	12,800
Metromedia	MET	N	48¼	47¾	51½	57½	34¼	4,862	251,000
Pacific & Southern		O	19¼	20	21	24	6	1,614	33,900
Reeves Broadcasting	RBT	A	33¼	32¼	35½	43¼	9½	1,825	65,200
Scripps-Howard		O	30	31	31	34	24	2,389	74,100
Sonderling	SDB	A	36	37¼	39¼	47¼	23¼	930	37,100
Taft	TFB	N	40	38¼	38¼	45¼	30¼	3,363	133,700
						<b>Total</b>		<b>53,316</b>	<b>\$2,724,500</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	45¼	46¼	48¼	65	37	14,075	\$686,200
Bartell Media	BMC	A	20¼	19¼	20¼	23¼	9	2,106	43,700
Boston Herald-Traveler		O	69	67	69	71	48	569	39,300
Chris-Craft	CCN	N	44¼	39¼	39¼	45	26¼	1,153	45,300
Cowles Communications	CWL	N	15¼	16	17	18½	12¼	3,625	61,600
Fuqua	FQA	N	45	41¼	44¼	47¼	32½	3,781	168,300
Gannett		O	36¼	37	38¼	44	23	4,736	183,500
General Tire	GY	N	31¼	31¼	34¼	36¼	23¼	17,061	586,500
Gray Communications		O	9¼	10¼	10¼	15	9	475	5,000
LIN		P	28¼	28¼	28¼	31	16	1,550	44,200
Meredith Publishing	MDP	N	50¼	49¼	50¼	53¼	23¼	2,732	138,600
The Outlet Co.	OTU	N	27¼	28	29¼	34	20¼	1,184	34,900
Rollins	ROL	N	73¼	75¼	76½	85	43	3,969	303,400
Rust Craft	RUS	A	36	34¼	34¼	37	29¼	1,184	40,800
Storer	SBK	N	55¼	58	60¼	64¼	36	4,188	253,900
Time Inc.	TL	N	95¼	95	99¼	109¼	86¼	7,018	698,300
Wometco	WOM	N	33¼	32¼	34	38	17½	3,815	129,700
						<b>Total</b>		<b>73,211</b>	<b>\$3,463,200</b>
<b>CATV</b>									
Ameco	ACO	A	13¼	13	13¼	19¼	7¼	1,200	\$16,700
Cox Cable Communications		O	17¼	17¼	17¼	25	16	2,500	47,500
Cypress Communications		O	19¼	17	19¼	23	12	808	15,800
Entron		O	9¼	9¼	9¼	12	4	607	5,900
H & B American	HBA	A	17¼	17¼	19¼	28¼	9½	2,956	58,000
Teleprompter	TP	A	56¼	55	65¼	83	23¼	994	65,100
Television Communications		O	14	15¼	17	20	15	2,090	35,500
Vikoa	VIK	A	28¼	25¼	27¼	39¼	12¼	1,587	43,400
						<b>Total</b>		<b>12,742</b>	<b>\$287,900</b>
<b>Programming</b>									
Columbia Pictures	CPS	N	36¼	36	41¼	45¼	23¼	5,390	\$223,700
Commonwealth United	CUC	A	21¼	22¼	20¼	24¼	6¼	6,087	126,300
Disney	DIS	N	79¼	79¼	85	93¼	41¼	4,230	359,600

650 shares, giving him a total of 10,875.

■ LIN Broadcasting Corp.—C. W. Clifford bought 564 shares, giving him a total of 4,064. Mrs. Marie Gifford bought 51 shares, giving her a total of 794. Joel M. Thrope bought 1,538 shares, giving him a total of 6,063. Frank A. Woods bought 265 shares, giving him a total of 356. Mr. Clifford sold \$11,000 of 5½% convertible debentures, leaving none. Mrs. Gifford sold \$1,000 of 5½% convertible debentures, leaving none. Mr. Thrope sold \$30,000 of 5½% convertible debentures, leaving none. Mr. Woods sold \$5,000 of 5½% convertible debentures, leaving none.

■ 3M Co. — D. E. Garretson bought 700 shares, giving him a total of 1,627 held personally and 28 held by wife and children. Robert V. Holton exercised option to buy 3,563 shares, giving him a total of 11,129. Robert W. Mueller sold 1,000 shares, leaving 20,131 held personally and 955 held by wife. Cyril P. Pesek sold 1,000 shares, leaving 21,214.

■ Magnavox Co.—D. T. Richardson bought 333 shares, giving him a total of 1,750. Jack W. Schrey exercised option to buy 3,300 shares, giving him a total of 12,297. James M. Whelan exercised option to buy 668 shares, giving him a total of 2,010.

■ MGM—John L. Loeb Jr. as a partnership sold 200 shares, leaving none as partnership, 1,325 held in trust and 5,000 held personally. ■ Movielab Inc.—J. J. Kowalak exercised option to buy 1,000 shares and sold 567 shares, giving him a total of 1,000.

■ MPO Videotronics—J. L. Pollock sold 700 shares, leaving 37,697.

■ Ogilvy & Mather International Inc.—John Elliott Jr. sold 4,000 shares, leaving 20,075.

■ Outlet Co.—Arnold F. Schoen Jr. exercised option to buy 250 shares, giving him a total of 2,250. M. A. Trowbridge exercised option

to buy 100 shares, giving him a total of 1,200.

■ Papert, Koenig, Lois Inc.—N. Grulich sold 400 shares, leaving 40,463 held personally and 9,510 held by members of family. David P. Hotz sold 1,000 shares, leaving 6,926. William A. Murphy sold 1,000 shares, leaving 7,130.

■ RCA—George H. Brown exercised option to buy 150 shares, giving him a total of 5,843 held personally and 82 held by wife. Delbert L. Mills exercised option to buy 8,993 shares, giving him a total of 26,704.

■ Reeves Broadcasting—J. D. Hastie sold 8,500 shares, leaving 4,350.

■ Screen Gems Inc.—A. Schneider sold 25,000 shares, leaving 27,663 held personally. 49 held in retirement fund and 371 held by wife.

■ Storer Broadcasting—J. T. Conway exercised option to buy 800 shares, giving him a total of 4,000.

■ Taft Broadcasting Co.—Robert Taft Jr. sold 140 shares, leaving 75,651.

■ Teleprompter Corp.—J. J. Merkle exercised option to buy 2,200 shares, giving him a total of 4,500. Robert H. Symons exercised option to buy 1,350 shares, giving him a total of 1,500.

■ Time Inc.—J. L. Hallenbeck exercised option to buy 1,000 shares, giving him a total of 4,975 held personally and 180 held by children. John F. Harvey sold 300 shares, leaving 3,040. John G. Valk sold 1,000 shares, leaving 2,000.

■ Trans-Lux Corp.—Richard Carlton sold \$25,000 of 5% convertible subordinated debentures, leaving none.

■ 20th Century-Fox Film Corp.—William E. Self bought 300 shares, giving him a total of 344.

■ Walter Reade Organization Inc.—W. H. McElnea Jr. as trading account bought 5,710 shares and sold 5,680 shares, leaving 37

shares short as trading account. Mr. McElnea holds 500 shares personally.

■ Westinghouse Electric—Donald C. Burnham exercised option to buy 5,000 shares, giving him a total of 12,000. S. W. Herwald sold 1,800 shares, leaving 400. Russell B. Read sold 200 shares, leaving 1,075. John W. Simpson sold 2,000 shares, leaving 3,885. W. E. Shoupp exercised option to buy 4,250 shares, giving him a total of 4,840. G. L. Wilcox exercised option to buy 3,600 shares, giving him a total of 6,600.

■ Wrather Corp.—John L. Loeb as trustee sold 1,900 shares, leaving 7,450 held as trustee, 132,304 held personally and 54,331 held by wife.

■ Zenith Radio Corp.—F. L. Hedblom exercised option to buy 5600 shares, giving him a total of 11,600 held personally and 100 held as partnership. E. M. Schroeder sold 100 shares, leaving 1,600 held personally and 120 held by wife as custodian.

## Western Video obtains backing for expansion

Western Video Industries Inc., Los Angeles, parent company of Hollywood Video Center and Western Video Productions, has negotiated private financing for a projected expansion of its operations. Equity capital placement for an undisclosed sum has been concluded with Lehman Brothers, American Research and Development Corp.,

	Stock symbol	Ex-change	Closing Jan. 16	Closing Jan. 9	Closing Dec. 31	1969-1968		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
<b>Programming (cont.)</b>									
Filmways	FWY	A	37	36½	38½	42	16½	961	37,100
Four Star International		O	7¾	7½	7½	10	5	666	5,000
Gulf & Western	GW	N	46½	47½	49½	66½	38½	11,680	582,500
MCA	MCA	N	40½	40½	44	53½	40½	7,764	341,600
MGM	MGM	N	40½	41½	42½	55	35½	5,759	246,200
Transamerica	TA	N	73	73	74½	87½	43½	28,859	2,150,000
Trans-Lux	TLX	A	50	50	58½	83½	21½	753	44,100
20th Century-Fox	TF	N	34½	33	34	40½	24½	7,035	239,200
Walter Reade Organization	O	N	14½	14½	13½	17	7	1,662	22,400
Warner-Seven Arts	WBS	A	45½	40½	43	49½	26½	3,810	163,800
Wrather Corp.		O	16	16½	17½	20½	4	1,710	30,400
							<b>Total</b>	<b>86,366</b>	<b>\$4,571,900</b>
<b>Service</b>									
John Blair		O	23	51½	51	54	20	1,080	55,100
Comsat	CQ	N	50½	51½	52½	64½	41½	10,000	527,500
Doyle Dane Bernbach		O	28½	30	30½	41	30	2,104	64,200
Foote, Cone & Belding	FCB	N	15	14½	14½	20½	13	2,157	31,300
General Artists		O	16½	16½	18	26	10	610	11,000
Grey Advertising		O	14½	18	17½	20	12	1,201	21,300
MPO Videotronics	MPO	A	18½	19½	19½	22½	10½	517	10,300
Movielab	MOV	A	11½	12½	11½	17½	11½	1,404	16,500
Nielsen		O	31½	33	35	40	27	5,130	179,500
Ogilvy & Mather		O	22½	24½	24	28	14	1,090	26,200
Papert, Koenig, Lois	PKL	A	16½	12½	12½	18½	4½	791	9,900
Wells, Rich, Greene		O	15½	15½	13½	22	12	1,501	19,900
							<b>Total</b>	<b>27,585</b>	<b>\$972,800</b>
<b>Manufacturing</b>									
Admiral	ADL	N	18½	19½	19½	25½	16½	5,110	99,600
Ampex	APX	N	37½	35½	39	42½	26½	9,629	375,500
General Electric	GE	N	91½	91½	93½	100½	80½	91,068	8,549,000
Magnavox	MAG	N	52½	53½	55½	62½	36½	15,442	860,900
3M	MMM	N	102½	101½	104½	119½	81	53,793	5,628,100
Motorola	MOT	N	122½	123½	131½	153½	97	6,122	806,600
National Video	NVD	A	14½	14½	13½	24½	11½	2,782	38,600
RCA	RCA	N	45½	45½	46½	55	44½	62,606	2,895,500
Reeves Industries	RSC	A	8	8½	8½	9½	4½	3,240	20,800
Westinghouse	WX	N	66½	67½	64½	78½	59½	38,064	2,445,600
Zenith Radio	ZE	N	52½	55½	55½	65½	50½	18,860	1,051,400
							<b>Total</b>	<b>306,716</b>	<b>\$21,720,200</b>
							<b>Grand total</b>	<b>559,936</b>	<b>\$33,740,500</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>111.21</b>	<b>111.07</b>	<b>113.02</b>	<b>118.81</b>	<b>94.23</b>		
N-New York Stock Exchange A-American Stock Exchange O-Over the counter (bid price shown)									
Shares outstanding and capitalization as of Dec. 31									

the Times Mirror Co. and Starwood Corp. The investment of these four companies will be used for further expansion of Hollywood Video Center's production facilities; for production of TV programs by Western Video Productions; for expansion of the company's educational services division; for development of management information systems, and for provision of a capital reserve for acquisitions.

In 14 months of operations, Western Video has provided the facilities, production and below-the-line people for *The Steve Allen Show*, *The Pat Boone Show*, *Operation: Entertainment*, and *Your All-American College Show*, as well as for a number of TV commercials and specials.

### Austin cable company files for stock offer

Communications Inc., Austin, Tex., has filed a registration statement with the Securities and Exchange Commission offering 500,000 shares for public sale through New York Securities Co., New York, at \$10 per share maximum.

The company was organized in August 1968 for the purpose of acquiring and operating existing CATV systems. Of the net proceeds of the stock sale, \$3,565,000 will be used to pay 7% promissory notes issued in connection with the proposed acquisition of Westex

Cable Corp., which has a system in Del Rio, Tex., and Uvalde Television Cable Corp., which operates a system in Uvalde, Tex.; \$912,500 will be used to purchase Hill Country Cablevision Inc., which has a system in Kerrville, Tex., and the balance will be applied toward prepayment of a \$137,500 bank note of the Kerrville system.

Jack R. Crosby, president and chairman of the board, owns 52% and he with other management officials as a group own 83.6%.

### Stock swap makes Blair sole owner of AP&L

John Blair & Co., New York, is acquiring the remaining 49% interest in its subsidiary, American Printers & Lithographers Inc., Chicago, in a stock transaction valued at \$1.68 million.

For the 49% interest Blair will exchange 70,000 shares of common stock, which on the day of the acquisition announcement was traded over-the-counter at a bid price of \$24 a share. The transaction will be equivalent to 140,000 shares once Blair's two-for-one stock split in the form of a 100% stock dividend payable Feb. 14 is effected (BROADCASTING, Jan. 6).

Blair previously owned 51% of American Printers. Wallace W. Weinress will continue as president of that company as well as director of Blair.

### Company reports:

**Taft Broadcasting Co.**, Cincinnati, group broadcaster and owner of Hanna-Barbera Productions and Fouad Said Productions, reported an increase in net revenues and net profit for the nine months through Dec. 31, 1968. The company also declared a quarterly dividend of 15 cents per share payable March 14 to stockholders of record Feb. 14.

For the nine months ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.49	\$1.46*
Net revenues	30,860,910	25,681,660
Profit before		
income taxes	11,243,777	9,566,272
Net profit after taxes	5,067,638	4,920,782
*Before the gain of \$1,575,000 on the sale of WKYT-TV Lexington, Ky.		

**Filmways Inc.**, New York, reported a 13% increase in net income during the three months ended Nov. 30, 1968, compared to the same period of 1967:

	1968	1967
Earned per share	\$0.52	\$0.48
Revenues	12,410,000	13,420,000
Expenses	11,311,000	12,459,000
Net earnings	568,000	501,000

**A. C. Nielsen Co.**, Chicago, reported a 16.1% increase in sales and a 9.6% increase in net profit for the three months ended Nov. 30, 1968:

	1968	1967
Earned per share	\$0.30	\$0.28
Sales of services	\$23,316,767	\$20,088,325
Pretax profit	3,324,769	2,842,648
Net profit	1,582,436	1,444,031

**Rust Craft Greeting Cards Inc.**, Dedham, Mass., greeting card publisher, group broadcaster and multiple CATV owner, reported increases in sales and earnings for the nine months through November 1968:

	1968	1967
Earned per share	\$1.31	\$0.82*
Net sales	31,550,000	31,721,000
Operating income		
before income taxes	2,171,000	1,455,000
Operating income	1,246,000	961,000
Total income	1,530,000	961,000
* Adjusted for three-for-two stock split.		

**Metro-Goldwyn-Mayer Inc.** reported a loss of \$2.5 million in the first quarter of fiscal 1969. The company said that total gross revenues for the period were "considerably below" those of the same 12 weeks in fiscal 1968, particularly from film rentals.

For the period ended Nov. 21, 1968:

	1969	1968
Earned per share	(\$0.44)	\$0.83
Interest expense and		
taxes	1,290,000	(5,274,000)
Net income	(2,519,000)	4,793,000

**Norton Simon Inc.**, Fullerton, Calif., which owns Talent Associates Ltd., a

## The Liberty Corporation

has acquired the business and assets of

## Cosmos Broadcasting Corporation

and

## Surety Investment Company

We acted as financial advisers to The Liberty Corporation and Surety Investment Company in these transactions.

## GOLDMAN, SACHS & CO.

Established 1869

NEW YORK BOSTON CHICAGO DALLAS LOS ANGELES  
PHILADELPHIA ST. LOUIS SAN FRANCISCO DETROIT MEMPHIS



television production company, reported a substantial increase in earnings for the first six months of fiscal 1969 ended Dec. 31, 1968:

	1968	1967
Earned per share	\$1.17	\$0.86
Net income	15,227,000	12,484,000
Net sales	480,276,000	461,784,000

Note: Figures for both years include Talent Associates Ltd., as well as Wakefield Seafoods Inc., another company acquired by NSI during the current fiscal year.

**Kaufman and Broad Inc.**, Los Angeles, CATV operator in California, Oregon and Washington, reported sales up 59% from a year ago and net income per share up 30%.

For the year ended Nov. 30, 1968:

	1968	1967
Earned per share	\$0.83	\$0.64
Net sales	71,000,000	44,700,000
Net income	2,600,000	1,759,000

Notes: Share earnings are adjusted for a two-for-one split effective earlier in January. The per-share figures include residual securities.

## Fates & Fortunes

### Broadcast advertising



Mr. Nuccio

Mr. Brandwein

**George Nuccio**, associate media director, and **Robert Brandwein**, executive art director, BBDO, New York, elected VP's.

**Joseph J. Sollish**, VP and associate creative director, Young & Rubicam, New York, joins Kenyon & Eckhardt there in same capacity.

**Robert L. Glaser**, midwest television sales manager, RKO Television Representatives, Chicago, joins RKO General's WOR-TV New York as general sales manager.

**Bernard Jaffe**, VP and director of consumer marketing, Ketchum, MacLeod & Grove, New York, joins Hicks & Greist there as senior VP-marketing/



## The Agreement and Plan of Reorganization

between

# Cosmos Broadcasting Corporation

and

# The Liberty Corporation

has become effective.

The undersigned assisted Cosmos Broadcasting Corporation in the negotiations.

## LAZARD FRÈRES & CO.

*This announcement under no circumstances is to be construed as an offer of these securities for sale, or as an offer to buy, or as a solicitation of an offer to buy, any of these securities. The offer of these securities is made only by means of the Prospectus.*

**500,475 SHARES**

## CABLECOM-GENERAL, INC.

**COMMON STOCK**

(Par Value \$0.03 Per Share)

**PRICE \$15 PER SHARE**

*Copies of the Prospectus may be obtained from such of the underwriters as may lawfully offer these securities in this State.*

**SHIELDS & COMPANY**  
Incorporated

**DREXEL HARRIMAN RIPLEY**  
Incorporated

**HORNBLOWER & WEEKS-HEMPHILL, NOYES**

**BACHE & Co.**  
Incorporated

**BEAR, STEARNS & Co.**

**CLARK, DODGE & Co.**  
Incorporated

**DOMINICK & DOMINICK,**  
Incorporated

**FRANCIS I. DU PONT, A. C. ALLYN, INC.**

**GOODBODY & Co.**

**W. E. HUTTON & Co.**

**W. C. LANGLEY & Co.**

**REYNOLDS & Co.**

**SHEARSON, HAMMILL & Co.**  
Incorporated

**F. S. SMITHERS & Co.**

**G. H. WALKER & Co.**  
Incorporated

**WALSTON & Co., INC.**

**BLAIR & Co., INC.**

**HIRSCH & Co.,**  
Incorporated

January 16, 1969.

planning.

**Robert B. Nagler**, media director, The Philadelphia Agency Inc., Philadelphia, named VP-media director.

**J. Leonard Schorr**, with Werman & Schorr Inc., Philadelphia, which merged with Rumrill-Hoyt Inc., New York (BROADCASTING, Dec. 2, 1968), elected senior VP of R-H. **Jay Beneman** and **Joseph Rollins Jr.**, also with Werman & Schorr, elected VP's of R-H.

**Chet Maxwell**, VP, TV production group head, and manager of TV-radio department, Ogilvy & Mather, New York, retires. He will continue as president of his Colorado-based Maxwell Enterprises Inc.



**Philip B. Schulman**, creative director, N. W. Ayer & Son, New York, elected VP. **Stanley Matz**, VP and director of research, Gardner Advertising Co., St. Louis, joins Gumbinner-North Co., New York,

Mr. Schulman

in same capacity.

**Bill Fallon** and **N. Scott Knight**, with Knight Sales Inc., Boston, named VP's.

**Gerald McGavick**, VP and group sales manager, Metro TV Sales, New York, named VP and Eastern sales manager.

**Robert Bouterman**, VP, Dean L. Burdick Associates, New York, joins Sudler & Hennessey, that city, as VP and director of marketing services.

**John E. Roberts**, manager, Katz Radio, Chicago, and **John Katz**, station relations and new business development, Katz Radio, New York, elected VP's, The Katz Agency Inc., New York.

**Peter LaBruzzo**, account executive, RKO Television Representatives, Chicago, named midwestern manager.

**A. E. McKeough**, VP and account supervisor, Leo Burnett Co., Chicago, named VP in charge of client service. **John H. Wiley** and **Hall Adams Jr.**, account supervisors, named VP's.



**James E. Smith**, with local sales staff, WEWS(TV) Cleveland, appointed assistant general manager for sales. **Jay S. Kerekes**, national sales manager, becomes executive assistant to general manager.

**Richard Kaplan**, manager, market research, CBS Television Stations National Sales, New York, appointed director

of research and sales promotion.

**Charles H. Cash Jr.**, with Rollins Inc., broadcast division, Atlanta, appointed director of sales promotion.

**John J. Murphy Jr.**, general sales manager, WAST(TV) Albany, N. Y., named VP-sales.

**Lew Sherman**, with sales staff, KNXT(TV) Los Angeles, named national sales representative.

**Jack C. Clifford**, with sales staff, KTAR-TV Phoenix-Mesa, named VP-sales.

**Shannon Sweatte**, manager, KJRB Spokane, Wash., joins KJR Seattle as general sales manager.

**Hap Trout**, sales manager/assistant manager, KDES Palm Springs, Calif., joins KCBQ San Diego as sales manager.

**Don Shepherd**, director of promotion and research, WTVJ(TV) Miami, appointed sales development manager.

**Walter J. Smith**, account executive, WKYC Cleveland, appointed local sales manager.

**Frank J. DeRose**, account executive, WKBF-TV Cleveland, appointed local sales manager.

**W. David Bodge**, account executive, WCC Bridgeport, Conn., appointed local sales manager.

## Media

**John E. Crawford**, general manager, WAST(TV) Albany, N. Y., named VP and assistant secretary.

**John R. Mitchell**, with WMIX-AM-FM Mount Vernon, Ill., named president. **Don Wealer**, general manager of station, named VP.

**George R. Guyan**, sales manager, KTAR-TV Phoenix-Mesa, named VP and station manager. **Bob Gage**, station manager, KTAR-AM-FM, named VP-radio operations. **Byron E. Martin**, general manager, KTAR's Muzak division, named VP-background music services.

**Dale E. Watson** joins KTAC-AM-FM Tacoma, Wash., as VP and general manager.

**David Ridgeway**, account executive, WYSL Buffalo, N. Y., joins WFEM(FM) Ellwood City, Pa., as general manager.

**Ernest Theleman**, electronic engineer with broadcast bureau, FCC, joins staff of Commissioner H. Rex Lee as engineering assistant. **Fred Martin Cohen**, research assistant, Stanford University, Stanford, Calif., joins staff as special assistant to Mr. Lee.

**Vic Ives**, VP and general manager, KWUN Concord, Calif., resigns. **Fred Pfeiffer**, sportscaster for KWUN and KCFT-TV Concord, succeeds Mr. Ives.

**Arnold Becker**, director of audience measurement, television network re-

search, CBS/Broadcast Group, New York, named assistant director, television network research, department of economics and research, CBS/Broadcast Group.

**Robert A. Manning**, president, H. A. Manning Co., New York, joins WMCR Oneida, N. Y., as general manager.



**Nat A. Sibbold**, sales manager, WWJ-AM-FM Detroit, appointed station manager.

**Ronald L. Ruth**, general manager, KAFY Bakersfield, Calif., joins WGMS-AM-FM Bethesda, Md.-Washington in

Mr. Sibbold

same capacity. He succeeds **Floyd E. Beaton**, who joins parent RKO General Inc., New York, on special assignment to VP Ross Taber.

**Paul W. Freas**, manager of accounting services, WMAL-AM-FM-TV Washington, appointed controller.

**Gary D. Suggs**, general manager, KOSO(FM) Patterson, Calif., joins KFOG(FM) San Francisco as operations manager. Mr. Suggs succeeds **Ernest MacDaniel**, who resigns.

## Programing

**Howard Adamson**, manager of program department at CBS-TV Hollywood, named director of administration, CBS-TV program department, Hollywood. **James Gibson**, executive in CBS-TV live operations department, Hollywood, succeeds Mr. Adamson.

**Anthony Azzato**, executive VP., Tele-dynamics Corp., New York, joins Storer Programs Inc., Los Angeles, as general sales manager.

**Robert M. Allingham**, program director, KTAR-TV Phoenix-Mesa, named VP-programing.

**Jerome C. Golden**, VP, Storescope TV Inc., New York, named executive VP. Firm produces TV shows and commercials for retailers and suppliers.

**J. Nathan Tucker**, assistant VP and program operations manager, WBTV(TV) Charlotte, N. C., joins WWBT(TV) Richmond, Va., as director of programs and information. Both are Jefferson-Pilot Corp. stations.

**Jerry Kaye**, with WING Dayton, Ohio, named VP and operations manager in charge of programing.

**Frank Mangefrida**, with WIBX Utica, N. Y., joins WBTA Batavia, N. Y., as program director. He succeeds **Robert C. Fochler Jr.**, who joins Batavia Area Chamber of Commerce as executive

VP.

**Lee Harris**, program manager, **KBTR** and **KBTV(TV)** Denver, appointed head of new program development department.

## News

**Ray Thompson**, news director, **KTAR-AM-FM-TV** Phoenix-Mesa, named VP-news.

**Robert H. Jacobson**, news managing editor, **KBHK-TV** San Francisco, joins **WKBD-TV** Detroit as manager of news department. Both are Kaiser Broadcasting Corp. stations.

**Carl Akers**, newscaster, **KBTR** and **KBTV(TV)** Denver, appointed news director. He succeeds **Jack Wilson**, who becomes director of programing operations.

**Ray Moore**, news director, **WSB-TV** Atlanta, resigns. He is succeeded by **Hal Suit**, associate news director.

**George W. Collins**, editor, *Afro-American*, Baltimore, joins **WMAR-TV** there as associate news editor.

**Joseph Kraft**, author-journalist, joins Westinghouse Broadcasting Co. as Washington-based political commentator.

**Rupert Gillett**, public affairs editor, **WBT-AM-FM** and **WBT(TV)** Charlotte, N. C., retires. He is succeeded by **Jack Phipps**, with **WBTW(TV)** Florence, S. C.

**Paul Wynne**, with U. S. Army, Fort Gordon, Ga., joins **WATU-TV** Augusta, Ga., as news director.

**Donald C. Cornelius**, newsman, **WVON** Cicero, Ill., joins **WIND** Chicago in same capacity.

**Tom Rippe**, newsman, **KWWL-AM-FM-TV** Waterloo, Iowa, joins **WITI-TV** Milwaukee in same capacity.

**Jeffrey Hendrix**, newscaster, **KXOK** St. Louis, joins **WLS** Chicago in same capacity.

**Andrew G. Gastmeyer**, with NBC, New York; **Alexander J. Halmaj**, sales representative, A-M Corp., that city, and **Harvey A. Cox Jr.**, with U. S. Navy, join **WAVY-TV** Portsmouth-Norfolk-Newsport News, Va., as reporters.

## Promotion

**Bernie Armstrong Jr.**, with **WTAE-TV** Pittsburgh, appointed publicity director and assistant promotion manager.

**Sam Sherwood**, with **KSTP** St. Paul, appointed director of promotion and program development.

## Equipment & engineering

**Ben Wolfe**, VP for engineering, Westinghouse Broadcasting Co., New York,

joins Post-Newsweek Stations, Washington, in same capacity.

**William Gilmore**, chief engineer, ABC Radio central division, Chicago, named director of engineering and program operations, ABC Radio, New York. He succeeds **Sammie Aed**, who resigned to join NBC Radio as director of engineering (**BROADCASTING**, Jan. 13). **Kent Coughlin**, director of AM production, ABC Radio, named manager of engineering and program operations; **Harry Curtis**, engineering supervisor, ABC Radio news, New York, named manager of technical operations for radio network.



Mr. Beville

Mr. Neff

**Ross Beville**, president, Broadcast Electronics Inc., Silver Spring, Md., elected chairman. **John L. Neff**, VP-sales, succeeds Mr. Beville. **Donald R. Smith**, VP-administration, named executive VP. All appointments are effective March 1.

**Cliff Stevens**, chief engineer, **KTAR-TV** Phoenix-Mesa, named VP-engineering.

**Willis Webster**, with CBS, Washington, joins Tele-Color Productions Inc., that city, as chief engineer, reporting to Charles F. Riley, president (**BROADCASTING**, Dec. 16, 1968).

**Dale A. Schonmeyer**, southern regional manager, Raytheon Learning Systems Inc., joins Visual Electronics Corp., New York, as southern regional manager of systems division.

**Sy Benard** joins Vikoa Inc., Hoboken, N. J., as director of advertising and sales promotion.

## Allied fields

**Michael Finkelstein** and **Martin E. Firestone**, Washington communications lawyers, become partners in firm, and name has been changed to, Scharfeld, Bechhoefer, Baron, Finkelstein and Firestone, that city.

**John Gilman McCarthy**, president, Television Program Export Association, New York, resigns. He is succeeded by **George Muchnic**.

**Sheldon S. Kagan**, editor, Goodway Publications, Philadelphia, and **George B. Meier**, program coordinator, **WIBG-FM** there, form Kagan/Meier media concepts, diversified communications

consultancy with emphasis on radio and recordings. Address: 201 West Evergreen Avenue, Philadelphia 19118. (215) CH 2-6562.

**Oscar Katz**, formerly VP in charge of programing for CBS-TV and currently senior VP, TV packaging, for Creative Management Associates, Beverly Hills, Calif., resigns to form investment advisory service designed primarily for people in entertainment industry.

**Dr. Ernest F. Andrews**, faculty member, University of Iowa school of journalism, Iowa City, joins Syracuse University, Syracuse, N. Y., as associate professor of television-radio. He will continue as editor of *RTNDA Bulletin*, journal of Radio-Television News Directors Association.

## Deaths

**Leon S. Gilbert**, 69, president of **WUNI** Mobile, Ala., died Jan. 13 in Mobile. Mr. Gilbert is survived by his wife, Peggy Stone, president of Stone Representatives Inc., New York, daughter and two sons.



Mr. Cassill

hospital following cancer operation and heart attack. He had been in communications nearly three decades. Mr. Cassill is survived by his wife, Margaret, son and daughter.

**M. Wray Witten**, 58, controller and director, Young & Rubicam, New York, died Jan. 13 in Greenwich, Conn., of heart attack. Mr. Witten joined agency in 1948, became controller in 1949 and director in 1961. He is survived by his wife, Marcelle, and four children.

**George S. Mahon**, 42, general sales manager, **WFBG-TV** Altoona, Pa., died Jan. 8 in New York, of heart attack. Mr. Mahon had been with station 13 years. He is survived by his wife, Ruth, son and two daughters.

**Maurice B. Bodington**, 84, veteran Canadian radio actor, died Jan. 6 in Toronto. Mr. Bodington was associated with Canadian Broadcasting Corp. for 25 years.

**Reginald F. Vigurs**, 54, senior engineer for British Broadcasting Corp. in New York until August 1968, died Jan. 12 in England, of peritonitis. Mr. Vigurs in 1965 was lent by BBC to CBS to work on special color-TV project. He is survived by his wife and two children.

As compiled by BROADCASTING, Jan. 8 through Jan. 15 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna, aur—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis—visual. w—watts. \*—educational.

## New TV stations

### Applications

■ Santa Fe, N. M.—Santa Fe Television Inc. Seeks VHF ch. 2 (54-60 mc); ERP 28 kw vis, 5.6 kw aur. Ant. height above average terrain 4,200 ft.; ant. height above ground 233 ft. P. O. address: c/o Frank B. Palmer, Box 789, Grand Junction, Colo. 81501. Estimated construction cost \$376,297; first-year operating cost \$338,000; revenue \$430,000. Geographic coordinates 35° 12' 46" north lat.; 106° 26' 59" west long. Type trans. RCA TT-6 ALLA. Type ant. RCA TF CL. Legal counsel, Haley, Bader & Potts, consulting engineer Commercial Radio Equipment Co., both Washington. Principals: Forestville Realty Corp. (56.8%) et al. James R. and William J. Williams and Lawrence H. Kyte each own 26% of Forestville Realty Corp. J. Harry Dornheggen owns 20%. Principals of Santa Fe Television Inc. own KREX-AM-FM-TV Grand Junction. KREY-TV Montrose and KREZ-TV Durango, all Colorado. Dr. Dornheggen has interest in WRIE Erie, Pa. Ann. Jan. 13.

■ Jacksonville, N. C.—L & S Broadcasting Co. Seeks UHF ch. 19 (500-506 mc); ERP 796 kw vis, 79.6 kw aur. Ant. height above average terrain 483 ft.; ant. height above ground 495 ft. P. O. address: c/o Julius J. Segerman, 1 Bayview Drive, Jacksonville 28540. Estimated construction cost \$386,740; first-year operating cost \$180,000; revenue \$200,000. Geographic coordinates 34° 45' 43" north lat.; 77° 31' 50" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Welch & Morgan; consulting engineer Gautney & Jones, both Washington. Principals: Morris Leder, president; Leon Leder, vice president and Julius J. Segerman, secretary-treasurer (each 33 1/3%). Morris Leder has controlling interest in five retail department stores. Messrs. Leon Leder and Segerman each own retail department store. Principals also have real estate interests. Ann. Jan. 10.

### Starts authorized

■ KGTO-TV Fayetteville, Ark.—Authorized

program operation on ch. 36, 602-608 mc, ERP 38 kw vis. Action Jan. 3.

■ \*WLIW(TV) Garden City, N. Y.—Authorized program operation on ch. 21, 512-518 mc, ERP 661 kw vis. Action Jan. 3.

### Final actions

■ Baltimore—Baltimore Broadcasting Co. Review board granted UHF ch. 54 (710-716 mc); ERP 706 kw vis, 141.2 kw vis. Ant. height above average terrain 534 ft., above ground 439 ft. P. O. address: c/o Elmer Nolte, 5436 Harford Rd., Baltimore 21214. Estimated construction cost \$722,382; first-year operating cost \$398,700; revenue \$290,000. Studio location to be determined; trans. to be located in Baltimore. Geographic coordinates 39° 19' 54" north lat., 76° 39' 30" west long. Type trans. RCA TTU-30A (LA); type ant. RCA TFU-30J. Legal counsel Booth and Freret; consulting engineer Kear and Kennedy, both Washington. Principals: C. Elmer Nolte, Frank H. Durkee Jr., Samuel B. Temple (each 28.57%) and Warren W. Lepczyk (14.29%). Mr. Lepczyk is manufacturer's representative for General Electric communications products. Messrs. Durkee, Temple and Nolte are all engaged in various enterprises, among them being motion picture theaters, parking lots and concessions at drive-in theaters. In same action application of Meadows Broadcasting Co. was dismissed with prejudice and proceeding terminated. Knott Industries, which owns Meadows Broadcasting, intends to form new corporation, Baltimore Broadcasting Corp., of which Knott and Baltimore Broadcasting Co. would own equal amounts. Baltimore Broadcasting Co. intends to file application to assign CP to Baltimore Broadcasting Corp. Action Jan. 8.

■ Miles City, Mont.—Custer Broadcasting Corp. FCC granted VHF ch. 3 (60-66 mc); ERP 10.2 kw vis, 102 kw aur. Ant. height above average terrain 124.5 ft.; ant. height above ground 64 ft. P. O. address: 203 North Custer, Miles City 59301. Estimated construction cost \$69,516.50; first-year operating cost \$43,200; revenue \$50,000. Geographic coordinates 46° 25' 58" north lat.; 105° 51' 31" west long. Type trans. RCA TT-5A. Type ant. Jampro JAT 3/4. Legal counsel McKenna & Wilkinson; consulting engineer Kenneth Williams Jr., both Washington. Principals: David G. Rivenes, president, L. B. Foster (each 49.98%) et al. Mr. Rivenes owns abstract and title company. Mr. Foster owns drug company. Action Jan. 8.

### Other actions

■ Review board in Homewood, Ala., TV proceeding, docs. 15461 et al., granted request for correction of record filed Oct. 14, 1968, by Chapman Radio and Television Co. Action Jan. 10.

■ Review board in Fajardo, P. R., TV proceeding, docs. 18048-49, denied appeal from adverse rulings of presiding officer filed Nov. 20, 1968, by WSTE-TV Inc. Action Jan. 14.

■ Review board in San Angelo, Tex., TV proceeding, Docs. 17541-42, granted motion for extension of time filed Jan. 7, by San Angelo Independent School District, ex-

tended to Feb. 7, time to file exceptions and brief in support thereof to initial decision. Action Jan. 9.

### Actions on motions

■ Hearing Examiner Millard F. French in Anaheim, Calif. (Orange County Broadcasting Co.) et al., TV proceeding, on examiner's own motion, scheduled prehearing conference for Jan. 21 to discuss procedural dates and problems relating to ant. site (Docs. 18295-300). Action Jan. 14.

■ Hearing Examiner H. Gifford Irion in Baltimore (Baltimore Broadcasting Co. and Meadows Broadcasting Co.), TV ch. 54 proceeding, on examiner's own motion changed further prehearing conference from Jan. 20 to Feb. 7 (Docs. 17740-1), Action Jan. 7.

■ Hearing Examiner H. Gifford Irion in Minneapolis (Viking Television Inc. and Calvary Temple Evangelistic Association), TV proceeding, on request by Viking Television Inc., extended to Jan. 31 time to reply to request of Calvary Temple Evangelistic Association for interrogatories (Docs. 18381-2). Action Jan. 13.

■ Hearing Examiner David L. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Corp. and Alpha Broadcasting Corp.), TV proceeding, granted motion by applicants, revised schedule of procedural dates and changed hearing date from Feb. 3 to Feb. 25 (Docs. 13821-2). Action Jan. 9.

■ Hearing Examiner Jay A. Kyle in Boston (Boston Heritage Broadcasting Inc.), TV proceeding, on examiner's own motion, rescheduled hearing for Jan. 24 (Doc. 17743). Action Jan. 14.

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Orange Nine Inc., Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp., TV 9 Inc.), TV proceeding, on request by Comint and Florida Heartland, scheduled further prehearing conference for Jan. 17 to discuss possible revisions in procedural schedule in view of commission's recent action on interim operation (Docs. 11081, 11083, 17339, 17341-2, 17344). Action Jan. 14.

### Rulemaking petition

■ United Tecon, Kerrville-Fredericksburg, Tex.—Requests amendment of rules looking to assign VHF ch. 2 to Kerrville-Fredericksburg. Ann. Jan. 13.

### Rulemaking actions

■ FCC amended TV table of assignments to specify minus offset for ch. 5 at Calumet, Mich., to eliminate potential interference from TV channel assignment changes in Canada. Action Jan. 8.

■ FCC substituted ch. \*54 for ch. \*33 at Lynchburg, Va., on TV table of assignments to permit WNTU-TV to move to ant. farm. Action Jan. 8.

### Call letter application

■ State Mutual Broadcasting Corp., Worcester, Mass. Requests WSMW-TV.

## Existing TV stations

### Final actions

■ KPAZ-TV Phoenix—Broadcast Bureau granted license covering new station. Action Jan. 8.

■ KGO-TV San Francisco—Broadcast Bureau granted mod. of CP to change aur. ERP to 63.1 kw; change type ant. and mod. of CP to extend completion date to July 8. Action Jan. 8.

■ \*WETA-TV Washington—Broadcast Bureau granted license covering changes. Action Jan. 8.

■ WCIX-TV Miami—Broadcast Bureau granted license covering new station; re-describe trans. location as 17101 S.W. 248 Street, Princeton, Fla. Action Jan. 8.

■ WCIX-TV Miami—Broadcast Bureau rescinded Jan. 8 grant of license covering new station pending outcome of Doc. 18325. Action Jan. 13.

■ WJRJ-TV Atlanta—Broadcast Bureau granted license covering new station. Action Jan. 8.

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- WBBM-TV Chicago—FCC denied petition for reconsideration of action Oct. 9, 1968, denying request for extension of emergency STA for W13AV at Valparaiso, Ind.: in same action dismissed application of CBS Inc. to operate W13AV and ordered call letters deleted. Action Jan. 8.
- KMEG(TV) Sioux City, Iowa—Broadcast Bureau granted license covering new station. Action Jan. 8.
- \*WFPK-TV Louisville, Ky.—FCC granted application to increase power to 209 kw vis., increase ant. height to 870 ft. and change trans. site to 3.1 miles north of New Albany, Ind. Action Jan. 8.
- \*KFME-TV Fargo, N. D.—FCC granted waiver of rules to permit multiplexing Minnesota educational FM's on intercity relay system. Action Jan. 8.
- \*WHRO-TV Hampton-Norfolk, Va.—Broadcast Bureau granted CP to install new transmission line. Action Jan. 8.

#### Other actions

- FCC ordered extension of time to Jan. 13 for KFMB-TV San Diego and San Diego area CATV operators to file report on degradation of KFMB-TV's signal. Action Jan. 13.
- FCC granted requests by Community First Corp., New Horizons Telecasting Co. and Florida-Gateway Television Co. to operate facilities of WFGA-TV Jacksonville, Fla. Grant is subject to approval of agreement for all parties to pending comparative hearing to participate in interim authority and to approval of agreement to take over WFGA-TV on interim basis. Action Jan. 9.
- FCC granted application by Consolidated 9 Inc. for interim authority to operate facilities of WFTV(TV) Orlando, Fla. Action Jan. 9.
- WNET(TV) Providence, R. I.—FCC set for Feb. 24 oral argument on application for extension of time to complete station construction. Action Jan. 9.

#### Action on motion

- Hearing Examiner David I. Kraushaar in Moline, Ill. (Moline Television Corp. [WQAD-TV] and Community Telecasting Corp.), TV proceeding, granted motion by Broadcast Bureau and extended to Jan. 22 time to file proposed findings of fact and to Feb. 7 time to file reply briefs (Docs. 17993-4). Action Jan. 14.

### New AM stations

#### Start authorized

- KGLA Gretna, La.—Authorized program operation on 1540 kc. 500 w-D. Action Dec. 31.

#### Final actions

- Bartow, Fla.—Trans-Florida Radio Inc. FCC granted 1130 kc. 1 kw-D. P.O. address: Drawer 1433, Bartow. Estimated construction cost \$17,670; first-year operating cost \$72,800; revenue \$28,000. Principals: Lloyd A. Scott, Arthur V. Varnadore and Lloyd A. Scott Jr. (each 33%). Mr. Scott Sr. is building inspector. Mr. Scott Jr. is communications officer. Mr. Varnadore is state trooper. Action Jan. 8.
- New Prague, Minn.—TMF Communications Inc. Broadcast Bureau granted 1350 kc. 500 w-D. P.O. address: Box 193, New Prague 56071. Estimated construction cost \$49,098; first-year operating cost \$30,000; revenue \$35,000. Principals: Keith Thaves, secretary and John McGuire, president (each 33%) and John Farl, vice president and treasurer (34%). Mr. Thaves is in publishing and printing. Mr. McGuire is in advertising and public relations. Mr. Farl is in building products business. Action Jan. 8.

#### Other actions

- FCC, answering applications for review of review board ruling on petitions in hearing on North Carolina new AM applications, added suburban community issue to application for Midway Park, N. C., by J. M. Farlow and William D. Mills (Doc. 17887). Action Jan. 15.
- Review board in Boynton Beach, Fla., AM proceeding, Docs. 18310-3, denied petition to enlarge issues filed Oct. 2, 1968, by Radio Voice of Naples. Action Jan. 10.
- Review board in Boynton Beach, Fla., AM proceeding, Docs. 18310-3, granted in part petition to enlarge issues filed Oct. 2, 1968, by Radio Naples Inc. Action Jan. 10.
- Review board in Crowley, La., AM proceeding, Doc. 16785, board members Berke-

meyer, Pincok and Stone adopted order granting motion to correct transcript filed Jan. 2 by the Broadcast Bureau. Action Jan. 14.

■ Review board in Warwick, N. Y., AM proceeding, Docs. 18274-7, denied petition for approval of agreement filed Oct. 28, 1968, by Warwick Broadcasting Corp. and Everette Broadcasting Co. Action Jan. 10.

■ Review board in Warwick, N. Y., AM proceeding, Docs. 18274-77, granted to extent indicated and denied in all other respects petition to enlarge issues filed Aug. 26, 1968, by Taconic Broadcasters. Action Jan. 14.

■ Review board in Lexington, N. C., AM proceeding, Docs. 18385-86, granted request for extension of time filed Jan. 8 by chief, Broadcast Bureau, extended to Jan. 22 time to file responsive pleadings to petition to delete/modify and enlarge issues. Action Jan. 9.

■ Review board in Parma, Ohio, AM proceeding, Docs. 18368-9, denied petition to delete issue filed Nov. 25, 1968, by Howard L. Burris. Action Jan. 10.

■ Review board in Norristown, Pa., AM proceeding, Doc. 14952, action on petition for leave to amend filed Dec. 26, 1968, by Norristown Broadcasting Co. held in abeyance for 15 days from release date of document pending receipt of additional pleadings. Action Jan. 14.

■ Review board in Norristown, Pa., AM proceeding, Doc. 14952, granted petition to postpone dates for filing exceptions filed Jan. 9 by Norristown Broadcasting Co., extended to Feb. 10 time to file exceptions to initial decision. Action Jan. 14.

■ Review board in Collinsville, Va., AM proceeding, Docs. 18245-6, granted request filed Jan. 8 by chief, Broadcast Bureau, and extended to Jan. 23 time to file responsive pleadings to joint request for approval of agreement, for acceptance of amendments and for grant without hearing filed Dec. 27, 1968, by Radio Collinsville Inc. Action Jan. 10.

#### Actions on motions

■ Chief Hearing Examiner James D. Cunningham in Slidell, La., and Bay St. Louis, Miss. (Faulkner Radio Inc. and Bay Broadcasting Corp.), AM proceeding, ordered that Hearing Examiner Millard F. French serve as presiding officer in proceeding; scheduled prehearing conference for Feb. 7 and hearing for March 10 (Docs. 18412-3). Action Dec. 26.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Ala. (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, scheduled oral argument for Jan. 14 on request for subpoena by Cullman Music Broadcasting Co. (Docs. 18204-5). Action Jan. 13.

■ Hearing Examiner Thomas H. Donahue in Sumiton and Cullman, both Ala. (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, set certain procedural dates; continued conference to March 17; dismissed as moot Cullman Music Broadcasting Co.'s petition for extension of procedural date (Docs. 18204-5). Action Jan. 14.

■ Hearing Examiner Millard F. French in Clarkston, Wash. (Clarkston Broadcasters), AM proceeding, upon oral request by Broadcast Bureau, extended to Jan. 21 time to file proposed findings and conclusions and to Feb. 7 time to file reply findings (Doc.

18124). Action Jan. 9.

■ Hearing Examiner H. Clifford Irion in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Co.), AM proceeding, petition for leave to amend filed Dec. 13, 1968 by Two Rivers Broadcasting Co. granted to extent that it amends answer to question 27 of application and denied with respect to change of residence of proposed general manager (Docs. 18235-6). Action Jan. 6.

■ Hearing Examiner Jay A. Kyle in Statesboro, Jesup and Reidsville, all Ga. (Farnell O'Quinn, Morris's Inc. and John M. Masters), AM proceeding, scheduled prehearing conference for Feb. 6 (Docs. 17722, 18395-6). Action Jan. 8.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach and Naples, both Fla. (North American Broadcasting Co., Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples), AM proceeding, continued commencement of hearing from Jan. 13 to Jan. 17 and Jan. 22 and scheduled conference for Jan. 13 for purpose of argument on motion to be filed by Radio Voice of Naples (Docs. 18310-3). Action Jan. 7.

■ Hearing Examiner Chester F. Naumowicz Jr. in Boynton Beach and Naples, both Fla. (North American Broadcasting Co., Radio Boynton Beach Inc., Boynton Beach Community Services Inc. and Radio Voice of Naples), AM proceeding, on informal request by Radio Naples Inc., continued conference scheduled for Jan. 13 to Jan. 17 (Docs. 18310-13). Action Jan. 13.

#### Call letter applications

- River Falls Radio Co., River Falls, Wis. Requests WEVR.
- Obed S. Borgen, Wisconsin Dells, Wis. Requests WWDA.

#### Call letter action

- Tri-State Broadcasters, Sioux Center, Iowa. Granted KVDB.

### Existing AM stations

#### Final actions

- FCC denied requests by KCMO Kansas City, KFEG St. Joseph and KHMJ Hannibal, all Missouri, for rule waiver to permit power in excess of 500 w for PSA; dismissed applications. Action Jan. 9.
- WJLD Homewood, Ala.—Broadcast Bureau granted CP to make changes in ant. system. Action Jan. 10.
- KTUC Tucson, Ariz.—Broadcast Bureau granted license covering changes. Action Jan. 13.
- KLIV San Jose, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to March 31. Action Jan. 8.
- KQXI Arvada, Colo.—FCC denied application seeking review of review board decision denying nighttime operation (Doc. 18417). Action Jan. 15.
- WMYR Fort Myers, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to March 28. Action Jan. 8.
- WRUS Russellville, Ky.—Broadcast Bureau granted license covering changes in ant. system. Action Jan. 13.
- WTYM East Longmeadow, Mass.—Broad-

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cast Bureau granted CP to change trans. location to Moore and Fisher Streets, East Longmeadow; remote control permitted; condition. Action Jan. 8.

■ KPRM Park Rapids, Minn.—Broadcast Bureau granted license covering increase in ant. height to 362 ft. Action Jan. 13.

■ KSTL St. Louis—Broadcast Bureau granted license covering installation of former main trans. as auxiliary trans. at new location for auxiliary purposes only. Action Jan. 13.

■ KFUN Las Vegas—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans. Action Jan. 13.

■ KOZN Omaha—Broadcast Bureau granted license covering change in ant.-trans. location and change in type trans. Action Jan. 13.

■ WMPS Memphis—FCC denied request for waiver of prohibited overlap specifications of rules; returned as unacceptable for filing WMPS application to increase daytime power to 25 kw-LS and change DA-N to DA-2. Action Jan. 8.

■ KBPO Beaumont, Tex.—Broadcast Bureau granted CP to install new type ant.; make changes in ant. system, ERP 25 kw hor. and 6.1 kw vert.; ant. height 225 ft. Action Jan. 10.

■ KIVY Crockett, Tex.—Broadcast Bureau granted license covering increase in power. Action Jan. 13.

■ WCHS Charleston, W. Va.—Broadcast Bureau granted CP to change location of auxiliary trans. to main trans. location. Action Jan. 10.

### Other actions

■ WTWA Thomson, Ga.—FCC waived rules and accepted for filing application to increase hours of operation from SH to U. Action Jan. 8.

■ WIFE-AM-FM Indianapolis—FCC granted request for additional time to present oral argument Feb. 10 in proceeding on license renewal; rescheduled time for oral argument. Action Jan. 9.

### Actions on motions

■ Office of Opinions and Review in Newark, N. J. (Continental Broadcasting Inc.), renewal of license of WNJF, granted petition by Broadcast Bureau and extended to Jan. 17 time to file reply to petition for reconsideration and rehearing (Doc. 16050). Action Jan. 8.

■ Chief, Office of Opinions and Review Media, Pa. (Brandywine-Main Line Radio Inc.), renewal of licenses of WXUR-AM-FM proceeding, granted request by Greater Philadelphia Council of Churches et al., and extended to March 14 time to file exceptions to initial decision (Doc. 17141). Action Jan. 13.

■ Hearing Examiner Basil P. Cooper in Ogden, Utah, and Golden, Colo. (North American Broadcasting Co. and Norman Broadcasting), renewal of licenses of KSVN and KICM, granted motion by applicant and continued prehearing conference to Jan. 17 (Docs. 18343-4). Action Jan. 7.

■ Chief Hearing Examiner James D. Cunningham in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, changed location of hearing Feb. 18, from Henderson to Las Vegas (Docs. 16813-4). Action Jan. 14.

■ Hearing Examiner Millard F. French in Lexington, Ky. (Bluegrass Broadcasting Co.), renewal of license of WVLC, on examiner's own motion, scheduled oral argument for Jan. 21 on Broadcast Bureau's petition for discovery and production of documents filed Nov. 7, 1968, and on opposition to Broadcast Bureau's petition for discovery and production of documents filed Nov. 20, 1968 (Doc. 18285). Action Jan. 9.

■ Hearing Examiner H. Gifford Irion in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]), AM proceeding, scheduled hearing to commence Jan. 28 in Ruidoso (Docs. 17624-5). Action Jan. 8.

■ Hearing Examiner David I. Kraushaar in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Co. [KVIN] and Wagoner Radio Co. [KWLG]), AM license renewal and FM proceeding, granted motion for correction of transcripts of hearing (Docs. 18085-7). Action Jan. 8.

### Fines

■ KAPI Pueblo, Colo.—FCC ordered payment of \$1,000 forfeiture for rule violations including failure to have properly licensed

operator on duty and failure to make equipment performance measurements at yearly intervals. Action Jan. 8.

KAWL York, Neb.—FCC ordered \$500 forfeiture for violation of rules by failing to have properly licensed operator on duty. Action Jan. 8.

### Call letter applications

■ KWSL, Clark-Knoll & Associates, Grand Junction, Colo. Requests KQIL.

■ WMCK Westchester Corp., McKeesport, Pa. Requests WIXZ.

■ WWRI, RSVP Inc., West Warwick, R. I. Requests WSVP.

### Call letter action

■ WOAH, Latin Broadcasting Corp., Miami. Granted WLTO.

## New FM stations

### Applications

■ \*Augusta, Ga.—Augusta College. Seeks 90.7 mc, ch. 214, 855 w. Ant. height above average terrain 400 ft. P.O. address: c/o John H. Gleason, 2500 Walton Way, Augusta 30904. Estimated construction cost \$22,580; first-year operating cost \$7,500; revenue none. Principals: Board of Regents of University System of Georgia, Gerald B. Robins, president et al. Ann. Jan. 14.

■ Peru, Ill.—George W. Yazell. Seeks 100.1 mc, ch. 257, 3 kw. Ant. height above average terrain 145 ft. P.O. address: 55A Lincoln Hill, Quincy, Ill. 62301. Estimated construction cost \$18,725; first-year operating cost \$48,000; revenue \$60,000. Principal: George W. Yazell, sole owner. Mr. Yazell is service manager of Gates Radio Co., manufacturer of broadcast and communications electronic equipment. Ann. Jan. 14.

■ \*Urbana, Ohio—Urbana City Board of Education. Seeks 88.7 mc, ch. 204, 14.3 w. Ant. height above average terrain 95 ft. P.O. address: 500 Washington Avenue, Urbana 43078. Estimated construction cost \$3,700; first-year operating cost \$1,000; revenue none. Principals: Urbana City Board of Education, Woodrow W. Purdy, superintendent. Ann. Jan. 13.

■ \*Philadelphia—Drexel Institute of Technology. Seeks 91.7 mc, ch. 219, 6.3 w. Ant. height above average terrain 225.5 ft. P.O. address: c/o John W. Neal Jr., 32nd & Chestnut Streets, Philadelphia 19104. Estimated construction cost \$2,408; first-year operating cost \$4,400; revenue none. Principals: Drexel Institute of Technology, Charles J. Huston Jr., chairman, board of trustees, Drexel is licensee of \*WXDT Philadelphia. Ann. Jan. 13.

■ \*Killeen, Tex.—Central Texas College. Seeks amendment to application for new FM to change from 88.7 mc, ch. 204, to 91.7 mc, ch. 219. Ann. Jan. 14.

■ Culpeper, Va.—Culpeper Communications Inc. Seeks 103.1 mc, ch. 276 A, 3 kw. Ant. height above average terrain 84 ft. P.O. address: c/o Walter B. Potter, Box 189, Culpeper 22701. Estimated construction cost \$27,000; first-year operating cost \$36,000; revenue \$17,500. Principals: Walter B. Potter, president-treasurer (50%), William K. Diehl, secretary, and Norman B. Martin, vice president (each 25%). Mr. Potter owns 10% of WCVA Culpeper, and owns publishing and commercial printing firm. He also has interests in publishing, printing, newspaper brokerage and savings and loan firms. Mr. Martin has interest in industrial laundries, children's wear retail store, car wash, savings and loan company and bank. Mr. Diehl is managing editor of Culpeper *Star-Exponent*. Ann. Jan. 14.

### Start authorized

■ KADI(FM) St. Louis — Authorized program operation on 98.1 mc, ch. 251, ERP 100 kw, ant. height 1,500 ft. Action Dec. 31.

### Final actions

■ \*Hinsdale, Ill.—Hinsdale Township High School, District No. 86. Broadcast Bureau granted 88.5 mc, ch. 203, 10 w. Ant. height above average terrain 50 ft. P.O. address: 55th and Grant Streets, Hinsdale 60521. Estimated construction cost \$7,008; first-year operating cost \$1,000; revenue none. Principal: Hinsdale Township High School. Action Jan. 8.

■ Egg Harbor, N. J.—Rodio Radio Inc. Broadcast Bureau granted 104.9 mc, ch. 285A, 3 kw. Ant. height above average terrain 280 ft. P.O. address: 182 N. White Horse Pike, Hammonton, N. J. 08037. Esti-

mated construction cost \$10,146.56; first-year operating cost \$5,000; revenue \$9,000. Principals: James N. Rodio, president et al. Action Jan. 8.

### Other action

■ Review board in New Orleans, FM proceeding, Docs. 17607-08, granted petition for leave to amend filed Oct. 7, 1968, by Loyola University. Action Jan. 14.

### Actions on motions

■ Chief, Broadcast Bureau, granted request by Gateway Broadcasters Inc. and extended to Feb. 10 time to file comments and to Feb. 20 to file reply comments in matter of amendment of table of FM assignments, Porterville, Calif. (Doc. 18389). Action Jan. 10.

■ Office of Opinions and Review in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Marysville Broadcasting Service Inc.), FM proceeding, granted petition by Circleville Broadcasting Co. and extended to Feb. 5 time to file reply to Broadcast Bureau's opposition to request for approval of expenses and pleading due to be filed Jan. 24 by Christian Voice of Central Ohio (Docs. 18308-9). Action Jan. 9.

■ Office of Opinions and Review in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Marysville Broadcasting Service Inc.), FM proceeding, granted petition by Christian Voice of Central Ohio and extended to Jan. 24 time to respond to request for approval of expenses and other relief filed by Circleville Broadcasting Co. (Docs. 18308-9). Action Jan. 9.

■ Hearing Examiner Basil P. Cooper in Fort Smith, Arkansas (KFPW Broadcasting Co.), FM proceeding, granted petition by Broadcast Bureau; rescheduled hearing from Jan. 28 to Feb. 12 (Doc. 18241). Action Jan. 14.

■ Chief Hearing Examiner James D. Cunningham in Ocean City, N. J. (Lester H. Allen and Salt-Tee Radio Inc.), FM proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer; scheduled prehearing conference for Feb. 3, hearing conference for March 10 (Docs. 18408-9). Action Dec. 26.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Marysville Broadcasting Service Inc.), FM proceeding, scheduled prehearing conference for February 5 (Docs. 18308-9). Action Jan. 8.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Marysville Broadcasting Service Inc.), FM proceeding, because of certain interlocutory matters now pending before commission in this proceeding, continued conference scheduled for Feb. 5 to date to be determined (Docs. 18308-9). Action Jan. 10.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, on examiner's own motion scheduled prehearing conference Feb. 4 (Doc. 18374). Action Jan. 8.

■ Hearing Examiner Jay A. Kyle in Sheboygan, Wis. (WHBL Inc.), FM proceeding, because of rescheduling of prehearing conference of February 4, continued hearing scheduled for Jan. 22 to date to be determined (Doc. 18374). Action Jan. 10.

### Rulemaking petitions

■ Leon Jaspers, Somerset, Ky. — Requests amendment of rules to include assignment of ch. 285A to Burnside, Ky. Ann. Jan. 13.

■ Falmouth Broadcasting Co., Falmouth, Mass.—Requests amendment of rules to assign ch. 240A to Falmouth. Ann. Jan. 13.

■ Obed S. Borgen, Preston, Minn.—Requests amendment of table of assignments to add ch. 276A to Preston. Ann. Jan. 13.

■ WMJR Lake Geneva, Wis.—Requests institution of rulemaking proceeding allocating ch. 269A to Lake Geneva. Ann. Jan. 13.

### Call letter applications

■ East Arkansas Broadcasters, Wynne, Ark. Granted KWYN-FM.

■ Chico State College, Chico, Calif. Requests \*KCHO(FM).

■ Palm Beach County, Palm Beach, Fla. Requests \*WHRS(FM).

■ Logan Broadcasting Corp., Logan, W. Va. Granted WVOW-FM.

### Designated for hearing

■ FCC set for hearing applications of Mineral King Broadcasters and Arthur Nersasian

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## Summary of broadcasting

Compiled by BROADCASTING, Jan. 16, 1969

	On Air Licensed	CP's	Total On Air	Not On Air CP's	Total Authorized
Commercial AM	4,223 <sup>1</sup>	15	4,238 <sup>1</sup>	68	4,304 <sup>1</sup>
Commercial FM	1,901	49	1,950	182	2,132
Commercial TV-VHF	496 <sup>2</sup>	10	506 <sup>2</sup>	11	517 <sup>2</sup>
Commercial TV-UHF	122 <sup>2</sup>	50	170 <sup>2</sup>	160	332 <sup>2</sup>
Educational FM	354	8	362	30	392
Educational TV-VHF	71	4	76	1	77
Educational TV-UHF	70	28	98	13	111

## Station boxscore

Compiled by FCC, Jan. 2, 1969

	Com'l AM	Com'l FM	Com'l TV	Educ FM	Educ TV
Licensed (all on air)	4,222 <sup>1</sup>	1,891	615 <sup>2</sup>	354	141
CP's on air (new stations)	14	53	62	8	31
Total on air	4,236 <sup>1</sup>	1,944	675 <sup>2</sup>	362	172
CP's not on air (new stations)	56	187	170	31	16
Total authorized stations	4,302 <sup>1</sup>	2,131	847 <sup>2</sup>	393	188
Licenses deleted	2	3	0	0	0
CP's deleted	1	0	1	0	0

<sup>1</sup> Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.  
<sup>2</sup> Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

for new FM's on 106.7 mc, ch. 294, at Tulare, Calif. Action Jan. 9.

## Existing FM stations

### Applications

- \*WPWT(FM) Philadelphia—Seeks mod. of license to change hours of operation from unlimited to share-time with Drexel Institute of Technology, applicant for new noncommercial educational FM at Philadelphia. Ann. Jan. 14.
- KTXN-FM Victoria, Tex.—Seeks mod. of CP to change to 98.7 mc, ch. 254; change ant.-trans. location to 100 South Main, 1st Victoria National Bank, Victoria; change ant., make change in ant. system; change TPO 20 kw; ERP 40.2 kw; operate with vert. ERP 40.2 kw and change ant. height to 150 ft. Ann. Jan. 14.

### Final actions

- KVFS(FM) Vacaville, Calif.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to Crystal Lane, Vacaville; change type trans.; change ERP to 2.85 kw; change type ant., ant. height to 220 ft. Action Jan. 8.
- \*KFGQ-FM Boone, Iowa—FCC denied request for waiver of FM separation requirements. Action Jan. 15.
- KEYN-FM Wichita, Kan.—Broadcast Bureau granted license covering new station. Action Jan. 7.
- WHBI(FM) Newark, N. J.—FCC granted application to move main studio in New York to 80 Riverside Drive; granted waiver of rules requiring main studio location to be either in city of license or at transmitter site. Action Jan. 9.
- WRNS(FM) Kinston, N. C.—Broadcast Bureau granted license covering new station, specify type trans. Action Jan. 13.

### Other action

- FCC granted application by Mineral King Broadcasters for interim authority to operate facilities of KDFR(FM) Tulare, Calif. Action Jan. 8.

### Actions on motions

- Hearing Examiner Thomas H. Donahue in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMQ Inc. [KFMQ-FM]), FM proceeding, upon oral request by Cornbelt Broadcasting, extended to Jan. 13 date for exchange of exhibits (Docs. 17410 and 18174). Action Jan. 8.
- Hearing Examiner Thomas H. Donahue in Albany, N. Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting, Inc. and WPOW Inc.), FM proceeding, in order following conference, continued certain procedural dates and continued hearing from Jan. 24 to March 21. (Docs. 18210-2). Action Jan. 6.
- Hearing Examiner Forest L. McClennin in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. [KBUC-FM]), FM proceeding, granted motion by Bexar Broadcasting Co.; continued hearing

date to March 3 (Docs. 18238-9). Action Jan. 10.

### Rulemaking petition

- FCC in notice of proposed rulemaking proposed rules for FM translators and counterpart rules authorizing FM boosters. Action Jan. 9.

### Call letter applications

- WGVM-FM, Mid-America Broadcasting Co., Greenville, Mass. Requests WDMS(FM).
- WFNC-FM, Cape Fear Broadcasting Co., Fayetteville, N. C. Requests WQSM(FM).
- KWKC-FM, Key City Broadcasters, Abilene, Tex. Requests KNIT-FM.

### Call letter action

- WCMB-FM, WCMB-FM Inc., Harrisburg, Pa. Granted WSFM(FM).

### Designated for hearing

- FCC designated for hearing court-remanded application of WGN Continental FM Co. to acquire WFMT(FM) Chicago. Hearing question involves concentration of control under rules on multiple ownership. Action Jan. 9.

## Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations: KYME Boise, Idaho, and KZTV(TV) Corpus Christi, Tex. Actions Jan. 13.
- Broadcast Bureau granted renewal of licenses for following stations: \*KANG(FM) Angwin, Calif.; KBUY Fort Worth; KCAL-AM-FM Redlands, KMYC Marysville, and KNCS Hanford, all California; KOJM Harve, Mont.; WWSW Pittsburgh; KBBI(FM) Los Angeles. Actions Jan. 10.
- Broadcast Bureau granted renewal of licenses for following UHF and VHF TV translators: K08AB and K12AG Oshkosh and Lewellen, both Nebraska; K13EB Bassett, Neb.; K70DA Childress, Tell and Cee Vee, all Texas; W09AA White Pine, Mich. Actions Jan. 8.

## Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP and extended completion dates to July 8 for following stations: WKBD(TV) Detroit; WHP-TV Harrisburg, Pa.; KNDU(TV) Richland, Wash. Actions Jan. 8.
- Broadcast Bureau granted mod. of CP's and extended completion dates for following stations: K1XF Fortuna, Calif., to June 1; WIBB Macon, Ga., to July 16; WSCV Peterborough, N. H., to May 22; KCBJ Minot, N. D., to June 19; WBBW Youngstown, Ohio, to April 9; KYAL McKinney, Tex., to Feb. 13; John W. Mowbray, Burien, Wash. to June 8 for new AM. Actions Jan. 13.
- Broadcast Bureau granted mod. of CP's

and extended completion dates for following stations: KOY Phoenix to March 1, condition; \*KEBS-FM San Diego to June 24; WPLO Atlanta to June 30; KIND-FM Independence, Kan., to March 18; KJRL(FM) Liberal, Kan., to Feb. 28; WKOF(FM) Hopkinsville, Ky., to July 26; WCAO-FM Baltimore to June 30; WCOP-FM Boston to June 30; WSBM(FM) Saginaw, Mich., to March 16; WELC-FM Tupelo, Miss., to March 31; WRNJ(FM) Atlantic City, N. J., to May 30; WENE-FM Endicott, N. Y., to June 23; WIBQ-FM Utica, N. Y., to July 7; WHP Harrisburg, Pa., to July 7; \*WJUP-FM Indiana, Pa., to July 14; WMNT-FM Manati, P. R., to July 15; WFAB-FM Ponce, P. R., to Feb. 22; \*WVMS(FM) Chattanooga to July 1; KSTB Breckenridge, Tex., to Feb. 13; KSIX-FM Corpus Christi, Tex., to July 17; KTXO Sherman, Tex., to March 15; WGH Newport News, Va., to April 4; WAGO Oshkosh, Wis., to May 1. Actions Jan. 14.

## Translators

- Midnight Sun Broadcasters Inc., Copper Center, Alaska—Broadcast Bureau granted CP for new VHF TV translator to serve Richardson Highway community south of Copper Center and Kenny Lake, Alaska, on ch. 9 by rebroadcasting KFAR-TV Fairbanks, Alaska. Action Jan. 10.
- Midnight Sun Broadcasters Inc., Glennallen, Alaska—Broadcast Bureau granted CP for new VHF TV translator to serve Glennallen, Richardson Highway area south of Glennallen, and Richardson Highway area north of Glennallen on ch. 4 by rebroadcasting KFAR-TV Fairbanks, Alaska. Action Jan. 10.
- Midnight Sun Broadcasters Inc., Tolsona, Alaska—Broadcast Bureau granted CP for new VHF TV translator to serve Glenn Highway west of Tolsona on ch. 7 by rebroadcasting KFAR-TV Fairbanks, Alaska. Action Jan. 10.
- Show Low Area TV Service, Show Low, Ariz.—FCC granted application for new one-w. VHF TV translator on ch. 6 to rebroadcast KGUN-TV Tucson, Ariz. Action Jan. 8.
- American Television Co., Fayetteville, Ark.—Broadcast Bureau granted CP for new UHF TV translator to serve Fayetteville on ch. 70 by rebroadcasting KFSA-TV Fort Smith, Ark. Action Dec. 30.
- NOR-SIS TV Corp., Weed, Calif.—Broadcast Bureau granted CP for new VHF TV translator to serve Weed on ch. 4 by rebroadcasting KHSL-TV Chico, Calif. Action Jan. 10.
- NOR-SIS TV Corp., Yreka, Calif.—Broadcast Bureau granted CP's for new UHF TV translators to serve Yreka and Weed, Calif., on ch. 78 by rebroadcasting KHSL-TV Chico, Calif., and ch. 74 by rebroadcasting of KRCR-TV Redding, Calif. Action Jan. 10.
- K04CW Marshalltown, Iowa—Broadcast Bureau granted CP to change type trans. of VHF TV translator. Action Jan. 6.
- Lee Enterprises Inc., Ottumwa, Iowa—FCC granted application for new 100-w UHF TV translator on ch. 71 to rebroadcast KHQA-TV Hannibal, Mo.; in same action petition to deny by KRNT-TV Des Moines was denied. Action Jan. 9.
- Hearing Examiner Isadore A. Honig in Cumberland, Md., and Wellersburg, Pa. (Tri-State Television Translators Inc. [W02AO, W04AQ, W05AI, W08AU, W12AO] and Wellersburg TV Inc. [W07AL, W08AI, W13AP]), TV translator proceeding, granted request by Broadcast Bureau, reopened record, took official notice of action in commission's staff letter of Nov. 7, 1968, to Tri-State Television Translators Inc., notifying them that its five translators are considered forfeited and call letters are deleted; initial decision will be confined to Wellersburg Translators Inc. stations; again closed record (Docs. 17654-5). Action Jan. 8.
- Eureka Television District, Eureka, Nev.—Broadcast Bureau granted CP for new UHF TV translator to serve Eureka on ch. 82 by rebroadcasting KUTV-TV Salt Lake City, Action Dec. 30.
- K08GC Alma, Glenwood, Pleasanton and Mule Creek area, all New Mexico—Broadcast Bureau granted CP to replace expired permit for changes in VHF TV translator. Action Jan. 8.
- K11GQ Lower Deschutes River subdivision, La Pine and Upper Deschutes River subdivision, all Oregon—Broadcast Bureau

(Continued on page 82)



## Technical—(cont'd)

**First class chief:** Ideal situation for young engineer seeking experience and challenge with nationally known chain. Start with full control of small market directional in western New York move up in group as talents develop. Top pay, all benefits for right man with energy, desire and drive. Opportunity to work with station and New York State University's growing radio-TV department. Five figure salary for right man. Send resume and all details. Box A-170, BROADCASTING.

**Semi-Retirement** for first in southern retirement area. New home furnished. Enough work to keep active and insure comfortable income. Plenty of time for fishing. Must know maintenance. Box A-172, BROADCASTING.

If you have commercial broadcasting experience, can do maintenance on all-new equipment, and handle our night time three tower directional rig, we're interested. If you want to join Florida's finest group of professional radio people, with ideal working conditions, if you are of good habits, and permanent, with first phone ticket, write Box A-187, BROADCASTING.

**Michigan-need FM transmitter operator,** third class with endorsement. Will train beginner. No announcing. Contact Wes Thompson, Chief Engineer. WBCM-FM, Bay City, Michigan.

**First class engineer** for automated all-night show, Simul AM/FM, studio maintenance. WFTL Broadcasting Company, P.O. Box 1400, Fort Lauderdale, Florida 33302. Phone area 305-566-9621.

**Engineer AM & FM,** all new equipment, who can also announce or sell. WSEB, Sebring, Florida 33870.

**Combo man:** First class engineer/announcer for Philadelphia suburban radio station. Send resume to Joe Heffron, P.O. Box 567, Media, Pa. 19063.

**Television network engineers—Positions available—**Maintenance and operations. Excellent working conditions. FCC radio telephone first class license required. Send resume to: N.E.T. Television, Inc., 2715 Packard Road, Ann Arbor, Michigan 48104.

## NEWS

**Morning Newsman—Top 40 format.** Large northeast market. Heavy weights only. Salary open. Send tape, resume and photo, Box A-17, BROADCASTING.

**News director** needed at once by N.J. station heavy on local news. Must be able to gather, write and broadcast. Tape & resume first letter. Box A-106, BROADCASTING.

**News-caster** with experience in news gathering. Exclusively news. Immediate opening. Good salary. Send tape, resume and minimum salary. Box A-115, BROADCASTING.

**Indiana kilowatt** wants experienced newsman to gather, write, deliver local news. Completely equipped news department. Excellent starting salary, many fringe benefits. Send tape, resume, photo to: Box A-130, BROADCASTING.

**Illinois.** Experienced newsman to gather, write, and broadcast. Well equipped station, hospitalization, profit sharing. \$130 start, raises as earned. Send tape, resume, photo. Box A-223, BROADCASTING.

**Newsman for midwest** CBS affiliate. Must be versatile in all phases of radio news. Experience also offered in combined TV news operation. Contact Ken Kew, KGLO, Mason City, Iowa.

If you've wanted a chance to do original broadcasting from every part of your coverage area, a chance to work news in depth, a chance to work with professional people . . . many former metro pro's, and make above average money, you want to work with us! What we're saying is, if you're fed up with run-of-the-mill radio at starvation wages . . . let me know. BUT . . . you must have 3 years experience and eager to use your versatility from board to news and back again. We prefer midwest or mid-south, but will consider others. Let me tell you about small town radio at big city pay. Call Lawrence Weller, 816-263-1230 or send tape and resume now! KWIX, Moberly, Mo.

**News director;** report and broadcast; send tape, resume to Gene Claussen, KXIC, Iowa City, Iowa.

**Experienced, mature-sounding** newsman needed at once for central Florida's leading radio news team. Send tape, photo, resume and salary requirements to Bob Raymond, News Director, WDBO, P.O. Box 1833, Orlando, Florida.

**Wisconsin station** looking for mature newsman who excels in reporting, writing and on the air delivery. Top salary, fringe benefits. Send resume, photo and tape to Charles R. Dickoff, WEAQ Radio, Box 1 Eau Claire, Wisconsin 54701. No phone calls please.

## News—(cont'd)

**Immediate opening** for experienced radio newsman. Salary open. Send resume, tape to: John Klinger, Station Manager, WKFI, Kewanee, Illinois 61443.

**At WSMI,** the news comes first. Opening for experienced non-metropolitan professional. Resume, tape, photo to Mr. Talley, Litchfield, Illinois.

**Northern Illinois-southern Wisconsin** 5 kw fulltime radio station looking for assistant news editor. Should have news gathering, writing, typing and announcing experience or college journalism background. Great opportunity for young man seeking future promotion within station group. If you have sincere interest in news and like part time DJ work, send resume and short newscast tape to: P.O. Box 1108, Beloit, Wisconsin or phone 608-365-6641.

## Programing, Production, Others

**Program director** for No. 1 rated contemporary station in competitive area. Manage ten air personalities as well as overall programing. Good salary plus excellent benefits. Good northeast location. Write Box A-215, BROADCASTING.

**Ephrata, Pennsylvania?** Don't laugh! Small town but good market! And . . . WGSa has a good position available for a talented copy chief and production man. The pay's as good as you are! Call or write: Ed Thomas, P.D. 717-733-2226.

**Southern fulltime AM** needs experienced top 40 announcer. Good pay, good working conditions and opportunity for advancement. Good references and past record required. Contact Jerdan Bullard, WKUL, Cullman, Alabama.

## Situations Wanted Management

Let me give you a new Cadillac in Feb. "Chevrolet" if you are in a small market or cash. No gimmicks. Just a lot of hard work on my part and profit for each of us, excellent references. Write Box A-41, BROADCASTING.

**Southwest broadcast media . . . 25 years** in radio and television. Know broadcasting from programing to management. Good sales record. Seek station management with stock option. Box A-43, BROADCASTING.

**General Manager . . . Prefer** small or medium market. Box A-65, BROADCASTING.

**Experienced radio station manager** will consider good offer. Box A-68, BROADCASTING.

**Manager, Trouble-shooter . . . experienced** broadcaster . . . up-grade your business . . . S.W. pref. . . confidential . . . Box A-74, BROADCASTING.

**Profitable management—14 years** in broadcasting. 5 years as top 50 market manager. Masters degree, taking time to make right move, 31, married, 3 children, want northeast area. I build profits and ratings, experience in sales, union relations, FCC etc. Looking for challenge and potential—present income \$16,000.00. All inquiries answered. Box A-122, BROADCASTING.

**General manager—General sales manager** for station in medium market—six to sixteen million total market revenue. 15 years experience sales and sales management with top organizations. Capable developing property and producing profitable financial results. Box A-141, BROADCASTING.

**Small market station manager.** Ten years experience. Announcing, talk programs, sportscaster, news, sales. Want to head back to "big town" in capacity of news-caster, talkmaster or adult music show. Box A-145, BROADCASTING.

**California owners—Need a manager** who knows how to run a tight operation? One who can train, direct and motivate salesmen, knowledgeable in programing and community involvement, successful in both major and medium markets. Reply now to Box A-171, BROADCASTING.

**Major market general manager** with excellent track record in sales, programing and all phases of radio station management seeks top position with company "on the move." Looking for opportunity to get on ground floor and even make substantial cash contribution (up to six figures) in the station. Box A-180, BROADCASTING.

**Our general manager** available now due to sale of station. We offer our top recommendations for his ability, character and record of successful operation. Could also invest. Box A-182, BROADCASTING.

**Small market manager/assistant;** age 27, 2 years college. Family. Heavy sales, announcing, news, sports promotions, commercials, production, special events. Active civic affairs. 5 years radio, 3 newspaper. Good credit. Permanent. 317-659-1572.

## Sales

**No tickie, no laundry; seller, no payee,** if you have a radio station in a medium or small market east of the Mississippi, I could make you an extra \$5,000 in the next three months. No investment on your part. Best of references. Phone 703-353-0578, collect between 5-6 PM Monday thru Friday.

## Announcers

**Top personality** seeks top personality station, MOR or rock. Box M-140, BROADCASTING.

**Top rated announcer,** Nine years experience major markets. First phone. Outstanding references. Box A-15, BROADCASTING.

**Look! Experienced** top 40, MOR, currently R&B, Negro personality. Young professional, looking for a top-rated pop, or R&B operation in a major market. PD experience and production minded. Box A-66, BROADCASTING.

**Negro, Beginner, bright dj, announcer/sportscaster** seeks career in broadcasting. Will persevere. Broadcasting school professional training. Dependable family man. Box A-73, BROADCASTING.

**Negro dj, news announcer.** 3rd endorsed. School graduate. Box A-119, BROADCASTING.

**Experienced dj-announcer-news-caster.** Mature sound, good production. 3rd endorsed. Box A-124, BROADCASTING.

**Sales minded announcer, dj, swinging personality,** will relocate. Vet, dependable, family man. Experienced. Box A-142, BROADCASTING.

**Pro morning man—news conscious,** years of experience, informative. First phone. Box A-146, BROADCASTING.

**Veteran announcer:** All phases, CGW, sports play, news and production desires change to southern station. Best references. 23 years experience. Good voice. Box A-147, BROADCASTING.

**Beginner—Announcer/dj/board operator.** 3rd endorsed. Tight board, nice personality. Relocate. Available. Try me. Box A-150, BROADCASTING.

**Established small market drive time personality** desires to become established medium or major market personality, contact Box A-152, BROADCASTING.

**Good announcer** seeking good station. Uptempo MOR, or easy rock. Medium market or better. Small stations and hard rockers please do not respond. Like good radio 3 1/2 years experience. 26, 2 years college, service complete, good production. 603-756-9829 or Box A-157, BROADCASTING.

**10 years—all phases radio & TV—Reliable.** College Graduate—married—family—top sports—ready to move up. Box A-159, BROADCASTING.

**1st, 5 years, Va. area, college.** Ideas, copy, sales, production. Want announcing-PD job. Top 40 or CGW. Box A-161, BROADCASTING.

**Country:** Eleven years in country radio, P.D., DJ, MC for all live shows, all remotes. Married, one child, no credit problems, no drifter. I'm looking for a home. Box A-167, BROADCASTING.

**Help . . . I want to work.** First class license . . . college graduate, three years experience, logs, copy, traffic, disc jockey . . . announcing, news, no maintenance. Excellent references. Will relocate. Box A-163, BROADCASTING.

**Sportscaster—Top play-by-play.** 10 years experience. Currently station manager seeking larger market sports position. Box A-159, BROADCASTING.

**Good voice,** two years experience, some college, third. Box A-197, BROADCASTING.

**Handicapped announcer** with experience wants change. 3rd endorsed, good board, good voice, reliable. Prefer southeastern market. Box A-200, BROADCASTING.

**Georgia, Atlanta or nearby.** Nights and/or weekends, part-time. 5 years experience as announcer, newsman, PD, MA degree. Excellent references. Box A-205, BROADCASTING.

**Majors listen—Professional staffer** seeks permanent niche—middle, conservative, classical, formats—dedicated, dependable. Prefer AFTRA—Locate anywhere. Box A-207, BROADCASTING.

**Young, lively disc jockey/announcer.** Strong R&B format. Good news. Third endorsed. Tape resume on request. Box A-212, BROADCASTING or 215-HO 2-5735.

If I can work with you, I'll work for you, experienced DJ/news director. Service complete, available Jan. 30. 3 years experience in N.Y. area 2nd phone, 2 years college. Prefer medium size, middle of the road in Colorado but am open. Box A-217, BROADCASTING.

## Announcers—(cont'd)

Experienced—3rd phone. Any format, any place. Available yesterday. Bob Melton, Rt. 1, Wright, Kansas 316-225-4564.

1st phone wants southeast. Preference to college market for wife. P.O. Box 732, Laurens, South Carolina.

Experienced staff announcer—Mature voice—tight board—2 years college—3rd/endorsed. Will relocate. MOR good music. Ira Blithner, 5126 Columbo St., Pittsburgh, Pa 15224, 412-362-2262.

Disc jockey, experienced, tight board. 3rd endorsed, dependable, creative, show business background, will relocate. Bob Frasse, 10 Rules Court West, Lodi, N.J. 07644.

RGB—Top 40 jock. Draft free, 1st phone, married, ultra-tight, when I say swing, I mean move—Broadcast grad, radio-TV experience, looking for western states—Squire, 710 Walnut, Ukiah, Calif. 707-462-7654—Available now!

Negro announcer—College and broadcasting graduate, 3rd phone, MOR, top 40 or RGB, industrious and dependable, exempt and single, willing to relocate. Only full time. Mr. Clemons, 312-742-2723 or 333-1724.

Around the world I've traveled by ship. I've searched and searched for my place in the sun, found my ladder and I'm so glad. Program director open the door and let me in. Broadcast graduate—age 32. Creative, versatile, tight board. 3rd, Theodore Lovullo, 149 Harrison Street, Nutley, New Jersey.

Experienced announcer, salesman, first engineer, sober, reliable 205-859-1531.

First phone announcer, eight years experience seeks permanent position. 714-442-7725.

Negro dj-announcer seeks opportunity. Willing, hard worker. Tight board, 3rd endorsed. Will relocate. I'm hungry. Write Eddie Haymes, 129 E. 49th St., Brooklyn, N. Y.

Announcer draft exempt, 23 years old, good voice and production, three years experience in rock, currently working MOR station in Des Moines, seeks top 40 station. Call collect after 7 p.m.: Mark Braun, 1-515-277-4761

## Technical

Transmitter engineer desires permanent position in Florida. Experienced. Box A-47, BROADCASTING.

Maintenance supervisor—twenty years experience in top market. Looking for position as chief preferably at new station. Experienced in TR-70, TK-27, TK-42, and PC-70's. Box A-154, BROADCASTING.

## NEWS

News director now with top rated midwest AM/FM seeks opportunity. Box A-72, BROADCASTING.

Telephone-talk show host . . . One of the best. Former talker in three of top 20 markets. Recently in TV news. Interested in inaugurating nightly talk show on your station . . . or taking over established show. Anybody can play records. Box A-89, BROADCASTING.

Midwest metro radio news director seeks major market spot as writer, reporter, newscaster. Will also consider TV street or writing. Heavy experience reporting political, governmental, and hard news. Excellent references. Journalism M.A., draft exempt, married. Box A-100, BROADCASTING.

Radio-TV newsmen. 3 years experience, 4 years college, 3rd endorsed, will relocate to medium, large market. Dependable, dynamic, ambitious. Box A-145, BROADCASTING.

Perspective in news, action in sports, 5 years experience play by play, PD work. 1st phone. College family. Medium market, Jack Roberts, 929 Dayton Dr., Galesburg, Ill. 309-343-7833.

## Programming, Production, Others

Program director of contemporary top 50 is looking for more responsibility and larger station. Excellent background. Top 10 market jock. Available sometime after Jan. 1. Box A-81, BROADCASTING.

1st. To broaden experience—anything. Want southeast. 803-984-4971, or Box A-132, BROADCASTING.

No copy-cat, this one! Six years experience creating original commercials AM station. New York-New Jersey area desired. Box A-173, BROADCASTING.

Medium market contemporary wanted as outlet for six year accumulation of basics, experience and ability. I program, you profit. Rock. Box A-175, BROADCASTING.

## Prog., Prod., Others—(cont'd)

Don't have to be a major market to sound like it. If you agree contact me. Listen, 1st phone, married, 4A, 5 years experience, Strong PD, Promotions, production, and dj. Looking for secure job as PD. Contemporary rock, the west. Is there such a place. Box A-183, BROADCASTING.

Professional Broadcaster . . . 10 years experience radio-TV. Creative programming and production and excellent voice qualifications. Desire larger market. Box A-188, BROADCASTING.

5 years experience—dependable 1st phone—family man—top 40 personality—#1 ratings—Knows programming and music. Wants opportunity as contemporary PD, West of Mississippi or south. Community involvement, competitive medium market. Permanent. Box A-196, BROADCASTING.

Radio is a young man's business! And radio business demands pros! Now let the young pros work for you. We may be the youngest programming consultants in radio. If so, we're proud of it. Our youthful drive and ingenuity combined with confirmed know how are the ingredients that will bring your station to the top. Top 40, RGB, MOR—We know it—We've done it—we do it—and we'll do it for you. Our concept is unique. We handle all programming, even help engineering and sales. Let the young pros take care of business for you. Box A-218, BROADCASTING.

Graduate assistantship in broadcasting for 1969-70. Prefer west coast. Young pro with 6 years as announcer-PD, B.A. in Speech-Theater; B.A. in Education (secondary). Married. Veteran. Presently have C.A. in Education Dept. Reply: P.O. Box 1121, Bellingham, Washington 98225.

Program-production director with seven years experience, college degree, and draft exempt. A professional radio man looking for a challenging position with an organization offering a promising career. For tape and resume write Ray Edwards, 1417 Clermont Drive, Birmingham, Alabama.

Veteran, energetic programming-promotion-sales man for south Florida radio station. Created national programming trend: conceived near-legendary promotions. Contact: Don Softness, The Softness Group Inc., 318 E. 53rd Street, New York, N.Y. 10022, 212-752-7770.

## TV—Help Wanted—Sales

Northern Ohio "V" wants local salesman experienced with proven performance. Group station in one of Mid-America's most prosperous markets. Box A-23, BROADCASTING.

## Technical

Experienced first phone. Operate radio remote control and TV audio. Opportunity to learn color TV, Ohio Valley. Box A-63, BROADCASTING.

Engineer—Great opportunity for young all-around graduate engineer to work with qualified chief in group operation. Write Box A-153, BROADCASTING.

Midwest ETV station looking for engineer. 1st phone, experience necessary. VHF. Transmitter, hi-band VTR, studio equipment operation and maintenance. For more details send resume to Box A-199, BROADCASTING.

Technician wanted who can maintain microwave, head-end equipment, and TV studio equipment for CATV system in Kansas. System owned by large MSO providing fringe benefits and excellent future opportunities. Radio-telephone second or better required. Company car provided. This is a very interesting position providing opportunity to work with audio/video, RF, microwave and variety of instruments. Box A-201, BROADCASTING.

Television studio technician requires first class radio telephone license. Minimum three years experience. Write: Lou Bell, Chief Engineer, KNTV, 645 Park Avenue, San Jose, Calif. 95110, (409) 296-1111.

Openings for technicians with 1st class license. AM/FM/TV operations and maintenance. Video Tape automation, FM stereo. Experienced or inexperienced. Air mail resume to: Pat Finnegan, WLBC-TV, Muncie, Indiana 47302.

A large diversified corporation needs men with all levels of experience. CATV operation. Full company benefits. Contact Mr. Mungo by phoning 302-658-7127 or send resume to Box 3677, Wilmington, Delaware 19807, for an appointment.

Television technicians—must have 5 years' TV experience. Pay range \$6.00 to \$6.50 per hour; excellent working conditions. Normal working hours, 8:45 a.m. to 5:30 p.m., Monday through Friday. Jobs located in Washington, D.C. Send resume or standard form 171 obtainable from local U.S. Post Office) to: Recruitment, U.S. Information Agency, Washington, D.C. 20547. An equal opportunity employer.

## NEWS

News director—Number one news operation needs a pro to keep it that way. If you're the man you'll run the combined radio and TV news operation—and if that isn't enough you'll also anchor our 6 and 11 p.m. TV news. Tired already? Then forget it. But, if you're still interested, and if your background clearly qualifies you for the job, then you'll find it a job worth going after. Medium midwest capital city market—top pay, top benefits. VTR or picture and audio tape essential with first reply. Box A-163, BROADCASTING.

News reporter—We're expanding our number one news operation. Need two aggressive TV reporters with on-air experience and professional attitude. If you can build a story from the ground up working with experienced camera crews and would jump at the opportunity to put in long, arduous hours, based in the capital city of a midwest state, then you could be the man we're after. Good pay, good benefits . . . if you don't meet the above requirements, don't bother. Film or VTR audition a must. Send picture and detailed resume with first response. Box A-190, BROADCASTING.

Newsman for midwest CBS affiliate. Versatility essential from reporting to airing news program. Also opportunity in combined radio news operation. Contact Ken Kew, KCLO, Mason City, Iowa.

## Programming, Production, Others

Film director wanted for station in major market. Film editing background required along with administrative experience. Profit sharing plan, good all around benefits at a great station. Send resume to Box A-133, BROADCASTING.

Experienced TV Traffic Manager needed for major southern market. Send resume and salary expected to Box A-174, BROADCASTING.

Group owned major market TV station seeks youthful, ebullient promotion manager. Outstanding opportunity. If you are No. 2 man with flash and spark, we would like to talk to you. Resume should include experience, education, salary. An equal opportunity employer M/F. Box A-176, BROADCASTING.

Midwest television station, number 1 in market, looking for Assistant promotion manager. Need creative young person who has ideas for program promotion and can follow them up. Send resume and availability to Box A-202, BROADCASTING.

Ideal opportunity for young graduate with R-TV major to become production director and assistant program director with a group acquiring additional broadcast properties. Please reply to Box A-203, BROADCASTING.

Qualified scenic designer needed for 3rd market station. Must be experienced. Position open now. Reply with resume and samples of work to Box A-204, BROADCASTING.

Vacancy: Ph.D. to head radio-television program at Western Illinois University. Teach upper division courses; some production responsibilities in closed circuit or area television outlet. Supervise Master's degree candidates. Rank and salary dependent upon training and experience. Box A-208, BROADCASTING.

TV traffic manager. We seek a well experienced man who can organize and supervise. Must be able to take hold and meet deadlines. Pride in work a necessity. Top salary and fringe benefits with booming VHF station in top fifty market. Send resume reference and salary details in first letter to Box A-216, BROADCASTING.

Artist: Young artist with all-round knowledge of TV art. Includes: hot press, lettering and scenic design. Must be experienced and able to work well with others in this three man department fine working conditions in this active Time-Life station. Send resume and samples of work to: Mr. William Wild, Television Production manager, WOOD-TV, 120 College S.E., Grand Rapids, Michigan.

## Situations Wanted—Management

Professional broadcaster, program director/operations manager major market group outlet desires management position with progressive organization. Box A-59, BROADCASTING.

39 year old advertising executive with family has proven management abilities and track record desires TV station management position with option to buy in within year. Through personnel relationship, can improve sales, and station image. Experience nineteen years, sales, talent, program management, station ownership, management. Am in no hurry, seeking opportunity with right station in 3 or 4 market operation. If your station is 3rd or 4th, can elevate to first. Prefer intermountain area but all offers considered. Write Box A-99, BROADCASTING.

**TV—Situations Wanted****Management—(cont'd)**

Public affairs—group specialist relocating, California. Eminently successful management level background. Top group references. Box A-164, BROADCASTING.

**Sales**

Professional salesman. Promotion minded. College background, family man, sober, proven record. Now employed but seeking change. Box A-151, BROADCASTING.

**Announcers**

My phone show's #1 in eight station AM market. Seek interview news position. Masters degree television. 212-549-3876.

**Technical**

Engineer, 1st phone, experience in studio equipment, transmitter, light maintenance. Box A-151, BROADCASTING.

Chief engineer single station or group operation with all the experience, knowledge and ability you need: will relocate for potential. Box A-209, BROADCASTING.

**NEWS**

Top pro TV news reporter. 11 years of solid broadcast news experience. Desire well paid position in top 50 market. Prefer northeast. Box M-223, BROADCASTING.

Viet Nam correspondent & TV news anchorman available. Seek news directorship . . . Anchor position . . . or field reporter for major market station. Also strong on talk & public affairs. Salary secondary to opportunity. Box A-87, BROADCASTING.

Newscaster: 6 years commercial radio and TV, candidate for MA at Penn State, Army veteran, 27. RTNDA and IRTS member. Available first of April. Resume audio tape, VTR. Box A-211, BROADCASTING.

**Programing, Production, Others**

Producer-director sought? Production experience in closed-circuit and ETV. BA (Political Science) plus M.A. (Radio-Television-Film). Don't write if position doesn't demand creativeness and imagination. Box A-95, BROADCASTING.

Young, bright assistant director wishes to move up to director or producer spot. Experienced in news, variety & children's programing. College graduate, single, draft exempt. Box A-131, BROADCASTING.

Production assistant—Four years BBC—experience in all phases of TV and film production. Handled daily half hour program for eighteen months—Looking for similar challenge. References available. Box A-143, BROADCASTING or phone 212-737-5851 evenings.

Producer-director. Experienced all phases TV production. College graduate, married, currently employed medium market full color network affiliate. Desire large market where full production ability can be utilized. Box A-155, BROADCASTING.

Producer-director. Creative and imaginative pacesetter with 13 years solid experience all phases TV production, seeks challenging position with progressive firm. Box A-158, BROADCASTING.

Artist, photo/production background wants to join graphics team. Box A-166, BROADCASTING.

College graduate, married, draft-exempt, 5 years TV seeking position as film director, midwest, mid-south. Box A-192, BROADCASTING.

Production manager, 13 years in television. Will organize, train, and coordinate dynamic department, offers administrative and creative talent. Excellent references. Box A-193, BROADCASTING.

Twenty years in nearly every phase of Radio & TV, 15 with the same company. Currently news-public relations director 10kw. Need new challenge & opportunity. College grad., family man, 38. Title or location less important than opportunity. Twelve Thousand minimum. Box A-195, BROADCASTING.

Director wishes to relocate. Net experience, News, remotes. Have worked with CBS Sports and ABC Sports. Available immediately. Let's talk. Box A-198, BROADCASTING.

**WANTED TO BUY—Equipment**

We need used 250, 500, 1 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

**WANTED TO BUY—Equipment****(cont'd)**

Wanted to buy: 1 kw FM transmitter, 1 FM modulation monitor, 1 FM frequency monitor. Equipment must be in working condition. Send complete details and description of what you have to: Ted J. Gray, Jr., WKDE Radio, Altavista, Virginia 24517.

Used 50 kw AM transmitter in good operating condition for cash. Box A-90, BROADCASTING.

Ampex monaural tape recorder model 601: excellent condition, \$275.00. Box A-194, BROADCASTING.

Private educational institution seeking contributions of new or used radio and television equipment for establishment of FM radio, closed circuit TV and TV production facilities. Contributions tax deductible. Shipping paid. Miami Bible College, 2300 Northwest 137th Street, Miami, Florida 33167.

We need good used Nems-Clarke model 120E series, field intensity meter, KKEY Radio, P.O. Box 3361, Portland, Oregon 97208.

**FOR SALE—Equipment**

Coaxial-cable—Heliak, Styroflex, Spirolene, etc., and fittings. Unused mat—large stock—surplus prices. Write for price list, S-W Elect., Box 4663, Oakland, Calif. 94622, phone 415-832-3127.

Special—Cartridge Tape playbacks: Spotmaster 505, Tapecaster 600P: \$230.00 each, Ampex 601: \$350.-00 Like new. Reconditioned and guaranteed. Broadcast Products Co., Inc., 3314 Everett Street, Kensington, Maryland 20795. Phone 301-933-3400.

238 ft. Truscon (Republic Steel) model H-30 radio tower. With 300 MM beacon and solid-state fluxer. Fully insulated, self-supporting, dismantled \$7,500.00. W.W.L.A., Grandad Bluff, Route 2, La-Croix, Wisconsin 54601.

McMartin TBM 4000 SCA monitor—\$800. Tuned to 9.7 mc. Excellent condition. Contact: Chief Engineer, WGH Radio, P.O. Box 98, Newport News, Virginia 23607. Phone: 1-703-826-1310.

For sale: Self supporting 240' Dresser tower w/60' mast capable of handling a 6 bay FM antenna or microwave dish. Only 25'x25' required for base of tower. Terms available. Call or write Art Silver, Dr. of Eng., 609-924-3600, Nassau Broadcasting Co., Box 1350, Princeton, N. J.

Continental Electronics PRO/LOC programmer/logger type 913-20. In service KMYR available February 1st. Scully music transports 4 track stereo. McCarty single play and carousels 2 track stereo. Programmer compatible with IBM traffic accounting. Perfect mechanical and electrical condition. Call collect: 303-936-3495. Radio Station KMYR, 7200 W. Alameda Ave., Denver, Colo 80226.

100 ft. tower \$200.00, 200 ft.—\$900.00, 300 ft.—\$1,500. New ground wire 65c per lb. Bill Angle, P.O. Box 55, Greenville, N.C. Telephone 919-752-3040.

Eastman 250 projector. New Intermittant, take-up, etc. Still frame, 213-584-1712

AEL FMID 10-watt transmitter on 88.1 MHz with 1-bay jampro and 100-feet, 7'3 inch coax. All in excellent condition \$900. KCSC-FM, Central State College, Edmond, Oklahoma 73034.

Nems-Clarke 108-E. Will monitor 2 to 8 towers. \$495.00. WNLC, New London, Connecticut 06320.

Best deals—Spotmaster, Scully, Magnecord, CBS Audimax—Volumax Omega film equipment, Lange vin, Fairchild, ORK, Russco. Other top brands. Lease, trade, finance. Audiovox, Box 7067-55, Miami, Florida 33155

Complete remote TV production truck. Two B/V zoom cameras VTR 110V-AC or its own generator. Excellent for ETV or small UHF station. Best offer over \$37,000.00 Call 703-342-7563.

**MISCELLANEOUS**

Deejays! 11,000 classified gag lines, \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95333.

Thinking southern California? Updated listing of station PD's, agents, unions, names and addresses you need! Send \$3.00, Box 5079, Beverly Hills, California 90210.

**INSTRUCTIONS**

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for BSEE Degree. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

**INSTRUCTIONS—(cont'd)**

New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment, Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully G1 approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans' Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for veterans training. Elkins Radio License School of New Orleans, 333 Sr. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston Texas 77002.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for April 2, July 9, Oct. 1. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 5073 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California.)

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn; job opportunities. Contact A.T.S., 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Comben, and announcers.

Radio Engineering Incorporated Schools has the finest and latest course available for the 1st class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools Feb 10, Mar. 17, Apr. 21. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Minneapolis, Los Angeles. Proven results. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 10600 Duncan, Manhattan Beach, Calif. 90266. (213-379-4611).

Tape recorded lessons for first phone. Bob Johnson Radio License Training, P.O. Box 292, Westfield, Mass. 01085. 1-413-568-3689.

One week personal instruction for first phone in Atlanta, Detroit, Seattle. Bob Johnson Radio License Training, 10600 Duncan, Manhattan Beach, Calif. 90266.

Portland, Denver, New Orleans, Boston will host one week personal instruction sessions for first phone in 1969. Bob Johnson Radio License Training, 10600 Duncan, Manhattan Beach, Calif. 90266.

## INSTRUCTIONS—(cont'd)

Why pay more? First phone license in four weeks \$295.00. Guaranteed results . . . Rooms \$8.00 weekly. Next class February 17th. Tennessee Institute of Broadcasting, 2106-A 8th Ave. South, Nashville, Tennessee phone 297-8084.

## RADIO—Help Wanted

### Management

## GENERAL MANAGER

### Number 1 Rated Radio Station

Top 25 market—Major Group ownership. Send resume of qualifications and recent photo in strict confidence to

Box A-221, Broadcasting.

## General Manager for MICHIGAN Radio Station

Salary \$12,000 to \$15,000 depending on experience.

Call Ron Curtis  
Nationwide Management Consultants  
645 N. Michigan Ave.  
Chicago, Ill. 312-337-5318

### Chicago Area

New ownership restaffing and needs Manager, Sales Manager, Program Manager, Chief Engineer and Salesmen.

Call Ron Curtis, Nationwide Management Consultants, 312-337-5318.

### Sales

### ACCOUNT EXECUTIVE

KEZY Radio in Anaheim has an opening for two Account Executives. Two years experience necessary. Draw, commission, bonuses, insurance plus. KEZY is 5000 watts non-directional in Orange County.

Send resume to 1190 East Ball Road, Anaheim, Calif.

## Announcers

## ANNOUNCER

If you are a young aggressive contemporary jock who can inject personality into a tight format, if you have a deep mature voice, if you are willing to work hard and promote yourself, if you are equipped with the brains, experience and ability it takes to compete in a top ten market, rush tape and resume. Scale starts at \$190 . . . more if you're good, increases rapidly. No tapes returned.

Box A-213, Broadcasting.

## Announcers—(cont'd)

### THE LOUISVILLE LEADER WANTS YOU!

1st phone, boss jock, all night slot. Tape to: Bill Crisp, Prog. Dir  
WAKY  
554-558 S. 4th St.  
Louisville, Ky. 40202  
Salary open

## NEWS

## NEWSMAN

One of the nation's major stations in a top ten market needs a young hustling newsman with a big authoritative voice. Man we want knows how to dig news via phone, write, produce and deliver exciting contemporary newscasts. It's a tough assignment but scale increases rapidly after beginning at \$200 for 6 days. Rush tape and resume.

Box A-214, Broadcasting.

## Situations Wanted Management

### Radio-TV Pro

20 years talent end, seeks initial managerial slot. Ivy grad, personable, knowledge production, programing, play by play, news, good music, editorials, community involvement.

Box A-12, Broadcasting.

## ATTENTION MID-WEST OWNERS

If you are having management problems you may be interested to know that in 1968 we recruited Gen. Mgrs. for several small to med. market mid-west stations. We searched the entire mid-west and learned where the good managers are located and what it takes to hire them.

Call Jerry Jackson  
312-337-5318

Nationwide Management Consultants  
645 N. Michigan Ave.  
Chicago, Ill. 60611

### TV/RADIO/CATV EXECUTIVE AVAIL.

No Hotshot Charlie! Wide experience over 30 years, all phases, with know-how to gain you profits, prestige. Salary negotiable per opportunity.

Box A-206, Broadcasting.

## Program, Production, Others

### I CAN SAVE YOU MONEY a 3 in 1 PRO

1. Air Personality—currently working in Top 5 market.
2. Program Director—completely experienced in all areas of Rock & MOR. Track Record.
3. Production Man—managed a metro-area production company with syndicated features and radio & TV spots to its credit.

for 3 in 1 Position

Write:

Box A-185, Broadcasting.

## TELEVISION—Help Wanted

### Management

## ASSISTANT to the PRESIDENT

We want the finest young broadcast executive in the country! The man we need probably doesn't need us, but we will pay to get him. His assignment will be to assist the President of an existing group ready to expand its holdings in the communications field. Our man must know every phase of station operation and be able to direct other management personnel. Chicago base with limited travel. If you are in your thirties and have enough "guts" to make a move for something better, an interview will be arranged. Send resume in complete confidence to

Box A-136, Broadcasting.

## CATV SYSTEM MGR. AND CHIEF TECHNICIAN OPENINGS!

Call Ron Curtis  
Nationwide Management Consultants  
645 N. Michigan Ave.  
Chicago, Ill. 60611  
312-337-5318

## GENERAL MANAGER

A 20 year experienced General Manager. 10 years in programing, the last 10 years in sales and management.

Background complete in the full meaning of the word. References range from major broadcasters to top Washington law offices. Will tell you I am a "take charge guy". Hard worker who gets things accomplished without any foolishness, and a highly successful salesman, local and national.

Available within the month; am looking for major market opportunity with a high five-figure guarantee. References, accomplishments and any other material you desire, including reason for desiring change, will be in your hands as soon as you answer this advertisement.

Box A-219, Broadcasting.

**TELEVISION—Help Wanted  
Management—(cont'd)**

**BUSINESS MANAGER**

Top-ten market TV station has immediate opening for Business Manager. Top starting salary. Call

RON CURTIS 312-337-5318  
Nationwide Management Consultants  
645 N. Michigan Ave. Chicago, Ill. 60611

**Sales**

**TV Salesman**

Kentucky TV Station will pay top commission to aggressive Salesman. Draw commensurate with earning record.

Call Ron Curtis, Nationwide Management Consultants, 312-337-5318.

**Technical**

**Exceptional Opportunity**

Experienced Chief Engineer needed for G.E. equipped UHF television station in New York metropolitan area. Salary open. Send resume with letter to:

Box A-42, Broadcasting.

**Maintenance Engineer**

Experienced in high band tape. New UHF station with the very best of equipment.

Wages commensurate with the established Vs in this market.

CONTACT: WVE WISEMAN  
WUAB-TV  
5215 JAY DRIVE  
CLEVELAND, OHIO 44124

An equal opportunity employer.

**MAINTENANCE ENGINEERS**

Experienced studio and transmitter maintenance engineers for television system in SOUTH PACIFIC. 1st Class license required. Minimum 2-year assignment. \$10,500 per year. Pleasant family living conditions in the tropics. Good benefits. Send comprehensive resume to:

C. Whitcomb, NAEB, 1346 Connecticut Ave. Nw., Washington, D.C. 20036.

**NEWS**

**TV ANCHORMAN**

Major group operator seeks top-flight newsman with polished on-air delivery. Must be first-class pro. Openings in two of our markets . . . one southeast, the other west. Send resume and VTR air check to

Box A-103, Broadcasting.

**TV Sports Reporter**

Ability to write, comment and investigate local and national sports issues. Must be solid on-air man. Top group-operated station. Excellent salary and benefits.

Box A-186, Broadcasting.

**TELEVISION—Help Wanted  
News—(cont'd)**

**TV  
NEWS DIRECTOR  
MIDWEST  
\$15,000.00**

Call Ron Curtis  
Nationwide Management Consultants  
645 N. Michigan Ave.  
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**Programing, Production, Others**

**BOSTON  
SALES PROMOTION**

Great opportunity to run a department devoted to sales promotion, development and research. Large art department and print shop to do your graphics; aggressive sales force ready to translate your ideas into dollars. Send resume, samples and salary requirements in confidence to

Box A-52, Broadcasting.

An Equal Opportunity Employer.

**PROMOTION/PUBLICITY ASSISTANT**

Creative individual wanted for number 2 position in 4-man Promotion Department of Top-15 market television station in midwest. You will write and produce on-air promotion. Production and writing skills essential. Ability to shoot and edit 16mm film is an asset. Sales promotion background desirable. College graduate preferred. Excellent opportunity for advancement. Salary commensurate with experience. Excellent fringe benefits. Send resume in complete confidence to

Stan Pederson, Promotion/Publicity Director,  
WLW-I, 1401 N. Meridian Street, Indianapolis, Indiana 46202.

An equal opportunity employer (M/F)

**DIRECTOR ADVERTISING & PROMOTION**

Major market west coast VHF Television station requires individual with heavy background in Television broadcast station Audience and Sales Promotion and/or heavy Broadcast Media Advertising Agency experience. Management level position requires individual who will significantly contribute to both promotion and program ideas. Must be able to initiate, supervise and execute the creativity and mechanics of audience print ads, on the air promotion and sales aids. Submit complete resume and salary requirements.

All replies held confidential.

Write Box A-137, Broadcasting.

Equal Employment Opportunity Employer

**Situations Wanted  
Announcers**

**CREATIVE COMMUNICATOR**

Dynamic radio personality with background in talk, theatre, and P.R. wants lucrative position of challenge implementing full talents. Now in Midwest. Will relocate for TV & Radio opportunity. Write

Box A-224, Broadcasting.

**NEWS**

**Sports Director**

Department phased out. Available immediately. Seek TV or AM-TV combo featuring heavy local sports schedule. Veteran pro, top play by play man. Major market preferred, \$15,000 minimum. Have VTR, SOF, audio tapes.

Box A-11, Broadcasting.

**Programing, Production, Others**

**EXPEDITIOUS CHALLENGE**

Top TV-Radio talk conductor. Hosted "Today Show" abroad. Also produced "Tonight Show" in major country. Unique and top caliber talents including writing and film. Early 30's. Some, this will scare. Other's . . .

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**B**

**BROADCAST PERSONNEL AGENCY**  
Sherlee Barish, Director

**BUSINESS OPPORTUNITY**

**FM STATION  
for lease**

in 150,000 pop. metro area. Details furnished on request.

Box A-109, Broadcasting.

**COMPETITION TOUGH?**

My background as General Manager of Top 20 market station offers you qualified man as consultant at price you can afford. I'll not only bring up the ratings but add substantially to your billing and profits as well. It costs nothing to inquire. Send me a note today and I'll be on the next plane to your station.

Box A-178, Broadcasting.

**2 SCA CHANNELS FOR LEASE:**

41 and 67kc-sub-channels. 100kw horizontal and vertical with 100 mile range, from Corpus Christi, Texas.

Box A-156, Broadcasting.



**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.

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**Stations**

**WANTED**

Two financially responsible veteran broadcasters desire ownership/majority interest of AM-FM or CP in Northeast. Prefer small-medium market in Penna.-Md. Write in strict confidence to  
**Box A-165, Broadcasting.**

**Station Wanted**

Completely qualified individual wants to invest recent stock capital gain in his own station. Can handle gross price of up to \$500,000 if some terms are available. All replies in confidence. If you've thought about selling now is the time because the deal will be right.  
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**WANT TO BUY**

Radio stations in Pennsylvania, Maryland, Virginia. Deal direct with principal of group. Confidential information may be sent to:

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**San Francisco, California FM**

**Box A-210, Broadcasting.**

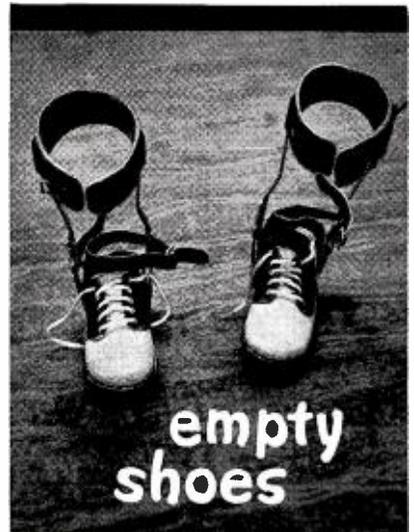
**Radio Station  
KOQT**

1550Kc—1KW—D

Bellingham, Washington

Trustee in Bankruptcy will accept Sealed bids. For further details contact:

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Bellingham National Bank Building  
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The child who once wore these shoes is now in a wheel chair. Her legs are so weak that they will not support her weight, even with the help of braces. In a few years, the wheel chair will be useless, too. Her muscles will have wasted to such a degree that she will no longer be able to sit up... or turn over in bed... or feed herself.

That tragic progression toward helplessness and, eventually, death is characteristic of muscular dystrophy. The world-wide scientific attack on this baffling disease needs your help.

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Fla.	small	fulltime	55M	nego	N.E.	metro	profitable	325M	cash
M.W.	major	FM	135M	terms	Calif.	medium	daytime	170M	terms
Ill.	metro	FM	140M	terms	Mich.	small	daytime	75M	cash
Ariz.	small	fulltime	115M	nego	Ore.	medium	AM & FM	175M	50/nego



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(Continued from page 74)

granted license covering existing VHF TV translator. Action Jan. 9.

■ K04BJ Upper Deschutes River, Lower Deschutes River and La Pine, all Oregon—Broadcast Bureau granted license covering permit which authorized changes in existing VHF TV translator. Action Jan. 9.

■ W77AD, W79AN and W81AF Bellefonte, State College and Port Matilda, all Pennsylvania—Broadcast Bureau granted CP's to make changes in ant. systems of UHF TV translators. Action Jan. 9.

■ K07FF Gregory and Burke, both South Dakota—Broadcast Bureau granted CP for VHF TV translator to change from ch. 7, 174-180 mc. to ch. 12, 204-210 mc; change call sign to K12HC; change type trans.; make changes in ant. system. Action Jan. 9.

■ K70DA Tell, Cee Vee and Childress, all Texas—Broadcast Bureau granted mod. of license covering change in primary TV station of UHF TV translator to KFDX(TV) Wichita Falls, Tex. Action Jan. 9.

## CATV

### Other action

■ FCC proposed changes in rules requiring CATV systems to notify stations of plans to carry their signals, to clarify their application to local as well as distant signals. Revisions would also require notification for deletion of signals, as is required for addition of new signals. Action Jan. 8.

### Actions on motions

■ Hearing Examiner Charles J. Frederick in Owensboro, Ky. (Top Vision Cable Co.), CATV proceeding, ordered prehearing conference scheduled for Jan. 14 continued without date (Doc. 18378). Action Jan. 7.

■ Hearing Examiner Charles J. Frederick in Toledo, Ohio (Buckeye Cablevision Inc.), CATV proceeding, ordered further hearing dates continued without day (Doc. 17882). Action Jan. 9.

■ Hearing Examiner Isadore A. Honig in Somerset, Pa. (Laurel Cablevision Co.), CATV proceeding in Johnstown Altoona, Pa. TV market, in light of commission's action in notice of proposed rulemaking and notice of inquiry released Dec. 13, 1968, Doc. 18397, ordered that hearing process in this proceeding is halted indefinitely (Doc. 17358). Action Jan. 9.

■ Hearing Examiner Herbert Sharfman in Peoria, Peoria Heights and Bartonville, all Illinois, (General Electric Cablevision Corp.), CATV proceeding in Peoria TV market, on letter request of applicant, based on commission's recently announced CATV policy, ordered hearing of Jan. 14 continued indefinitely (Docs. 17144, 17155). Action Jan. 9.

■ Hearing Examiner Herbert Sharfman in Rockford, Ill. (CATV of Rockford, Inc.) et al., CATV proceeding in Milwaukee, Madison, Wis., and Rockford, Ill., TV markets, in view of commission's recently announced CATV policy, cancelled procedural schedule and continued indefinitely hearing scheduled for March 17 (Docs. 17234-41, 18190-2). Action Jan. 10.

■ Hearing Examiner Herbert Sharfman in Clinton, Iowa (Clinton Co.), CATV proceeding in Quad City (Davenport, Iowa-Rock Island-Moline, Ill.) TV market, in view of commission's recently announced CATV policy, on examiner's own motion cancelled procedural schedule and continued indefinitely hearing scheduled for Feb. 10 (Doc. 18024). Action Jan. 10.

## Ownership changes

### Applications

■ KLYD-TV Bakersfield, Calif.—Seeks transfer of control of Kern County Broadcasting Co. from Lincoln and Sylvia Dellar (jointly 100% before, none after) to Kern County Broadcasting Corp. (none before, 100% after). Sellers own KLYD Bakersfield. Buyer: Atlantic States Industries, sole owner. ASI owns McGavren-Guild-PGW Radio Inc., radio representative. It also owns WRYT Boston; KROY Sacramento and KMAK Fresno, both California; WLOB-AM-FM Portland, Me., and WNVY Pensacola, Fla. It also has applications pending FCC approval to purchase KFAC-AM-FM Los Angeles and WERE-AM-FM Cleveland. ASI principals: Ralph C. Guild, president (37.1%). Daren F. McGavren (14%) et al. Consideration: \$1,150,000. Ann. Jan. 9.

■ WCKY Cincinnati—Seeks assignment of license from L. B. Wilson Inc. to L. B. W. Ohio Radio Inc. for purpose of corporate reorganization. No consideration involved. Principals: C. H. Topmiller, president et al. Ann. Jan. 10.

■ KZIX and KFME(FM), both Fort Collins, Colorado—Seek assignment of licenses from Poudre Valley Broadcasting Co. to Fort Collins Broadcasting Co. for \$205,000. Sellers: J. R. and Louise Bellati (jointly 52%), Cice and Jeannie L. Fitzgerald (jointly 12%), Winfrey D. Houston (12%) and Lewis and Carole Pearce (jointly 24%). Mr. Bellati owns 49% of KSPF-AM-FM Stillwater, Okla. Messrs. Fitzgerald and Houston each own 5% in KUSH Cushing, Okla. Mr. Pearce has no other business interests indicated. Buyers: Thomas Karavakis, president. Dorothy J. Laird, vice president and Ben A. Laird, secretary-treasurer (each 33%). Mrs. Laird owns WDUZ-AM-FM Waupaca, Wis. Mr. Laird owns 92% of WDUZ-AM-FM Green Bay, Wis., and has interest in applicant for new FM at Green Bay. Mr. Karavakis also has interest in that applicant and owns 3% of WDUZ-AM-FM. Ann. Jan. 10.

■ WSRF-AM-FM Ft. Lauderdale, Fla.—Seeks sale of stock of Van Patrick Broadcasting Co. from Lorin E. Milner and Van Patrick (each 50% before, 45% after) to B. A. Chaplow (none before, 10% after) for \$50,000. Principal: Mr. Chaplow owns lumber company. Ann. Jan. 10.

■ KULR-TV Billings, Mont.—Seeks assignment of license from Crain-Snyder Television Inc. to Harriscope Broadcasting Corp. for purpose of corporate reorganization. No consideration involved. Principals: Burt I. Harris, president et al. Ann. Jan. 10.

■ KSYX Santa Rosa, N. M.—Seeks assignment of license from Herman S. Boles to Tri-City Broadcasters Inc. for \$15,000. Principals: Robert D. Deitrich, president. Glenn C. Jones, treasurer and Richard F. Rowley II, secretary (each 33%). Messrs. Deitrich and Jones are KSYX employees. Mr. Jones owns ranch and Mr. Rowley is attorney. Ann. Jan. 13.

■ WNRE Circleville, Ohio—Seeks assignment of license from Honor L. Whitacre and Nelson R. Embrey II to Circleville Broadcasting Co. for purpose of incorporation. No consideration involved. Principals: Messrs. Whitacre and Embrey each own 50% of WNRE. Ann. Jan. 10.

■ KIXX Provo, Utah—Seeks assignment of license from Western Broadcasting Co. to KIXX Inc. No consideration involved. Principals of Western Broadcasting Co.: German S. Ellsworth, president et al. Principals of KIXX Inc.: F. A. and Phyllis Van Wagenen (jointly 59.2%), H. E. and Ruth S. Van Wagenen (jointly 36.2%) et al. Principals are former owners of KIXX. Ann. Jan. 14.

## Community-antenna activities

The following are activities in community antenna television reported to BROADCASTING, through Jan. 15. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

### Franchise grants shown in *italics*.

■ Oroville, Calif.—The franchises of Oroville Communications Co. have been transferred to Nor-Cal Cablevision Inc. John Ray will continue as manager of the system.

■ Lake Wales, Fla.—GT&E Communications Inc., New York (multiple CATV owner), a subsidiary of General Telephone & Electronics Corp., has taken over the franchise of Sarasota Cablevision.

■ Pembroke Pines, Fla.—Broward Cablevision Co. of Pompano Beach, Fla., has applied for a franchise. W. A. Brown, one of the owners of the firm, said the system would furnish news channels as well as weather and tourist information in addition to the normal channels.

■ Vero Beach, Fla.—Air Media Inc., a subsidiary of WIRA-AM-FM Fort Pierce, Fla., has applied for a nonexclusive franchise. The company has also applied for a franchise in Fort Pierce. Hudson Miller is president of Air Media.

■ Wichita, Kan.—Air Capital Cablevision Inc., primarily owned by the Kansas State Network (KARD(FM) and KARD-TV Wich-

ita), has been granted a franchise. International Telemeter of Wichita Inc., a subsidiary of Gulf & Western Industries (multiple CATV owner), withdrew its bid. Other unsuccessful applicants were Wichita Cable TV Inc., a subsidiary of H&B American Corp., Beverly Hills, Calif. (multiple CATV owner), and Gencoe Inc. (multiple CATV owner), a subsidiary of Livingston Oil Co., both Tulsa. Air Capital said it would provide educational television facilities and equipment to Wichita at a total cost of \$854,850. Free connection would be provided all Wichita schools and studios for cablecasting would be set up at Wichita State University, the board of education and at KARD-TV. Kansas State Network owns or operates, or has interests in systems serving Norton, Great Bend, Holsington, Lyons, Larned and McPherson, all Kansas, and is constructing new facilities at Herington and Oberlin, both Kansas.

■ Sedalia, Mo.—Cablevision Inc. has been granted a rate increase by the city council. The new rates will be \$4.90 monthly and \$10 for installation. The old rate was \$4.50 per month with no installation fee. James Buckley, attorney for Cablevision, said the rate hike was necessary because of financial difficulties and federal regulations placed upon Cablevision. Under its contract Cablevision must now pay the city a 10% fee each year.

■ Linden, N. J.—Realty Equities Corp., North Bergen, N. J., has applied for a franchise.

■ Canton, N. C.—State-Wide Cablevision Inc., Forest City, N. C., has been granted a nonexclusive 20-year franchise. The company will provide at least five channels, an educational channel and a channel with FM music. Installation charges are \$10 for the first set, \$5 for additional sets, with monthly charges of \$5 for the first set and \$1 for each additional set. During the construction period, installation may be free. The company will pay annually 5% of the gross operating revenue or the sum of \$1,000, whichever is greater. Among restrictions in the franchise, the company is barred from transmitting advertising.

■ Stigler, Okla.—Voters have approved a 25-year franchise for Leland Shaffner Inc., Fort Smith, Ark.

■ Danville, Pa.—TV Cable Co. has increased its rates from \$3 to \$4 per month.

■ Lewisburg, Pa.—Customers of Lewisburg CATV will pay \$4 monthly beginning this month instead of the former rate of \$3. The cable firm said the price hike was necessary because of rising labor, insurance, pole rental and cable costs. Company officials also said they must increase the monthly rate to meet the costs of bank loans.

■ Middleburg, Pa.—Middleburg Television Cable, owned by George F. Gardner of Carlisle, Pa., has been sold to Community Systems Inc. Community Systems Inc. was formerly Stelinger TV Cable.

■ Milton, Pa.—TV Cable Co. has increased its rates from \$3 to \$4 per month.

■ Penn Hills, Pa.—Centre Video of State College, Pa., has begun construction. Free connection is available during the construction.

■ Watsonstown, Pa.—TV Cable Co. has increased its rates from \$3 to \$4 per month.

■ Moorefield, W. Va.—Potomac Valley TV Corp., Cumberland, Md., has begun construction.

■ Dodgeville, Wis.—Viking Media Inc., represented by Earl Volkman, Fennimore, Wis., and J. Robert Burrill, Peoria, Ill., has applied for a franchise. Dr. J. S. Martell, Dodgeville, has also applied for a franchise in behalf of an unnamed corporation. Viking Media said it would cost \$100,000 to \$150,000 to construct its system.

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

is for  
business people

... too busy to plow through  
a stack of business papers  
each week.

It used to be that men went to war leaving behind their innocence, their loved ones and the top-40 tunes of the week. Today they can at least groove, no matter how grave their loneliness and isolation.

Stationed in the wastes of the Sahara or just back from a sweaty patrol in Vietnam, the American serviceman can find entertainment always close at hand. For the transistor radio is everywhere, in foot lockers and combat packs, and the television set is only slightly less ubiquitous. "War is hell," said General Sherman, but that was before he could realize what a half-hour broadcast of soul music in Thule or a commercialless telecast of *Mission: Impossible* in Saigon can accomplish.

Broadcast entertainment is everywhere for American servicemen and their dependents (even on ships at sea) because Armed Forces Radio and Television goes wherever the troops are. In a time when superlatives are as common as military rank at the Pentagon, it is still prudent to describe the service provided by Armed Forces Radio and Television as unique. Sure, the British, Canadians, yes, even the South Koreans, offer a broadcast service to their military forces. But there is nothing to compare with the scope, the complexity, the quality of AFRTS.

It is standard operating procedure to drag out a two-ton truck-load of statistics to prove the good works of AFRTS. Yet statistics tend to smother that which they are supposed to signify.

Suffice to say the Armed Forces Radio and Television Service may be the most extensive information-and-entertainment medium in the history of broadcasting. The Los Angeles office of AFRTS alone every week distributes 85 hours of radio and 55 hours of television programming to more than 300 radio and 50 TV outlets around the world, from Adak, Alaska, to Udorn, Thailand.

It is a considerable responsibility, a staggering job. Much of the responsibility, a good deal of the work load, is in the hands of Colonel Robert Cranston, a Signal Corps officer.

Robert Cranston was raised in England until he was 15 (his mother, Louise, died when he was a boy), a formative influence that has left a residue of English accent in his speech. After joining his father, George Cranston, general manager, WBAP Fort Worth, he worked for a time at the station. He was determined to make commercial broadcasting his career. But having been in the ROTC at school, having also attended a military academy and subsequently having joined the National Guard, young Mr. Cranston seemingly had steered his destiny on a course far removed from broadcasting.

When the Texas National Guard was

## The sun never sets on Bob Cranston's broadcast services

mobilized in November 1940, Bob Cranston went along thinking it would be only for a year. Instead, he now has more than 28 years of service behind him.

It has been a varied, interesting career and not inimical to what was once a boy's dream about broadcasting. For at least this once, the military gave a capable man the job he was most capable of doing. Nearly every one of Colonel Cranston's assignments has been involved in broadcasting. For some 25 years he has been a full-time broadcaster, perhaps the only man in the military service who can claim this distinction.

Among his more colorful assignments as a broadcaster in the U.S. Army, Colonel Cranston was technical adviser

to a sergeant—Sergeant Bilko that is—for CBS-TV's *You'll Never Get Rich* series. He also worked on segments of such shows as *Twentieth Century, Studio One, Wide, Wide World* and *See It Now*. As a major in SHAPE headquarters in Paris, Bob Cranston served under Generals Eisenhower and Ridgeway, held cue cards up for them to read when they made TV appearances. He also served two tours of combat reporting and recording in Korea, conducting one of the last interviews with Walton Walker before that general was killed.

His most rewarding assignment was as chief of the American Forces Network, Europe, in Frankfurt, Germany, from 1960-64. Some 15 years before he had served as executive officer of that network under then Lieutenant Colonel John S. Hayes, who went on to success with the Post-Newsweek stations and then as ambassador to Switzerland, his present post.

"Stepping into the shoes of a man like John Hayes was a great source of satisfaction to me," Colonel Cranston recalls.

But he also has high regard for his current assignment, officer-in-charge, AFRTS-Los Angeles, a broadcast operation that reaches some 2.4 million U. S. military and dependent listeners and viewers in 30 foreign countries with entertainment programs (a second field activity of AFRTS is the armed forces news bureau in Washington, which provides coverage of news, sports and special events 24 hours a day via short-wave and voice circuits).

"We only borrow our audience from commercial broadcasters," the colonel makes clear. "We try to keep providing Americans who are serving their country with the finest programming possible. We can only do so through the outstanding cooperation of the radio and television industry, its guilds, unions, sponsors, producers and entertainers."

Why the salute to the broadcasting industry? AFRTS could not operate without the good will of commercial radio-and-TV people everywhere and liaison with the industry is one of Colonel Cranston's key responsibilities. Most radio programming is originated by AFRTS in Los Angeles with top disk jockeys and entertainers doing their bit by working for minimum scales. Much of the television product comes right off the network lines, permission necessary of course, with kinescopes made and shipped overseas (the kinescope process is used because it is faster, more economical and can be applied by all the stations serviced). It all adds up to American servicemen the world over getting to listen to, say, *Bobby Troup's Jazz Time* or to watch *Rowan and Martin's Laugh-In* courtesy of American commercial broadcasting.

### Week's Profile



*Robert Cranston, colonel, U. S. Army, officer-in-charge, Armed Forces Radio and Television Service, Los Angeles; b. April 5, 1919, London, England, promoted lieutenant colonel, Aug. 25, 1959; chief, American Forces Network, Europe, Frankfurt, Germany, 1960-64; assistant to officer-in-charge, AFRTS, worldwide, 1964-65; officer-in-charge, AFRTS-Los Angeles, 1965-67; promoted full colonel, Dec. 29, 1966; deputy director for AFRTS office of information for Armed Forces, 1967-68; second tour as officer-in-charge, AFRTS-Los Angeles, 1968-present; m. Ann Warren of Dallas, Jan. 27, 1966; awards—Bronze Star, 1944; Purple Heart, 1944; Army Commendation Medal, 1964; Joint Services Commendation Medal, 1968.*

## Main event

The Supreme Court's acceptance last week of an appeal from a seventh-circuit finding that the FCC's fairness rules are unconstitutional could lead to a decision of far-reaching consequence. Nothing less than the rationale for all forms of program regulation is under scrutiny.

The seventh circuit's decision read almost like an emancipation proclamation for broadcasting. It found that the "broadcast press"—its words—was entitled to protection of the First Amendment and that therefore the FCC's codification of parts of its fairness doctrine was unconstitutional. If that basic finding were to survive Supreme Court review, it would wipe away the arguments, used for years by hard-line regulators, that broadcasting is entitled to a lower degree of freedom than that accorded by the Constitution to the printed press.

The implications have been clearly seen by the FCC's heavy-handed regulators. In petitioning the Supreme Court for review the commission said that the seventh-circuit ruling, if allowed to stand, could lead to a finding that Section 315, the political broadcasting law, was unconstitutional. FCC Commissioner Kenneth Cox, in public statements, has said it could erode the commission's power. Indeed Mr. Cox has called on special-interest groups to intervene in the Supreme Court case with political arguments (BROADCASTING, Dec. 16, 1968).

Broadcasters must be at least as interested in an affirmation of the seventh-circuit ruling as the FCC is in overturning it. They must assure that their case is as meticulously prepared and skillfully presented as it was in the court of appeals. Whatever money that takes they must be ready to contribute.

## Good and bad

As reported elsewhere in this issue, the salaries of FCC commissioners will probably be raised to \$38,000 per year and the salary of the chairman to \$40,000. The purpose of these and other salary increases in government is to attract higher-caliber personnel to federal service.

In a couple of seats on the FCC that we can think of, however, the pay raise may just frustrate its own purpose. It will be hard for the occupants to find more rewarding work elsewhere, however well the broadcasters wish them in their search.

Still, in the long run the higher salaries ought to prove useful. For too many years FCC appointments have paid far less than similar responsibilities in private business.

## Just for the record

A year and a half ago Admiral Corp., the Chicago appliance manufacturer, noisily announced it was dropping its television advertising. At the time Ross D. Siragusa, the company's board chairman, denounced the "lackluster quality" of television programming and the clutter of television commercials. It all looked as if Admiral were quitting television in disgust.

Two weeks ago, with neither fanfare nor explanation, Admiral reported it was re-entering television with a heavy schedule of announcements on NBC-TV. Since it didn't seem to us that television programming or commercial practices had changed that much in the past 18 months, we began asking questions.

It turns out that at the time Mr. Siragusa announced the

withdrawal from television—during a showing of the 1968 line to distributors and retailers—dealers were overstocked with 1967 models. Admiral reallocated its television budget to give its dealers immediate advertising help. It also turns out that Admiral ran in the red during the first three quarters of 1967 and the first two quarters of 1968. It made a profit of 12 cents per share in the fourth quarter of 1967 and five cents per share in the third quarter of 1968. The 1968 fourth quarter isn't in yet.

Despite all the press attention that Mr. Siragusa's comments were given back in June 1967, it is now evident that his appraisal of television programs and commercial placement was irrelevant to his company's advertising plans. This is just another demonstration of the press-agent's axiom that criticism of television will command space in the press.

Anyway, we're glad to see Admiral back in broadcasting, and we hope its new television campaign will help tilt its P&L statement back toward the profit side.

## Subliminal commercial

Radio, for too long treated as an ugly duckling by too many advertisers, emerged as the fairest swan on the media pond in 1968. In addition to its first billion-dollar sales year, according to estimates made by the Radio Advertising Bureau and reported in this magazine last week, 1968 gave radio its biggest annual growth rate since pre-TV days and the biggest 1968 growth rate of all major media.

There must of course be no let-up in the sales efforts if the momentum is to be maintained and 1969 is to become an even bigger billion-dollar year. Which brings us to quite another point.

Last January, in BROADCASTING's annual, "Perspective" look at the year ahead, we ventured that, despite the caution then clouding most forecasts as a hangover from the general advertising slowdown of the preceding year, 1968 might nevertheless prove to be radio's first billion-dollar year. We won't guarantee equal precision in all future forecasts, but we do want to remind readers that "Perspective 1969" will appear in these pages next week and will again assess the outlook for radio and television in all their many facets. It makes no pretense at clairvoyance, but we think it will help you read the future a little more clearly.



Drawn for BROADCASTING by Sid Hix

"It's OK to show your catalogue on the air, but don't turn to the bra and girdle section!"

# King Kong may be alive and well in New Mexico



Or at least it might seem that way to some tv stations.

In November, KOB-TV News made a clean sweep in the Albuquerque Press Club's annual tv news competition, walking off with all three APE Awards. The Club literally went ape over us for the best newsfeature, best news documentary and the best spot news story.

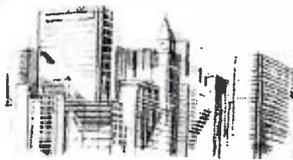
Our APE sweep gives you an idea why KOB-TV draws the largest news-viewing audience in New Mexico. The Feb.-March ARB Report credits us with a 50% share of audience.\*

To get an even better idea, consider these facts. KOB-TV News is the only

station in Albuquerque which consistently programs news in the same time slots—Mon. thru Fri. at 6 and 10 p.m.—which makes it easier for people to make a habit of us. Also, KOB-TV has the largest news staff in the state.

Rating figures over the past eight years show that our early and late evening news programs are the only ones in this market with current ratings higher than the eight-year average.\*

KOB-TV News delivers for advertisers too. A gargantuan share of the audience in New Mexico.



CHANNEL 4 TELEVISION



Albuquerque, New Mexico

Represented nationally by Edward Petry & Co.

\*\*\*All audience measurement data are estimates only—subject to defects and limitations of source material and methods, and hence may not be accurate measures of the true audience.\*\*

Only in English can you spell a  
sound like "sh" in fourteen different ways.

Shoe, sugar, issue, mansion,  
mission, nation, suspicion, ocean,  
nauseous, conscious, chaperon, schist,  
fuchsia, and pshaw.

