"Playboy After Dark" has the most exciting figures in New York

In its premiere performance on WOR-TV, New York, "Playboy After Dark" registered a solid 8.2 rating and 24% share, tripling its lead-in rating and increasing the previous month's time period average rating by 242%—far and away, the most substantial gain of any station in the time period. "Playboy After Dark" is hosted by Hugh Hefner. Produced by Playboy Productions. Distributed by Screen Gems. 

<table>
<thead>
<tr>
<th>JAN. 18, 1969</th>
<th>PRIOR MONTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30 P.M.-12:30 A.M.</td>
<td>AA</td>
</tr>
<tr>
<td>WOR-TV</td>
<td>8.2</td>
</tr>
<tr>
<td>*STATION A</td>
<td>8.9</td>
</tr>
<tr>
<td>STATION B</td>
<td>5.3</td>
</tr>
<tr>
<td>STATION C</td>
<td>3.3</td>
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<tr>
<td>STATION D</td>
<td>6.5</td>
</tr>
<tr>
<td>STATION E</td>
<td>2.5</td>
</tr>
</tbody>
</table>

First-run Rock Hudson feature ruined a perfect game.

New York Arbitron

Audience and related data are based on estimates provided by the rating services indicated and are subject to the qualifications issued by these services. Copies of such qualifications available on request.
The NEW RCA 70B is the first VTR to safeguard quality automatically!

In many ways, the 70B can make the VTR operator feel he has more command of tape quality than ever before. Because he can get the highest color fidelity ever achieved—with the most reliable automatic instrumentation ever devised for a VTR.

**Automatically**, the 70B eliminates costly replays. Sensing circuits just won't let you play tape on the wrong FM standard. Instead, the proper playback standard is selected for any tape—highband, lowband monochrome or lowband color—automatically.

**Automatically**, the 70B pinpoints problems through its visual-audible central alarm system and alerts the operator immediately.

**Automatically**, the 70B can save your operator time by eliminating the need for manual cueing. Now he can pre-cue several tapes so they are ready to roll automatically—eliminating tension during the critical station break period.

**Automatically**, the 70B can eliminate saturation and hue errors. Use the RCA exclusive Chroma Amplitude and Velocity Error Corrector (CAVEC), and the 70B will not only correct chroma errors between bands—but between each line of a band as well!

**Automatically**, you get better color. The 70B has broadcasting's highest specs—K factor of 1% with 2T and 20-T pulse; differential phase and gain 3° and 3%; moire down 43 db and S/N of 46 db.

The RCA 70B is the dream VTR come to life. For all the reasons why, call your RCA Broadcast Representative. Or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.
More TV reach
More TV penetration.
The combination of the new WTEV 1,049-foot tower and programming specifically planned to increase listenership among all age groups is sharply increasing the station's ratings and audience share of the greater Providence market.

Continuing significant gains in average total homes reached*:

UP 41% Sunday through Saturday
7:30 to 9:00 p.m.

UP 27% Sunday through Saturday
7:30 to 11:00 p.m.

*Based on Oct. 1968 ARB estimates as compared with Oct. 1967 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.
Turn around?

FCC-watchers are beginning to wonder whether commission’s startling 3-to-1 decision in WHDH-TV Boston case can withstand counterattack. Interest focuses on possibility Commissioner James J. Wadsworth, one of three-member majority that voted to award WHDH-TV’s channel 5 to rival applicant, might be persuaded to vote for reconsideration. Which WHDH is sure to seek. If he does and case is re-argued, as WHDH will also request, new Commissioner H. Rex Lee could wind up with key vote. Mr. Lee was not on FCC when last oral argument was held, was thus prevented from voting.

None of Commissioner Wadsworth’s previous statements or votes indicated particular concern over concentration-of-control-of-media issue that was major factor in FCC decision to strip WHDH-TV of its license. It’s thought that Mr. Wadsworth, whatever his view on WHDH case itself, may have had second thoughts about precedent it would establish. Endangering multimedia ownerships in any community where they exist.

Old times

FCC Chairman Rosel H. Hyde’s puzzling abstention in landmark WHDH-TV case can be ascribed to what chairman felt could have been construed as conflict. Mr. Hyde, in public statement, observed his vote was “not essential to resolution” of issue. But there may have been more to it than that.

While no comment, formal or informal, was forthcoming, public records of FCC show that Benito Gaguine, counsel of Boston Broadcasting Inc., winner of channel 5 in Boston, was legal assistant to Mr. Hyde from 1949 to 1952. Mr. Gaguine joined law firm headed by late James Lawrence Fly in 1953. Nathan H. David, executive vice president and 6.31% stockholder of BBI, was assistant general counsel of FCC during Fly chairmanship in early 1940’s.

Bowing out

With confirmation of Frank Shakespeare Jr., as director of United States Information Agency, Dr. Frank Stanton, president of CBS Inc., is expected to submit his resignation to President Nixon as chairman of U. S. Advisory Commission on Information, which sits over USIA. Dr. Stanton, who has been Mr. Shakespeare’s “boss” at CBS, obviously feels he should not continue that relationship in Washington, even if his post is without pay—prestige rather than full-time working job.

Skittish in spots

Some NBC Radio affiliates are complaining privately—but often strenuously—about network’s decision to accept schedule of 30-second commercials for Preparation H, hemorrhoidal treatment. (BROADCASTING, Jan 23.) But NBC Radio officials say that although they have heard from several stations, only “handful”—four, by one estimate—have said they would not clearly. They say they fully expect “vast majority” of network’s 225 affiliates to carry commercials (paired with Anacin messages) when 21-week schedule in Emphasis and Monitor programing starts Feb. 10.

One affiliate who said he would carry Prep H messages also said he was reserving right to drop them if Prep H cancelled its spot schedule on his station. Another asked, but didn’t get, permission to carry only Anacin half of Anacin-Prep H pair. Meanwhile there was speculation that at least some other radio networks look upon Prep H-NBC venture as test run and that they’ll be prepared to follow suit if it succeeds.

Price tags

Attempt to place finite values on various uses of radio spectrum (which presumably would make it easier to decide what services got how much space) has been revived by federal government. It’s learned that James D. O’Connell, director of telecommunications management, has signed contract with National Academy of Engineering to come up with formula containing economic and social factors. Director of academy’s committee on telecommunications is Dr. J. M. Richardson; chairman is Dr. William L. Everitt, dean of engineering, University of Illinois.

Underrated?

Peters, Griffin, Woodward is making serious effort to convince agencies that there is a major flaw in American Research Bureau’s ADI (area of dominant influence) computations that often throws ADI market rankings out of whack—and makes spot-TV selling that much tougher for stations involved. Under ADI, ARB credits each county exclusively to market whose stations it watches most—except for “home counties,” which are judged by different standards more likely to credit them to their own stations. Dr. John Thayer, PGW research director, contends there are 17 markets where viewing patterns do not justify this sort of home-county treatment and that, without it, their TV-homes figures would go up appreciably, in many if not most cases enough to affect market rankings, sometimes spectacularly. In all, he says, over half-million homes are assigned to markets that do not have the highest share of county viewing.

Dr. Thayer has prepared presentation to drive point home to agencies. He says Omaha, for instance, ranks 60th in ADI but deserves credit for home county of another market that would make it 49th—within magical top 50 that some clients buy by. Similarly, he says, Beaumont-Port Arthur, Tex., would go from 106th to 81st, well within, instead of just outside, cut-off for those buying top 100. Others that in varying degrees are hurting from ADI home-county treatment, according to Dr. Thayer, are Albuquerque; Baltimore; Columbus, Ohio; Denver; Duluth-Superior, Wis.; Kansas City, Mo.; Los Angeles; Memphis; Minneapolis-St. Paul; New Orleans; Oklahoma City; Philadelphia; Phoenix; Pittsburgh, and Spokane, Wash. (Dr. Thayer has similar complaint about Nielsen’s DMA—designated market area—but Nielsen does not publish DMA rankings.)

Tape’s the thing

Video-tape production is coming on stronger than ever on West Coast. Reasons are success of specials, growth of syndicated variety-talk strips and cost consciousness of TV networks. Trend is obvious in shows networks have committed to for mid-season replacement and for 1969-70 season. ABC-TV is prime example with all its second-season shows—Turn-On, What’s it All About World, This is Tom Jones, Generation Gap and Let’s Make a Deal—all taped productions.

Trend also is apparent in new money being spent on video-tape facilities. NBC-TV, with more specials expected next season than even were telecast in this record-breaking special year, is committing $4 million to construction program at its Burbank color plant (see story, page 44). Similarly, Hollywood Video Center, independent video-tape facility, is spending $110,000 to expand and renovate, and Golden West Broadcasters KTLA(TV) Los Angeles, is tripling its facilities for color video-tape production.
Demographically speaking, who listens to WOR AM Radio?

3,614,000 different adults, 25 and older, in one week — almost one million (990,000) more than the second leading station!*

...And people 25 and older are responsible for 93% of all coffee sold in the New York Metropolitan area.**

WOR am...America's number one adult radio station.

*Source: ARB. October 1968. 6 AM-12 Mid. Monday-Sunday (total area)
**Brand Rating Index—New York
Study says diversification proposals of FCC, Justice Department threaten underpinnings of entire broadcast industry, could swamp small broadcasters. Report gets added import after WHDH-TV decision. See . . .

$3 billion down the drain? . . . 19

Long-expected merger of Hollingbery Co., H-R Television is announced, along with new three-division alignment to handle 68 TV stations represented by combined firms. New entity will retain name of H-R Television. See . . .

Blessed be the tie that binds . . . 22

National Commission on Causes and Prevention of Violence says in preliminary report that many Americans may learn some of their attitudes and values concerning violence from years of exposure to television. See . . .

Violence commission zeroes in on TV . . . 32

WTAF-TV Marion, Ind., files $3-million suit against CBS, ABC, Corinthian Broadcasting Corp., and Avco Broadasting Corp., charging that networks and group owners have conspired to deny network affiliation to station. See . . .

WTAF-TV seeks court aid in affiliation . . . 34

NCTA president Robert Beisswenger tells FCC that its "license to operate at the expense of the American public should be revoked," for failure to deal with basic problems, especially station allocations. See . . .

Revocation of FCC's license? . . . 40

Growing number of radio stations are undergoing analysis by specialists who diagnose weaknesses, prescribe remedies. New breed of "doctors" brings training, experience, and objectivity to the job. See . . .

Have radio doctor's kit, will travel . . . 46

American Bar Association hears chairman of its Legal Advisory Committee on Fair Trial and Free Press proclaim that acrimony between bar and news media has given way to new spirit of voluntary cooperation. See . . .

New era for fair trial-free press . . . 55

President Richard M. Nixon is considering more frequent meetings with media, and possibility of opening sessions to questions from the public, after success of his first news conference as President. See . . .

President Nixon scores high TV marks . . . 57

Broadcast of allegedly anti-Semitic material by WBAI(FM) New York brings demand by Representative Emmanuel Celler (D-N. Y.) that FCC use its powers "to redress" the station's "abuse of the public trust." See . . .

WBAI(FM) broadcasts draw public ire . . . 58

Frank J. Shakespeare Jr., President's nominee to head U. S. Information Agency, gets intense grilling at his Senate confirmation hearing, with Senator William Fulbright (D-Ark.) in role of chief antagonist. See . . .

What's in a word, Mr. Shakespeare? . . . 66

Weekly in Brief

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

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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.

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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.
This year, for the first time: Two LQR’s, for each of 35 top markets.
(Until now, only one a year.)

This year, for the first time:
Twenty product and demographic characteristics (10 in each of two reports instead of 10 in one.)

Persons reached, occupation of adult men; employment status of adult women; airplane trips by adult males; education of men and women; total household annual income; family size; age of housewives; auto ownership; beer and ale consumption; dentifrice users; regular coffee; instant coffee; carbonated soft drinks—regular beverage; carbonated soft drinks — low calorie; cigarette smoking; headache remedy usage; gasoline usage.

And of course, all LQR information will be given by station, by time period. And for modest per-question fees, you’ll be able to get cross-tabs of any two or more factors.

Write, wire or phone:

The Pulse, Inc.
In New York: George Sternberg, 730 Fifth Avenue, 10019, 212-Judson 6-3316;
In Atlanta: Clark Slayman, 1447 Peachtree Street, N.E., 30309, 404-892-2743;
In Chicago: Paul Gillett, 435 N. Michigan Avenue, 60611, 312-644-7141;
In Los Angeles: Ken Gross, 6404 Wilshire Boulevard, 90048, 213-563-7733.
Warns of interference

FCC's proposal to allocate 21 UHF television channels to land mobile service threatens public's television reception from UHF stations because they fail to minimize interference, Association of Maximum Service Telecasters will tell FCC today (Feb. 3) in (400 page) comment to be filed in rulemaking proceedings.

FCC records overstate number of licensed transmitters in land mobile service by 18%, AMST says, and furthermore only 66% of authorized or licensed transmitters actually exist.

AMST comments were filed in two proceedings. In one commission has proposed sharing use of lowest seven UHF channels (14-20) with police, fire and other users of land mobile bands. In combined notice of rulemaking and inquiry, it also proposed setting aside 115 megacycles between 806 and 960 mc for land mobile use. TV channels 70-83 are in that band.

Citing study by Kelly Scientific Corp., Washington, AMST claims that congestion in certain cities is due not to frequency shortages but to "policies and practices" in utilization of land mobile channels that result in gross underutilization of spectrum.

Kelly Scientific recommends call for, among other things, increased time and geographic sharing of available frequencies and greater emphasis on regional, state and local sharing of frequencies by public safety agencies. In one example, Kelly Scientific calls for short-term police readjustments to provide up to 200 additional single frequency channels in 150 mc band by moving present "low priority" commercial and industrial users to higher bands.

Also, Kelly Scientific recommends encouragement of telecommunications service companies that would lease service to commercial and industrial firms.

Meanwhile, in early filing, American Newspaper Publishers Association made counter argument. It said commission proposals constituted only "first step." It also said proposed restrictions are too severe.

ANPA said newspapers' demands for radio service are great now and will vastly increase as result of development of miniaturized communications equipment and use of computers in newspaper operations.

Czech strike looms

Threat of general strike by newsmen and broadcasting commentators over weekend loomed in Czechoslovakia.

Czech leadership has decided to remove 120 reform-minded journalists and broadcasters in effort to gain complete control over news, according to reports from Prague.

Action against liberal journalists was disclosed in speech by Premier Oldrich Cernik.

Mrs. Kamila Mouckova, TV announcer, and symbol of national resistance, was reported to have been asked to take month's leave.

Mrs. Mouckova became hero during August invasion by Russia because of her clandestine radio broadcasts.

But not Havana

National Airlines has launched 16-market, 59-station radio campaign citing specific attractions of specific destinations.

One-minute commercials include new musical theme, narration by radio-TV actress Teri Keane, and TV slogan, "is this any way to run an airline? You bet it is." They will be revised every two weeks to highlight different tourist attractions.


National spends over $8 million in advertising, with $1 million in radio.

WGA calls meeting

Writers Guild of America, West has called emergency meeting of members for Thursday (Feb. 6) to discuss status of TV hyphenates (writer-producer) and relationship with Producers Guild of America.

In an angry letter to members, Writers Guild denounces 10-year contract signed last fall by PGA with Association of Motion Picture and Television Producers (Broadcasting, Oct. 28, 1968). Why did PGA and AMPTP make this "sweetheart" deal, which so clearly betrays the hyphenate?" letter asks. AMPTP's motive is clear. It goes on to charge, "They are attempting to undermine WGA in its 1970 negotiations."

Vows cigarette fight

Senator Frank E. Moss (D-Utah) has branded 1964 Cigarette Labeling Act as "tragic step backward."

Mr. Moss said he planned to fight against act's extension even if it would require filibuster. Current legislation expires June 30.

He contends expiration of law would free Federal Trade Commission and other regulatory agencies to impose tough restrictions on cigarette advertising.

"In my judgement, forces of health in this country stand to gain more by stopping legislation designed to bind the hands of regulatory agencies than by vainly pressing for new regulatory authority," Senator Moss said.

He pointed out that "few people realize that the same act prohibited any agency of government, local and state as well as federal, from requiring warnings in cigarette advertising."

Senator was sponsor of 1964 act.

Meanwhile FTC Commissioner James Nicholson, speaking before Consumer Assembly in Washington Friday (Jan. 31), stressed the FTC will take close look at cigarette labeling when current law expires. Law limits FTC to require only present warning that cigarettes may be dangerous.

Picket WBAl

About 150 pickets appeared in front of WBAl(FM) New York studios Thursday night (Jan. 30) to protest station's broadcast of allegedly anti-semitic poem (see page 58).

Marchers, members of Jewish Defense League, were met by about 25 counter-pickets supporting station. Scuffles erupted and eight pickets were found inside studio building. JDL members reportedly will continue to pressure station.

WBAl maintains it has offered equal time to Jewish groups from start and has sent invitations to open-end program scheduled for Wednesday (Feb. 5) from 9:30 p.m. until participants finish.

CATV public offering

New CATV company going public is Cable Information Systems Inc., New York group that bought Gregg Cablevision Inc., cable TV group of 12 systems serving 11,325 customers, from LIN Broadcasting last year for over $2.5 million, and last month bought Winchester, Ky., system with 2,460 customers for $964,000.

In filing with Securities and Exchange Commission, CIS proposes to offer 125,000 common shares at maximum of $7 per share, and $1 million convertible, subordinated debentures due 1989 through Baerwald and De-

Richard Colbert named Four Star International VP and general manager; Madeleine de Ryke elected VP, foreign sales; Alan J. Kraft remains as administrative VP of parent company with headquarters in New York. Mr. Reiner’s resignation is effective Feb. 14. He has been with Four Star since 1963.

Boer.
CIS originally was organized by Northern Corp., land development firm, which holds 500,000 of 850,000 outstanding shares. Peter M. Nisselson, CIS president, owns 175,000, and Seymour Mogal, CIS vice president-treasurer, 25,000. After sale to public management group will own 87.25%.

Registration statement shows that Gregg Cablesvision has aggregate operating deficit as of April 30, 1968 of $473,449. For calendar 1967, Gregg Cablesvision had revenues of $547,036.

CIS balance sheet as of Oct. 31, 1968 shows total assets of $4.7 million, with $288,424 current assets. Current liabilities were almost $550,000; long-term debt, over $3.9 million, and accumulated deficit, $265,406.

Considering libel suit
Wvow Chicago said Friday (Jan. 31) it was considering lawsuit against weekly Negro newspaper, South Suburban News, whose Feb. 1 issue contained story asking state attorney general to investigate possible fraud in Negro-


Joseph Ostrow, VP in charge of media planning for Young & Rubicam, New York, advanced to senior VP. He joined Y&R in 1955 as tabulator and was promoted to media buyer in 1958; senior buyer in 1959; media supervisor in 1961 and associate director of media in early 1964.

Joiis Post-Newsweek
Broadcast-newsmen Martin Agronsky has joined Post-Newsweek Stations (WTOP-AM-FM-TV Washington, WJXT-[TV] Jacksonville, Fla.) for special assignments with headquarters in Washington. Mr. Agronsky most recently left CBS; he previously was with ABC and NBC.

Barry Zorthian, senior member of corporate management, Time Inc., since last September, made executive VP of subsidiary Time-Life Broadcast Inc. Mr. Zorthian will be deputy to Weston C. Pullen Jr., VP of Time Inc. and president of Time-Life Broadcast. Mr. Zorthian will also act as liaison with editorial staffs of Time Inc. publications looking toward development of TV, radio and audio-visual programing services. Mr. Zorthian is 20-year veteran of government information service and recently concluded four-and-a-half-year tour of duty in Saigon.

Ralph W. Beaudin resigns as group VP of ABC Radio to enter station ownership (see page 38).

Revenues up, net down
Cox Broadcasting Corp. reported Friday (Jan. 31) that earnings dipped by 10% in 1968 from 1967, attributable primarily to federal surtax. For year ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
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<tbody>
<tr>
<td>Earned per share</td>
<td>$2.35</td>
<td>$2.62</td>
</tr>
<tr>
<td>Operating revenues</td>
<td>56,515,052</td>
<td>49,376,170</td>
</tr>
<tr>
<td>Net income</td>
<td>6,778,779</td>
<td>7,018,927</td>
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</tbody>
</table>

At same time Cox Cable Communications Inc., in its first annual financial statement as publicly-held company, reported higher revenues but lower earnings in 1968. For year ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.30</td>
<td>$0.36</td>
</tr>
<tr>
<td>Operating revenues</td>
<td>4,932,925</td>
<td>4,365,008</td>
</tr>
<tr>
<td>Net income</td>
<td>628,880</td>
<td>728,108</td>
</tr>
</tbody>
</table>

For other personnel changes of the week see “Fates & Fortunes.”
Our Team at the Olympics

Your Man in Dallas-Ft.Worth

On the scene in Mexico, WFAA-TV helped provide marathon coverage of the Olympic games for ABC. From its million dollar video cruiser, the WFAA-TV remote team relayed live and taped color telecasts to the network and the rest of the world . . . all, by the way, piped thru WFAA-TV's facilities in Dallas-Fort Worth. When one of the networks is scheduled for a big one, they remember WFAA-TV — always a winner.

On the scene, Ward Huey, General Sales Manager of WFAA-TV, can help you over the hurdles in this competitive Texas market. Call him for choice avails . . . in record time.

WFAA-TV DALLAS-FORT WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.

BROADCASTING, Feb. 3, 1969
Adverisement

"The bigger they come, the harder they fall"

This old adage could well serve as the only known adverbial table for anyone faced with a lawsuit for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But this doesn't mean that small businesses are immune to large damage suits. Large or small, those in the communications industry are considered fair game for anyone with a grievance. How do you protect yourself? With an Employers Special Excess Insurance Policy. Simply decide on the amount you could afford in case of judgment against you, and we'll cover any excess. For details and rates, write to: Dept. C, EMPLOYERS RE-INSURANCE 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.

Datebook

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

Indicates first or revised listing.

February

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

Feb. 3—New deadline for comments on FCC's proposed rulemaking that would require station Class A through Class D to land-mobile services in the top 25 urban areas. Previous deadline was Dec. 2.

Feb. 5—Oral argument before FCC on proposed revisions in commission's CATV rules.


Feb. 10—New deadline for comments on FCC's proposed rulemaking concerning television signals. FCC specifies CATV system suppliers and not made available to certain television stations. Previous deadline was Dec. 9. Feb. 10—Annual stockholders meeting, A. C. Nielsen Co., Chicago.


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 establish- ment of FM translator and booster services. Feb. 17-19—Annual midwinter conference on government affairs. Americans 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 lead- ing advertisers, agencies and marketing faces.


Feb. 27—Deadline for reply comments on FCC's proposed rulemaking that would clar- ify notification requirements for CATV sys- tems. Proposed amendment specifies that CATV's must notify stations in their mar- ket of plans to carry local as well as dis- tant signals, and that they must give similar notice for deletion as well as addition of signals.

Feb. 28—Special stockholders meeting. Metromedia, to vote on proposed merger of Metromedia and Transam; sale of Metromedia Television's Telecenter, New York.

Feb. 28—New deadline for reply comments on FCC's proposed rulemaking that would clarify notification requirements for CATV sys- tems. Proposed amendment specifies that CATV's must notify stations in their mar- ket of plans to carry local as well as dis- tant signals, and that they must give similar notice for deletion as well as addition of signals.

Feb. 28—Special stockholders meeting. Wometco Enterprises Inc. Stockholders will vote on increase in authorized common stock for 3-for-2 stock split. Miami Beach, Fla.

March

March 3—Deadline for reply comments on FCC's proposed rulemaking concerning establishment of FM translator service.

March 3—Deadline for comments in FCC's inquiry and proposed rulemaking concerning CATV rules and policies.

March 3—New deadline for comments on FCC's proposal to provide for carrying of subscription-television signals by CATV sys- tems. Previous deadline was Jan. 24.

March 4—Special stockholders meeting. Wometco Enterprises Inc. Stockholders will vote on increase in authorized common stock for 3-for-2 stock split. Miami Beach, Fla.

March 10—New deadline for reply com- ments on FCC's proposed rulemaking con- cerning television signals to nonnetwork suppliers and not made available to certain television stations. Previous deadline was Jan. 24.


March 11—Spring meeting of New York
A meter so sensitive there’s no such thing as silence

NOW
YOU CAN HEAR
A PIN DROP!

Our wide-range program monitor measures the drop of a pin as precisely as the beat of a drum.

Here’s an instrument so sensitive it measures levels accurately across a 60 decibel range. And does it without range switching.

Mighty versatile, too. Uses? Many. For broadcasting: Checks signal-to-noise ratio. Monitors live programs or off-air signal. Continually monitors noise and cross-talk levels on stereo and SCA channels. For remote network and studio transmitter links: Measures hum, crosstalk and noise levels during program pauses. For recording: Monitors full program dynamic range and noise levels during tape, disc or optical recording. For acoustical engineering: Measures ambient noise and reverberation levels — checks out crossover and equalizer networks. And it also has an auxiliary output for chart recorders.

You’d expect this remarkable instrument to cost a fortune. But it doesn’t. Portable model shown priced at only $305. ($345 with rack mounting enclosure).

Give it a trial run yourself. No obligation. Install it and put it to work. You’ll find it the best analytical instrument in the business. We guarantee it. Unconditionally!

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

Big buys not always best

**EDITOR:** Congratulations to the ugly duckling—radio—on the first of many billion-dollar years.

With all our pride in the year 1968 and what it has meant for broadcasters, there is a need to reflect and a need for broadcasters to pause to look within their own industry. In pausing we will be found that fewer than 40% of broadcasting’s owners shared in more than 60% of broadcasting’s profits.

The public need—extensive local coverage of news, an excellent community image and open public-affairs presentations through creative programming—are not restricted to the top-100 markets. Why then should the bulk of the profits be restricted to those same markets? National and regional advertising dollars are, in most cases, so restricted. Considering the small- and medium-market broadcaster’s budget, he is, in many instances, doing a far superior job of serving his community with promotion and programming than is his major-market broadcasting brother.

Broadcasters who, after all, have invested heavily in their property need a solution to this and other problems now confronting them. Money is available to be spent in small and medium markets, but this money is not being spent. An educational campaign is very much needed and it is not now being provided. Show a timebuyer that the biggest market buy is not always the smartest market buy and revenues will zoom well past the billion dollars of 1968. It will be more evenly spent throughout the industry too.—**Don Karnes, director of programming, StructoSonic Inc., a division of Viarcom, Marshall and Ross Advertising Inc., New York.**

**Sitting duck already dead**

**EDITOR:** I wish to bring to your attention some misleading information in your article, “Other sitting ducks in Justice gallery,” (Broadcasting, Jan. 6).

WICA-TV Ashtabula, Ohio, notified the FCC on Dec. 30, 1967, that broadcasting operations were terminated at 11:15 p.m., Dec. 29, 1967.

Our television license was returned with the letter. On Jan. 19, 1968, we received a letter from the commission notifying us that the license had been canceled and that no letters of interest were— **Richard D. Rowley, assistant to the publisher, Rowley Publications, Ashtabula, Ohio.**

**(Broadcasting** quoted from an FCC document that was submitted to the Senate Commerce and Monopoly Committee on March and that listed 14 communities in which, according to FCC records, the only television stations and the only newspapers were under common control. Among the markets identified in the FCC document was Ashtabula, Ohio, where WICA-TV was said to be owned by the family of D. C. Rowley who also has a majority interest in the Ashtabula Times-Beacon. Though the document was submitted by the FCC in March 1968, it was based on information compiled in November 1967, before the Rowley interests turned back their WICA-TV license.)
Firemen featherbedding would slow railroad progress to a horse and buggy pace

and cost you the public $200 million a year

No doubt you thought the problem of featherbedding firemen on freight and yard diesels was settled. You had much company. The railroads thought so, too. And for good reason.

A Presidential Railroad Commission condemned firemen featherbedding. Congress provided for a Board to deal with it. That Board ruled against it. The Courts agreed.

None thought a fireman on freight and yard diesels was necessary. There's no coal for him to shovel, no fires for him to stoke. And with both the engineer and brakeman in the cab of a road locomotive, there are no lookout duties for a third man to perform...no useful purpose to serve.

So railroads got a green light to eliminate featherbedding firemen jobs. But the men affected received other railroad jobs with no loss in earnings or got generous severance allowances.

Now the leaders of the Firemen's union want to go back to featherbedding...back to horse and buggy days. They're demanding that we restore the unnecessary jobs—even though that means hiring people with no previous railroad experience—regardless of the cost to you the public and the damaging effects on railroad progress.

And railroads must continue to make progress...faster...to keep ahead of your growing transportation needs.

There must be a stop to featherbedding

WASHINGTON, D.C.

BROADCASTING, Feb. 3, 1969
One way of evaluating your advertising today is to determine whether it is adding to your reserves of strength in the marketplace or subtracting from them.

Advertising that subtracts from these reserves is parasite advertising. It feeds off of a company’s good will and the values recognized in its products. It adds nothing to the brand image carefully built over the years by sound advertising concepts.

Parasite advertising is most evident in television commercials whose sole object seems to be to call attention to the advertising rather than the product.

As an example, I am reminded of a much talked about commercial for an airline that featured a grandmotherly type old lady who was light fingered. She lifted the tableware among other things and concluded by trying to steal the plane. A half dozen acquaintances commented to me about its cleverness. Not a single one remembered the name of the airline (how lucky) or what was the point of the commercial (neither do I).

A more classic example is the short-lived campaign of recent vintage done for a West Coast airline. You all remember the publicity about it. It played on the latent fears most people have about flying in a so-called humorous way. The merchandising was in the same vein. Passengers were given security blankets and other choice reminders of rather unpleasant possibilities. The unpleasant results of the campaign are now advertising history. Contrast this campaign with the warm, human and sensitive “friendly skies of United.”

With parasite advertising, the means become the end. The means of presenting the selling message (if there is any message) completely overshadow the message itself. And, often the means of presentation are incompatible with the product they are showcasing. How often do you see products presented in irrelevant, incongruous or ridiculous situations in the name of off-beat advertising?

Nobody denies that this type of advertising gets talked about. So does the playboy son of the successful father.

Why then does this advertising sometimes seem to work? Most often it gives the illusion of success when it is done for a product that has amazing reserves of good will behind it, a high level of understanding of its benefits, and an outstanding acceptance in the market. In short, the product has momentum and even a year or so of bad advertising can’t slow it down.

Campbell and Kraft could probably survive an attack of parasite advertising. But they will have no part of it. Each piece of advertising adds to that great big asset that doesn’t show up in their financial statement: the good, wholesome image their products have with the American homemaker.

Parasite advertising is not only a drain on the present assets of the product but it does nothing for the future. Rarely does it include a concept on which a product can build and flourish. You can have a Chinaman eating Italian spaghetti sauce and get a lot of attention, but is that a concept that will build a long-term customer franchise for a canned spaghetti sauce?

Perhaps it was inevitable that parasite advertising would emerge with the advent of television. The temptation to exploit all the theatrical properties of the medium at the expense of the selling message has been really too great at times for all of us.

How then do you avoid parasite advertising? By the intelligent way in which you evaluate advertising solutions before the money is spent. The creative man’s freedom to “fly” does not give him the liberty to be careless with his client’s money. It takes creative ingenuity to come up with a great idea, but, even more important, it takes seasoned creative judgment to know one. The proliferation of products in the marketplace and the increasing competition of advertising for “share of mind” demand a high degree of discipline as to what your advertising should say and how you should say it if you are to communicate effectively.

Here are some of the questions to ask in evaluating creative solutions to advertising, both the basic concept and the way it is executed for the media:

The concept: Is it attuned to the marketing objectives? Unique and in good taste? Is it compatible with the product category and the desired image?

Is it extendable to all media and is it adding to the value accrued from past advertising or subtracting from them? Is it contemporary, meaningful? Is it a proposition on which you can build?

The execution: Is it forwarding the concept or detracting from it? Is the message coming through loud and clear, is it interruptive and involving and is it in good taste? Is it in keeping with the concept? Also, is it producible and workable within the budget?

In the long run, the antidote for parasite advertising is the realization of the role of creativity in advertising. It is simply to present a friendly, persuasive selling message in a motivating way to a mass market. Cleverness and showmanship can take their bows in a supporting role.

Good advertising is an investment, not an expense. Parasite advertising is deficit advertising. And, with the high cost of doing business today and the fierceness of competition, few corporations can risk advertising with this kind of “bug” in it.

Robert J. Wanamaker joined the Frank agency in 1962 as a vice president and copy director and was promoted to creative director in 1964. In September 1967 he was named a senior vice president and member of the executive committee. Prior to joining the Frank agency, he had 10 years experience in the creative departments of Edward H. Weiss & Co., and Fulton, Morrissey Co., both Chicago. Mr. Wanamaker attended Northwestern University and lives with his wife in River Forest, Ill.
Take Five

We just did.

Each of the five NBC Owned Television Stations attracts the largest adult nighttime audience in its market. And each is first by a wide margin.

<table>
<thead>
<tr>
<th>ADVANTAGE OVER #2 STATION IN TOTAL ADULT VIEWERS</th>
<th>ARB</th>
<th>NSI</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBC-TV. New York</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>WRC-TV. Washington</td>
<td>33%</td>
<td>42%</td>
</tr>
<tr>
<td>WKYC-TV. Cleveland</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>WMAQ-TV. Chicago</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>KNBC. Los Angeles</td>
<td>35%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Take all five together and the combined advantage over the second station is 31%, according to ARB. NSI has it as 29%.

In either case, it demonstrates one thing about the way we take five.

It’s a break for our advertisers.

Audience Leadership: Another reason advertisers depend on The NBC Owned Television Stations.
The sky was the limit

Last summer, the Fetzer radio station in Cadillac, Michigan, went all out for handicapped children. The radio station brought people out — and dollars in — by the thousands with a benefit air show for handicapped children. Attendance topped the resident population of the city. It was the largest and most successful event in the history of the community ... and by far the most successful effort ever made on behalf of the area’s handicapped children.

The Fetzer Stations

WKZO  Kalamazoo
WKZO-TV  Kalamazoo
KOLN-TV  Lincoln
KGIN-TV  Grand Island
WJEF  Grand Rapids
WWTV  Cadillac
WWUP-TV  Sault Ste. Marie
WWFM  Grand Rapids
WWTV-FM  Cadillac
WWAM  Cadillac
$3 billion in stations down the drain?

That's value put on properties threatened by new government proposals; broadcasters fight back

FCC and Justice Department proposals aimed at promoting greater diversity of control of mass media could jeopardize broadcast holdings that, in the top-50 markets alone, are valued at more than $3 billion.

Moreover, the shockwaves of the losses would be felt by thousands of big and small stockholders alike, threaten the financial underpinnings of the broadcast industry and possibly swamp many small broadcast groups.

These conclusions of an economic analysis of the possible impact of the government proposals, which was prepared for 30 clients of two Washington communications law firms, took on added significance in view of the commission's unprecedented decision in the WHDH-TV Boston case two weeks ago.

In that proceeding, the commission by a 3-to-1 vote, denied license renewal to WHDH-TV and awarded the contested VHF channel to a competing applicant, Boston Broadcasting Inc. (Broadcasting, Jan. 27). A principal factor in the decision was the commission's determination to promote diversification of control of media. WHDH-TV is owned by the Boston Herald-Traveler Corp., which owns newspapers in Boston as well as WHDH-AM-FM.

The new economic study, the work of M. H. Seiden & Associates, was filed with the commission last week, along with the comments of the firms that commissioned it, Pierson, Ball & Dowd and Dow & Lohnes & Alberson. Martin H. Seiden, who once served as a consultant to the commission on CATV, has conducted research projects in the broadcasting field.

The study points to an irony in the government's proposals. It asserts that in the changed situation they would create only large, diversified corporations—conglomerates—could afford the risk of entering the broadcasting business. And it is conglomerates that some on the commission, advocating greater diversity of control of media, feel should not own broadcasting stations.

The commission's proposed rule would bar the owner of a full-time station from acquiring another full-time outlet in any service in the same market. It would not require divestiture of existing properties. But the Justice Department has urged the commission to go further and consider "extending, in some form, the policy of the proposed amendments to license-renewal proceedings and to newspaper-broadcasting combinations."

The Seiden report, as do the firms that commissioned it, sees these proposals as designed to restructure the ownership of the industry through denial of license renewals—"whether within or without a comparative hearing context," in the view of the Pierson firm—for the sake of greater diversity of ownership.

Both law firms said the commission's proposal would have catastrophic effects on broadcast service and be tragically unfair to broadcast companies that sustained heavy losses in pioneering FM and TV broadcasting, frequently at the commission's urging.

"The Pierson firm, which made one of the bitterest attacks yet on the commission's proposal, said, "it is hard to imagine a more capricious, irresponsible, arbitrary and callous act on the part of government." It also described the department's suggestions as diabolical.

It said that if the commission believes industrywide restructuring is in the public interest, it should as a minimum require divestiture—that is, the sale of properties—as it did when it adopted its duopoly rule. The firm also said there are other ways of attacking the problem of increasing diversification of ownership, including the incentive plans it advanced early in the rulemaking proceeding. The firm had suggested a system under which broadcasters electing to limit their ownership of multiple outlets in each market would be rewarded in terms of the total number of stations they could own (Broadcasting, June 10, 1968).

What the public is confronted with in the government proposals, the firm suggested, is "a Yippie movement against broadcasting."

It said that hundreds of thousands of small investors stand to lose savings invested in mutual and pension funds with holdings in broadcast companies that, the firm says, would lose their properties under the commission's proposal, then added:

"If nothing else touches the conscience of the commission, "the plight of innocent investors, thrice removed from the action, ought to be compelling unless the goal is to destroy merely for the sake of destroying—after the fashion of the Yippies.""

The Pierson firm sees the conclusion that the commission proposal means

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Herald-Traveler stock skids

The price of Boston Herald-Traveler Corp. stock plummeted 19 points in the week following the FCC's decision to deny the license renewal application of its WHDH-TV Boston, and award the facility to Boston Broadcasting Inc. (Broadcasting, Jan. 27).

The over-the-counter stock was 68 bid on Jan. 17 and Jan. 20, but it dropped four points to 64 bid on Jan. 21. It was still at 64 on Jan. 22, the date of the WHDH-TV decision, and remained at that level until Friday, Jan. 24. By last Thursday (Jan. 30) the stock had fallen to 45 bid—off 23 points since Jan. 17.

The company has 569,000 shares outstanding; the total number of shares authorized is one million. Greater Boston Distributors holds 14.9% of Herald-Traveler stock, Henry Garfinkle, who controls Greater Boston, 1.37% and John Blair Co., station representative, 9%. George E. Ackerson, chairman of Herald-Traveler, owns 1.86%, and Harold E. Clancy, president, owns 1%. William B. McGrath, veteran WHDH-TV official, also owns 1%.
forfeitures of existing licenses as being reinforced by Commissioner Nicholas Johnson's concurring opinion in the benchmark WHDH-TV Boston case. "Cases are [here] overruled where licenses with substantial media concentrations were able to retain their license under a renewal comparative challenge," Commissioner Johnson wrote.

A number of communications lawyers in Washington are expressing concern similar to that voiced by the Pearson and Dow, Lohnes firms. Vincent Wasielowski, president of the National Association of Broadcasters, said "there is a great awareness among many lawyers that this is a serious matter."

NAB, which had let almost four months of a commission-granted delay in the deadline for filing reply comments pass without contracting for a research program, is now marshalling its forces to oppose it. The association is proceeding with at least portions of two studies for which it has negotiated.

One, by the Motivation Research Group, a division of the Behavioral Science Center of Sterling Institute of Boston, will deal with the effect of media corporations on the control of media and with the effect of the aspirations of professional managers on media influence. It will also examine such questions as the importance of the public of diversity of news and information sources and the relationship between diversity and validity in news and information programs.

The other study, by the American Institute for Political Communication, of Washington, will be based on a voter survey already made in a two-county area of Wisconsin. It will evaluate the effects of the various mass media and other influences on public opinion during an election campaign.

Both studies will be truncated, since the commission last month granted NAB only a one-month further delay in the filing deadline, to Feb. 28. The association had requested three months. However, NAB officials hope that the commission will accept a supplementary filing of the complete MRG study at a later date.

The material may also be useful if the association eventually takes its fight to Congress—a decision that officials say has not yet been reached.

Not all communications attorneys see the WHDH-TV case as constituting a new element of danger for the multi-media owners. One attorney felt the WHDH-TV case was "unique". He said that although the matter was not mentioned in the decision as having any significance, he believes the ex parte charges with which a principal of WHDH-TV was tarred in the early days of the proceeding may have been a major factor in the commission's 3-to-1 decision. The same attorney felt that, if the commission membership changes, WHDH-TV need not stand as precedent. "It all depends on who's on the commission," he said.

Another attorney felt that the commission's decision turned principally on WHDH-TV's connection with newspapers, not other broadcast media. On that basis, he said, the case is "distinguishable" from the rulemaking advanced by the commission.

However, Dow, Lohnes, in its filing, said that, whatever the intent of the commission in promising grandfather rights to existing licensees, the proposed rules will establish that "a determina-

What vulnerable radio stations in 50 big markets are worth

Table above lists estimates of market value of all radio stations co-located in major markets with commonly owned other stations or newspapers. Such stations (or their associated properties within each market) would be targets of forfeiture if government rulemakings were adopted and WHDH-TV case survived appeal. Table on facing page lists estimates of market values of all TV stations in top-50 markets. (Data necessary to calculations could not be isolated in TV markets for stations vulnerable to diversification threat.)

Totals for radio are actual total values of all vulnerable stations in major markets

<table>
<thead>
<tr>
<th>Market</th>
<th>No. Stations Affected by Proposed Rulemaking</th>
<th>Fair Market Values By Gross Revenue</th>
<th>Fair Market Values By Cash Flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>$3,697,078</td>
<td>$60,824,010</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>$2,700,034</td>
<td>$39,820,087</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>$3,024,378</td>
<td>$37,272,010</td>
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</tr>
<tr>
<td>Philadelphia</td>
<td>$2,190,240</td>
<td>$19,856,598</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>$2,001,794</td>
<td>$20,014,650</td>
<td></td>
</tr>
<tr>
<td>Detroit</td>
<td>$2,438,600</td>
<td>$27,612,173</td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>$1,025,518</td>
<td>$1,443,200</td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td>$1,036,956</td>
<td>$13,155,045</td>
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<tr>
<td>Pittsburgh</td>
<td>$1,309,508</td>
<td>$12,797,760</td>
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<tr>
<td>Washington</td>
<td>$2,785,762</td>
<td>$21,863,225</td>
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<tr>
<td>Baltimore</td>
<td>$9,914,716</td>
<td>$11,594,048</td>
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<tr>
<td>Providence, R.I.</td>
<td>$4,357,222</td>
<td>$4,350,203</td>
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<tr>
<td>St. Louis</td>
<td>$9,856,464</td>
<td>$5,506,755</td>
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<tr>
<td>Hartford-New Haven, Conn.</td>
<td>$4,643,200</td>
<td>$8,171,378</td>
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<tr>
<td>Dallas-Fort Worth</td>
<td>$15,108,258</td>
<td>$13,422,488</td>
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<tr>
<td>Cincinnati</td>
<td>$1,367,562</td>
<td>$2,580,560</td>
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<tr>
<td>Minneapolis-St. Paul</td>
<td>$12,284,568</td>
<td>$19,796,190</td>
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<tr>
<td>Indianapolis</td>
<td>$7,350,286</td>
<td>$8,711,048</td>
<td></td>
</tr>
<tr>
<td>Atlanta</td>
<td>$6,493,534*</td>
<td>$12,286,580*</td>
<td></td>
</tr>
<tr>
<td>Miami</td>
<td>$4,776,668</td>
<td>$2,832,630</td>
<td></td>
</tr>
<tr>
<td>Seattle-Tacoma</td>
<td>$7,937,752</td>
<td>$904,905</td>
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<tr>
<td>Buffalo, N.Y.</td>
<td>$7,923,412</td>
<td>$5,042,183</td>
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<tr>
<td>Kansas City, Mo.</td>
<td>$7,827,725</td>
<td>$4,191,773</td>
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<tr>
<td>Milwaukee</td>
<td>$8,013,423</td>
<td>$8,063,910</td>
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<tr>
<td>Houston</td>
<td>$9,567,882</td>
<td>$13,356,645</td>
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<tr>
<td>Dayton, Ohio</td>
<td>$5,328,660</td>
<td>$7,456,590</td>
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<tr>
<td>Sacramento-Stockton, Calif.</td>
<td>$3,399,252</td>
<td>$939,173</td>
<td></td>
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<tr>
<td>Columbus, Ohio</td>
<td>$9,779,594</td>
<td>$10,738,410</td>
<td></td>
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<tr>
<td>Harrisburg-Lebanon-Lancaster-York, Pa.</td>
<td>$6,546,165</td>
<td>$6,159,218</td>
<td></td>
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<tr>
<td>Charlotte, N.C.</td>
<td>$3,031,912</td>
<td>$755,775</td>
<td></td>
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<tr>
<td>Syracuse, N.Y.</td>
<td>$2 na</td>
<td>$2 na</td>
<td></td>
</tr>
<tr>
<td>Tampa-St. Petersburg, Fla.</td>
<td>$3,621,350</td>
<td>$2,573,543</td>
<td></td>
</tr>
<tr>
<td>Steubenville, Ohio-Wheeling, W. Va.</td>
<td>$2,813,236</td>
<td>$3,529,748</td>
<td></td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>$2,374,802</td>
<td>$4,252,710</td>
<td></td>
</tr>
<tr>
<td>Memphis</td>
<td>$5,059,000*</td>
<td>$5,216,660*</td>
<td></td>
</tr>
<tr>
<td>Grand Rapids-Kalamazoo, Mich.</td>
<td>$4,565,710</td>
<td>$2,351,648</td>
<td></td>
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<tr>
<td>Toledo, Ohio</td>
<td>$3,843,760</td>
<td>$4,278,540</td>
<td></td>
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<tr>
<td>Johnston-Altoona, Pa.</td>
<td>$1,579,982</td>
<td>$1,157,578</td>
<td></td>
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<tr>
<td>Birmingham, Ala.</td>
<td>$3,716,264</td>
<td>$3,624,600</td>
<td></td>
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<tr>
<td>Albany-Schenectady-Troy, N.Y.</td>
<td>$3,438,576</td>
<td>$1,523,603</td>
<td></td>
</tr>
<tr>
<td>Denver</td>
<td>$8,219,596</td>
<td>$4,673,730</td>
<td></td>
</tr>
<tr>
<td>Greensville, S.C.-Ashville, N.C.- Spartanburg, S.C.</td>
<td>$2,968,986</td>
<td>$1,879,043</td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>$3,778,246</td>
<td>$2,775,688</td>
<td></td>
</tr>
<tr>
<td>Nashville</td>
<td>$6,470,220</td>
<td>$4,340,250</td>
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<tr>
<td>Saginaw-Bay City-Flint, Mich.</td>
<td>$7,615,766</td>
<td>$1,896,105</td>
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<tr>
<td>Charleston-Huntington, W. Va.</td>
<td>$4,127,544</td>
<td>$2,284,823</td>
<td></td>
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<tr>
<td>Greensboro-Winston-Salem, N.C.</td>
<td>$4 na</td>
<td>$4 na</td>
<td></td>
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<tr>
<td>Lansing, Mich.</td>
<td>$2,255,866</td>
<td>$2,075,788</td>
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<tr>
<td>Manchester, N.H.</td>
<td>$5,905,224</td>
<td>$1,444,898</td>
<td></td>
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<tr>
<td>Totals</td>
<td>$249,208,596</td>
<td>$446,945,938</td>
<td></td>
</tr>
</tbody>
</table>

** Does not include: WQXI-AM-FM Atlanta; WDIA-AM-FM Memphis.

* Data for Syracuse, Greensboro, and Manchester markets were not available on a market basis.
What TV stations in top-50 markets are worth

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
<th>No. TV stations, 1966 Reporting to FCC</th>
<th>Affected</th>
<th>Value (in $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>New York</td>
<td>7</td>
<td>6</td>
<td>$496,900,000</td>
</tr>
<tr>
<td>2.</td>
<td>Los Angeles</td>
<td>9</td>
<td>5</td>
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<tr>
<td>3.</td>
<td>Chicago</td>
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<td>4</td>
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<tr>
<td>4.</td>
<td>Philadelphia</td>
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<td>3</td>
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<td>5.</td>
<td>Boston</td>
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<td>4</td>
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<tr>
<td>6.</td>
<td>Detroit</td>
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<td>7.</td>
<td>San Francisco</td>
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<td>3</td>
<td>106,008,000</td>
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<td>8.</td>
<td>Cleveland</td>
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<tr>
<td>9.</td>
<td>Washington</td>
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<td>4</td>
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<td>11.</td>
<td>Minneapolis</td>
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<td>3</td>
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<td>15.</td>
<td>Dallas-Fort Worth</td>
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<td>3</td>
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<td>1</td>
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<td>17.</td>
<td>Minneapolis-St. Paul</td>
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<td>1</td>
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<td>18.</td>
<td>Indianapolis</td>
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<td>20.</td>
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<tr>
<td>21.</td>
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<td>1</td>
<td>52,676,000</td>
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<td>Seattle-Tacoma</td>
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<td>26.</td>
<td>Houston</td>
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<td>27.</td>
<td>Dayton, Ohio</td>
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<td>28.</td>
<td>Columbus, Ohio</td>
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<td>1</td>
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<tr>
<td>29.</td>
<td>Jaystown-Altoona, Pa.</td>
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<td>Harrisburg-Lancaster-Lebanon, Pa.</td>
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<td>31.</td>
<td>Tampa-St. Petersburg, Fla.</td>
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<tr>
<td>32.</td>
<td>Memphis</td>
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<td>1</td>
<td>31,276,000</td>
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<tr>
<td>33.</td>
<td>Charlotte, N.C.</td>
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<td>1</td>
<td>29,361,000</td>
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<td>34.</td>
<td>Syracuse, N.Y.</td>
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<td>1</td>
<td>25,488,000</td>
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<td>35.</td>
<td>Toledo, Ohio</td>
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<td>Portland, Ore.</td>
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<td>1</td>
<td>35,540,000</td>
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<tr>
<td>37.</td>
<td>Wheeling, W. Va.-Steubenville, Ohio</td>
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<td>1</td>
<td>32,788,000</td>
</tr>
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<td>38.</td>
<td>Grand Rapids, Mich.</td>
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<td>1</td>
<td>37,362,000</td>
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<td>39.</td>
<td>Denver</td>
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<td>1</td>
<td>43,032,000</td>
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<td>40.</td>
<td>Birmingham, Ala.</td>
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<td>1</td>
<td>33,384,000</td>
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<td>41.</td>
<td>Nashville</td>
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<td>42.</td>
<td>Albany-Schenectady-Troy, N.Y.</td>
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<td>1</td>
<td>33,664,000</td>
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<tr>
<td>43.</td>
<td>New Orleans</td>
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<td>1</td>
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<td>Flint-Saginaw, Mich.</td>
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<td>Charleston-Huntington, W. Va.</td>
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<td>1</td>
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<td>50.</td>
<td>San Diego</td>
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<td>1</td>
<td>25,488,000</td>
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Total 184 127 $3,669,328,000 $3,785,285,000 $3,976,000,000

markets. Totals for TV include all stations. In calculating total value of vulnerable TV's, Seiden report made straight-line adjustment of 70%, since 50% of the 184 stations in those markets are co-located with other ownerships. Hence figure of $3,976,000,000 for total TV, at bottom of far-right column on this page, was reduced to $2.8 billion to compile summaries reported in accompanying story.

Rule-of-thumb criteria for evaluating radio stations were to multiply gross revenues for vulnerable stations by 2 and cash flow by 7.5. (Cash flow includes profits before taxes plus depreciation.) Rule-of-thumb formulas for TV were gross revenues multiplied by 4 and cash flow by 10.

For TV a third criterion was used—detailed analysis including considerations of market's net weekly circulation, population, rate of population growth, effective consumer buying power, television revenue, network affiliates' hourly rates and, when available, prices at which stations had been sold. For radio no detailed analyses were made. All calculations are attributed to Blackburn & Co., station brokers.

an industry faced with this massive loss would continue to render the same service to the public as it would absent the threat is to indulge in pure fantasy," the Pierson firm said.

The Seiden study noted that in the top-50 markets, 127 of the 184 television stations are involved in "co-located ownership with another communications medium." Of the 715 AM and FM stations in those markets, 526 would be affected by the Justice Department's proposal. (In only a handful of cases is a newspaper the only co-located communications medium.)

Using appraisals provided by Blackburn & Co., station brokers, Seiden & Associates estimated the minimum total market value of the television stations involved at between $2.6 billion and $2.8 billion, depending on the method of appraisal used—rule of thumb, based on gross revenue or cash flow, or detailed analysis. The fair market value of the radio stations (277 AM and 249 FM) ranged between $363 million and $477 million.

"Thus," the study said, "if the license forfeiture principle is applied, the new licensees would be able to purchase the plant and facilities of existing radio and television station owners at a fraction of their present value estimated here to exceed $3 billion." Mr. Seiden, in a covering letter to the two law firms, said he limited his study to the top-50 markets for two reasons: Justice, in making its suggestion had referred to the situations in those markets; and, extending the analysis below the top-50 markets "would have served only to increase the indicated magnitude of the impact of the proposed license forfeiture policy." The study sees the impact of the proposed policy as affecting more than those companies involved in co-located ownership. "Once licensee forfeiture is
employed to achieve a public policy objective," it said, "it will, in all likelihood, be anticipated as a tool of future policy." The result, the study added, will be the depression of the value of communications equities in general.

The study also noted that the impact will be felt throughout the investing community. Some 25 publicly held corporations would be affected by the department's proposal, and 9% of their stock—valued at $1.6 billion—is owned by mutual and pension funds.

The study also concluded that a policy of "license forfeiture" would have its greatest impact on companies that either specialize in broadcasting or whose stations represent a significant part of their total assets. These companies, which account for 72% of the colocated ownership in the top-50 markets, "would probably be eliminated from the industry," the study said.

It noted that they would lack necessary capital and credit to continue. But both capital and credit, it added, would be available to conglomerates because of their nonbroadcast interests and in spite of "the high degree of risk" that would be involved in their broadcast operations.

"Thus, whatever effect it might have on the objective of increased diversification of intra-market ownership of communications media," the study said, "the adoption of the approach urged by the Department of Justice will, in the long run, concentrate the industry's initiative in the hands of the largest firms."

The Pierson firm said that while it is "not inclined to indulge conspiratorial theories," it sees in this outcome "a perfect combination for the utter decimation of the commercial broadcast industry. This combination would involve, the firm said, destroying the sources of capital and credit for specialized broadcast companies and, then, the exclusion from broadcast ownership of "diversified companies whose financial resources might survive such destruction."

Two other comments were filed in the proceeding last week, by Gordon P. Brown, president of WSBAY Rochester, N.Y., and the Lunde Corp., licensee of KFLFM(FM) Ames, Iowa. Both opposed the proposed rules.

Mr. Brown, referring to his problems in competing with the "broadcast and newspaper holdings of the Gannett Co. in Rochester," said the commission should seek to equalize competition among media by devising a system of ownership that would permit existing radio and television companies that are "weak" to increase their holdings.

Lunde suggested that the commission adopt the Pierson firm's "incentive" plan as an alternative to its proposal. But it also said that the FCC should not permit licensees with existing multiple holdings to keep them if it prevents those seeking to expand from acquiring new properties. This would be discriminatory and illegal, Lunde said.

If the commission is going to bar new media combinations, it added, it must bar all media combinations, including nonbroadcast media, and "all present media combinations must be broken up."

**Broadcast Advertising**

**Blessed be the tie that binds**

Hollingbery, H-R Television join forces, create three divisions to handle 68 TV's

The long-expected merger of the Hollingbery Co. into H-R Television ("Closed Circuit," Dec. 9, 1968, et seq.) was formally announced last week, along with a new three-division alignment to handle the 68 TV stations represented by the combined organization. The merger was effective Saturday (Feb. 1). Officials said that Hollingbery, which had offices in six cities, would officially close them as of that date and begin operations today (Monday) as part of the new organization, which will retain the name H-R Television and use H-R's existing offices in 12 markets.

A series of executive changes also accompanied the move, which formed one of TV's biggest sales-rep organizations in terms of the number of stations represented. H-R Representatives, the radio division of the over-all H-R organization, is not affected by the merger. Hollingbery represented only TV stations.

Dwight S. Reed, chairman of the board of H-R Television, and Edward P. Shurick, president and treasurer, continue in those posts, while Harry H. Wise, president of Hollingbery, moves in as executive vice president of H-R Television. Mr. Reed will remain based in Chicago; Mr. Shurick and Mr. Wise in New York.


Mel Grossman, H-R director of sales promotion and development, was promoted to vice president in charge of station relations in the new organization. He will continue to be responsible for sales promotion and development as well as client and industry relations. Bob Zauner, who moved to H-R in December from ABC Television Spot Sales, becomes director of sales promotion, reporting to Mr. Grossman.

John H. White, H-R senior vice president, station relations; Gene Malone, H-R vice president, regional office sales, and Grant Smith, H-R vice president and Chicago sales manager, reportedly have resigned. The 68 stations to be represented by the new H-R consist of 35 that had been represented by H-R and 33 by Hollingbery, officials said. They said the two companies' lists had dovetailed in virtually all respects, with only one or two minor conflicts.

To handle the combined lists, H-R is creating three sales divisions. One will be called "national," consisting of stations—presumably those in the biggest markets—in all parts of the country. Another will be called "north/east," composed of other stations in

22 BROADCASTING, Feb. 3, 1969
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

Broadcasting, Feb. 3, 1969
those two areas, and the other “South/ West,” for other stations in those areas.

In New York, Don Howe and Cal Cass, who have been division managers for H-R under its old divisional alignment, will be managers of the national and North/East divisions respectively, and Bob Spielmann, who was New York sales manager for Hollenberg, will be manager of the south/west division. Mr. Howe will also be a vice president.

In Chicago, three key salesmen have been picked to manage the divisions, under Vice-President Edwards. The new managers there are Hank Balla, national; Don Peterson, North/East, and Chuck Ferguson, South/West.

President Shurick, who was said to have engineered the merger in negotiations extending over the past three months, called the new divisional set-up “a unique departure from traditional divisionalization” in that “it combines the best of two concepts: balanced lists in terms of market and station size and potential, as well as geographic marketing continuity.”

He said that “the approach permits ‘like’ stations and markets to be grouped together and sold more effectively because of similarity. It also allows salesmen to provide advertisers and agencies with marketing continuity as well, when it is required.”

From the Hollenberg side, Mr. Wise said, “the merger is just about as ideal as any merger could be. With one or two minor exceptions, the Hollenberg and H-R represented-station lists mix perfectly coast-to-coast, with no significant conflicts. The resulting blend results in broader, more balanced coverage of the entire country, a plus to advertisers and agencies, under a single corporate umbrella.”

The new three-division alignment replaces one in which H-R had eastern and western divisions and a separate division for the five stations owned by the Corinthian Broadcasting Corp. It was in connection with the news that Corinthian had decided to move its stations to other rep firms that word of the H-R negotiations with Hollenberg first gained currency in December.

Officials said personnel in Hollenberg offices in New York, Chicago, Atlanta, Dallas, Los Angeles and San Francisco would join H-R offices in those cities. They said personnel appointments for all offices were being relayed to H-R and Hollenberg stations, and would be made public shortly. H-R also has and will maintain, they said, offices in Boston; Des Moines, Iowa; Detroit; Minneapolis; Philadelphia, and St. Louis.

In addition to the three divisions, H-R is creating a special sales team that will sell across all divisions in behalf of all H-R stations, concentrating on “major advertising agencies requiring special development attention,” officials said.

This team will be headed by John McCorkle, who has been western division manager for H-R. It will work closely with the spot-sales development department, which is headed by Tom Campbell and which was created a year ago to sell spot and special programming at the advertiser level and above the timebuyer level at agencies.

H-R’s research services will continue to be directed by Marty Goldberg, vice president in charge of research and electronic data processing. H-R’s computer work will be handled by Cybernetic Applications Inc., a “softwares” or computer-programming organization that H-R said has been performing this service under contract for the past year.

The CAI work for H-R, officials reported, includes development of plans for an industry-wide centralized time-buying data-processing pool similar to those being developed by the American Research Bureau (BROADCASTING, Dec. 9, 1968) and the A. C. Nielsen Co. (BROADCASTING, Dec. 30, 1968).

H-R Chairman Reed, noting that the Hollenberg deal follows by two years the merger of Advertising Time Sales into H-R, said that “while it appreciably increases our posture in terms of total stations represented, it also increases the size of the total organization in terms of facilities, manpower, services and working capital. The marriage is the result of need today for representation that is sophisticated, service-oriented and of proper size to provide services and total coverage of the overall marketing and advertising spectrum at all levels. If that means ‘big’ then that is what we are. Our prime goal is not to be biggest. We’re shooting for ‘best’.”

Anticigarette bill gets wide backing

Co-sponsors amounting to nearly 10% of the House membership have been added to legislation submitted earlier this year by Congressman John E. Moss (D-Calif.) that would require a stronger “death warning” on cigarette packages and in all cigarette advertising, including broadcast. In a resubmission of the bill last week, Mr. Moss announced that 42 co-sponsors had also attached their names to the legislation.

One co-author of the bill is Representative John D. Dingell (D-Mich.), who is also a member of the Commerce Committee.

The resubmitted legislation is identical to H.R. 1236, which Representative Moss introduced on Jan. 3, and which he had previously introduced in the 90th Congress.

The bill if enacted would change the warning on cigarette packages from, “Caution: cigarette smoking may be hazardous to your health,” to “Warning: cigarette smoking is dangerous to health and may cause death from cancer and other diseases.”

Also the bill would require that tar- and-nicotine content per cigarette be listed.

Finally, the legislation gives to the secretary of health, education and welfare the authority to regulate cigarette length if a causal relationship with health hazards is established.

Personal products make another NAB appearance

The dispute over the partial relaxation of the National Association of Broadcasters’ personal-products television code provisions will hold a prominent place on the agenda during the next meeting of the NAB executive committee, to be held Feb. 11 in New York.

Robert Ferguson, WTRF-TV Wheeling, W. Va., chairman of the TV code review board, is to appear at the executive committee meeting, on invitation, and is expected to air his disagreement within the review board over the NAB television board’s decision to exclude hemorrhoidal remedies when it approved commercials for feminine-deodorant sprays during its San Juan meetings.

24 (BROADCAST ADVERTISING)
CRITICAL CHEERS FOR NBC SPECIALS IN JANUARY...

Prudential's On Stage: "Male Of The Species" "A moment of rare maturity and matchless quality." -Rex Polier, Philadelphia Bulletin
"A smashing triumph on all counts. The acting was...uniformly superb."
-Tom Mackin, Newark Evening News

Super Bowl "Credit NBC with smooth, sharp coverage of the Super Bowl. Credit play-spotter Al DeRogatis, in particular, for smart observation..." -Bob Williams, New York Post
"Working in tandem with Al DeRogatis, Curt Gowdy gave it a strong call all the way..."
-Donald Freeman, The San Diego Union

First Tuesday "Top quality...The first edition of NBC's 'First Tuesday' was excellent."
-Dwight Newton, San Francisco Examiner
"Consistently interesting...the filmed report on Castro's Cuba was fascinating."
-Cecil Smith, Los Angeles Times

Chrysler Presents The Bob Hope Christmas Special "Wonderful!"
-Frank Judge, Detroit News
"Warm, moving, sentimental and funny as ever."
-Cynthia Lowry, AP
AND IN FE
IF IT'S REALLY "SPECIAL" IT'S ON NBC

TUESDAY/FEBRUARY 4
First Tuesday (9:00-11:00) Segments on chemical-biological warfare experiments; student democracy at Antioch College; whirling dervishes. Sander Vanocur is the anchorman.

WEDNESDAY/FEBRUARY 5
Teacher, Teacher (7:30-9:00) An original "Hallmark Hall of Fame" drama about attempts to educate a retarded boy. David McCallum, Ossie Davis, George Grizzard star.

FRIDAY/FEBRUARY 7
This Is Sholom Aleichem (10:00-11:00) Jack Gilford stars in this "Burlington Experiment in Television." On "NBC Experiment in TV" Feb.16 and 23 (4:30-5:30): original drama.

SATURDAY/FEBRUARY 8
Bob Hope Desert Classic (6:00-7:00) Sat.; 4:30-6:00 Sun.) Final holes both days of this pro-amateur tourney, with Bob himself, Don Adams, Arnold Palmer, Billy Casper, others.

SUNDAY/FEBRUARY 9
The Fred Astaire Show (10:00-11:00) Encore for last season's Emmy-winning extravaganza. Joining Fred: Barrie Chase; Simon and Garfunkel; Sergio Mendes and Brasil '66.

ALL IN COLOR ON NBC / TF
SUNDAY / FEBRUARY 16

Children’s Letters To God (8:30-9:00) A live-action and animation special inspired by the best-selling book. Gene Kelly hosts this evocation of childhood, presented by Timex.

MONDAY / FEBRUARY 17

Chrysler Presents The Bob Hope Special (9:00-10:00) For Bob’s seventh show of the season, guests are Martha Raye, Diana Ross and the Supremes, and lovely Cyd Charisse.

WEDNESDAY / FEBRUARY 19

Academy Of Professional Sports Awards (10:00-11:00) Perry Como hosts a live special honoring the top athletes (as selected by their fellow players) of major American sports.

The Highlights Of The Ice Capades Of 1969 (9:00-10:00) Sit rink-side for the 25th edition of a great show. Joining the skaters are Jack Jones, Nancy Sinatra, Louis Nye.

Jack Benny’s Birthday Special (10:00-11:00) Partying with Jack are Lucille Ball, Dan Blocker, Dennis Day and special guest Lawrence Welk. Ann-Margret has a cameo spot.
last month (Broadcasting, Jan. 20, 27).

But Donald McGannon, Westinghouse Broadcasting president, who spearheaded the attack against loosening the code even for feminine deodorants, will have a turn at bat during meetings the day before the executive committee meets formally with Mr. Ferguson. Mr. McGannon is to attend a preliminary meeting on the morning of Feb. 10 at which code and research matters are expected to be aired. An afternoon preliminary meeting that day will focus on plans of the Television Information Office for a broader-based informational campaign that was approved at the San Juan winter board meetings.

Meanwhile, the NAB code authority was preparing to reinstitute the practice of identifying stations that have withdrawn or been expelled from the code as well as listing those that have joined as code subscribers. The code authority stopped publicizing withdrawals last year after the NAB radio board wanted the practice halted on the grounds it constituted "negative regulation." A turnaround was authorized during heated discussions on code problems during the winter board meetings.

The listings, which will appear (as they previously did) in the monthly Code News, are expected to be resumed in the February issue, due out at the end of that month. The January issue is already on the press, without a listing of withdrawals.

Agency and clients are fighting the same war

The growing need for the advertising agency to work more closely with clients in managing the total "communications resource" in today's complex marketplace was described for the Dallas Advertising League last week by M. David Keill, senior vice president of Young & Rubicam.

Speaking before the Texas group Tuesday, Mr. Keill, general manager of Y&R's Chicago office, explained that communications and its increasing number of tools and media "is every bit as much of a corporate resource as are buildings, machinery and equipment." He said the challenge of effective communications is staggering in the contemporary world of rising corporate mergers and the large number of groups questioning the basic purposes of business, including advertising.

Modern technology and sociology are combining to bring about an increasing necessity "inter-penetration of marketing and communications," Mr. Keill said.

"New forms of media communications and communications devices such as in-home TV recording, worldwide satellite TV, in-home facsimile printing and in-home telephone purchasing and financial services," he said, "will be operating in the same social mix as will computerized marketing models." The result will be profound effects on all phases of marketing and involving both agencies and clients, he noted.

A closer and more interdependent feeling between agency and client will be necessary, he said, adding that to describe it as "complete agency involvement is too pat."

He explained his concept of the new scope of agency-client allegiance and confidence: "If I were fighting a war, I would much rather have patriots on my side than mercenaries. And that is what I would try to create in my agency—a bunch of patriots."

Spot-TV use earns Kinney TVB award

Kinney Shoe Corp. has been putting more and more money into spot-television advertising, and now it has an award for its efforts and achievements.

The nationwide shoe chain was honored by the Television Bureau of Advertising with a plaque "in appreciation of your valuable contributions to the art of total communications."

George Huntington, TVB executive vice president, made the presentation to Cameron I. Anderson, Kinney sales vice president, during a meeting of Kinney divisional and field managers in New York, Jan. 17. Mr. Huntington noted that in recent years the company has "consistently sought and achieved excellence in its advertising and marketing approaches," including "the expert use of the several and varied media available to you."

The extent of Kinney's use of spot TV is indicated in figures compiled by LNA/Rorabaugh. From $572,000 in 1965, its spot spending went to $623,-000 in 1966, and then almost doubled to $1,191,000 in 1967. Figures for full-year 1968 have not been compiled, but spot-TV expenditures in the first nine months exceeded the total for all of 1967, reaching $1,271,000.

TVB spokesmen said the bureau gives no more than two or three such awards a year to outstanding users of television. Kinney's was the first to a shoe retailer.

Business briefly:

Connecticut General Life Insurance Co., Hartford, through Cunningham & Walsh, New York, will sponsor CBS-TV's Spoon River, April 21 (10-11 p.m. EST). The special will star Jason Robards.

Best Foods Division Corn Products Co., through Sullivan, Stauffer & Bayles, both New York, will begin a heavy spot-TV campaign on Feb. 17 in the New York area to introduce its new line of H-O instant flavored oatmeal.

Electric Co.'s Advertising Program through N. W. Ayer, both New York, will sponsor an NBC-TV special, The Ship That Wouldn't Die—The USS Franklin, Sunday, April 6 (10-11 p.m., EST). Plymouth Division of Chrysler Corp., through Young & Rubicam, both Detroit, will sponsor Portrait of Petula, a special starring Petula Clark, April 7 (8-9 p.m. EST). Coca-Cola Co., Atlanta, through McCann-Erickson, New York, will also sponsor an NBC-TV special: Rod McKuen: the Loner, April 5 (8:30-9 p.m. EST). Other NBC-TV buys include United Air Lines, through Leo Burnett, both Chicago, in the Frank McGee Sunday Report and 10 night-time series; Sunsweet Growers, through Geyer, Oswald, both San Jose, Calif., in seven prime-time programs: Menley & James Laboratories, Philadelphia, through Wels, Rich, Greene, New York, in seven night-time programs, and P. Lorillard Co., through Foote, Cone & Belding, both New York, in six night-time series.

Buick Division of General Motors Corp., Flint, Mich., through McCann-Erickson, New York, has purchased sponsorship in NBC Radio's News on the Hour. Other buys include Plough Inc. through Lake-Spiro-Shurman, both Memphis, in News on the Hour and Monitor, and Chrysler Corp., Detroit, through Young & Rubicam, New York, in eight Monitor reports on the Bob Hope Desert Classic golf tournament Feb. 8 and 9.

Plymouth and Dodge divisions of Chrysler Corp., Detroit, through Young & Rubicam and BBDO, respectively, have bought time on three ABC Radio networks. The Plymouth campaign will run through March 9 in news and sports programs on ABC's Information, Entertainment and Contemporary net-

Mr. Huntington (left) and Mr. Anderson

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works. Dodge will use news programs on the Information and Entertainment networks during January. Kendall Refining Co., Bradford, Pa., through Creamer Colarossi, New York, has also bought into news and sports shows on the Information, Entertainment and Contemporary networks. Florists' Transworld Delivery, Detroit, through Post-Keyes-Gardner, Chicago, has bought news and sports programs on the Contemporary and Information networks, and Campana Corp., Batavia, Ill., through Erwin Wasey, New York, will be on Entertainment network.

Monsanto Textiles Division, through Doyle Dane Bernbach, both New York, will sponsor a one-hour variety show on CBS-TV with Dick Van Dyke and Mary Tyler Moore. Dick Van Dyke and the Other Woman will be televised Sunday, April 13 (8-9 p.m. EST).

Chicken Delight has begun a new radio campaign in San Francisco and Sacramento, Calif. Four stations are being used in Sacramento and 10 Bay area stations are getting the schedule. Gross, Pera & Rockey is the agency.

Dodge Division of Chrysler Corp., Detroit, through BBDO, there, has purchased sponsorship in NBC Radio's News on the Hour, Chet Huntley's Perspectives on the News and Monitor.

H. Johnson on network TV


Also in advertising:

Names agency = Tele-Color Productions Inc., Alexandria, Va., has appointed Torrieri/Myers Advertising, Baltimore, to handle advertising and public relations. Tele-Color produces commercials and programs.

Midas touch = Midas Inc., Chicago, through Simons-Michelson Co., Detroit, has produced TV and radio spots featuring Fred Astaire and Anne Heywood. Marking the first commercial done by Mr. Astaire and the first U.S. commercial appearance by Miss Heywood, the spots will be used in conjunction with a new feature film, "Midas Run". Media cost for the campaign will exceed $2 million. The spots, on location in Europe, will start in February and run for four months in each of Midas's markets.

Talent agency = Lloyd Oppenheim, formerly head of radio and music services, and Arnold Christie, formerly radio and music producer, both BBDO, New York, have formed a talent agency, Oppenheim-Christie Associates Ltd., to represent announcers, arrangers, and performers for radio and TV commercials and industrial films. Office is at 565 Fifth Avenue, New York 10017. Phone (212) 661-4330.

New home = St. Vincent/Chew/Milone Advertising Inc. has established headquarters at 1156 Avenue of the Americas, New York. Phone (212) 661-0945.

Office move = S. Jay Reiner Co., promotion and merchandising company, has expanded its staff and has moved to new headquarters at Lake Success, N.Y. The new space is about double what it was at Reiner's former headquarters in Mineola, N.Y. The staff now has grown to 25.

Forker moves up in RRR personnel changes

New staffing and an expansion in physical facilities of RKO Radio Representatives, RKO General's subsidiary rep organization, were announced last week.

Victor E. Forker, eastern sales manager, becomes general sales manager in New York; R. John Stella, formerly vice president and manager of Adam Young-VTM's Chicago office, has been appointed Midwest manager, Chicago, and Irving N. Ivers, formerly with KXFB-TV Fargo, N.D., and associated with the KX network in North Dakota, becomes manager of the rep's San Francisco office.

Wally Westphal, formerly with RKO's WOR-FM New York in sales, and Al Mackay, who was with the San Francisco office, were appointed to the New York sales staff and two executives were added to the research department. Art Zarin, formerly with NBC-TV, becomes manager of research, and Peter Weisbard, formerly with Post-Newsweek stations, becomes research administrator.

RKO Radio Representatives' Los Angeles office has moved to 5670 Wilshire Boulevard (213-462-2133) with Jack E. Taylor, manager, and an Atlanta branch has now become fully staffed with Robert Lewis as manager.
What happens when a big show moves to ABC?

It gets bigger!

Let's Make a Deal on ABC premiered with 5,420,000 AA homes, up 7% over former network's performance.

Let's Make a Deal on ABC is recruiting over 3 million new homes to ABC's 1:30 pm time period.

Let's Make a Deal on ABC has boosted ABC's average 2:00 pm to 4:30 pm performance to over 5 million homes, up 15% over previous report.
Violence unit zeroes in on TV

President's commission reveals it's studying incidence and nature of violence in entertainment

The National Commission on the Causes and Prevention of Violence has drawn the curtain back a little on its staff's attitude toward television and the mass media and two feelings are immediately apparent: Television is dominant among the mass media; and the mass media are operated for profit and place a high value on entertainment, making them vulnerable to economic pressures and "show-business" ethics.

A progress report on the violence commission's work was submitted to President Johnson on Jan. 9, but was made public only last week. A final report is required before June 10, when the commission's warrant expires.

Television and violence have been the subject of two multiple-day hearings, the last one held last December when the presidents of the three TV networks testified (Broadcasting, Dec. 23, 1968).

The violence commission's preliminary report emphasizes the significant role of TV in the media field. The document points out that TV is used more extensively by the average, middle-class American, and even more so by the American teen-ager, than newspapers, magazines or the movies.

A task force on mass media is one of the seven established by the commission to look into various facets of violence. Robert K. Baker, a former Department of Justice lawyer, and Dr. Sandra J. Ball, San Diego State College, are co-directors of the media group.

The national commission was established by President Johnson last June following the killing of Senator Robert F. Kennedy, Dr. Milton Eisenhower, president-emeritus of Johns Hopkins University is chairman; Lloyd N. Cutler, a Washington attorney whose firm represents a number of broadcasters, is executive director.

In reporting on its progress, the commission stressed that it offers no final judgments or conclusions. The commission said that it was focusing on the illegitimate use of violence ("the threat or use of force that results, or is intended to result, in the injury or forcible restraint or intimidation of persons, or the destruction or forcible seizure of property").

The commission said it finds good and bad things about the mass media. "Additional complications arise," the commission said, "from the widespread impact of mass communications media. The powerful impact of the media may aggravate the problems of controlling violence; on the other hand, the media may be one of our most useful social agents for explaining all elements of our society to one another and achieving a consensus as to the need for social change that may help reduce levels of violence."

The mass-media task force is attempting to gauge the effect of media content and practices on the level of group and individual violence. To this end it is examining the history and structure of media; determining the effect of media portrayals of violence on media audiences and assessing the role of media in social change.

Iterating that there is no attempt to draw conclusions, the mass-media task-force section notes that the media "in this century, like other major businesses, are dependent on profits and vulnerable to pressures which may affect revenues." It also comments that media are "heavily influenced by their entertainment function and the show-business ethic which that function encourages."

The task-force staff does, however, acknowledge news functions of the mass media. "Although heavily laden with entertainment," it says, the mass media continue to perform "traditional" functions of imparting information and ideas as well as providing "a unique check not only on government operations, but also the operations of powerful institutions in the private sector." The preliminary report indicates that most of the concern over violence—which in the 1930's was directed at movies, and in the 1940's and 1950's against comic books—is today directed at television.

Although the report observes that it's obvious most people won't kill after seeing a single violent TV program, it may be possible, it says, that many learn some of their attitudes and values about violence from years of TV.

Two research projects, aimed at developing information in this area, should contribute the hard facts for drawing conclusions, the mass-media group reports. One is an analysis of a week's entertainment program content on the three TV networks in prime time between 1967 and 1968 to determine the extent of violence; the manner in which the violence is portrayed (who initiated what act of violence toward whom and in what context and with what result); norms of violence in adult and child media programming; how law enforcement officers are portrayed; a comparison among the networks of the extent and nature of the violence portrayed, and a comparison of the extent and nature of the violence portrayed.

No definite plans yet for electoral studies

Ford Foundation authorities said last week, after an all-day meeting sponsored jointly with the Carnegie Corp. of New York, that no decisions had been reached on whether to undertake a study of campaign financing or other elements of the national electoral process (Broadcasting, Jan. 27).

They said decisions might be reached in two or three weeks. "We'll do some thinking and review the minutes and see what we want to do or can do," one Ford source said. He also reported that representatives of the Rockefeller Foundation participated in the meeting, held Monday (Jan. 27) at Ford Foundation headquarters in New York.

There were indications that some foundations might decide to proceed separately rather than together in examining electoral problems.

The agenda for Monday's session, as announced in advance, included "such aspects of the electoral process as campaign financing, the nominating process and voter registration and the role of the electoral college."

In most recent studies, proposals regarding "campaign financing" have uniformly included some sort of plan for providing more free TV time for candidates.

BROADCASTING, Feb. 3, 1969
Another aspect of media content and conduct on TV violence is being done by the Annenberg School of Communications, University of Pennsylvania.

The second research project is a study of the American public's view of violence, and also contains pointed questions regarding views on TV violence (Broadcasting, Jan. 13). This was done last October by the Louis Harris and Associates opinion-research firm and is being collated by the commission staff. Both studies, as well as other research and commentary, are expected to be submitted to the full commission late this month.

An important element in its consideration, the mass-media group says, is the effect of media content and conduct on how violence is used to resolve social issues. And also, it speculates, can media promote the nonviolent resolution of social issues without a potential for violence?

In discussing the issue of race relations and other social problems, the task force wonders whether the medium is an instrument affecting the news events it purports to cover. "... If a high value seems to be placed by the media on conflict and drama," the task force comments, "perhaps to attract the large audiences necessary to economic well-being, this may be a positive incentive for groups to engage in violence [which] itself thus may become a medium of communication, a means of access to the market place of ideas."

Related to this, the report goes on, is the issue of news accuracy if newsworthiness requires conflict and drama. Another aspect of this consideration, the task force concludes, is the method of coverage. Does a TV camera enhance the use of violence as a means of gaining access to the media?

The task force seems to look to public television as an antidote for commercial TV through noncommercial TV's use of more balanced presentations, and in giving the public more "music, arts, good books and other non-violent, constructive aspects of American life."

"In other words, if commercial programming lowers the public taste and attitudes, as some claim, can public TV raise them?" the task force asks.

Helping the task-force staff in its studies of mass media are 22 consultants preparing projects bearing such titles as "Conscience Formation and the Mass Media" and "Effects of Media Portrayal of Violence on Interpersonal Relations."

Among the consultants are Leo Bogart, Bureau of Advertising, American Newspaper Publishers Association; Harry Klaven, University of Chicago law professor; and the following from communications-journalism schools:

**Topmiller hijacked to Havana**

C. H. Topmiller, president of WCKY Cincinnati and WLW-TV Miami, has joined that ever-expanding circle of involuntary visitors to Cuba. Mr. Topmiller left Atlanta on an Eastern Air Lines flight bound for Miami last Tuesday (Jan. 28) but wound up instead in Havana that evening with 96 other hijacked passengers. Mr. Topmiller reported that once in Havana he was swamped with Castro propaganda (in English, edited for hijacked Americans), then shuttled to Vedado Beach on the opposite Cuban coast for an overnight stay. Wednesday he was flown to Miami by Eastern.

Peter Clarke, University of Washington; I. William Cole, Northwestern University; Bradley Greenberg, Michigan State University; Jack Haskins, Syracuse University; Jack Lyle, University of California at Los Angeles; Theodore Peterson and Jay Jensen, University of Illinois; William Rivers, Stanford University. Others are psychiatrists, psychologists and sociologists.

**CATV-stay rule retention urged**

Broadcast groups contend it's necessary to prevent 'inconsistent' service

Three broadcast associations last week urged the FCC to reject a request by the National Cable Television Association for temporary relief from the automatic-stay provisions of the commission's CATV rules.

In separate petitions, the Association of Maximum Service Telecasters, the All-Channel Television Society and the National Association of Broadcasters told the commission that the automatic stay is necessary to protect stations that could be affected by the commencement of CATV service in their areas, and to prevent unchecked proliferation of cable systems that would be in violation of the commission's proposed CATV rules if they are adopted.

The stay is invoked under existing rules when a TV station asks the FCC for special relief after a CATV system has given notice of its intention to commence service. (Most CATV service can begin without prior commission approval so long as the cable operator has given sufficient notice, unless there is a petition for relief.) Once invoked, the stay remains in effect until the commission resolves the dispute.

NCTA argued that the automatic stay is inconsistent with the commission's proposed rules and interim procedures. The cable association said that the stay is unfair to parties in CATV proceedings, particularly those whose proposed operations are entirely consistent with the proposed rules. Since the proposed rules are based upon a fixed standard of compliance, NCTA said, a cable operator whose proposed operation clearly meets the standard should not be subject to further litigation.

NCTA also argued that the automatic stay frustrates the commission's attempt to relieve its CATV backlog and encourages the filing of "frivolous" petitions for relief (Broadcasting, Jan. 13).

The three broadcast groups contend that the stay accords with the purpose of the commission's interim procedures — to prevent commencement of CATV service that would be inconsistent with the proposed rules. According to NAB, the commission cannot be expected to act on its own motion to prevent activation of all CATV's that are inconsistent with the proposed rules. Instead, NAB said, "the commission looks to stations which are adversely affected to raise objections to the commencement of inconsistent CATV service." This action can only be taken if the stay remains in force, NAB added.

AMST and ACTS said that some kinds of CATV service can commence without prior commission approval under existing rules, but are inconsistent with the proposed rules. "The commission clearly desires that such inconsistent operations not commence in the interim period," AMST said, but "the only way their commencement can be prevented is by a timely petition for relief ... and invocation of the automatic stay ...."

NCTA had also requested that its petition be given expedited consideration by the three organizations that such action would be inappropriate until after the commission has considered pending petitions for reconsideration of its interim procedures.

**ABC group In Nassau**

Walter A. Schwartz, president of ABC Radio, will give a report on the first full year of operation of the company's four-network concept during the annual ABC-owned radio stations managers meeting in Nassau, the Bahamas, starting today (Feb. 3) and ending this Friday. Harold L. Neal Jr., president of the ABC-owned radio stations division, will conduct the sessions, which will be attended by managers of WABC New York, WLS Chicago, KABC Los Angeles, KGO San Francisco, WXYZ Detroit, KYW Pittsburgh and KXYZ Houston.

**BROADCASTING, Feb. 3, 1969**
WTAF(TV) seeks court aid in affiliation

Marion, Ind., UHF claims Corinthian, Avco, CBS, ABC are discriminating against it

A lone UHF operator in Marion, Ind., has taken on in court two TV networks and two group owners in an effort to secure the network affiliation which he says has been denied him (Broadcasting, Jan. 27).

The court suit, which seeks $3 million in damages, alleges that WTAF Marion, has been unable to obtain affiliation because of the "discriminatory, monopolistic and illegal restraint" exercised by CBS and its affiliates WISH-TV Indianapolis, and WANE-TV Fort Wayne, both owned by group-owner Corinthian Broadcasting Corp., and by ABC and its affiliate WLWI(TV) Indianapolis, owned by group-owner Avco Broadcasting Corp. The suit was filed in the U. S. District Court for the Southern District of Indiana by Anthony R. Martin-Trigona, 81% owner of WTAF(TV). He purchased control of the channel-31 outlet last year.

In addition Mr. Martin-Trigona has wired the FCC detailing his court allegations and claiming that unless WTAF receives network per-program affiliation from either ABC or CBS within in 30 days, the station may have to go dark. Mr. Martin-Trigona is further said to have prepared a petition to deny the pending sale of WTH(AM) Wood River, Ill. (St. Louis), to Avco, alleging monopolistic conspiracies between the group owner and ABC against WTAF.

His pleas come at a time when the commission is grappling with the issue of conglomerate broadcast ownership and diversification of control of mass media. (See page 19.)

The court suit maintains that WTAF provides the "exclusive" grade A primary service to Marion, and, in supporting material, implies that the other stations, at best, provide a grade-B signal over the community. According to Mr. Martin-Trigona, ABC says its affiliate "saturates" the market, and CBS says its affiliates are providing "satisfactory service."

"The network defendants have conspired with Corinthian and Avco.... to preclude [WTAF] from obtaining an affiliation with either network, the suit claims, and adds, "in reliance on the FCC's articulated policy to encourage the development of television services, and UHF operations particularly, [WTAF] has expended much time, effort and money in an attempt to survive without a network affiliation which would involve no financial detriment to Columbia [sic] and Avco, but in fact would permit them to provide better service in the area served by [WTAF]....."

In the telegram he sent to the commission, Mr. Martin-Trigona claims further that "we not only have to fight monopoly practices by the networks, but ruinous competition from cable television as well. WTAF may become the first station to leave the air because of increased competition from CATV."

Marion is served by Marion Cable TV, which is principally owned by Time-Life Broadcast, the licensee of WFBM-TV Indianapolis, an affiliate of NBC. The station and NBC were not made part of the court suit "at this time," according to Mr. Martin-Trigona, "because of tactical reasons." He claims the CATV serves about 50% of the TV households in his market, and has been a chief competitor for major syndicated programs. Because the CATV imports Chicago and Indianapolis stations that carry those programs WTAF has bid for, Mr. Martin-Trigona contends he has encountered little advertiser interest in sponsoring those programs on WTAF.

Ohio AM's told to pay or lose licenses

WCHO, WCHI and WKOV charged with violations dating from 1960

An FCC hearing examiner last week recommended license renewal for three Ohio AM's—at a price. Examiner Thomas H. Donahue said in an initial decision that repeated technical violations and noncompliance with the terms of license by WCHO Washington Court House, WCHI Chillicothe, and WKOV Wellston led him to recommend renewal only if each station paid a $10,000 fine.

The stations were considered together because of links in their ownership, management, and alleged violations. Wilbur N. Nunganess is president and general manager of WCHO and WKOV, and president and chief engineer of WKOV. WCHO and WCHI are licensed to Court House Broadcasting Co., and WKOV to The Family Broadcasting Co. Together, the examiner said, the stations have compiled since 1960 a record of 38 notices of violation and four revocation warnings, all of which involve a total of 163 charges. Additionally, WCHO was charged with falsification of its logs. The stations did not deny the technical violations, but took issue with the falsification charge.

Mr. Donahue characterized the stations' record as "negligent, careless, inept and disregardful," and said that it reflects "an operational policy that puts profit first and rules compliance second in respondents' scale of operational priorities."

However, the examiner concluded that "all things considered, respondents should have another chance." He noted that the hearing issues specified violations going back to 1958 and 1960, although the stations were punished for violations as late as June 1963. The examiner frowned on this "repetitive punishment," and said he did not believe that the violations which occurred prior to June 20, 1963, should be considered, except for notation of the fact of punishment.

Mr. Donahue also said that the stations' record of replying to notices of violation and cooperating during the hearing "operates in slight mitigation of their otherwise faulty record." On the issue of alleged falsification of logs by WCHO, the examiner said that, "considering the identity of ownership and control of the respondents, an adverse conclusion on this issue might well tilt the scales in favor of nonrenewal of the license here in jeopardy." However, he concluded that the presence of certain factual uncertainties and the absence of certain crucial witnesses warranted a conclusion that the evidence was inconclusive and could not support an adverse ruling. Finding that between Jan. 30, 1967, and Jan. 30, 1968, the commission's rules were violated 14 times at WCHO, 20 times at WCHI and 17 times at WKOV, and that the terms of license were once violated at both WCHO and WKOV, Examiner Donahue combined this conclusion with the fact of punishment for violations prior to 1963 and the acknowledgment of violations between that time and January 1967 to conclude with "no hesitation" that the stations should be fined.

A maximum fine, the examiner said, would meet the objective of impressing upon the stations "the intolerable nature" of their conduct. "Should the past conduct continue," he said, he would recommend "prompt license revocation."

The examiner's initial decision becomes final in 50 days unless there is an appeal by one of the parties or unless the commission reviews the action.

FM subject of NAB booklet

An eight-page booklet entitled, Methods for Measuring FM Set Penetrations, has been prepared by the National Association of Broadcasters for FM member stations to help them determine the FM-radio penetration in their markets. The booklet is based on a NAB study...
WTMJ-TV switched to color for local news and made money in the process.

"I guess you could call us one of the color pioneers in the nation," says Tom Kammer, Chief Cameraman for Milwaukee's WTMJ-TV. "In 1954-55 we had live studio color. In 1965 we began shooting color film and sent it to Chicago for processing. Then, in 1966 we got our color processor. The Kodak ME-4 Process made color a way of life for us and our audience.

"During the past year we've had the chance to show our management that we could help lower the cost of what is basically a news service investment by using our color equipment for commercial work. We are making it pay by producing, shooting, and processing color commercials for our advertisers, and doing processing for independent local producers and institutions. We are also getting money back by using Kodak silver-recovery equipment.

"Our whole association with Kodak has been terrific. They helped us set up the ME-4 Process, and they're always handy when questions come up. And the packaged chemicals! It's like having another man when you are trying to load the machine, run a mixer, and change chemicals all at the same time."

Are you on this spot?

You are if you are a male American between 25 and 65 years old. You are the Number 1 target of the Nation's Number 1 killer, Heart Attack. In fact your likelihood of death from heart attack is greater now than in the past 15 years.

We have made great gains against other cardiovascular diseases: Death rate from stroke among American men in your age group is down 19 percent since 1950; death rate from hypertension and hypertensive heart disease is down 50 percent.

But the heart-attack death rate for you, the great mass of male breadwinners, is up — up by 15 percent, as the line on this chart shows.

You can act now in two ways to protect your heart:
Second, help broaden and strengthen your Heart Association's attack on heart attack by supporting more research, education and community service for greater advances in prevention, treatment and rehabilitation. Give generously to fight the No. one threat to your life.

GIVE... so more will live HEART FUND

Contributed by the Publisher
which analyzed four different methods of measurement. It concludes that the telephone sample method provides a reliable estimate of FM penetration.

Court upholds FCC in Flower City case

Correct hearing procedures cited in eight-year dispute over ch. 13 Rochester, N.Y.

The U. S. Court of Appeals for the District of Columbia circuit last week affirmed the FCC's grant of channel 13 in Rochester, N. Y., to Flower City Television Corp. over eight other applicants, in a case acknowledged to be "enormously complicated and tedious" by the majority judges.

In a 2-1 vote, the court rejected the contention of the eight unsuccessful applicants that the commission had misused its own comparative process and had acted arbitrarily in awarding the grant to Flower City. Judges E. B. Prettyman and Warren E. Burger constituted the majority.

Judge Harold Leventhal dissented, "with some difference . . . in view of all the time that has elapsed and paper that has been lodged." He would have remanded the case to the commission. Judge Leventhal said, on grounds that the commission failed to set forth its reasons for preferring Flower over other applicants.

The case is steeped in antiquity and complex maneuverings at the commission level. It began in 1961, and the nine applicants have operated the channel on an interim basis since 1962, as WOKR(TV). In 1964, an FCC examiner recommended grant of the facility to Rochester Area Educational Television Inc. and Rochester Telecasters to operate the facility on a shared-time basis.

The commission, however, set aside the ruling and designated the case for further hearing. The educational group subsequently asked for dismissal of its application. The commission then decided to choose the permitee on the basis of the existing record and its then recent policy statement (1965) on comparative hearings.

Flower failed to receive first preference in the six standard comparative criteria, but the commission eventually awarded it the grant by elimination over two other primary applicants.

Flower was preferred over Federal Broadcasting System Inc. because the latter firm had existing broadcast interests, whereas Flower was a "new voice." Flower was chosen over Community Broadcasting Inc. primarily because of its superiority in integration of ownership and management.

The decision was adopted in a 4-2 vote, with Commissioners Robert T. Bartley and Nicholas Johnson dissenting. Mr. Johnson attacked the whole comparative process as a basis for selection, and said he found it "impossible to make meaningful distinctions between applicants with such insignificant and noncomparable differences." (Broadcasting, Aug. 7, 1967).

The eight losers claimed variously in their appeal to the Washington court that the commission failed to resolve all the issues raised by them, violated its own policy statement, failed to consider certain of Flower's shortcomings as a potential licensee, acted arbitrarily, ignored uncontradicted evidence, and did not apply the comparative criteria to all applicants.

The court majority dealt primarily with two questions in affirming the FCC grant: The status of the examiner's initial decision after the Rochester educational group withdrew its application, and the procedural requirements of an involved comparative proceeding. On the first point, the appellants argued that when the educational group withdrew, the remaining applicants should have had a new hearing.
"addressed to the factual situation as it actually exists," because the entire initial decision had become meaningless after the educational group removed itself from the picture.

Judge Prettyman, writing for the majority, called this argument "obviously untenable." Whatever the conclusion, he said, "the facts remain facts, and if they were correctly found the findings remain unchanged." Additionally, Judge Prettyman noted, the commission had held a reargument of the case.

On the question of comparative procedure, Judge Prettyman held that the eight unsuccessful applicants were mistaken in their contention that the commission should have reached a conclusion by making explicit comparison between each pair of applicants on each of the six criteria. According to the judge, the need for "findings in respect to each applicant as to every point of comparison suggested by a party, and then a composite consideration."

In his dissent, Judge Leventhal said the commission should have been more explicit in the comparisons it did make.

Principals of Flower City include Harper Sibley Jr., president (10%), John Wehle, board chairman (10%), and Gordon Auchincloss, vice president (8.3%), among a total 29 stockholders, all in the Rochester area.

The eight unsuccessful applicants were Federal Broadcasting System Inc. (WSAY Rochester and WNIA Cheektowaga, both New York); Star Television Inc. (Maurice R. Forman, president, is a former principal of WBFF-AM-FM Rochester); Community Broadcasting Inc. (F. Robert Greene, vice president, is former part owner of WHAM and WHFM (FM) both Rochester, and Michael Hanna, director, is manager of WCHU-AM-FM Ithaca, N. Y., and formerly with CBS affiliates board).

Also Citizens Television Corp.; Heritage Radio and Television Co.; Genesee Valley Television Co.; Main Broadcast Co., and Rochester Telecasters Inc.

Religious broadcasters’ potential cited

Hyde, Wasilewski remind NRB convention delegates that they have power to bind a divided world

FCC Chairman Rosel H. Hyde told the nation's religious broadcasters last week that, at a time of social unrest, they have the potential—through the use of broadcasting—"to become ministers to the total community."

The chairman, speaking last week at the 26th annual convention of National Religious Broadcasters in Washington, noted that rapid technological change has been accompanied by social and economic upheaval and by "the divisiveness within our ranks."

He said he is not as "pessimistic" as some who feel that man is losing control of his technology. "I strongly suspect that we still possess the imagination to turn these instruments to the service of mankind rather than to his subjugation or destruction."

"Religious broadcasters, he added, are "in a unique position to contribute to a sense of community, to sound the call for reason and to implore your audiences to turn to the traditions and ideals upon which our Western society was established."

The channels of communication offered by broadcasting, he told his audience, give them the opportunity to deliver the "message of faith in broad dimensions ideally adapted to the needs of our times." Their messages, he said, are not limited to the size of a crowd that can gather in one place "but, rather, reach the entire community."

National Association of Broadcasters President Vincent T. Wasilewski, speaking at an earlier session, called for the religious broadcasters to function as "a bridge between broadcasting and the religious and intellectual communities," two groups that have been the source of considerable criticism of broadcasting.

"You are in broadcasting itself; you understand the medium; you know why we do some things as we do, and why we don't do others," he explained. "You can be valuable allies in helping to counter some of the criticism, in setting the record straight, in bringing a broader understanding of broadcasting to your constituencies."

Noting the church itself, in a time of transition to a new direction of social awareness, was subject to attacks and criticisms, he observed that broadcasting, too, faces tremendous problems, and that at the "same time we have reached new heights, we have concomitantly reached new heights in criticism."

The religious broadcasters, he concluded, could help themselves as part of the broadcasting profession by "explaining broadcasting where there is ignorance, in indicting broadcasting when needed but in defending broadcasting where there is just cause, and in praising broadcasting where it is deserved."

Beaudin to join station-owner ranks

ABC Radio divisions under his charge will now report directly to Simon Siegel

Ralph W. Beaudin, group vice president for ABC Radio, has resigned, effective Feb. 28, to form his own group of radio stations.

He said last Thursday (Jan. 30) that he had "made an offer for a station" before, but declined to identify it "because I don't know whether the offer will be accepted." He said it was "a small station."

Mr. Beaudin said he hoped in time to acquire "four or five carefully selected" stations and would be interested in owning the FCC maximum of seven "if they're in the right locations where I can handle them all."

But, he added, "I'm not interested in flying back and forth across the country all the time." Nor is he interested in acquiring TV stations, he said.

Mr. Beaudin is known to have been considering an entry into station ownership—"everybody's dream," he calls it—for some time. A major delaying factor was said to be his desire to see his concept of four different radio network operations, which was put into effect by ABC Radio on Jan. 1, 1968, well established.

In announcing the resignation, ABC
Executive Vice President Simon B. Siegel praised Mr. Beaudin as "a valued and dedicated radio executive" who has "contributed greatly to the vitality and growth of our radio operations," but indicated that he would not be replaced as head of all ABC Radio activities.

Instead, the divisions that currently report to Mr. Beaudin—ABC-owned radio stations under President Harold L. Neal Jr., and the ABC Radio network, under President Walter A. Schwartz—will report directly to Mr. Siegel, effective March 3.

Mr. Siegel, who is Mr. Beaudin's immediate superior in the ABC chain of command, stressed that the radio chief was leaving voluntarily.

"All of us in management are extremely sorry to see him leave our company," Mr. Siegel said. Among his contributions, Mr. Siegel said, is "our present — and successful — four-radio-network concept," and added: "He will be greatly missed. I am sure that everyone at ABC joins me in wishing him success in his new venture."

Mr. Beaudin was named group vice president for ABC Radio in November 1966 after serving as president of ABC-owned stations in Chicago since March 1960. Before that, he was vice president and general manager of ABC's koy Pittsburgh.

McClellan stakes out CATV as Hill territory

Senator John L. McClellan (D-Ark.), chairman of the Senate Copyright Subcommittee, has written a letter to FCC Chairman Rosel H. Hyde that could potentially cause the commission's whole proposed CATV policy to come unglued. With most of its impact between the lines, and couched in the most diplomatic of language, the McClellan letter so much as accuses the FCC of poaching on the subcommittee's territory and threatens a public hearing on the commission's proposed CATV rules unless "a clarification is submitted to the subcommittee within a reasonable period of time."

Senator McClellan's examination of the FCC's notice of proposed rulemaking and notice of inquiry, which would allow cable systems to import distant broadcast television signals in certain circumstances provided that retransmission rights were obtained from the originating stations, has persuaded him, the senator told Mr. Hyde, "that there is a serious question concerning the jurisdiction of the commission to impose what amounts to a requirement of copyright clearance, particularly in view of the judicial decisions in Cable Vision Inc. v. Kutv Inc., and United Artists v. Fortnightly Corp."

The senator reasserted the desirability of all parties involved to work together to resolve the intertwined copyright and regulatory issues at stake, which involve different committees in Congress as well as the FCC. "It is obvious," Senator McClellan continued, "that in reaching a judgment concerning one of these issues, consideration must also be given to what action has been taken, or may be taken in the future, concerning the other aspect."

While the matter is being explored, the senator noted, he wishes to "fully reserve" his position concerning the authority of the commission to proceed with its proposed CATV regulation.

"In order for the subcommittee to proceed with the drafting of a copyright CATV provision ... it will be necessary," Senator McClellan told Mr. Hyde, "for the subcommittee to receive a statement from the commission clarifying its anticipated future course of
action with respect to the regulation of CATV systems if legislation is enacted providing for the payment of reasonable copyright fees by CATV systems, and including other necessary and appropriate provisions to eliminate those conditions of CATV operations that the commission regards as "unfair competition."

If such clarification is not soon forthcoming, the senator said, "it would appear that the subcommittee would have no other alternative than to schedule a public hearing. . . ."

**Revocation of FCC's 'license' is sought**

NCTA's Beisswenger charges commission with dereliction

Robert Beisswenger, president of the Jerrold Corp., Philadelphia manufacturer of CATV equipment and operator of a chain of cable-TV systems, and chairman of the National Cable TV Association, told the FCC last week that the commission's "license to practice at the expense of the American public should be revoked."

In an "open letter" to the FCC, published in NCTA's weekly membership bulletin, Mr. Beisswenger said that the FCC had failed to recognize the "acute" deficiency of TV station allocations.

Unabashedly protesting the FCC's proposed new CATV rules, issued last December and the subject of oral arguments this week (see adjacent story), Mr. Beisswenger charged, among other things, that the commission has failed to recognize the desire on the part of the public for additional and different programs, to seek "realistic" alternatives to the present system of TV station allocations, to remain a "dispassionate" formulator and enforcer of public policy, and to accept the copyright decision of the U. S. Supreme Court.

Meanwhile, an association of group CATV operators and cable-TV manufacturers has been organized informally and it has appointed a committee to determine what it can do to help combat the FCC's proposed CATV rules.

The committee consists of Martin F. Malarkey, Washington consultant, as chairman; Marcus Bartlett, Cox Cablevision; Irving Kahn, Teleprompter; John Gault, Commonwealth United; Bruce Merrill, Ameco, and Theodore Baum, Vikoa.

Stressing that the group is not contemplating taking a position contrary to that NCTA, sources among those attending the organizational meeting indicated that their view is pointed more toward the effect of the proposed regulations on the future growth of CATV, particularly into the top-100 markets.

Also as part of its campaign to win friends among public officials, the NCTA last week sent out to its members a booklet on how government officials can use CATV. Entitled *Were You on Prime Time TV This Week?*, the 12-page pamphlet describes CATV and its origination capabilities, and suggests that government officials contact the cable system in their home areas. NCTA plans also to send the booklet to representatives and senators in Washington, as well as to state and municipal officials.

**NCTA loses bid for more time in oral argument**

The FCC has denied a petition by the National Cable Television Association for more time to give its presentation in the oral argument scheduled for today and Tuesday (Feb. 3-4) in Washington on the pending CATV rule proposals and interim procedures. The commission cited its already heavy workload, saying there would probably be further oral argument on the proposed rules in the future.

NCTA has been included by the commission in a group of state and regional CATV associations as well as municipalities, all of which will share two hours of time in today's oral argument. The cable association had argued that this time would be too little for its own argument, let alone an entire group. It asked for an extra day.

The commission said it recognized when it allocated two days for argument that it represents "merely the opening round in this proceeding," and will be devoted primarily to a discussion of the interim procedures. Further oral presentation will probably follow after submission of written comments in the proceeding, which are due on March 3 and April 3, the commission added.

Meanwhile, the commission received notice that NBC, the National Association of Theater Owners, and the Metropolitan Motion Picture Theaters Association have withdrawn from the oral argument. The theater owners' groups said they were not primarily concerned with the interim procedures, which will apparently dominate the proposed rules themselves. NBC offered no reason for its withdrawal.

**NAB confirms speakers for March convention**

With 7,000 to 8,000 broadcasters and allied industry personnel expected to attend the coming National Association of Broadcasters 47th annual convention, set for March 23-26 in Washington, the NAB continued last week to hammer together the details of the meetings and events that will be scheduled.

Nailed down last week was the traditional appearance of the FCC chairman as the Wednesday luncheon speaker. FCC Chairman Rosel H. Hyde accepted the NAB's invitation to speak on March 26. Meanwhile, the standing invitation for an appearance by the President of the U. S. awaits response.

Addressing the radio assembly on Tuesday, March 25, will be radio-TV personality Arthur Godfrey and Art Buchwald, columnist and humorist. Mr. Buchwald is in syndication with a five-minute radio show called *Buchwald On*. A second speaker at the radio assembly will be Henry Brief, executive director of the Record Industry Association of America. He will discuss changes in music programming by stations during the last five years.

Sunday, March 23, marks the convention's opening with the traditional "FM Day." The Radio Advertising Bureau will make a presentation on FM sales. FCC Commissioner Robert T. Bartley and Curtis B. Plummer, chief of the commission's field engineering bureau, will also have presentations. Frank Pace, chairman of the Corp. for Public Broadcasting, will address Tuesday's management luncheon.

**Bill allows change in Comsat directors**

A bill that would permit a sliding ratio of public and communications common-carrier directors for the Communications Satellite Corp., depending on the proportion of stock held by the public or the carriers, was sent to the Senate floor for a vote last week by the Senate Commerce Committee.

The law that established Comsat
Flying high for a 2nd great year!

Steve Allen rides again!
Station after station that bought Steve the first year has renewed for another year. Because even against the toughest competition Steve delivers big audiences whatever the time slot.

Steve's a ladykiller!
His demographics are great. Steve is the big winner with the young gals (18-34, 18-49) and a smash with housewives under 50.

Steve does his own thing—better than ever
Irresistible Steve turns each program into zany, hilarious, kooky entertainment. The Steve Allen Show is always exhilarating, fresh and entertaining because Steve's 'own thing' is filled with top variety, music, entertainment and comedy.

Over 800 stars shine on Steve Allen!
Talk about great guest stars? Can you beat these?

|------------|-----|-------------|--------------|------------|-------------|-------------|----------------|--------------|---------------|---------------|----------------|----------------|---------------|-------------|---------------|------------|---------------|---------------|--------------|----------------|---------------|----------------|--------------|--------------------|-----------------|-----------------|----------------|----------------|

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Approved.

The following stations were re-approved last week, subject to FCC actions to be taken:

WBBX, Portsmouth, N.H.:


Fulltime AM with strong profit record. Good dial position. Transmitter and studio real estate in city. Large diversity.

ABC is considering the purchase of its first UHF outlet.

ABC has announced that it is considering the purchase of its first UHF outlet.

Outstanding Values in Radio-TV Properties

Dayton UHF-TV

ABC takes look at

Changepoint

Approved.

The following stations were approved last week for other FCC activities as follows:

For the record...

42
has real estate and publishing interests. Mr. Romm, who also has real estate interests, owns a property management company and has interest in a mortgage loan and investment firm. WERD is a daytimer on 860 kc with 1 kw.

New TV stations
- WTVG-TV Tampa-St. Petersburg, Fla., owned by Hubbard Broadcasting Co., group owner, went on the air Jan. 27. The station operates on channel 44 with 741 kw visual and an antenna height of 1,430 feet above average terrain.
- WPGB-TV Pittsburgh owned by U.S. Communications Corp., group owner, went on the air Feb. 1. It operates on channel 53 with 1,525 kw visual and an antenna height of 1,010 feet above average terrain.

Nick's continuing 'how to' course
Johnson uses 'Harper's' to tell how public can play role in license renewals

FCC Commissioner Nicholas Johnson is continuing his campaign to persuade the public it can do more than wring its hands when disappointed in or outraged by the service provided by broadcasters. Members of the public sophisticated in their awareness of how to proceed, he says, can influence the FCC's actions regarding those licensees.

The commissioner, who has expressed the same view in previous writings and speeches, is currently speaking from the national platform afforded by the Easy Chair section in Harper's magazine's February issue.

His principal message is this: Those seeking relief from legal institutions, must assert, first, the factual basis for the grievance and the specific parties involved; second, the legal principle that indicates relief is due; and third, the remedy sought.

Commissioner Johnson calls this "the law of effective reform." And he offered as an example of one who followed it and achieved his aim, while others seeking a similar goal were failing about ineffectually, John Banzhaf III, the lawyer whose complaint led the commission to apply the fairness doctrine to cigarette commercials. "The government can be made to be responsive to an individual citizen's desires," he said, and added: "Those who preach the necessity for revolution in this country might do better to study and practice the strategy of utilizing presently available techniques of reform."

He also said that members of the public can—and should—have a hand in deciding who will operate radio and television stations in their community. "This," he said, "is the citizen's ultimate control over broadcast programming." He noted that the United Church of Christ, in its opposition to the renewal of license for WLBT (TV) Jackson, Miss., established the citizen's right not only to participate in an FCC proceeding but to appeal to a court for reversal "if the FCC grants the renewal unjustifiably."

The commissioner recalled a recent suggestion of the American Civil Liberties Union that, instead of relying on existing organizations or the formation of ad hoc groups, the commission itself set up local committees of citizen volunteers to monitor local radio and television. He did not comment on the suggestion other than to say that monitoring is one of the most important aspects of effective broadcasting reform—and an ideal group project for people of all ages."

"Unfortunately," he said, "there are few presently recognized legal rights or remedies that will affect the quality of programs, protect us from the inundation of commercials or guarantee the opportunity to express our views or talents over the air waves." But, he said, there will be eventually—"when you, and others like you, finally harness your outrage and your imagination to the law of effective reform" and pull other newly recognized legal rights into our stable of remedies."

Strict antitrust enforcement pledged
McLaren promises more conglomerate interest on part of Justice

"My client will be the U.S. and I hope to lead a vigorous antitrust program," was the way that Robert W. McLaren, President Nixon's appointee as assistant attorney general for the antitrust division of the Justice Department, characterized his future plans during a Senate committee hearing last week.

Mr. McLaren appeared before the Judiciary Committee, which was holding
Mr. McLaren's nominations for the antitrust post and six other Justice Department positions.

When asked if he would bring test cases under existing law which had been held as inadequate for the purpose by his predecessors in the Johnson administration—to challenge conglomerates, Mr. McLaren replied it was "certainly high on the list" for consideration. That question had been posed by Senator Philip H. Hart (D-Mich.), who as chairman of the committee's Antitrust and Monopoly Subcommittee was a prime mover last year in urging tighter government controls on business concentrations.

Mr. McLaren said that businessmen in general "are in favor of a competitive economy and believe that the better competition works, the less government involvement there will be."

Senator Hart also reminded Mr. McLaren of President Nixon's campaign pledge that government regulatory agencies would interfere less in the affairs of private business. But, Mr. McLaren said he did not find that statement inconsistent with a promise to strictly enforce the antitrust laws.

Mr. McLaren also said he "certainly will" give consideration to the problems of newspaper operations, and the role antitrust will play in the newspaper industry.

Senator Hiram Fong (R-Hawaii) raised the newspaper point. He and other senators—Senator Hart among them—are backing legislation that would give certain newspapers immunity to threatened antitrust prosecution for operating noneditorial departments jointly in order to keep a "failing" newspaper in operation.

Mr. McLaren said he planned to continue the policy of his predecessors, intervening in federal regulatory cases to argue issues of competition raised in those cases. The Justice Department has been active in FCC proceedings regarding concentration of media ownership, especially regarding broadcasting-newspaper cross-ownership.

Mr. McLaren and the other Justice Department nominations were approved by the committee and on Friday (Jan. 31) Mr. McLaren was approved by the Senate.

Educational TV-radio grants in Staggers bill

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) has introduced a bill (H. R. 4214) to extend the grants program for construction of educational television or radio broadcasting facilities and to authorize a $20-million blanket appropriation for the Corp. for Public Broadcasting.

The draft legislation sought by the Department of Health, Education and Welfare, asks for a five-year extension of the construction provisions in the Public Broadcasting Act and for a blanket authorization of "such sums as may be necessary," extending through July 1, 1976. An authorization of $15 million is already in force for the next fiscal year, ending July 1, 1971.

A companion bill is expected to be introduced shortly in the Senate. Hearings in either body have not been scheduled. The open-ended provisions for facilities grants are not expected to survive a House hearing. The House traditionally only authorizes funds for three years ahead, and only for specific amounts.

Pilgrim's progress in rounding up executives

Executive line-up of Pilgrim Productions, a motion-picture company formed last summer by Matthew J. Culligan (BROADCASTING, Aug. 19, 1968), was announced last week.

Mr. Culligan is president; Arthur Leidesdorf, New York real-estate executive, is vice president and treasurer; Martin Coleman, chairman of Mosler Safe Co., is vice president, and Lee Steiner, New York and Hollywood attorney, is secretary and general counsel.

Mr. Culligan, whose acquisition of TV and motion-picture rights to Robin Moore's "Devil to Pay" and "The Country Team" was announced when Pilgrim Productions was formed, said the novels will be adapted for motion pictures by Earl Felton and Robert D. Weinbach and that they are currently collaborating with Mr. Moore on the script for "Devil to Pay."

Mr. Culligan, former president of Mutual and of Curtis Publishing Co., is also president of Culligan Communications Corp., which was incorporated several weeks ago and is actively seeking to acquire radio stations (BROADCASTING, Jan. 13). Mr. Leidesdorf is president of the Pershing Square Building Corp., Baker, Evans and Co. and 100 Park Avenue Inc., all in New York.

Pilgrim Productions' and CCC's headquarters are located at 150 E. 61st Street, New York (212) Murray Hill 8-3666.

Mr. Culligan last week also announced the appointment of Bernstein Brothers, DeMarco & Martin, broadcast consulting service, to direct the acquisition of stations for CCC and the operation of its broadcast division.

Incorporation of CCC and the company's plan to seek radio-station acquisitions were announced last month (BROADCASTING, Jan. 13). Mr. Culligan indicated last week the stations would form the broadcast division of CCC, which he envisions as engaging in "all forms of communications."

CCC spokesmen said Bernstein Brothers, DeMarco & Martin operates from principal offices in New York and Hollywood.

New NBC construction in beautiful Burbank

NBC is in the midst of building a major new color studio at the network's West Coast headquarters in Burbank, Calif. The studio, the same size and class as used for the network's Dean Martin Show and Rowan and Martin's Laugh-In series, is scheduled for completion by April 1. It will cost an estimated $2.3 million.

This is only part of an over-all $4-million construction program NBC has underway in Burbank. The construction plans also include an expansion of $110,000 for a new warehouse, $650,000 for modification of the present Studio 3 in Burbank, and $125,000 for modification of two smaller studios, which will be converted into one large studio.

In addition, three floors of the present news building in Burbank will be extended an additional 4,200 square feet by September at a cost of $450,000. This will allow for new dubbing and tape operations locations as well as for an expansion of the entire technical operations department in news.

NBC also will spend $900,000 on a new shop area for its owned KNBC(TV) Los Angeles station. A further $425,000 will be allocated to extensions and modifications of present buildings and offices of KNBC.

The major part of the construction and expansion program is expected to be completed by July 1 according to the network.
With Telemet's new Vertical Interval Switcher Model SS-140, you can fade to the color of your choice... any shade of the spectrum. Telemet's SS-140 also provides additive and non-additive mixing with excellent linearity and with no change in differential gain and phase during a fade or lap dissolve.

What's more, we offer you an integrated Telemet package—a complete switching system which includes chroma keyer, effects generator, black burst generator, black burst colorizer.

Make your production boys happy. Write today for full information on the SS-140. You'll put more color in their lives... and less gray in yours.

Fade to blue or any color in the rainbow

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BROADCASTING, Feb. 3, 1969
Have radio doctor's kit, will travel

More than 200 outlets call in outside specialists to diagnose and treat weaknesses; here's the doctor-patient thinking

A growing number of radio stations these days are willingly undergoing rigorous analysis by outsiders. They're submitting to intimate examination, from the opening of logs to the baring of innermost financial secrets. In doing so, they are often inviting devastating critiques of established practices and procedures, even sometimes of cherished accomplishments. They promise to honor and obey virtual strangers, are accepting and acting on advice that may mean the cancellation of a long-time favorite program, or, maybe worse, the firing of a long-time favorite employee.

A growing number of radio stations are parties to these seeming indignities because they are convinced that their neighbors, radio stations across the country have put through a variety of procedures, so, these seeming indignities are not really as bad as they appear. They promise to be willing to follow advice, to program out of the right format generated the sound that captured the fancies of the listening public. That sound can't be permitted to get sick, tired, hackneyed. For higher ratings invariably follow highly accepted sounds. There can be no quarreling with this relationship. The payoff, ultimately, is in more national and local advertising dollars.

So now radio owners can't afford to program what they personally like best or what their wives tell them will work. They're playing for big stakes. Multi-million-dollar corporations are pitted against multimillion-dollar group organizations. There can be no ifs or buts or sentiment about it.

It's a young people's world. Pinpoint what this new audience wants to hear. Zero in on the right format, produce the "in" sound. Then in a fast, flip, hip way, sock it to them.

There's only one direction to go in if a station really means to compete. That's up, up and away to number-one position in the market. And the fight to be number one can't be predicated on status, or powered by image, or left to chance. You either win or lose with a quick throw of the dice. The sound of success, the call to ratings and audience composition and billowing billings has to be planned, programmed, promoted out of sight. It can't be left to the farmhands, the thinking goes. It's time to call in the pros in programming, the experts, the specialists—the radio consultants, or more colloquially, the radio doctors.

The evidence is that more than 200 stations across the country have put themselves in the hands of radio doctors during the last eight years. In most cases, the diagnosis and treatment received have covered everything involved in radio station operations, including management. But the emphasis nearly always, the real area of specialization, is in programming.

"I think every radio station is in business to get an audience, to serve that audience, and to sell the sponsor's products," remarks Chuck Blore of the Hollywood consulting firm of Programing db. "I think the programming is all-important and that the sales will follow. And if you don't have any programming, it's awfully hard to sell a radio station."

Says radio consultant Ted Randal of Hollywood: "Our major function is to acquire the most audience for any radio station we deal with. I believe a consultant is one who is responsible for a radio station's ratings, for actually acquiring ratings, not just for giving some advice and not worrying about the station any more."

Who are these ratings-makers? The breed includes sales-promotion people, production managers, public-relations planters, even station general managers. Most of them, though, were once popular disk jockeys who moved up to become program directors eager to implement on a wider scale what practical experience taught them will work with audiences. All must be knowledgeable, constantly aware, have had great training. All must have competed enough times, done battle enough, hopefully at the top-market level, so that they know with confidence what will win and what won't. They have to believe that they can compete better than anyone else. But their most apparent common denominator is a talent for objectivity.

"I liken it to an efficiency expert," points out radio-doctor Paul Drew of Philadelphia. "You've got to be able to come into a market and stand back and observe and give someone an objective analysis of what their problems are and what the problems are at some of the competing stations. You try to advise them objectively on how they can best serve the public, and themselves, in boosting ratings and their position in the market."

It adds up to an independent fraternity of lone-wolf operators. "We like to be on our own," explains Ted Randal. "We don't like to have other people tell us what to do."

There are more radio doctors with their shingle out today than ever before. Broadcasting spoke to eight who work at radio consultation full-time. There are a number of others, most, though, part-timers, or in-and-outers. A program director of some reputation loses his job, hires out as a consultant until a steady position opens. Another PD, makes a station move spectacularly,
MERCI, MIDEM!

FOR AWARDING ALL YOUR ANNUAL INTERNATIONAL TROPHIES FOR 1969 TO SONGS LICENSED BY ASCAP

FROM FRANCE  "LOVE IS BLUE"
 Writers: Andre Popp / Pierre Cour
 (English words: Bryan Blackburn)
 U.S. Publisher: Croma Music Co.
 French Publishers: Société Tutti Société
 Radio Music International

FROM GREAT BRITAIN  "THOSE WERE THE DAYS"
 Writer: Gene Raskin
 Publisher: Essex Music, Inc.

FROM U.S.  "HONEY"
 Writer: Bobby Russell
 Publisher: Russell-Cason Music

ASCAP IS PROUD TO LICENSE THE HITS OF THE WORLD
THREE MORE REASONS WHY THE MOVE TO ASCAP GOES ON!

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
Who are the doctors? 
How did they start?

Following is a capsulized view of some of the radio doctors who look to cure sick radio stations:

**Bill Drake-L.E. (Gene) Chenault—Operate out of Los Angeles and Fresno, Calif. . . Have 10 AM clients including all RKO General stations. . . Bill Drake started as disk jockey for WAKE Atlanta (now WNOX) and KYA San Francisco . . . Met Gene Chenault in Fresno when working for him as program director. . . Gene Chenault owns KYNO Fresno, Calif., and has purchase pending for WERE-FM Cleveland . . . Rapport was established between two and in 1963 decided to develop consultancy in programming and management. . . Gene Chenault is management ace, Bill Drake digs programming. . . KGNO San Diego and KJW Los Angeles among early clients, circa 1965 . . . Started picking up RKO General stations from there . . . Don't take just anyone as clients . . . Turn most seekers down . . . Must be right facility . . . Turning Town is important . . . Of 10 AM clients, six are in top-10 markets . . . Only consultant with significant major market penetration . . . Has high hopes for *Hitparade '69*, FM package . . . It's in or about to be in some 15 markets . . . Drake-Chenault? . . . Everybody talks about them, even *Time* magazine in recent full-page article . . . They must be going good.

**Ken Draper—Together with Chuck Blore and Milt Klein, of Chuck Blore Creative Services, Hollywood, last year organized Programming db . . . Also based in Hollywood . . . Milt Klein was once radio station manager . . . Chuck Blore formerly programed Crowell-Collier stations into number-one positions in each market . . . Ken Draper was general manager and program direct of WCFL Chicago . . . Moved station from 14th to first place . . . Chuck Blore, though concentrating on commercial production for years, had previously done surveys for two or three stations . . . Programming db's first client was Atlantic States Industries' KMAK Fresno . . . In June/July Pulse report last year, station was seventh . . . After Ken Draper took hand KMAK moved to runner-up position and showed up for first time in ARB, third in total rated positions for October 1968. . . Other clients are WBBN Trenton, N.J.; KAKE Wichita, Kan.; WROK Roanoke, Va. . . Ken Draper believes radio doctors will be million-dollar business some day for his company.

**Paul Drew—Bill Drake hired him as disk jockey when both were at WAKE Atlanta . . . Then was program director for CKLW Windsor, Ont.-Detroit . . . Went to Storer's WIBG, Philadelphia early last year . . . This is first time Paul Drew is on own as radio doctor. . . Has unusual setup . . . Works just for Philadelphia station right now . . . WIBG provides office space and secretary . . . Just renewed his contract through March 1, 1970 . . . Trying to help station regain former top position in market . . . Is giving WIBG highly identifiable, consistent, contemporary sound . . . Suggested limited commercial policy (slightly under 13 minutes per hour). . . Thanks to him, station no longer has news every hour . . . News more strategically placed now and some newscasts are longer in length . . . Helped hand-pick complete new news staff . . . Made technical changes in sound on air . . . Feels 1969 will be "very good year" for station . . . Convinced "we really turned corner."

**Graham-Ruttenberg—Started less than two years ago . . . Jerry Graham, program director of WNEV New York; Bernard Ruttenberg, WNEV's public relations director . . . Quit jobs to form company in New York . . . Both are in 30's. . . Work Boston, initial client. . . Since have added WFMJ Youngstown, more drastic ones at Ohio stations . . . All client stations apparently running well . . . At last count none lower than third in market, it's reported . . . Partners take turns visiting stations.

**Bill Hudson—Majoried in radio-TV at Southern Illinois University . . . Worked for small radio stations . . . Went to WKDA Nashville in 1960 in sales promotion and production. . . Subsequently formed public relations and ad agency firm, Bill Hudson & Associates, Nashville . . . One account was Country Music Association, thus came into consulting by back door . . . Worked with country music stations through this account . . . Went into consulting for real in 1966 with KBOX Dallas as first client . . . Continues to concentrate on country music . . . His thing specifically is modern country . . . Now has three clients . . . Negotiating currently to handle chain of stations through station rep organization . . . Does lot of traveling . . . Owns KAKE in Fresno, KMAK in Roanoke, WAKE in San Diego and another of Los Angeles and wwo in Canton, both Ohio . . . Made subtle changes at Boston station, more drastic ones at Ohio stations. . .

Figures why be the house cow when milk is so dear, only to discover the free-lance consultant field not to his liking or temperament, finally gets diverted in another direction. A whole batch of people have attempted to become radio doctors, saying: "Gee, what a lucrative, easy field," until they discovered that it's tougher than hell, and failed.

One thing is for sure, as Ted Randall puts it: "In this business you're either quickly successful or you go out of business quickly." It should follow then that today's most active radio doctors have bulging case histories to cite of patients gaining, regaining or maintaining vigor in that marketplace as a result of consultation services.

As far back as the turn of the decade, programming pundit Chuck Blore, now principally a radio commercial producer but also newly-partnered with Milt Klein and Ken Draper in a consulting firm, helped give KFWB Los Angeles one of the largest listening audiences in the nation. In 1960, KFWB, then a Crowell-Collier station (now owned by Westinghouse), had a 22.0% share of audience, nearly twice that of its nearest rival in the always hotly competitive, fragmented Los Angeles market. At the same time, Mr. Blore's programing strategy vaulted KISW Oakland, another Crowell-Collier station (now KISW and owned by Metromedia), from sixth to second place in share of audience in an eight-month period.

Also about the same time (1960-61), Michael Joseph of Westport, Conn. scored a spectacular success at WABC New York, helping to move that ABC-owned station from 11th to first place while completely revamping its format. He had a similar success a couple of years later with WKNR Dearborn, Mich., helping to boost that KNOR-owned station also from 11th to first in audience ratings in the Detroit market.

Ken Draper, one of Chuck Blore's current partners, went to WCFL Chicago as program director in April 1965, and by the time he left as general manager last year the station had jumped from 14th position in the market to a claimed number-one ranking.

In 1966, Bill Hudson of Nashville
under his stewardship had shown substantial gains in ratings so why not apply skill profitably to other stations? ... Left Honolulu and came to New York with assistance of Lew Avery, then president of Avery-Knodel station rep. ... For several years served as consultant to some of stations rep handled. ... Hit it big converting WABC New York to contemporary music format. ... Finds consulting demanding but rewarding. ...Reportedly has had numerous offers to run stations but claims: "I simply can't afford to take them."

Ted Randal—First worked for KASH Eugene, Ore. in 1947. ... Was DJ, sportscaster, newscaster, salesman—entire gamut of radio broadcasting. ... Moved to stations in Midwest, Idaho, Oregon. ... Was program director for KORY (now KHHT) San Francisco in 1956, one of first rockers on West Coast. ... Says that within 13 weeks had 50% of total Bay Area audience with this station. ... Also had own TV program in San Francisco. ... Opened first consulting firm in 1959. ... In two years had helped program more than 30 radio stations. ... First client was KSSK Santa Rosa, Calif. ... Next was KSTN Stockton, Calif. ... While radio doctoring on side went to work for Crowell-Collier's KEWB (now Metromedia's KNEW) Oakland in 1959. ... Was music director there for 18 months. ... Programed KDWB Minneapolis in 1961. ... Sold first consulting firm, TR Productions ... was music coordinator for all Crowell-Collier stations. ... In 1962 reorganized own company as Ted Randal Enterprises. ... Based in Hollywood after initial try in San Francisco. ... Since 1962 has worked with estimated 75-80 domestic and foreign stations. ... Currently has 24 clients in foreign markets, 15 stations in Canada alone. ... Domestic client list is now at 22. ... "Our image," he says, "quite frankly, is larger in Australia than it is in America."

Frank Ward—Now 38, points to 22 years in broadcast industry. ... Started in native Buffalo, N.Y., in 1946. ... Worked at WKBW while attending school. ... Became consultant only last year after stints as program director of WOXY Atlanta, WSAI Cincinnati and WFUN South Miami, Fla. ... He also was general manager of WVOY Cicero, Chicago and WWRV New York. ... Last two are Negro-oriented stations. ... Decided there was market for consultant in ethnic area. ... Sonderling stations, his last regular employer, signed him to two-year contract for its ethnic outlets—WWRV New York, WOAI Washington, WDAI Memphis, KDIA Oakland. ... Since has added two more Negro stations to his consultant service—WDAS Philadelphia and WCBM Inkster, Mich. ... Another client, WAWR Worchester, Mass., is only nonethnic one on client roster. ... Frank Ward works out of home in Greenwich, Conn.

gave KBOX Dallas a modern country sound and within 90 days could claim that the station was reaching more adults than any of its competitors. It took a little longer for Mr. Hudson at WIRE Indianapolis but the end result apparently was the same. The Midwest station, also employing a modern country music sound, reportedly last year billed 25% more than in any previous year in its history.

But the man who has really stirred the pea patch in the consulting field is 31-year-old Bill Drake. Since starting as a radio doctor in 1963 with a partner, station owner L. E. (Gene) Chenault, Mr. Drake has produced the most exciting, striking results in the long, volatile, cut-throat history of radio audience competition. After the Drake-Chenault team moved in, KHJ Los Angeles giant-stepped from 12th to first in six months; KGB San Diego shot from the bottom to the top of the pack in 63 days; KAKC Tulsa doubled its ratings within two months; WOR-FM New York, a money-losing station with anemic ratings, showed up with 55,000 total persons, quarter-hour averages from 6 a.m. to midnight, Monday through Sunday, in the ARB New York radio ratings for Oct. 10 through 30 (tied for 10th in the market, the only FM in the bunch).

Such success commands substantial rewards. Radio consultants, with internal revenue agents and competitors seemingly lurking behind every corner, to a man decline to specify their fees. But it's understood that they may demand and get from under $10,000 to $50,000 a year or more per client. A basic fee for a secondary market could be as low as $7,500 a year. The rate for a major market would depend on the specific market, but $50,000 a year would not be out of line.

To radio doctor Frank Ward of Greenwich, Conn., such money is well-earned. "The first decent national account that comes in will pay for a consultant's annual fee," he says. "The rest is gravy. In the top 20 markets, for example, the difference between number two and number four can mean about $100,000 in national business."

Stations reportedly pay up to $100,000 a year for the services of Drake-
Chenault. Says Gene Chenault: "Our pricing structure is based on the potential gross of the station. There's no set pattern to our contracts. It's more or less flexible."

One of the things Drake-Chenault will not be flexible about is short-term contracts. Few other consultants will work on this basis either. But some, apparently, will work on a per-diem basis for a short-term period and their fee in these instances range from $200 to $250 a day. Yet the opinion on this matter is unanimous: For best results a 52-week contract minimum is mandatory.

"What does such lure buy? Maybe the best over-all feeling of what it is to be a radio doctor came from Chuck Blore. In an informal talk to Southern California broadcasters, Mr. Blore recalled: "When I was programing all of the Crowell-Collier stations it was all that I gave a damn about. I know it helped get me divorced. The only thing I could care about at all was those radio stations. It was constant. One thing was just not separated from the other in my mind. I had to be in production and promotion. I would spend a day in the production booth with an engineer. I was always tuned in to radio. I developed a sort of mental duality. I could always hear the radio station when something was wrong with it. I could hear a goof. If everything was okay, why, then I still heard but was not bothered."

Radio doctors have individual techniques. Generally, though, they work to upgrade the total sound of client stations—format, music, on-air personalities, news and public service, promotions and commercial announcements. They listen; they evaluate; they suggest; they implement. All are prepared to offer total remedy.

To begin with there's the monitoring of a client and its competition. The variance is obvious from the start. Drake-Chenault de-emphasize the monitoring procedure. "When we go into market we already have certain knowledge about the facility in the front. We monitor stations only for the finer points."

The usual procedure for other consultants is to visit a market and spend a few days in a motel dial-hopping, listening to the various sounds of radio. Ken Draper listens for two to two-and-a-half days before making his evaluations. He also listens to tapes of air checks.

Ted Randal has been known to stay in a market for two or three weeks at a time. Yet Mr. Randal contends that "it's quite easy to assess a market," believes he can do it fairly accurately within 48 hours. "That could be pretty much 48 hours of solid listening across the dial," he says. "I did it in Toronto."

It's this claim of almost instant evaluation that probably opens the radio doctors up to their most severe criticism. "It takes even the most skilled and empathetic person a year, sometimes two years, even more, to learn the vagaries of an individual market," contends a major-market station manager who has competed against but will have nothing to do with radio consultants. "I can't in my wildest stretch of imagination see a guy coming into town, spending two weeks in a hotel, and then telling me what my market is like."

Counters Ted Randal: "I can pinpoint the weakness of competitor stations. The hell with what my client stations sound like. We can change that. But I can assess the weaknesses or the strengths of my competitors and know what it takes to beat them."

Then warming to this subject, he adds: "Frankly, I can monitor almost any radio station for 15 minutes and tell you what's wrong with it."

Attest Gene Chenault: "Certain basic rules should apply to monitoring a station. It's just like a jeweler appraising a ring."

Paul Drew made several visits to the market before he would commit himself to accepting the job of trying to help WIP Philadelphia, his first assignment as a radio consultant. He made some studies, checked around town, visited the local chamber of commerce, talked to the people in town who sell records, interviewed some of the school kids. He did a market study of sorts but not on the scale of a Frank Magid or a Hooper survey. In all he spent about five weeks in Philadelphia before deciding in what direction things should move.

Most of his information was given verbally to the general manager. In return the station supplied him with a good deal of written information on the background of the market and the station so that he could know what had happened historically.

Again the evaluation procedure is flexible. Sometimes radio consultants do and sometimes they don't prepare written critiques. "It depends on what's necessary to make the sale," explains one radio doctor. "It depends on how much convincing our prospective client needs that we can beat the people who are presently beating him."

Ken Draper of Programming db has gone into a market and listened to and evaluated as many as 12 AM stations. He tries not to meet people from the client station. He doesn't want to be influenced.

As much of 70% of his monitoring time is reserved for the client station. He listens for execution, on how the D.J. and other talent perform. Then he usually prepares a written report, 10 pages long on at least one occasion. The critique (see page 53) provides his impressions of the market and the client station. No specific recommendations on how to improve the station are included.

"There are two parts to our consultant service," says Mr. Draper. "First we survey a market, analyze it, critique the client, recommend changes and future direction. In the second part of the service we detail implementation and execution of the changes."

Mike Joseph estimates that he spends anywhere from two to 16 weeks at a station, depending on the size of the market, and is available to the station by phone and correspondence for the remainder of the year for advice, monitoring and criticism of tapes, ideas and acquisition of programing aids.

Once Mr. Joseph has completed the monitoring of his client station and other outlets in the market and has talked with a cross-section of listeners and key business and community leaders, he prepares what he calls "an audience availability analysis." This covers the types of people in the market, their tastes and an estimate of audience flow.

Mr. Joseph then formulates his proposals for improvement and redevelopment of his client's programing.

The radio consultant firm of Graham-Ruttenberg Inc., New York, usually spends from two to three weeks in a market at the outset, monitoring and interviewing. Subsequently, either of the two partners in the firm, Jerry Graham or Bernard Ruttenberg, visit for a day-and-a-half or two each week with client station personnel. They, as do most other radio doctors, claim they are always available for telephone consultation with clients.

Totality of service is stressed by most of the consultants. When they go into a station, they apparently stick a hand in every pot.

Thus some two years ago when Bill Hudson & Associates, Nashville, switched KBOX Dallas to a modern country-music sound with the emphasis on modern, everything about the station, on-and-off-the-air, was made to look "uptown" so as to better compete with the sharp top-40 stations in the market. Bill Hudson and company handled the station's billboards (out went the cowboy hats and boots), sat in on the production of new jingles and supervised the hiring of new personnel. The radio consultant firm even advised against accepting certain commercials (such as auto-transmission spots) that might tend to down-grade the over-all sound of the station.

As a radio consultant firm, Ted Randal Enterprises really offers three
principal services. It publishes a newsletter, *The Tip Sheet*, which reports on happenings in the record and radio industries. It provides a music service, which includes a weekly top-40 music play and weekly music pick lists. All records listed are supplied to stations free of charge. Indeed, Randal Enterprises does a chunk of programing for smaller-market stations by sending them records from the play list.

The play list and music are a part of most every radio doctor's bag of aids. The radio doctor in many instances not only augments the station's program director, he pre-empts the music director.

The major function of Ted Randal is in the programing area. Among other things, his firm provides a basic format for programing each entire day, a complete music format, news format, information to announcers and disk jockeys for following music and news formats, recommendations for disk jockeys, general news recommendations, planning guides covering a year's activities, daily material for time and station breaks and "do's" and "don'ts" for announcers and disk jockeys. As do many others, Ted Randal gets into production and management consultation, providing production and contest ideas, promotional material and sample traffic logs to help a station adjust to a format.

Drake-Chenault, the hot hands in the pack, try not to give away any trade secret to inquirers. One thing obvious that the partners do is put heavy emphasis on the product, which in their case, to date, has meant contemporary music. Some observers, believing literally in a promotional jingle out of the Drake-Chenault shop—one that proclaims "much more music"—cite this as the key to the consultancy's winning technique.

"Our phrasing and our ID's can be copied," points out Bill Drake. "But 60% to 75% of the things we do are subliminal. Others imitate the obvious. They miss the point."

Generally, subtleties aside, the Drake-Chenault style is to keep the format fast-paced, uncluttered: minimize DJ talk; pepper brightly with brief but insistent ID's; sturd against overcommercialization (the suggestion usually is for a maximum of 12 commercial interruptions per hour), and do the unconven-

![IMMEDIATE DELIVERY](image)

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scoffed at this attitude. He thinks it basic that the radio doctors specialize. "I don't want a gynecologist to do eye surgery on me," is the way he put it.

Still, such consultants as Mike Joseph discount criticism that they have scored rating hits merely by installing variations of contemporary-music formulas. Mr. Joseph points out that his clients include a Spanish-language station in San Juan, P.R., an all-news outlet in Denver, an all-talk facility in Minneapolis and two variety stations in the Midwest.

Frank Ward does specialize, almost exclusively in the ethnic area with Negro-oriented stations. Similarly, Bill Hudson's basic area of concentration has been with country music. He has worked to upgrade stations already using this format, but his greatest success has been in converting stations over to country music. Joe Allison of Los Angeles is another consultant specializing in the country field. He has helped WJZ in Newark, N. J.; KGSR Los Angeles, and WWWA Wheeling, W. Va.

Another area of specialization for radio doctors is foreign markets. Ted Randal practically has this field to himself, although Al Milder reports that Drake-Chenault's FM service has aroused interest in Latin America, among other potential clients outside the U.S. Ted Randal, who has just signed with the Major Network in Australia, has been working with stations from that country since 1959. He also handles stations in New Zealand and Canada.

Although he has visited with clients overseas occasionally, Mr. Randal also does long-range consultancy by mail. In 1964, working totally by mail, he claims to have made station 6PA Perth the fastest rising radio station in its market.

Still, the eye-catching achievements in the radio-consulting field have nearly always involved top-40 formats, executed by a Drake-Chenault who has taken stations such as KHH Los Angeles or KFRC San Francisco or WRKO Boston and put on contemporary music as something fresh and new. Seemingly, the more difficult, sensitive task is to advise an already top-ranking station. And it would appear to make sense for a number-one station in a market to look for objective evaluation.

"I always believe I can take the number-one station in a market," says Ted Randal in what amounts to a consensus opinion among radio doctors. "No station can afford to be smug about their current position. Every station can be taken."

Adds Paul Drew: "I don't think a station can ever turn its back on competition. Certainly, even if a top-ranked station didn't do everything that would be recommended, some weaknesses would be pointed out that could be bolstered."

WBZ Boston is cited as an example of a station that had been successful in its market before a consultant was called in. According to Graham-Ruttenberg Inc., which handles the station, WBZ had been either second or third in Boston in terms of ratings, and now is either first or second, depending on the rating organization and the period surveyed.

"We made only subtle changes at WBZ, particularly in the music area," comments Jerry Graham.

Paul Drew, who currently is working with WBZ Philadelphia, has a particularly tender assignment. WBZ, the king in the market, was dethroned by WFIL. Both have contemporary-music formats. It's Mr. Drew's job to get WBZ back on the throne.

"When the station has been contemporaneous and decides to stick with the same format, you really have to approach it by making basically minor changes. And when you make hundreds of them, you're in the continuous process of upgrading the programming," he says.

The radio doctors are anything but hit-and-run artists. They can't afford to be. Ken Draper, for instance, constantly keeps attuned to his clients. At the beginning, he visits personally on a weekly basis. Then he periodically surveys the market. He's also one of the few who can monitor any one of his stations while at home or in his office. Mr. Draper also relies heavily on day-to-day contact with client program directors.

Also through a custom-built telephone device, Bill Drake can monitor any of his client stations across the country from his West Coast home. He has some 20 telephones in his house, the better to keep in instant contact with stations.

Beyond monitoring at home, there's travel, and probably no other group of businessmen can top the radio doctors as road-runners. Mike Joseph estimates he is on the road about 90% of the time ("That's where the action is, not in New York or Westport"). Last month, Ted Randal reported that he had traveled about 125,000 miles since last June. And Bill Hudson notes that last year his travel bill for airlines was $20,000.

Yet all the close keeping of tabs would do little good if client stations didn't cooperate, freely and fully.

A top salesman who doesn't like the changes being made can undo in one day what a radio consultant accomplished in three months," observes Harry O'Connor, a one-time radio doctor, who now heads a thriving radio-programming production company in Hollywood. "I worked with one station," he recalls, "where I'd go in and redesign programs for three days and they spent the next 27 days tearing it apart."

But Bill Drake takes no such chances. "The real secret," he confides, "is don't get into a bad situation in the first place. Be aware of the situation and climate. Know these things in front."

Adds partner Gene Chenault: "You work directly with management so the station owner has to be a believer of the concept. He has to commit himself financially as well as philosophically."

Usually the radio doctor works with station management on a person-to-person basis. There are no giant organizations in the field. Mike Joseph, who has no staff, makes a typical comment: "My clients hire me and nobody else," he says. At Programing db, the staff consists of Ken Draper; programing assistant Buck Herring; a secretary, and partner Chuck Blore. Mr. Blore, who has a formidable reputation as a programing innovator, is actively involved but spends much of his time producing radio commercials. Drake-Chenault has a staff of five. Each staffer has various specialties such
as engineering, and supposedly all are well-versed on over-all management problems. Sometimes the entire staff is taken into a market to evaluate and aid a client station.

Working closely with top management of a station, making recommendations that surely mean change and sometimes mean the dismissal of various personnel, radio doctors, more often than not, are terribly resented by station employees.

"It's impossible to work at this job in an isolation booth," remarks former consultant Harry O'Connor. "You cross all sorts of lives, emotions, egos. It's a traumatic experience for the station, and sometimes for the consultant. It's not like an efficiency expert in a machine shop. You're dealing with human beings. You change their lives. Some guy is going to get fired."

But instead of being resented by station management, the radio doctors generally have come to be thought of as miracle men. Bill Hudson explains: "Many times they call another station where we worked and they find that we've made a station number one in the market. Now the station manager gets excited and thinks this consultancy guy really must know what he's doing. And we do know what we're doing, but sometimes it's not all us. We have been dealing with good management and with a good station operation and they took the ball from us and ran with it.

Concludes Mr. Hudson: "It puts tremendous pressure on you. They really don't question anything we say, which is great, but we'd better be right. The thing is we don't make extravagant promises. I'm not trying to gamble with them."

In such slavish reliance on radio doctors, the station program director often winds up odd man out.

Again, Bill Hudson comments: "A consultant can come in and tell a station some things that need changing and it won't be questioned," he notes, "while the PD may have been telling them the same thing or hinting about it and tried to get it done, but they wouldn't listen to him."

The PD always is likely to play second banana to the radio doctor. Harry O'Connor tells why most succinctly: "You can't pay $150 a week and expect to get $1,500 a week talent unless it's a genius on his way up," he says.

Once involved with a radio doctor, must a station depend on such outside help indefinitely? The radio doctors as a group, naturally, hope clients will continue using them forever. Paul Drew is no exception, but he thinks that "if you have placed competent people into the positions of responsibility and leadership within the station and they have been trained well, there should be a diminishing need for a consultant."

Yet there are some in the radio industry who are so disenchanted with consultant they see no need for them at all.

"We're very short-sighted and narrow-minded in the radio industry," says a station manager who has competed against doctor-stations. "I don't think that you can make any valid judgment on the worth of a radio station by listening to it for two hours, or 10 hours, or 20 hours, or whatever the magic formula is. I think the measurement of the worth of the radio station is in the community, in the regard in which it's held, the influence that it has, the care with which its licensee programs and plans its involvement in the community. You can't bring these things into the market in a suitcase."

So why then is the radio-doctor tribe increasing? "It has to do with the magician in all of us," says the disenchanted station manager. "I think half the radio stations in the U.S. ar licensed to guys who are looking for a little magic, a little show business act that will put them over the top."

Another station manager, this one snowballed to success by a radio consulting firm, is even more bitter. "This thing goes back to the efficiency expert business," he says, the memory fresh of how he sat, a figurehead twiddling his thumbs while the station's care was put almost entirely in the control of a radio doctor. "Most station managers are just professional whores anyway. They're resigned to accepting anything that will make money for the station.

A less subjective viewpoint is that being the most popular radio station in a market increases the gross dollar volume that a station generates. Thus it also increases considerably the actual value of the station. So if a station isn't number-one, it's a good bet these competitive days that it's going to start looking around for someone who is capable of making number-one attainable.

(The foregoing special report was researched and written by Morris Gelman, senior editor, Hollywood, with additional research by Rocco Famiglietti, senior editor, New York.)

Truth is a bitter pill to swallow

The critique, written or verbal, is basic to the radio consultant's service. A station may not like what's said, but it's valuable to discover what, presumably, an objective professional thinks (see above). Usually no detailed prescription for remedy is given. That's left for another phase of the service. Ken Draper of Programming db, Hollywood, always prepares a thorough, circum-

BROADCASTING, Feb. 3, 1969
High pass filters have long been an important tool for sound engineers faced with noise problems in broadcasting, recording, and sound reinforcement. The elimination of low frequencies can reduce the effects of unwanted hum, noise, and other disturbances.

In field testing, microphones in a variety of studio and stage settings have noted increasing application of filters to correct faults that may have no other practical solution.

For instance, it is well known that most directional microphones become increasingly omnidirectional as frequency decreases. Adding a filter to the output of the Electro-Voice Model 513 as low as 50 Hz filter can reduce the consequences of this unwanted sound pickup. It is often desirable to filter only the microphone (s) where extended "reachings", for distant performers, are anticipated. Other microphones can be left unfiltered if they are technician, correctly located to the desirable, thus minimizing the apparent reduction in overall response range.

Fear is sometimes expressed that addition of a high pass filter will create an effect of weak, thin sound. Experience usually proves otherwise. In many instances, cutting off the extreme low frequencies should clean up the muddiness of the response. The subjective result is often an increase in clarity and strength of the bass instruments.

In other experiments, addition of a high pass filter in the microphone circuit eliminated sub-audible loading of the microphone circuit. The result was improved clarity over the entire range. The filter has also been helpful in reducing wind noise, and can prove as effective as a wind screen in some instances.

In several critical sound reinforcement installations, insertion of the Model 513 filter has provided an increase of from 3 to 6 dB more level before feedback. Although few rooms used to give feedback at the low frequencies affected by the filter, very low frequency noise apparently acts as a "trigger", giving rise to feedback at the lower frequencies. By substantially lowering the amplification of this room noise, the system achieved a noticeably improved stability. In addition the hollow sound usually heard just before a sound reinforcement system starts "ringing" is also sharply reduced. The improvement is greatest when the input gain must be high to reach long distances for the desired sound.

Creative use of the high pass filter can often result in significant improvement in sound character. Improved definition of bass signals usually more than offsets the slight loss of range. While unfiltered sound is always a desirable goal, ambient conditions must be considered in determining the usefulness of an unfiltered system.

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maintenance problem. You need new, if not better, jingles. "Service features were not apparent during the times monitored, and those that were, were unproduced. (As I said before, production is important, it's the difference between being interesting and dull.) I heard no traffic or community-announcement features. If you normally run these, then consider this at least a criticism of your consistency. "You do run promotions for various DJ's and programs. Even though they are routinely done, it's a good practice. "You need a program director. Programming is the product. There is no way to run a good radio station without a good program director. It would be comparable to General Motors manufacturing and selling automobiles without design engineers."

Programming

New era seen for fair trial-free press

ABA panelist sees acrimony giving way to cooperation between bar, news media

A new spirit of voluntary cooperation between the legal profession and the news media to curb all possible pre-judicial publicity in criminal trials was reported in Chicago last week at the annual mid-winter meeting of the American Bar Association.

The note of the new and friendlier mood came from U. S. District Judge Edward J. Devitt of St. Paul, Minn., chairman of the ABA Legal Advisory Committee on Fair Trial and Free Press which was set up last year following adoption of the controversial Reardon report to help implementation of the new policies at the local level (Broadcasting, Feb. 26, 1968).

Certain other ABA participants last week, however, were a bit skeptical about the problems of fair trial and free press, and questioned if voluntary codes will be practical. They said the bar must do the job of assuring fair trial on its own since it alone is responsible.

The Reardon report, which was adopted over the strong protests of the news media and by certain segments of the legal profession itself, established tighter restrictions affecting news information in criminal proceedings, particularly in the pre-trial period. The basic provisions of the Reardon report also are incorporated in the ABA's proposed new "code of professional responsibility" with respect to the conduct of lawyers.

The proposed new code is a complete revision of the ABA code of ethics originally adopted in 1908. This new proposal, introduced last week in Chicago after several years of preparation, will come up for vote by the ABA at its August meeting.

Judge Devitt, speaking before the ABA's National Institute on Bar Public Relations last week, said at least 42 state bar associations so far have created media committees to work out voluntary codes within the framework of the Reardon report policies. A dozen state voluntary codes already are in existence, he noted.

"A new climate and a new momentum have developed," Judge Devitt said, explaining that "the acrimony that once characterized the dialogue has given way to constructive approaches to the problem. So much has been happening in so many places I think it is fair to say that more progress toward resolution of this long-standing dilemma has occurred in the last year than in all of the prior years that we have been living with it."

Robert J. Emery of Oklahoma City, chairman of the Oklahoma Bar-Media Conference, who appeared on the same panel with Judge Devitt, related his state's progress in achieving a voluntary code with media's participation. He said cooperation requires the bar groups to admit their own faults first before expecting others to share new responsibilities.

Mr. Emery suggested that once the state voluntary code is approved the bar association should work toward having individual radio-TV stations and newspapers adopt it. He noted the distinct and often conflicting roles of the courts and the press, but emphasized both are seeking to serve the common goals of justice and the public interest.

The press "sometimes is the only agency to correct miscarriage of justice," Mr. Emery said, adding, "we must cease the attitude of conflict and contest and work in an atmosphere of friendship and assistance."

U. S. District Judge Hubert L. Will of Chicago, however, told the panel he has "strong reservations" about "so-called voluntary standards." He pointed out that in all such codes the final responsibility for decision to publish or not publish rests entirely with the editor and his conscience. Based on newspaper history in the U. S. and elsewhere, he contended, "that exercise will be very erratic indeed."

Judge Will commented that the ABA and local bar codes themselves may be more theoretical than practical, charging that flagrant violations of ethical practice by lawyers in the past seldom have been punished. "The bar will have to put its own house in order," Judge Will said, before it can expect assistance from the news media. "The problem of a fair trial is ours," he concluded.

Public stands to lose with fetters on news

NBC's Goodman says TV needs freedom to expand its journalistic role

The American public will be the biggest loser if present demands to further restrict television's journalistic function are allowed to come to pass. NBC President Julian Goodman asserted last week that TV's record to date is a "strong argument for more, not less, freedom than it now enjoys. It is a fact of history that censorship is never directed at the transmitter of information, but at the receiver," Mr. Goodman said.

Mr. Goodman addressed the 11th annual awards banquet of KMTV(TV) Omaha at which Nebraska Governor Norbert T. Tiemann honored Urban League officials for their constructive use of television via KMTV during 1968. NBC's Omaha affiliate, KMTV, covered the event live in color, pre-empting the network's World Premiere movie, "Dragnet '69." A color tape is being aired by the Nebraska Educational TV Network.

"If television is to continue to expand its journalistic role," Mr. Goodman said, "it needs the encouragement of freedom. Action or threats to restrict the medium will only diminish its ability to report and inform, and the public, not the broadcaster, will be poorer as a result."

Mr. Goodman noted that TV, like many other industries, has thrived in a climate of freedom, endeavoring to be responsive to changing public tastes and moods and expanding its journalistic.

BROADCASTING, Feb. 3, 1969
function in the process. TV's freedom has been limited "since ours is a regulated industry," but this circumstance "made us more sensitive to our responsibilities," he said.

"It also has caused us to guard our freedom carefully against any additional encroachments or restrictions, particularly as broadcasting has developed as an important medium of journalism," Mr. Goodman said. "Ironically," he observed, "it is television's tremendous capacity as a news and information medium—where it has had its greatest acclaim—that is now under threat of restriction and control. And it is also ironic that the attack, which comes in the name of the public interest, is also aimed at the public's right to a free flow of information."

The NBC president suggested the problem is a product of the times. Citing the great unrest and uncertainty, the questioning of basic institutions, Mr. Goodman noted, "dissent has been active, angry and often unpleasant. So has the reaction to it."

Along with these upheavals has come the public's need for more information, Mr. Goodman continued, and TV has reported it because it is the medium's function and obligation to do so. But because TV brings the public into such close contact with these events, he said, "the medium is too often associated with the disagreeable news it transmits and too often held accountable in some strange way for the events it reports."

TV is being singled out today because it is so highly visible among the media and because it is such an important source of news and information to most of the public, Mr. Goodman said. Attacks are mounting on Capitol Hill and elsewhere, he indicated, with calls for hearings and tighter restrictions, not only on news programs but on media ownership as well.

"Prominent in all of this is the opinion that television contributes to national discontent," he said, noting there is the suggestion that curbs on TV news are in order, "which can be translated to say that suppression of information is somehow desirable."

Citing television journalism's constant soul-searching for fairness and objectivity, Mr. Goodman said, "our only commitment has been to a free, vigorous journalism." He agreed television hasn't solved any of the nation's problems, "but we believe we have helped our fellow citizens understand them better so they may work toward solutions."

Mr. Goodman pointed out that despite the guarantees of the First Amendment, television has not been accorded the same rights of coverage or reporting as the print media. "We have no quarrel with the basic regulatory function of the government," Mr. Goodman said, "but the need for a prudent management of the available frequencies does not provide government with a basis for controlling the content of news programs."

KMTV logged 45 telephone calls inquiring or complaining about the preemption of the regular NBC movie, a comparatively low count when interruption of a major sporting event will bring 200 or 300 calls, station officials said.

Five annual news awards planned by APRTA

The AP Radio-Television Association has established an AP broadcast staff awards program consisting of five annual awards for spot news and summary contributions. John Day, WHDH-AM-TV Boston, has been named chairman of the awards committee.

The directors hope to present the first awards at the APRTA annual meeting in September. The contest period for this year will run from Jan. 1 to July 31, and thereafter from Aug. 1 to July 31.

The APRTA is urging individual station news directors or managers to submit nominations in five categories: best regional spot story, best national spot story, best regional summary writing, best national summary writing, and enterprise (to a bureau or New York staff employee for ideas or good performance in nonwriting areas).

Czechs throw out five CBS newcomers

CBS technicians and newsmen were shown the door last week by the Czechoslovakian government in a dispute over the free flow of information.

Expelled from Prague on the grounds they were making a film without government permission, five CBS employees have been banned from Czechoslovakia for three years. The expulsions brought to at least 20 the number of journalists asked to leave the nation since authorities tightened control Jan. 24.

Sam Zelman, CBS News producer, was picked up by two plain-clothes policemen, held for four hours and told to report to the Ministry of Interior. In his report over CBS Radio's The World Tonight he said, "my passport was returned to me, but not my government visa. Without it, I cannot leave Czechoslovakia." All visas were honored four days before when Mr. Zelman arrived to produce and report the funeral of Jan Palach for CBS-TV.

William McLaughlin, also of CBS, was ordered to leave Prague as he stepped from his plane Jan. 27. Three of the network's technicians, Les Appleton, London, Alain Debos, Paris, and Hartmut Kunz, West Germany, were also detained and finally expelled.

John Ledy, assistant secretary of state for European affairs, has informed Czech Ambassador Karel Duda that the U.S. is "concerned with every action restricting the flow of information."

Propaganda exchange?

Radio Moscow, which has offered to U.S. broadcasters taped programs on Russian cultural and political subjects, has found at least one American station that refuses to be outdone in generosity. E. R. Vadeboncoeur, president of WSYR Syracuse, N.Y., lost very little time in answering Radio Moscow's letter. His reply acknowledged that WSYR was interested in discussing use of the Russian shows, but on an exchange basis with WSYR providing programs of tapes on America life. And, as the Russians requested, there should be a post-broadcast report on audience reaction. So far Mr. Vadeboncoeur has received no reply.

56 (PROGRAMING)
President Nixon scores high TV marks
Poised chief executive at first news conference ponders opening sessions to public

President Richard Nixon, savoring the success of his first news conference as President last Monday (Jan. 27), is considering frequent meetings with the media and, possibly, opening the sessions up to questions from the public.

Herb Klein, director of communications for the administration, said in an interview on NBC's Today show last week that the President might present his views to the public every week, 10 days or two weeks, depending on developments.

He said that, in view of the success of the first news conference, the format used then would be the principal one, at least in the beginning. "But I would not be surprised to see him answer questions from the public and other things as we go along," he said.

"I think he feels at ease in answering questions," Mr. Klein said of the President, "and I think that he feels that the American people ought to get as many answers as possible."

However, he said he did not know whether Mr. Nixon would employ a tactic he used in the campaign—that of permitting members of the public to ask unheated questions on televised programs.

The President had reason to feel pleased about broadcast coverage of his news conference. It was viewed by what NBC's research department estimated was a TV audience of 17 million. And he had handled himself well, press and broadcast reporters generally agreed.

He was relaxed, and projected the image of a man in control of himself and in possession of an abundance of information that he built into a clear, concise answers. And if he refrained from revealing much that was new, reporters seemed willing to accept, at least for the present, his explanation that he had no wish to make policy in "off-the-cuff responses in press conferences."

CBS's Eric Severeid called the performance "pretty impressive." The Washington Post, not known for its enthusiasm for the new President, headlined a favorable account of the conference—"President's Press Conference: Poised Performance."

Even the five-o'clock shadow—that practically legendary tonsorial problem that some think cost him the 1960 election—was gone, thanks to a deep Floridita tan and what appeared to be a light dusting of makeup powder. Strategic lighting, aimed lower and closer to the eyes than former President Johnson would tolerate, washed out the shadows that had given President Nixon a haggard look in some earlier televised news conferences.

In the early moments of the 30-minute encounter with reporters—and more than 400 of them crowded into the East Room of the White House—he betrayed some nervousness. His voice cracked. But the reporters-turned-TV-reviewers were understanding. They pointed out that not only was this Mr. Nixon's first news conference as President, but also that he was operating in the knowledge that a slip of the tongue or a misstatement of fact could have serious repercussions for his foreign or domestic policy.

The news conference may have lacked the dash and charm that marked the conferences of President Kennedy, who was the first President to permit live broadcasts of his sessions with the press. But it appeared to register more favorably than did many of those given by former President Johnson.

On one point the distinction between the conferences of the new and former Presidents was obvious. Where Mr. Johnson would frequently monopolize a large portion of his news conferences with announcements, Mr. Nixon announced at the beginning of his meeting with reporters that there would be no opening statement and that he would begin answering questions immediately.

One innovation was the absence of a podium. The President stood on a platform behind a single microphone stand with two mikes attached to it. This was done at the suggestion of Everett Aspinwall, director of television news for ABC's Washington bureau, which handled the coverage for the network pool. He recalled that in news conferences during the campaign Mr. Nixon had appeared comfortable

CBS News Photo
Another point of view draws public ire

Complaints about anti-Semitic broadcasts on WBAI(FM) New York reach FCC's desk

A simmering controversy over a New York station's broadcast of allegedly anti-Semitic material took a new turn last week with a demand by Representative Emanuel Celler (D-N.Y.) that the FCC use its powers "to redress" the station's "abuse of the public trust."

The controversy, a manifestation of the racial bitterness that surfaced during the teachers' strikes in New York last fall, involves Pacifica Foundation's listener-supported WBAI(FM). The station has defended its broadcasts of such material and rejected demands that it cancel the program on which some of it was broadcast.

But Representative Celler, in a letter to FCC Chairman Rosel H. Hyde, expressed his disagreement with the statements of the station's directors "who have attempted to shield themselves with a mistaken interpretation of the First Amendment with regard to the anti-Semitic views expressed over WBAI."

He said that "the First Amendment is not absolute" and that WBAI, as a "federally licensed radio station," must "operate responsibly in the public interest." In view of the "inflammable social climate," he added, "station officials carried double responsibility in ignoring 'the clear and present danger' in permitting anti-Semitic views to be sent over the air."

The controversy erupted last month, when Leslie R. Campbell, a Negro teacher in a Brooklyn junior high school that figured prominently in the strikes, read a poem that was immediately denounced as anti-Semitic.

It begins: "Hey, Jew boy, with that yarmulka on your head. You pale-faced Jew boy—I wish you were dead." The poem is said to have been written by a 15-year-old student and was "dedicated" to Albert Shanker, president of the United Federation of Teachers.

UFT and the Anti-Defamation League of B'nai Brith filed complaints with the commission. UFT said the station was being used "to spread anti-Semitic propaganda." But a station official said the poem was broadcast to "demonstrate what a lot of people don't want to take seriously—the strong and growing resentment of Jewish whites among ghetto blacks."

Before the commission had a chance to consider the complaints, the station two weeks ago broadcast a discussion program in which one of the participants said of Hitler in reaction to his program to exterminate the Jews: "He didn't make enough lampshades out of them." This stimulated a new batch of complaints to the commission last week.

They came from individuals, some of whom urged revocation of the station's license.

Meanwhile, last Sunday (Jan. 26), the Jewish Defense League picketed the station and demanded the cancellation of the Julius Lester Show, on which the poem was read.

But Harold Taylor, chairman of the WBAI board of directors, in a letter to the league, said "the cure of bigotry" is not served by the suppression of views "we consider reprehensible."

Simultaneously, the board released a statement asserting that the station has a responsibility to present the opinions and facts representing the full spectrum of social reality. This sometimes presents serious difficulties, the statement

Program notes:
Summer replacement • Liberace will be host of a weekly variety program from London as a summer replacement for Red Skelton Hour on CBS-TV (Tuesdays, 8:30-9:30 p.m. NYT). The series will be shown starting July 8.

Desert documentary • The Sahara Desert will be the subject of a one-hour NBC-TV documentary this spring. Lou Hazam is the producer.

New series • Recording artist Biff Rose will begin a five-minute thrice weekly show on the ABC Radio's Contemporary network tonight (Feb. 3) at 8:25 p.m. EST.

Bay-area production • Writer-producer Don Zavin has formed Zavin Productions at 843 Montgomery Street, San Francisco to develop TV programs for local stations, station groups and possible network use. Zavin Productions has eight feature films and TV program properties, including a sports quiz show, Playoff. A half-hour color pilot of Playoff features KRON-TV San Francisco sportscaster Frank Dill, pro basketball star Rick Barry and Oakland Athletics player Reggie Jackson.

Sports mini-shows • Golden Moments in Sports, a series of 312 30-second radio spots, is being syndicated by Nightingale-Conant Corp., Chicago. The spots tell unusual off-beat stories about sports heroes and events. Narration is by Danny O'Neil, who was host of ABC-TV's One in a Million. A condensed format is said to allow stations maximum flexibility in inserting commercials.

NBC series selected • National Educational Radio network is distributing Westinghouse Broadcasting Co.'s 10-part radio series, The Pollution Explosion, to noncommercial stations. The series was broadcast on the seven WAC stations during 1967-68.

Renewal time • NBC-TV has picked up options on two prime-time shows for another year: 20th Century-Fox Television's Daniel Boone and Universal TV's The Name of the Game will be renewed. It will be the sixth season for Daniel Boone and the second season for 90-minute Name of the Game.

Dubbing facility • The Music Makers Group Inc. has opened a facility at 3 East 57th Street, New York, for dubbing foreign language films into English.

White House briefing late that afternoon. This provided time to secure a mobile unit, survey the room and lay the lines.

In addition, he had time for a "long talk" on Saturday with Tim Elbourne, who was handling liaison for the White House, and Al Scott, a television consultant to the President. And the ABC crew had all day Sunday to set up.

This was a far cry from the frantic pressures a White House news conference meant for the broadcast newsmen during the Johnson era. "Twenty minutes before airtime," Mr. Aspinwall recalled, "we'd get the word, and the White House floor would still be ironing wrinkles from the blue drapes that were to serve as background."

Hope, King specials nudge NBC to Nielsen lead

The specials, Bob Hope's Vietnam Christmas tour and Alan King's Comedy is King II, ranked first and seventh respectively. The other top rankings were filled by programs consistently popular all year.

Two replacement shows, The Queen and I, a comedy series, on CBS and My Friend Tony, a police-adventure series, on NBC, rated 17.3 and 16.2 respectively, ranking in the top-50 shows.

A time change (from Thursday, 8-9 p.m. to Wednesday, 10-11 p.m.) seems to have favored Hawaii Five-0 on CBS. Ratings before the switch Dec. 25, 1968, averaged around 16, and since then have risen to around 20. The Jonathan Winters Show, which exchanged times with Hawaii Five-0, seems not to have been affected in ratings—it had a 15.3 rating in the last report.

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added.

In the present controversy, it said, "the anti-Semitic views expressed" over the station's facilities were repugnant to everyone at WBAI. But eliminating such views, it added, would raise a question concerning freedom of speech and serve the ends of those "who would refine the rawness of truth in order to make it socially convenient."

Commission officials last week declined to speculate on how the agency would proceed in dealing with the complaints about WBAI. Normally, however, in cases where complaints indicating that violations of the commission's rules or policies are involved, the station involved is asked to comment in writing on the allegations.

The controversy swirling about WBAI isn't the first one in which a station has been accused of broadcasting anti-Semitic material. Three years ago the ADL urged the commission to deny renewal of license for KTYM Inglewood, Calif., because of such programming.

However, the commission renewed the license without a hearing, noting that it could not bar such programming without becoming a censor. Its only responsibility, it added, was to insure that all viewpoints are given equal opportunity for expression. The commission's decision was upheld by the U.S. Court of Appeals for the District of Columbia.

WBC imports Frost for new talk show

Syndicated series to be taped in N. Y.; seen as daytime successor to "Griffin" series

Westinghouse Broadcasting Co. was expected last week to sign David Frost to star in a 90-minute entertainment-talk TV series, which in effect would replace The Merv Griffin Show as a major WBC syndicated series.

The new series would be produced in color by WBC's Group W Productions and would be distributed to stations throughout the U.S. and Canada by Group W Program Sales Inc., as have been Westinghouse's The Mike Douglas Show and The Merv Griffin Show. And similarly, the Frost series would be taped.

Mr. Frost would establish residence in New York in order to concentrate on the show, which will resemble the Griffin series in format.

Westinghouse had initiated a wide search for a Griffin replacement show when the performer was signed to a six-year contract by CBS last summer (BROADCASTING, Aug. 12, 1968). He will be host of a late-night program on CBS-TV starting next Aug. 18. (BROADCASTING, Oct. 28, 1968).

The Merv Griffin Show is now in its fourth year of production under the Westinghouse banner. It is now telecast by 140 stations, while The Mike Douglas Show, now in its eighth year of Group W production, is on 182 stations.

A series starring David Frost would permit Westinghouse to provide stations with 250 new programs each year, in the pattern set in Douglas and Griffin. Though a 90-minute production, the Frost series also would be available in a one-hour form. Taping would begin in July.

Mr. Frost, 29, is a TV star and producer in his native England and has made guest appearances on a number of shows on U.S. television. Several seasons ago, he had a continuing role in That Was The Week That Was, a topical show in prime time on NBC-TV. More recently he has produced and starred in various Westinghouse specials, including the interview film, The Next President, which was shown last summer. He helped found London Weekend Television, of which he is a major stockholder.

W7 in role of reluctant bride

Commonwealth United, Kinney National, Data Processing want her hand

Warner Bros.-Seven Arts Ltd., Toronto, considered by many on Wall Street as a prime candidate for take-over, last week was being wooed by two conglomerates and a computer firm.

The new suitors appeared on the scene after National General Corp., Los Angeles, and Chris-Craft Industries Inc., New York, broke off their long-standing merger attempts. Meanwhile, the object of all this attention indicated that it is neither soliciting nor encouraging merger offers.

Commonwealth United Corp., a Beverly Hills, Calif., oil-real estate motion picture and television-vending machine conglomerate, was the first to come up with a new offer for W7. The Commonwealth offer, which could be worth as much as $266 million, would involve an exchange of stock to the holders of the common stock and convertible debentures of W7. It was announced that the proposed offer would be covered by a registration statement to be filed with the Securities and Exchange Commission.

Kinney National Service Inc., New York, followed the Commonwealth proposal by offering to acquire W7 in a tax-free transaction valued by the prospective purchaser at $400 million. This offer, submitted to W7's board of directors, involves an exchange of stock.

The third of W7's current suitors is Data Processing Financial & General Corp., New York, which late last week was reported to be holding discussions with the movie and TV production company. Data Processing, which acquires computer equipment and then leases it to clients, had sales of $17.37 million for the fiscal year ended May 31, 1968.

Commonwealth already has an entertainment division which is engaged in movie production, and theater and TV distribution. The diversified company also is involved in the cable-television field.

Kinney National is a conglomerate service company in communications, entertainment, construction, maintenance and parking, among other fields. Through its leisure-time communications group it publishes Superman and Batman comic books, Mad magazine, and operates Television Programs International, which distributes TV programs to foreign markets.

In addition the group owns Licensing Corp. of America, which handles endorsements and merchandising tie-ins, as well as Panavision, maker of lenses and cameras for wide-screen theaters.

However, if the Kinney offer to W7 is accepted and the transaction is consummated, Kinney National announced that it will divest itself of Ashley Famous Agency Inc., New York, a subsidiary that is an international talent agency.

Last month, a merger agreement between W7 and National General was ended after more than six months of negotiations (BROADCASTING, Jan. 27).

At the same time, Chris-Craft, which made a tender offer for Piper Aircraft Corp., Lock Haven, Pa., said that this move ruled out any remaining interest it had in acquiring W7. Last June, Chris-Craft and W7 announced that they had held talks leading to a preliminary merger.
Interpublic sees profit for 1968

Healy says company is out of financial trouble; 1969 outlook is ‘better’

The Interpublic Group of Co.’s is meeting all the terms of its refinancing agreement (BROADCASTING, Sept. 23, 1968) and expects to turn a net profit of $3,722,000 for 1968, as compared to a net loss of $3,889,000 in 1967, President Robert E. Healy reported last week.

“Our financial problems are behind us,” Mr. Healy told a news briefing in New York Thursday (Jan. 30).

Securities and Exchange Commission registration for an offering of $4 million in 7% convertible, subordinated debentures Jan. 24. Mr. Healy was to make a financial report late Friday (Jan. 31) to major creditors.

Principal among them is Chase Manhattan Bank, which last July loaned the advertising and marketing group $10.2 million and guaranteed up to $1.7 million in foreign bank loans in an over-all refinancing plan that included sale of the debentures to Interpublic employees.

Under terms of the bank credit, Interpublic was required to raise at least $2 million by Feb. 15, 1969, and another $2 million by Dec. 31, 1969, through sale of assets. However, any debenture revenue above the first $1 million sold by Feb. 15 could be applied to this total.

In the debenture sale, the company also was required to sell at least $1 million of the debentures by Feb. 15, 1969, and at least another $1 million by Dec. 31, 1969.

At the news session, Mr. Healy said he would report to the bankers that $2,986,500 in debentures have been sold to 327 Interpublic employees, including all of the company’s directors.

In addition to the debenture sale, he said, Interpublic has raised an additional $1,922,000 through the sale of other assets, the bulk of it from the $1.8 million sale of a lease on its London offices of Pritchard Wood Associates. Pritchard Wood is to relocate in a new London building housing two other U.S. agency affiliates.

With all requirements for its Feb. 15

The Broadcasting stock Index

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

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<td>Television Communications</td>
<td>TFB</td>
<td>16%</td>
<td>14%</td>
<td>14</td>
<td>20</td>
<td>15</td>
<td>2,090</td>
<td>35,500</td>
</tr>
<tr>
<td>Viko</td>
<td>VIK</td>
<td>32%</td>
<td>32%</td>
<td>30%</td>
<td>28%</td>
<td>31%</td>
<td>1,587</td>
<td>43,400</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>12,742</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>287,900</td>
<td></td>
</tr>
</tbody>
</table>

Programing

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>CP</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
<td>5,390</td>
<td>223,700</td>
</tr>
<tr>
<td>Commonwealth United</td>
<td>CUC</td>
<td>24</td>
<td>22%</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
<td>6,087</td>
<td>126,300</td>
</tr>
<tr>
<td>Disney</td>
<td>DIS</td>
<td>83</td>
<td>84%</td>
<td>79%</td>
<td>93%</td>
<td>93%</td>
<td>4,230</td>
<td>359,600</td>
</tr>
</tbody>
</table>
financial deadline met, Mr. Healy said that after expenses, Interpublic still will need to raise only another $106,000 in sale of assets to meet final requirements of its Dec. 31 deadline.

On the company’s operations, Mr. Healy supplied unaudited financial returns for 1968. Using round figures, Mr. Healy reported 1968 operating revenues of $105,387,000, compared to $103,713,000 in 1967; 1968 operating costs were $97,625,000, and non-operating costs were $1,572,000 compared to 1967 costs and expenses of $101,219,000; 1968 pre-tax profit was $6,190,000 compared to a 1967 pretax loss of $3,505,000.

The 1968 tax provision was $3,157,000, compared to $383,000 for 1967; 1968 net profit before provision for extraordinary items was $3,033,000, compared to 1967’s net loss before extraordinary items of $3,889,000.

Among extraordinary items to be figured into 1968’s balance sheet are $1,334,000 realized from sale of the British lease after expenses, a deduction of $250,000 for an increase in the reserve for foreign operations, and $395,000 in nonrecurring expenses. The last item includes part of the cost of Interpublic’s settlement with deposed head Marion Harper Jr.

Company reports:

Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, reported a record 14.7% increase in income and an 18.3% rise in sales for the 1968 fiscal year. Wometco also announced a 3-for-2 stock split, subject to stockholder approval of an increase in Wometco’s common stock from six million to 12 million shares. Stockholders will vote on the stock increase at a special meeting March 7. Distribution of the additional shares will be made March 26 to stockholders of record March 7. After the split, Wometco will pay cash dividends on the split shares at an annual rate of 38 cents on class A stock and 14 cents on class B stock, and will offer for public sale approximately $15 million of convertible subordinated debentures.

Wometco also declared a quarterly dividend of 13 cents on class A stock and 4¼ cents on class B stock, both payable March 14 to stockholders of record Feb. 28.

For the fiscal year ended Dec. 28, 1968:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Income</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$1.32</td>
<td>4,900,000</td>
<td>68,000,000</td>
</tr>
<tr>
<td>1967</td>
<td>$1.27</td>
<td>4,300,000</td>
<td>57,500,000</td>
</tr>
</tbody>
</table>

Note: 1968 per share earnings do not include an extraordinary gain of $1.4 million, or 37 cents per share, realized in 1968 from the sale of Pepsi Cola and Canada Dry franchises in the Bahamas.

Cable-Com General Inc., Colorado Springs, multiple CATV operator, has reported an increase in revenue and net profits for the fourth quarter of 1968 over the 1967 period, Cable-Com was known formerly as the Vumore Co. and was owned completely by Video Independent Theaters Inc., a wholly-owned subsidiary of RKO General Broadcasting. On Jan. 15, 31.2% of the shares of stock were offered to the public through Shields & Co., New York, with Video Independent retaining 68.8%. The stock has been selling

---

### Stock Program (cont.)

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing Jan. 30</th>
<th>Closing Jan. 24</th>
<th>Closing Jan. 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>FWY</td>
<td>A</td>
<td>35%</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>GW</td>
<td>N</td>
<td>47%</td>
<td>47%</td>
<td>46%</td>
</tr>
<tr>
<td>MCA</td>
<td>N</td>
<td>39%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>MG1</td>
<td>N</td>
<td>39%</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>TA</td>
<td>N</td>
<td>75%</td>
<td>77%</td>
<td>73%</td>
</tr>
<tr>
<td>TLX</td>
<td>A</td>
<td>51%</td>
<td>53%</td>
<td>50%</td>
</tr>
<tr>
<td>TF</td>
<td>N</td>
<td>32%</td>
<td>33%</td>
<td>31%</td>
</tr>
<tr>
<td>O</td>
<td>O</td>
<td>15%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>WBS</td>
<td>O</td>
<td>20%</td>
<td>19%</td>
<td>16%</td>
</tr>
</tbody>
</table>

**Approx. Shares Out (000)**

<table>
<thead>
<tr>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,871,000</td>
</tr>
</tbody>
</table>

### Service

<table>
<thead>
<tr>
<th>Service</th>
<th>Closing Jan. 30</th>
<th>Closing Jan. 24</th>
<th>Closing Jan. 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comset</td>
<td>O 28</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>Elegant</td>
<td>20%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>MPO</td>
<td>13%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>MOV</td>
<td>12%</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>PKL</td>
<td>18%</td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Approx. Shares Out (000)**

<table>
<thead>
<tr>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$977,800</td>
</tr>
</tbody>
</table>

### Manufacturing

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Closing Jan. 30</th>
<th>Closing Jan. 24</th>
<th>Closing Jan. 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADL</td>
<td>N 18%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>APX</td>
<td>N 38%</td>
<td>36%</td>
<td>37%</td>
</tr>
<tr>
<td>GE</td>
<td>N 91%</td>
<td>91%</td>
<td>91%</td>
</tr>
<tr>
<td>MAGNORO</td>
<td>N 52%</td>
<td>52%</td>
<td>52%</td>
</tr>
<tr>
<td>MORTON</td>
<td>N 120%</td>
<td>122%</td>
<td>121%</td>
</tr>
<tr>
<td>NVD</td>
<td>A 13%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>RCA</td>
<td>N 48%</td>
<td>45%</td>
<td>45%</td>
</tr>
<tr>
<td>RSC</td>
<td>N 9%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>WIX</td>
<td>N 87%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>ZE</td>
<td>N 5%</td>
<td>52%</td>
<td>52%</td>
</tr>
</tbody>
</table>

**Total Shares Out (000)**

<table>
<thead>
<tr>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$21,720,200</td>
</tr>
</tbody>
</table>

---

**Standard & Poor Industrial Average**

<table>
<thead>
<tr>
<th>Week</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>111.28</td>
<td>111.42</td>
</tr>
</tbody>
</table>

**N-New York Stock Exchange**

<table>
<thead>
<tr>
<th>Year</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>118.21</td>
</tr>
<tr>
<td>1969</td>
<td>118.81</td>
</tr>
</tbody>
</table>

**Over the counter (bid price shown)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>94.23</td>
</tr>
</tbody>
</table>

**Shares outstanding and capitalization as of Dec. 31**

* Denotes two for one stock split

---

**BROADCASTING, Feb. 3, 1969**
over-the-counter at or near $1.5 a share it was stated.

For the quarter ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.09</td>
<td>$0.04</td>
</tr>
<tr>
<td>Gross revenue</td>
<td>1,203,965</td>
<td>1,031,719</td>
</tr>
<tr>
<td>Net profit</td>
<td>139,082</td>
<td>65,288</td>
</tr>
</tbody>
</table>

Memorex Corp., Santa Clara, Calif., producer of magnetic recording media, including video tapes for broadcast and closed-circuit television, reported, in a preliminary financial statement, substantial increases in sales, net income and share earnings for the year ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.25</td>
<td>$1.06</td>
</tr>
<tr>
<td>Revenues</td>
<td>58,300,000</td>
<td>42,952,372</td>
</tr>
<tr>
<td>Net earnings</td>
<td>4,900,000</td>
<td>3,576,451</td>
</tr>
</tbody>
</table>

Note: Earned per share figure for 1967 has been adjusted to reflect conversion of the company's 5% convertible subordinated debentures in February 1966, and three-for-one stock split in February 1968.

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported a record 52.5% increase in net earnings and a record 15.3% rise in revenue for the first six months of the fiscal year ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.76</td>
<td>$1.16</td>
</tr>
<tr>
<td>Net earnings</td>
<td>4,837,417</td>
<td>3,172,512</td>
</tr>
<tr>
<td>Revenue</td>
<td>13,091,581</td>
<td>6,456,605</td>
</tr>
</tbody>
</table>

Music Makers Group Inc., New York, creators of original music for advertisers, broadcasters and films, reported peak revenues for the six months ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.25</td>
<td>$0.21</td>
</tr>
<tr>
<td>Revenues</td>
<td>809,437</td>
<td>726,954</td>
</tr>
<tr>
<td>Net income</td>
<td>127,650</td>
<td>104,651</td>
</tr>
</tbody>
</table>

3M Co., St. Paul, reported a record 13% increase in sales and a record 8.4% increase in net income for 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.98</td>
<td>$2.76</td>
</tr>
<tr>
<td>Sales</td>
<td>1,400,000,000</td>
<td>1,200,000,000</td>
</tr>
<tr>
<td>Net income</td>
<td>161,300,000</td>
<td>148,900,000</td>
</tr>
</tbody>
</table>

Note: 1967 figures have been restated to reflect the acquisition of Burgess Cellulose Co., Freeport, Ill., in the third quarter of 1968.

Financial notes:

- Metromedia stockholders will vote on the pending merger with Transamerica at a special meeting on Feb. 28 in New York. Transamerica has a regular annual meeting of its stockholders scheduled for April 24 in San Francisco (BROADCASTING, Jan. 27). The merger has already been approved by the boards of both firms.
- Turner Advertising Co., Atlanta, has changed its name to Turner Communications Corp. to reflect its expanded interests the areas of broadcasting, plastic products, and signs, as well as outdoor advertising. Turner, which owns woow Chattanooga, reported net earnings of $242,089 for the first fiscal quarter. Earnings increased 75% to 77 cents per share.
- Ogilvy & Mather International has reported record total billings of $205 million in its preliminary report for 1968. The figure is up 15% over 1967 billing of $179 million.
- The plan of Walt Disney Productions, Burbank, Calif., for the development of a $35-million all-year recreational resort at Mineral King in the high Sierra region of California has been officially approved by the U. S. Forest Service. The resort is expected to open by the winter of 1973.

**Liberty Corp. gets listing on NYSE**

Liberty Corp., Greenville, S. C., which acquired the Cosmos Broadcasting group and Surety Investment Co. on Dec. 31, 1968, will be listed on the New York Stock Exchange beginning Feb. 25.

The company has filed a registration statement with the Securities and Exchange Commission seeking to offer 1,203,676 common shares and the same number of $1.40 convertible preferred shares to South Carolina National Bank in exchange for its stock on a share-for-share basis. To go into effect, the offer must be accepted by holders of at least 80% of South Carolina National Bank's stock.

Last year Liberty acquired over 99% of the stock of Liberty Life Insurance Co. in a share-for-share exchange.

Liberty Corp. has 6,743,123 common shares outstanding, of which Francis M. Hipp, president and board chairman, owns 6.95% and Herman N. and B. Calhoun Hipp, senior vice presidents, own 11.42% and 10.15%, respectively.

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**Equipment & Engineering**

**Rule would equalize UHF-VHF tuning**

FCC believes dialing difficulties may lower UHF ratings, competition

The FCC last week issued a rulemaking proposal to require uniform ease of tuning for UHF and VHF television receivers.

"There is reason to believe," the commission said, "that separate tuning controls and different, more complicated tuning methods for the UHF channels detract from the audience levels of UHF stations, adversely affect their competitive capacity, and thus inhibit the construction of new UHF stations." The commission added that without regulatory action, it is doubtful that individual manufacturers will take steps in the near future to eliminate or reduce disparities in ease of tuning UHF and VHF.

The commission did not formulate precise proposals, and said that the exact nature of the rules will depend to large extent on comments submitted in response to its notice of proposed rulemaking. Comments were solicited on these points:

- The technological capacity of industry to reduce or eliminate present disparities in ease of tuning;
- Plans of individual firms to introduce improved tuning features, and whether such changes will be introduced in lower-priced receivers;
- Suggestions for terms and substance of commission regulation, including possible different standards for small or low-cost receivers;
- The effect of commission regulation on receiver prices and sales, industry research and development programs.

The commission said that it is encouraged by current progress in UHF development, but it emphasized that a critical period lies ahead in which unnecessary obstacles to UHF must be removed. The more complex UHF tuning systems in most receivers now on the market are a "built-in deterrent" to the success of UHF, the commission said.

Cited as evidence of broadcaster concern in this matter was a resolution of the FCC-industry Committee for the Full Development of All-Channel Broadcasting that asked for commission rules requiring sets as of Sept. 1 of this year to be equipped with tuners "which will insure equality in the ease of tuning VHF and UHF television channels and will insure parity in the quality of such tuners."

If adopted, the rule amendments would alter part 15 of FCC rules, which applies to radio-frequency devices and includes regulations based on the all-channel receiver law. The 1962 law requires that sets sold after April 30, 1964 be capable of receiving all 70 UHF and 12 VHF channels.
G&W files suit to obtain Sony data

Gulf & Western Industries, New York, filed suit against the Sony Corp., Tokyo, in the U.S. District Court for the Southern District of New York last week, alleging that Sony had failed to comply with a 1964 agreement to supply information on certain electronic equipment in color-television tubes.

G&W, a conglomerate, claimed in its suit that in a 1964 agreement between Paramount Pictures Corp. and Sony, the Japanese firm was given the license to manufacture, use and sell certain color-TV tube electronic equipment to which Paramount held rights. In turn, the suit continued, Sony agreed to furnish Paramount, which was acquired by Gulf & Western in 1966, certain information about the Trinitron and other recent Sony developments in color-TV devices. (Trinitron, a special color-TV device, is said to help produce an unusually sharp, bright picture.)

G&W said it "succeeded" Paramount's interest in the agreement when it acquired the entertainment company. It asked the court to require Sony to provide G&W with the information and to determine if G&W has suffered any cash damages, and, if so, to specify them.

A Sony spokesman in New York said the suit was "totally devoid of merit."

NAB wants FCC okay for subaudible tones

The National Association of Broadcasters last week recommended that the FCC allow remotely controlled AM's to use subaudible tones for the transmission of telemetry signals.

NAB said that its tests "prove conclusively that the transmission of intermittent subsonic tones by standard broadcast stations to telemeter readings to the remote control points is feasible and reliable and is not detrimental to listener reception." The association's latest tests were conducted at KXYZ Houston, WFAA Dallas, and WABP Fort Worth.

The NAB comment was filed in support of a proposed FCC rule that would permit transmission of such telemetry signals by AM's operating on remote control.

ETV says it wants parity in CATV rules

Educational broadcasters don't like being treated differently in the proposed new CATV rules and the interim procedures issued by the FCC last December. They want the same protection against duplication and distant signals, and the same requirements that they be carried as "local" stations as the commercial broadcasters.

This was the resolution adopted by the Board of Educational TV Stations division of the National Association of Educational Broadcasters meeting in Washington last week.

The board also told its special ETS/CATV committee, which recommended the resolution, to continue studying the implications of the proposed cable-TV rules and to prepare recommendations for written comments to the FCC. William J. Ballard, WUCM-TV University Center, Mich., is chairman of the committee.

Harford N. Gunn Jr., WOHB (TV) and WOBY (TV) Boston, was elected chairman of the ETS board. Loren B. Stone, KCTS-TV Seattle, was elected vice chairman, and Lloyd Kaiser, WITF (TV) Hershey, Pa., secretary.

Soll moves into FM, equipment manufacturing

Soll-Burchard Inc., New York, designer and installer of radio and television facilities, has become Soll Inc. The company plans to expand into FM-radio station ownership and the manufacture of automatic communications equipment.

Joseph M. Soll, who bought his partner's share in the company in December, reported last week that the company will file with the FCC for a construction permit for a station in New Jersey. Soll Inc. also intends to manufacture stock items such as repeaters and recorders for the broadcast industry, in addition to continuing custom manufacturing and installation of switching systems.

Technical topics:

Two winners • The Institute of Electrical and Electronics Engineers will give two awards in 1969 to Robert Harmon Rediker, professor of electrical engineering at Massachusetts Institute of Technology, and Dr. Otto H. Schade Sr., with RCA, Harrison, N. J. Mr. Rediker is to receive the David Sarnoff award for semiconductor device research and injection lasers, and Dr. Schade will get the Vladimir K. Zworykin award for technical contributions in electronic television.

Better UHF reception • Ampex Corp., Redwood City, Calif., is marketing a 1 kw translator designed to improve reception for UHF stations. The new translator has a solid-state 2.5 watt UHF translator and a 1 kw linear amplifier with an air-cooled klystron. Cost of the translator section is $4,000, and of the amplifier section $23,500.

Deflation • Sony Corp. of America has reduced the price on its EV-210 videotape recorder from $3,750 to $3,200. Warranty, which normally sells for $300, is now free. The EV-210 Video recorder uses one-inch tape.

Data Memory acquires MVR for $2 million

MVR Corp., Palo Alto, Calif., developer of "instant replay and stop-action" Videodisc recorder, has been acquired by Data Memory Inc., a new corporation formed in Mountain View, Calif. According to the new company, the acquisition of MVR Corp. is its first step in producing and marketing a full line of video magnetic-disk recording systems. The company hopes to expand the process into visual and data information retrieval.

Acquisition of MVR was accomplished through a $2-million privately placed financing package. It was placed through Atherton Investment Corp., Palo Alto, and Smith, Barney & Co., New York.

Ray Stewart, president of Atherton Investment, a venture capital firm that has supplied financing and management services to technological concerns, also is president of Data Memory Inc. Kurt Machein, MVR president, is vice president of DMI.
**TELEVISION**

**Color TV ownership**

Color ownership continues to grow rapidly. A. C. Nielsen Co. estimates current U. S. color penetration at 34% of television homes, an increase of 4%, or 2.2 million new color households since the October 1968 estimate. The increases have been fairly uniform by territory with the west central region showing the greatest growth.

The following local-market color data are Papert, Koenig, Lois estimates as of February 1969. They are projections from NSI fall data adjusted to regional growth patterns developed by Nielsen from the Bureau of Census, color set sales and Nielsen survey data.

The markets listed are NSI defined "Designated Market Areas" which exclusively assign each county to a specific market. The PKL ranking is based upon each market's DMA TV households.

Nielsen cautions that because NSI survey data are sample-base estimates, they are subject to both survey and sampling error, and thus should not be regarded as exact equivalents to precise mathematical values.

The PKL projections have the additional error-possibility associated with forecasting. "Telestatus" appears in the first Broadcasting issue of each month. A "Telestatus" report on multisit homes will appear on March 3.
<table>
<thead>
<tr>
<th>Nielsen Station Index</th>
<th>PKL Projections</th>
<th>Nielsen Station Index</th>
<th>PKL Projections</th>
</tr>
</thead>
<tbody>
<tr>
<td>66. Champaign-Springfield-Decatur, Ill.</td>
<td>244,740 44</td>
<td>191. Alexandria, Minn.</td>
<td>71,660 25</td>
</tr>
<tr>
<td>68. Fresno, Calif.</td>
<td>237,850 45</td>
<td>193. El Paso, Tex.</td>
<td>67,890 28</td>
</tr>
<tr>
<td>70. Rockford-Kenosha, Wis.</td>
<td>237,620 21</td>
<td>195. Cleveland, Ohio</td>
<td>67,890 30</td>
</tr>
<tr>
<td>Markets 61-70</td>
<td>2,454,570 33</td>
<td>196. Chicago, Ill.</td>
<td>71,870 30</td>
</tr>
<tr>
<td></td>
<td>44,850,650 34</td>
<td>197. Detroit, Mich.</td>
<td>71,870 30</td>
</tr>
<tr>
<td>Markets 1-70</td>
<td>51,850,320 34</td>
<td>198. Philadelphia, Pa.</td>
<td>71,870 30</td>
</tr>
<tr>
<td>72. Green Bay, Wis.</td>
<td>211,520 46</td>
<td>200. Los Angeles, Calif.</td>
<td>71,870 30</td>
</tr>
<tr>
<td>73. Cedar Rapids-Waterloo, Iowa</td>
<td>224,410 36</td>
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<td>71,870 30</td>
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<td>70. Tri-Cities, Tenn.-Va.</td>
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What's in a word, Mr. Shakespeare?

'U.S. responsibilities' tag earns USIA nominee rough handling from Fulbright, but OK expected

Frank J. Shakespeare Jr., President Nixon's television consultant and nominee to head the U.S. Information Agency (BROADCASTING, Jan. 20), felt the brunt of an unexpectedly intense grilling at his confirmation hearing before the Senate Foreign Relations Committee last week.

The former CBS international division president's chief antagonist on the committee was its chairman, Senator J. William Fulbright (D-Ark.), who attempted to determine what role USIA would play and to what degree the agency was committed to defend U.S. responsibilities under a foreign policy fashioned by the former Johnson administration. That policy has been a prime target of Senator Fulbright's broadsides for nearly four years, and officials connected with affairs of state, other than Mr. Shakespeare, previously have received stiff questioning before the committee—most notably, former Secretary of State Dean Rusk.

Despite the intense and frequently barbed questioning from the senator, Mr. Shakespeare indicated one new direction for the agency: increased use of television as a growing medium for global communications.

Mr. Shakespeare, who will oversee the agency's $179-million budget this year, opened the hearing with a prepared statement in which he delineated his views on the role and purpose of the agency. The U.S., he asserted, because of its economic and political strength at home and abroad, must "bear special and immense responsibilities which we did not seek, but must not shirk." The role of USIA, he said, would be to "aid in the establishment of a more effective foreign policy."

Senator Fulbright immediately challenged that recitation, asking whether Mr. Shakespeare proposed to take the "Great Society to Asia" and to defend past interventions in foreign affairs, such as Vietnam and the Dominican Republic. For the better part of two hours Mr. Shakespeare bore the brunt of related questioning from the senator and other committee members, designed to probe what those U.S. responsibilities were. But, by the end of the hearing, the senator conceded that Mr. Shakespeare could not be expected to answer knowledgeably all questions on USIA functions and activities until he had been at the post for awhile.

Some of Senator Fulbright's questions, it was also clear, would not have prompted answers at any rate. Several times Mr. Shakespeare emphasized that the basic foreign policy decisions that concerned the senator would have to come from the secretary of state and the President.

Mr. Shakespeare emphasized the need for honesty and adhering to the truth in "telling America's story," and added, "what we do and say will have much to do with whether freedom survives." USIA, Mr. Shakespeare repeatedly asserted, would tell the truth at all times, even though that involved the recognition that "everything is not all wise and good" at home. He further contended that the agency must assess the impact of its TV-radio broadcasts into those countries where listeners are "attuned" to the propaganda contained in programs sponsored by government interests.

Another committee member, Senator Clifford Case (R-N.J.), asked whether cultural and educational exchange programs should be separated from other USIA programming that emphasizes official American foreign-policy goals. Despite advocates for separation of the activities, Mr. Shakespeare replied that the two were "compatible" and "strengthened each other," and that he preferred to see the problem of telling America's story in "merchandising" terms.

We have a "sensational product" and we must "sell it abroad," he said.

During the session Mr. Shakespeare said he hopes to continue to hold approximately 1,700 shares of CBS stock he had acquired. Possible conflict-of-interest implications in the stock holdings were discounted by the legal advisors for the Nixon administration, Mr. Shakespeare noted.

Senator Fulbright indicated that Mr. Shakespeare would probably be confirmed, but suggested that many of the questions asked, whether or not they elicited answers, were asked in order to lay the groundwork for later appearances by Mr. Shakespeare before the committee.

A number of questions were asked regarding a proposal of the U.S. Advisory Commission on Information, a USIA review body headed by CBS President Frank Stanton, that Congress authorize an independent study of both the USIA and the advisory commission looking toward possible radical restructuring of the agency's mission and organization. Mr. Shakespeare said that decision was properly Congress's to make, but if it were made he would support an independent study by non-

Mr. Fulbright

Mr. Shakespeare
The senators also expressed considerable disagreement with Dr. Stanton's position that USIA's product be made available for domestic inspection. Mr. Shakespeare, however, said he concurred with Congress's expressed intent that the USIA should not attempt to "propagandize the American people."

Comsat's present to satellite users

Intelsat III will allow lower rates for television, deletion of color charges

The Communications Satellite Corp. has asked the FCC to approve a 40% reduction in TV rates and the elimination of the present color surcharge for the Atlantic satellites ("Closed Circuit," Jan. 27).

Comsat said that it expects under the new rates, which it hopes can be made effective Feb. 1, that TV use of Atlantic satellites will be doubled between the U.S., Europe, the Caribbean, and Central and South America.

Current rates for black-and-white TV are $1,600 for the first 10 minutes and $50 for each additional minute, with a color surcharge of $400 for the initial period and $12.50 per extra minute. Current tariffs include both video and audio channels.

In the proposed new rates, there would be a $20 initial charge for audio channels or $40 for a higher quality audio circuit. Additional minutes would be $2 for a regular voice circuit and $4 for a higher quality voice channel.

Similar reductions were filed for TV channels to Puerto Rico and Panama.

The carriers, which take turns weekly in providing TV satellite channels to networks and broadcasters, noted that the new rates would apply from New York to the satellite. They also provide terrestrial circuits, at other fees, from the point of origin to New York.

The Comsat charges apply to TV routes between the U.S. mainland or Puerto Rico to or from Europe, South America, Central America and Mexico, and between the U.S. and Puerto Rico.

The new TV tariff also provides for a TV service package consisting of a one-way video channel, a choice of several audio channels and, optionally, two-way voice coordination channels, seen as beneficial in meeting multilingual needs where several nations receive the same TV program.

The drastic reductions in TV rates are possible, Comsat said, because of the operational availability over the Atlantic ocean of the Intelsat III satellite, launched last month. Intelsat III has the capacity of handling four TV channels or 1,200 voice circuits. It is the third such satellite over the Atlantic, and permits the furnishing of TV circuits without interruption of telephone and record circuits, as required in past practice.

Current use of Atlantic satellites between North America and Europe amounts to about 25 hours a month. This is expected to double after the new rates go into effect, Comsat said.

SAG, ACTRA end pact

The Screen Actors Guild has received official notification from the Association of Canadian Television and Radio Artists that the "interchangeability agreement" between the two talent unions is canceled. The agreement involved mutual aid and assistance and covered the initiation fees and dues of the members of each union when working in the geographical jurisdiction of the other.

Fates & Fortunes

Broadcast advertising

Ralph W. Wemhoener, account executive, Ted Bates & Co., New York, named VP.

Gerald McGavick, VP and group sales manager, Metro TV Sales, New York, named VP and eastern sales manager.

J. Richard Dindorf, account supervisor, BBDO, New York, elected VP.

William Weilbacher, principal, Jack Tinker & Partners, New York, joins J. Walter Thompson Co. there as director of research.


ARF names new officers

Richard F. Casey, senior VP and director of administration management, Benson & Bowles, New York, elected chairman of Advertising Research Foundation. He joined B&B in 1957 and was director of information management before being named to his present post in 1965. John I. Taylor, president of Globe Newspaper Co. (Boston Globe), elected vice chairman; George H. Brown, director, marketing research office, Ford Motor Co., elected treasurer.

Eight new directors elected are David W. Burke, director of corporate communications, General Electric Co.; Robert A. Burnett, publisher, Better Homes and Gardens; E. L. Deckinger, VP in charge of planning and development, Grey Advertising; John Elliott Jr., chairman of board, Ogilvy & Mather; Malcolm A. McNiven, manager, marketing research department, Coca-Cola Co.; Richard H. Ostheimer, corporate research director, Time Inc.; Charles E. Overholser, VP and director of marketing/research, Young & Rubicam; Edwin H. Sonnecken, director, corporate business planning and research, Goodyear Tire & Rubber Co.

Robert E. Bosley, VP, Buchen Advertising, Chicago, named senior VP.

Edward D. Cashore, executive VP, Bishopric/Green/Fielden Inc., Miami,
elected president. He succeeds Karl Bishoprie, who becomes chairman.

Wallace B. Ruggles, manager, broadcast operations, Leo Burnett Co., Chicago, named VP.


E. E. Eschleman, local sales manager, was named Miami, appointed general sales manager.

Edgar Marvin, VP and associate creative director, Norman, Craig & Kummer, New York, named VP and creative director/Europe for NCK/Europe, staff and administrative supervisory group for agency's European network. David L. Smith, coordinator of marketing activities, NCK/Europe, named VP and marketing supervisor/Europe.

Harold Griffin, with Lehn & Fink Products Corp., Montvale, N.J., joins Kenyon & Eckhardt, New York, as VP and account supervisor.


Charles Glass, with WFIP Milford, Conn., appointed general sales manager.

Dick Hayes, with Blair Television, New York, appointed manager of Blair's Boston office.

Paul Frye Jr., with WCVB-TV Bristol, Va.-Johnson City-Kingsport, Tenn., appointed director of sales development. He succeeds Don Birmingham, who resigns.

Woodford H. Dulaney Jr., sales manager, WLKY-TV Louisville, Ky., named VP in charge of sales.

Larry Garrett, local sales manager, KYW Pittsburgh, appointed general sales manager.

Donald Jackson, account executive, WYON Cicero-Chicago, appointed local sales manager.

Michael Volpe, with sales staff, KTTV-TV Los Angeles, appointed local sales manager.

Don R. Sharpenberg, with sales staff, WTRF-TV Wheeling, W. Va., appointed local sales manager.

Richard G. Cruise, account executive, KIJJ-AMFM Los Angeles, appointed local sales manager.

Richard Deangellis, with WNEM-TV Bay City-Saginaw-Flint, Mich., appointed Flint sales manager.

Media

Edward B. Gradinger, assistant director of sales contracts, ABC-TV, New York, appointed director of sales contracts in business affairs and contracts department. Fraser M. Head, assistant production manager, WBBM-TV Chicago, joins ABC in newly created position of director of financial planning and control, broadcast operations and engineering.

Steve Shannon, with broadcasting division, Meredith Corp., New York, appointed administrative manager.

Harold A. Christiansen, VP of business affairs for Metromedia Television, Hol-lywood, also named controller for television division.

William J. Lynch, director of production services, National Educational Television, New York, named assistant VP for operations.

Joseph M. Higgins, executive VP and general manager, WHIP-AM-FM-TV Harrisburg, Pa., named president and general manager.

Theodore M. Wrobel, VP and general manager, WAXY-TV Portsmouth-Norfolk-Newport News, Va., named president and general manager.

Ed Shadburne, general manager, WLYK-TV Louisville, Ky., also named executive VP and assistant secretary.

Terry Chess, with WSDM(FM) Chicago, appointed station manager.

Robert B. Martin, program consultant, was named Miami, appointed station manager.

Herbert C. Rice, with WLII Willimantic and WNYT Putnam, both Connecticut, re-elected president of Connecticut State Network. Ralph H. Klein, with WRYM New Britain, re-elected VP.

Don Ferguson, with WSOX Savannah, Ga., and Don Heald, with WSB-TV Atlanta, both VP's of Georgia Association of Broadcasters, assume duties of presidency following resignation of Virgil Bryan Wolff, who joins Atlanta Hawks basketball team as broadcast consultant.

Bill Spendlove, sales manager, KLOK San Jose, Calif., appointed station manager.

Howard H. Keller local sales manager, WLEE Richmond, Va., joins WGOE there as general manager.


Cyril J. Ackermann, national sales manager, WTRF-TV Wheeling, W. Va., moves to WTRF-FM as station manager.

Mike Heimbach, with plans and analysis department, American Research Bureau, Beltville, Md., joins WTOP Washington, as research director.

Program

Maurice R. Morton, VP, business affairs, 20th Century-Fox Television, New York, named to newly created position of VP, administration.

James R. Blum, production maintenance manager, General Recorded Tape Inc., Sunnyvale, Calif., appointed production manager.

Michael Connors, music director, WASH-FM Washington, appointed program director.
Robert N. Hower, assistant director of programming, WLS-TV Chicago, joins KTUL-TV Tulsa, Okla., as operations manager.

Roy Porteous, who retired at end of January as VP for central sales, CBS-TV, Chicago, joins Metromedia Producers Corp., New York, in newly created position of director of network sales.

Mr. Porteous ("Closed Circuit," Jan. 27). Gerry King, with MPC, named distribution manager, with headquarters in Los Angeles.

Allen Hall, production manager and air personality, WQX Jacksonville, Fla., appointed program director.

Albert Becker, with Tele-Tape Productions Inc., New York, joins noncommercial WLIW(TV) Garden City, N. Y., as program director.

David Myatt, lighting director, Logos Teleproduction Center, Arlington, Va., joins Tele-Color Productions, Alexandria, Va., as production manager.

Joseph Varholy, program manager, WKY-TV Cleveland, named president of new Cleveland chapter of The National Academy of Television Arts and Sciences.

Gregg Oliver, formerly with WTOP-TV and WOCA-TV, both Washington, joins WQXI-TV Atlanta as anchor.

Mr. Oliver as news director.

Dick Chamberlain, newsman, WJAS Pittsburgh, appointed news supervisor.

Chris Howard, with WCAM Baltimore, joins WJAS as newscaster.

Jerry Huddleston, with WMSI-TV Decatur, Ala., appointed news and special events director.

Bill Hampton, with WINS New York, joins WQAM Miami as newsmen.

James S. Lee, with KFRR Salina, Kan., and Russell L. Rayburn and James A. Roper join news staff of KOA-AM-FM-TV Denver.

Carl E. Wall, with WTAG Worcester, Mass., joins WNEB there as newsmen.

Dr. Dan Jones, professor of political science, Utah State University, Salt Lake City, joins KUTV(TV) there as political specialist-analyst and commentator.

Joe Pope, with WHYY-TV Wilmington, Del., appointed newsmen.

Joan Furst, newscaster with WGHO Kingston, N. Y., joins WEN(TV) Albany, N. Y., in same capacity.

Mel Parnell, sportscaster, WHDH-AM-FM-TV Boston, joins WFLD-TV Chicago in same capacity.


Promotion

John Feeney, promotion contact representative, NBC, New York, appointed promotion manager, West Coast. Charles Munch, with NBC promotion department. New York, succeeds Mr. Feeney.

Twila Walker, assistant to promotion director, WTOP-TV Washington. joins WSM-TV Nashville, as promotion manager.

Spencer T. Robinson, formerly with Cincinnati Reds and Baltimore Orioles baseball teams, joins Waterbury & Co., Claymont, Mo., as publicity and public relations director.

Equipment & engineering


George D. Butler, past president of Electro-Midland Corp., Kansas City, Mo., elected president of Electronic Industries Association, of which he is presently director, effective June 30. Mark Shepherd Jr., with Texas Instruments Inc., Dallas, named chairman of EIA. James D. Secrest, executive VP and secretary of EIA since 1952, retires in June after 34-year association.

Robert E. Bilby, manager of advertising, Sylvania Electronic Components, New York, joins Weston Instruments Inc. Newark, N. J., as manager of advertising and sales promotion.

David L. White, director of studios, CBS-TV network operations, named general manager, reporting to Drew Brinkerhoff, VP-operations and engineering for CBS-TV.

George J. Vajdik, with video and audio products division, Bell & Howell, Chicago, appointed merchandising manager for video products.

International


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Tom Richardson, assistant business manager, Screen Gems Inc., New York, joins NBC Canada Ltd., Toronto, as business manager.

Ron Woodall, creative director, Toronto office, J. Walter Thompson Ltd., elected VP.

**Alleged fields**


Fred J. Podesta, president, Madison Square Garden Attractions Inc., New York, resigns to form Fred J. Podesta Co. there, consultancy in entertainment, television and sports fields.

**Deaths**

John K. Lagemann, 58, writer and former aide to Edward R. Murrow at CBS, died Jan. 27 at Montefiore hospital, Bronx, N. Y. Mr. Lagemann was radio editor of Newweek in 1935-36, and later joined CBS where he was on staff of late Mr. Murrow. He is survived by his wife, Betsy, and two sons.

Victor H. Lindlahr, 71, writer and former broadcaster on nutrition, died Jan. 26 in Miami Beach, Fla. Mr. Lindlahr was commentator for Mutual in 1940's and later for ABC Radio. He is survived by his wife, Florence.

William M. Anderson, 43, UI manager for Belgium, died Jan. 21 in Brussels, of influenza. Mr. Anderson had been with UI since 1951. He is survived by his wife, Rosie, and two daughters.

Mark Shaw, 47, White House photographer for President Kennedy, died Jan. 26 in New York, of heart attack. Mr. Shaw had been on staff of VPI Productions, New York, and operated his own studio, Mark Shaw International, in that city. He is survived by his son, David.

Charles Winninger, 84, stage, motion picture and radio-TV character actor, died Jan. 28 in Palm Springs, Calif. Mr. Winninger had many radio and TV roles but was perhaps best remembered for his role as Captain Andy in radio's The Showboat Hour. He is survived by his wife, Gertrude.

**For The Record**

As compiled by Broadcasting, Jan. 22 through Jan. 29 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, au—aural, CATV—community ant. television, Ch.—critical hours, CP—construction permit, D.—day, DA—directional ant. ERP—effective radiated power, kw—kilowatts, kw—kilowatts, L—local, set.—set, mc—megacycles, mod.—modification, N—not, PBA—presumed service authority, SCA—subsidary communications authorization, SII—specified hours, SAA—special service authority, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, UHF—unlimited hours, VHF—very high frequency, vis.—visual, w.—watts, --educational.

**New TV stations Application**

- Greensbury, Pa.—Western Broadcasting Corp. seeks VHF ch. 4 (602-636 mc); ERP 11.8 kw with 2.53 kw aur. Ant. height above average terrain 454 ft.; ant. height above ground 324 ft., P.O. address: c/o John H. Norris, president, 181, Sharon Drive, York, Pa. Filed Jan. 14. Estimated construction cost $155,000 first-year operating cost $60,000. Revenue $60,000. Geographic coordinates 18° 47' north lat.; 79° 28' west long. Type trans. RCA TTU-A. Type ant. RCA TFU-48M. Consulting engineer Fred W. Wise, Windsor, Pa. Principal: John H. Norris, president (21%); Robert F. Nitz and Thomas M. Mott, both vice presidents (each 20%); Mr. Norris owns 20% of WINB. 10% of WCCB-AM-FM June Lion, and is president of WXUR-AM-FM Media, all Pennsylvania. Mr. Nitz is pastor. Mr. Mott is sole owner of advertising agency and WTLN-AP, P.A. Filed Jan. 28.

**Final actions**

- Gainesville, Fla.—Minniswil Productions Inc. Review board granted UHF ch. 20 (506-512 mc); ERP 137 kw vis., 27.4 kw aur. Ant. height above average terrain 600 ft.; ant. height above ground 500 ft., P.O. address: 300 St. Andrews Lane, Ft. Pierce, Fla. Filed Jan. 2. Estimated construction cost $66,000; first-year operating cost $15,000; revenue $60,000. Geographic Coordinates 29° 29' 24" west long. Typ. trans. RCA TTU-A. Type ant. Jimpex J-322-20-H. Consulting engineer Jules Cohen, Washington, Principal: Charles E. Minnisswil, sole owner. Mr. Minnisswil has interest in WTVX-TV (FT) Pierce. In same action application of University City Television Cable Co. was denied. Action Jan. 22.


Other actions


- Review board in Minneapolis, TV proceeding, Docs. 18381-82, granted petition filed Jan. 21 by Control Data Corp. extended to Feb. 14 time to file responsive pleadings to comments and oppositions to motion to intervene and motion to enlarge hearing issues filed Dec. 16, Action Jan. 23.


**Actions on motions**

- Chief Hearing Examiner James D. Cunningham in Tyler, Tex. (Tyler Television Co. and Co. Co.) TV proceeding designated Hearing Examiner Karl F. Cooper as presiding officer; scheduled prehearing conference for Feb. 28 and hearing for March 29 (Docs. 19407-8), Action Jan. 17.

- Hearing Examiner Millard F. French in Anchorage, Cali. (Orange County Broadcasting Co.) TV proceeding, designated Hearing Examiner Karl F. Cooper as presiding officer; scheduled prehearing conference for Feb. 28 and hearing for March 29 (Docs. 19407-8), Action Jan. 17.

- Hearing Examiner H. Gifford Irion in Minneapolis (Vikom Television Inc., and Calvary Temple Evangelistic Association), TV proceeding, extended to February 7 time to file replies and objections to interrogatories (Docs. 18381-82). Action Jan. 22.

**Rulemaking petition**

- FCC in notice of proposed rulemaking proposed deletion of ch. 22 at Seabrook, Del., with assignment of ch. 22 to Annapolis, Md. Action Jan. 22.

**Existing TV stations**

- WCWB-TV Marcon, Ga.—Broadcast Bureau awarded waiver of rules and granted modification of CP to change studio location to 6.6 miles south of Lanier Heights, Ga.

- WJMY(TV). Detroit—Broadcast Bureau granted modification of CP to make changes in rates and increase broadcast time; extended completion date to July 22. Action Jan. 22.


Actions on motions

- Hearing Examiner Thomas H. Donahue in Los Angeles and Norwalk, both California (KFWI(TV) and Diestl Television Inc. TV service), TV proceeding, oral request of counsel for Broadcast Bureau, extended time to file responsive pleadings (Docs. 18678-80). Action Jan. 24.

- Hearing Examiner Arthur A. Clausen in Norwalk, Iowa (Atlantic Video Corp. [WRTV(TV)] and Viacom Broadcast Corp.), TV proceeding, granted additional hearing conference scheduled for Feb. 13 and hearing scheduled for March 31, further order (Docs. 18043-4). Action Jan. 28.

- Hearing Examiner David I. Kraushaar in Des Moines, Iowa (KMCM [KMTV(TV)] and Eastern Idaho Television Corp.), TV proceeding, order that documents identified in Eastern Idaho's motion for production of documents be produced Jan. 31 at 10 a.m. or at other time or date attorneys agree upon, at offices of either KRLB's or Eastern Idaho's attorney, and separate action granted modification of license to do business (KINF-TV) Idaho Falls. Idaho Independent Television Company was made party to proceeding (Docs. 18011-2). Action Jan. 28.

- Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida and Atlanta, Georgia (Georgia Television Co., Community First Corp., New Horizons Telecasting Co., Florida Gateway Community Enterprises Inc. [VTVJ(TV)] and Wometco Skyway Broadcast Co. [WCTM(FM)]), TV proceeding, ordered Ant-win Theaters Inc. to submit to Wometco an offer of sale of Wometco Skyway Broadcast Co., jointly, within 10 days (repetition permitted). Order of order completed statement of ownership; denied in all other respects motion by Wometco Enterprises Inc. and Wometco Skyway Broadcast Co. to compel answer to interrogatories; schedule motions day for hearing on Jan. 31 for purpose of scheduling firm hearing date (Docs. 18084, 175254, 18185-6). Action Jan. 22.

Call letter action

- WRDU(TV). Triangle Telecasters Inc., Durham, N. C. Granted WRDU-TV.

New AM stations

Initial decision

- Eaton, Ohio—Western Ohio Broadcasting Service Inc., Hearing Examiner Chester F. Naumowicz Jr., in initial decision, proposed grant of license to Hardy W. West, Jr., at 505 North Barron Street, Eaton. Estimated cost $18,500; power, 1,000 watts daytime and 160 watts nighttime. Application for license heard (59.4%). Stanley Coning (13.2%) et al. Present evidence opposing grant. In same action hearing examiner proposed grant of application by Albert S. Tedesco to change facilities of WVWM-AM, Inc., from 1380 kec to 1310 kec. Ann. Jan. 27.

Other actions


- Review board in Prentiss, Miss., AM proceeding. Docs. 18080-89, granted petition for reconsideration and further clarification filed by Southern Bell Telephone & Telegraph Co. 18049-50 filed by Miss Lou Broadcasting Corp. Action Jan. 27.

- Review board in St. Louis, AM proceeding. Docs. 18046-51, extended time for filing responsive pleadings to motion to reopen record and for enlargement of issues filed by Broadcast Bureau. Action Jan. 23.


Existing AM stations


Final actions


- WOCV Montgomery, Ala.—Broadcast Bureau granted modification of license to operate main trans., by remote control (moot time); condition. Action Jan. 21.

- WATT Indianapolis—Broadcast Bureau granted license to operate as auxiliary trans. in place of former station, on license for auxiliary purposes only. Action Jan. 24.

- WANN Annapolis, Md.—Broadcast Bureau granted license covering installation of one auxiliary trans. for auxiliary purposes only. Action Jan. 27.


- WMNB North Adams and WBSB Great Barrington, both Massachusetts—Broadcast Bureau granted mod. of license to change name of licensee to Berkshire Broadcasting Co. Action Jan. 22.

- WERC Charlotte, Mich.—Broadcast Bureau granted license covering use of former main trans. as auxiliary for auxiliary purposes only. Action Jan. 27.


- WDQJ Minneapolis—Broadcast Bureau granted extension of completion date to May 15. Action Jan. 27.

- KOYX Joplin, Mo.—Broadcast Bureau granted CP to change to auxiliary use in ant. system, height to 405 ft. Action Jan. 23.

Summary of broadcasting
Compiled by BROADCASTING, Jan. 30, 1969

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Station scoreboard
Compiled by FCC, Jan. 1, 1969

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<th>Com't FM</th>
<th>Com't TV</th>
<th>Educ FM</th>
<th>Educ TV</th>
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<tr>
<td>4,222</td>
<td>1,891</td>
<td>615</td>
<td>354</td>
<td>141</td>
</tr>
</tbody>
</table>

1 Includes two AM's operating with Special Temporary Authorization, and 25 educational AM's.
2 Includes two VHF's operating with STAs, and two licensed UHF's that are not on the air.

- WTVL Lincoln, Neb. — Broadcast Bureau granted extension of completion date to March 1. Action Jan. 27.
- WHOA San Juan, P. R. — Broadcast Bureau granted license covering installation of new auxiliary trans. Action Jan. 27.1
- KOLY Morehead, Ky. — Broadcast Bureau granted license covering increase in power to 1,000 kw. from 750 kw. for auxiliary purposes only. Action Jan. 27.
- WWIN Charlotte, Va. — Broadcast Bureau granted CP to install auxiliary trans. at main trans. location. Action Jan. 27.1
- WBOS Topeka, Kans. — Broadcast Bureau granted CP to install auxiliary trans. by remote control from studio at 18285 College Road, Topeka, Kans.; construction to begin Jan. 27. Action Jan. 27.

Other action
- Chief, Broadcast Bureau granted petition by Electronic Industries Association and extended to Feb. 10 time to file comments, and to April 17 time to file reply comments in connection with proposal of Ovati of frequency amplifiers for modulation monitors in AM and FM stations (Doc. 13689). Action Jan. 30.

Actions on motions

New FM stations

Applications
- Broken Arrow, Okla. — Broken Arrow Broadcasting Co., seeks 92.3 mc., 20 kw. Ant. height above average terrain 269.9 ft., P.O. address c/o A. McWilliams, Box 267. Broken Arrow, Okla. Estimated construction cost $17,125.70; first-year operating cost $9,999.50; construction funds: C. A. McWilliams, president (33%); Bill R. Hutton, secretary-treasurer, and David Hall, vice president (each 25%). Mr. McWilliams owns 60% of Broken Arrow Network, Inc. Broken Arrow: Bixby Bulterie, Bixby's Jenks, Jenks, and 97% of Southside Times, Tulsa, all Oklahoma. Mr. Hutton is director of Alumni Relations, University of Tulsa. Tulsa: Mr. McWilliams, sole owner. Jenks: Mrs. Shoboh rans. Lake Havasu City, Ariz. — Lee R. Shoboh

above average terrain minus 294 ft. P.O. address c/o A. McWilliams, Box 267. Broken Arrow, Okla. Estimated construction cost $1,825; first-year operating cost $5,115.20; construction funds: Lee R. Shoboh, sole owner. Mr. Shoboh is chief executive and operations manager for KRAM Las Vegas and owns radio program company in Lake Havasu City. He is also applicant for AM there. Action Jan. 21.

- Huntington, W. Va. — League Productions Inc. seeks 983 mc., 3 kw. Ant. height above average terrain 300 ft. P.O. address c/o A. McWilliams, 213 New Street, Homestead 302. Estimated construction cost $30,224.70; first-year operating cost $18,000; revenue $25,000. Principals: O. Ralph Matousek, president and secretary-treasurer (each 50%); Mr. Ma- tousek is attorney and director of two banks. Mr. Accursio owns restaurant and has interest in several banks. President, treasurer and director holds two-thirds of board of one bank and has interest in other banks. Action Jan. 21.

- Honolulu, Hawaii — University of Hawaii, seeks 90.3 mc., 213.1 kw. Ant. height above average terrain 246 ft. P.O. address 2660 Campus Road, Honolulu 96822. Estimated construction cost $6,600; first-year operating cost $12,000; revenue none. Principals: University of Hawaii, Board of Regents. Principals: University of Hawaii, Board of Regents. Principals: University of Hawaii, Board of Regents. Action Jan. 23.


- Dayton, Ohio — Mad River Local Board of Education seeks 89.5 mc., 209.1 kw. Ant. height above average terrain 250 ft. P.O. address 861 Harrison Road, Dayton 45431. Estimated construction cost $352,500; first-year operating cost $320,500; revenue none. Action Ohio State Board of Education. Action Jan. 28.

- Austin, Tex. — P.E.P. Broadcasting Assn., seeks 88.3 mc., 3 kw. Ant. height above average terrain 90 ft. P.O. address c/o A. McWilliams, Box 913 West, Austin 78701. Estimated construction cost $333; first-year operating cost $333; revenue $333. Principals: Steven S. Eson; president and Gary F. Condominum, chairman of board. All Principals: Mr. Eson is student and Mr. Eson is electronics technician. Action Jan. 23.


Starts authorized

- WRPC (FM) San German, P. R. — Authorized program operation on 95.1 mc. ERP 50 kw. Ant. height above average terrain 149 ft. Action Jan. 17.

Final Actions
- Groton, Conn. — Lawrence A. Reilly and Students Spokes, granted ch. 268A, 3 kw. Ant. height above average terrain 275 ft. P.O. address 268A. Groton. Estimated construction cost $23,310; first-year operating cost $10,000; revenue none. Principals: Lawrence A. Reilly and James L. Spokes (each 50%).
Broadcasting, Feb 2, 1969

 existing FM stations

final actions:

KLBS-FM Los Banos, Calif.—Broadcast Bureau granted CP for changes to ERP of 25 kw. Action Jan. 22.

WREK-FM, Atlanta—Broadcast Bureau granted CP to install new ant.; change ant. system; EIRP of 15 kw; ant. height to 135 ft. Action Jan. 23.

WWRH(FM) Columbus, Ga.—Broadcast Bureau granted CP for change to ERP of 4 kw; install new type trans.; install circular polarized ant.; ant. height to 210 ft. Action Jan. 24.

WPRS(FM) Skokie, Ill.—Broadcast Bureau granted mod. of CP to change type trans.; change ant. system; ERP of 5 kW; ant. height to 210 ft. Action Jan. 24.

WHK(FM) Erlanger, Ky.—Broadcast Bureau granted CP for change to ERP of 3 kw; install new type trans.; install circular polarized ant.; ERP to 3 kw; ant. height to 200 ft; remote control permitted. Action Jan. 24.


WJBS(FM) Bossom, Ind.—Broadcast Bureau granted license covering change in ERP to 8 kw; make other changes. Action Jan. 25.

WHN-FM Pewaukee, Wis.—Broadcast Bureau granted license covering change in ERP to 28 kw; ant. change; new equipment. Action Jan. 25.

Other actions:


actions on motions:


Hearing Examiner Thomas H. Donahue in Aurora, Ill. (Dearborn County Broadcasting Bureau) to serve Liberal, Kan.; ordered that on or before Feb. 1, Dearborn County broadcasters produce material concerning its gas and oil business at time mutually agreeable to parties and to place if not thus agreed upon, at offices of Schuler's Telephone Co., in Lincoln, Neb. Action Jan. 23.

Hearing Examiner Charles J. Frederick in Pittsburgh, Pa. (WMUR Broadcasting Co. and Middle Georgia Broadcasting Co.) to serve Springfield, Ill.; ordered that on or before Feb. 1, WMUR Broadcasting Co. and Middle Georgia Broadcasting Co. produce material concerning its gas and oil business at time mutually agreeable to parties and to place if not thus agreed upon, at offices of Schuler's Telephone Co., in Lincoln, Neb. Action Jan. 23.

Actions on motions:

[Further actions on motions are listed in the document.]
RADIO—Help Wanted

Management

Station manager needed for New England, full time operation, for sales and promotion. Comes from local competition. He should want a modest salary, fringe benefits and vacation plan. He will be the station's best salesman and must close orders regularly and be particularly active in community affairs. He must sell himself first and include full details, active references, required salary to Box A-226, BROADCASTING.


WANTED—General manager—small market in north-east. Large radio market for sales, production and able to take complete charge of station. Salary, commission. No experience necessary. All inquiries answered. Box A-278, BROADCASTING.

WANTED—Christian man to manage FM station. Sayd resume and starting salary desired. Write Box B-53, BROADCASTING.

We now operate two AM and 1 FM station in Missouri and expecting to open another AM very soon. Our manager now has a sales experience and 1st, would help. Very good opportunity and salary for good man. Box B-57, BROADCASTING.

Manager who can take from ground zero top 50 market station in NE to be rebuilt with top facilities. Must have a sales background, experience, and be willing to work and build up yourself in excellent radio market, you've got a future and top potential with our growing company. Position available approximately 6-8 weeks. Herbert W. Hobler, Nassau Broadcasting Company, Box 1355, Princeton, N.J., 609-924-3600.

Sales

Southern Virginia soul group owned station needs salesman—chance to move up. Learn complete station management. Salary A-100, BROADCASTING.

Successful AM in 39th market, expanding to multiple stations. Prove your ability and your sales manager in one. Write resume and details, required in first letter. Box B-9, BROADCASTING.

Salesman for Georgia R&B station. Send complete data. Box B-27, BROADCASTING.

Immediate opening—salesman, management potential. Must have sales experience, expenses, active, contact list, Southern New England, growing market. Box B-45, BROADCASTING.

Successful single market station in sunny California needs creative salesman, first phone a plus, but not essential. Unusually fine place to raise family. Excellent earning potential. Box B-59, BROADCASTING.

Need aggressive, experienced sales manager for top rated station. Needs new management. Gulf, area. In-guaranteed plus over ride. Box B-75, BROADCASTING.

Immediate opening/salesman,annoncer, plus companion. Needs WACM's experience and potential, KAMX, Box 206, Cozad, Nebraska, 69130, Call area 308-784-3665.

Grow with all American KTUF sales in Phoenix, Arizona. Excellent active account list for real pro- ducer. Contact Joe Thompson or Wally Grant, KTUF, 3033 North Central Ave., Phoenix, 85012.

Madison, Wis. #1 AM music-news.#1 FM "good music" stations have career opportunity for young creative salesman on the way up to sell our AM-FM combination. You can expect to earn $5,000 more than you presently earn, live in an ideal city, have an easy job for a market leader and stock interest. WISX-One of six Mid-West Family stations.

Michigan regional looking for good salesman ready to grow. Family small to medium market. WPFG, Ann Arbor, Michigan.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads $25.00 per inch. 5" or over billed at run-of-book-rate. Stations for sale and equipment to be bought by stations, Employment Agencies, and Business Opportunities advertising require display space. Agency commission only on display space.

All other classifications $50 per word—$4.00 minimum

Address replies: c/o BROADCASTING, 1735 DeSoto St., N.W., Washington, D. C. 20036

Sales—(cont'd)

Broadcast school counselors for our offices in New York City, Washington, D.C., Dallas, Houston, & Miami. The job requires experienced broadcasters only. To test, judge and interview prospective stu- dents—determine their abilities and equate them to their chances with our programs. Earnings are between $150 to $300 annually and we gladly show you the pay records. Only the very brightest need send resume, photo to Wm. Anderson, President, Box 18006, San Francisco, 94118.

Sales position—Audition Directors Broadcast school. Men needed to work for nation's leading broadcast school, Columbia School of Broadcast. Here's what you do: You're the first person who will see prospective students—determine their abilities and equate them to their chances with our programs. Earnings are between $150 to $300 annually and we gladly show you the pay records. Only the very brightest need send resume, photo to Wm. Anderson, President, Box 18006, San Francisco, 94118.

Announcers—(cont'd)

1st phone announcer: beginner, wants airstitch in northeast; no maintenance, worked as broadcast engi- neer. Box B-81, BROADCASTING.

West Texas station needs experienced morning man. Must have wide training and experience with all over seven years. Prefer person interested in local news. New facilities. No floats. Clint Farmby, Manager, KPN, AM-FM, Hereford, Texas.

Christian station with balanced programing. Must be good reader, smooth on board and first class production skills, experience, stability. Prefer fam- ily man, with no service commitments. Personal and professional references will be thoroughly checked. Send tape, pic, resume, recommendations to Mike Dine, WDON, St. Cloud, Minn. 56301.

Talent needed for five-time-night life station in mid-wes- tern. Good opportunity for young man with experi- ence to work in all areas. MOR disc jockey to air on every show. Send completed resume to: Mr. Marvin Chavin, Program Director, WDRM—TAY, 120 College S.E., Grand Rapids, Mich.

WPOP needs 1st phone all-nighter who wants to grow. Great opportunity for right guy. Resume, salary, air check to: P.D., WPOP, Hartford, Con- necticut.

Leading radio-TV operation has opening for top-flight night dj for radio, with some television if qualified. Send tape, WAIS Radio and Television, Savannah, Georgia.

Personality, Good voice. Casual professional style for mid-morning at modern country station. #1 in this large Gulf coast market. Paid insurance in- cludes hospitalization, life, dental, Profit sharing. Big town will move up to larger market. Tape, picture, resume to Mike Malone, WUNI, Radio, P.O. Box 4614, Mobile, Alabama 36604.

First phone announcer for aggressive 5000 watt market in Albuquerque. Good salary and opportunity. Call 505-863-4444.

Wisconsin stations expanding, now in need of good announcer with some news background. Good work- ing conditions. Salary depending on ability. Con- tact James P. Schuh, Program Director, Stevens Point Broadcasting Co., Stevens Point, Wisconsin, Box 667 of the Sentry family, Stevens Point, Wisconsin, Area code 715-341-1300.

Ready to move up to drive time? We need someone with good on-air talent. Good producer, can handle a market of 64,000 and run tight board with good ratings. Good producer, can handle a market of 64,000 and run tight board with good ratings. Good producer, can handle a market of 64,000 and run tight board with good ratings.
Annen-"ers (cont'd)

First phone announcer with PD potential needed immediately at solid Mid-Wisconsin AM-FM Stereop. The location is expandable by expansion. Call Ty Seils at 715-258-5528.

Technical

Wanted immediately—transmitter engineer to assume minor preventive duties as a combined AM-FM transmitter maintenance technician for recreational activities unlimited with Washington and Baltimore within one hour’s drive. Home of night horse racing with two thoroughbred tracks expected. Bachelor’s degree from Alexandria, Virginia, new equipment. A good man can be his own boss. Application: BROADCASTING.

Engineer, experienced or will train. To be responsible for the complete operation of two full time stations, and a third station in process. All stations within 60 minutes of each other. Car and good working conditions and benefits. Midwest City, OK. Send resume. Replies confidential. Box B-47, BROADCASTING.

Wanted—Chief engineer, for board work and maintenance. Must have good working conditions. Please send resume, salary requirements and references in first letter. Box B-48, BROADCASTING.

Opening for first class man for transmitter and studio technical work. No air work. Basic knowledge and desire to learn more important than experience. Salary open. Contact Jim Murphy, Chief, WAIM, AM-FM, Madison, Wisconsin.

Immediate opening for Transmitter Engineer. Age no barrier. WRVAM, Aberdeen, Md. 21001.

Somewhere there is an inexperienced engineer who wants to learn engineering. We will train you to become a good engineer. WQZ, Albany, Georgia.

Chief engineer, experienced complete maintenance AM and FM transmitters including directional antenna. Write giving background, availability and salary requirements. Box B-14, BROADCASTING.

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

Three station complex in northeast wants aggressive, hardworking newscaster with voice and writing ability. Must be able to assume newscast directorship. Salary range $125-150 depending on ability and experience. Box A-267, BROADCASTING.

Energetic local news man for New Haven—Bridgeport area news accounted dramatic. Box B-24, BROADCASTING.

Young dedicated news-talk man, for expanding 5 station network. Heavy local color. Resume to Dave Williams, WACE, Box 2007, Spring- field, Mo. 65806.

Experienced, rust-eating-standing newsmen needed at once for central Florida’s leading radio network team. Send tape, photo, resume and salary requirements to: Mike Miller, Director, WDOO, P. O. Box 1883, Orlando, Florida.

Immediate opening for an assistant news director. Applicant must have experience, good voice, type well. Six-day week, three week vacation, hospitalization and retirement plans. Apply in person or send tape. Starting salary depends on individual. Apply H. M. Thayer, WGHQ, Kingston, N.Y.

Programing, Production, Others

$7500 a year to start. Pennsylvania. Program director with 1st ticket. No maintenance. Pop contemporary format—but not hard rocker. He will supervise program director and create ideas. DJS looking for first PD job considered. Tape resume letter first. Box B-27A, BROADCASTING.

Production/DP and some air work for fast paced MOR 2 station 150,000 market in north east. Box B-28, BROADCASTING.

Program director. If you’re a lock ready to move right into program director, if you are not now director that can get numbers for a top 40, that also can program by listening and creating and ideas you, ideas, production voice, plus morning shift. Will give you the ball, you run with it. Please send resume, salary requirements and references, plus tape in first letter. Box B-49, BROADCASTING.

Good music suburban station needs a quality announcer—spotter, part time, experience. Programing a must. Rapid advancement to P.D. Pay $1300 to $900 depending upon experience. Send resume and tape to WPVI, Philadelphia, Ohio.

Programing, Production, Others (cont’d)

Butting—MOR AM-FM with CP for TV needs talented take-charge guy with 1st ticket, for production and air shifts. Expanding group on east coast—get one now! Box B-27, 1911 739-8317.

If you’ve wanted a chance to do original broadcasting from every part of your coverage area, a chance to work with no boundaries to work with professionals—many former metro pro’s! Make above average money, you want to work with us? What are you waiting for? If you’re fed up with run-of-the-mill radio at starvation wages... let me know. You have 3 years experience and be eager to use your versatility from board to newscast. You must have weekend/weekend shifts. We prefer mid-west or mid-south, but will consider others. Let me know if you are interested. Can we make one for a natural for TV, 3rd endorsed, draft exempt—Medium to major market. Box B-60, BROADCASTING.

Immediate availability. Two years experience, third, draft deferred. Box B-62, BROADCASTING.

Experienced announcer-chief engineer. Heavy maintenance. First ticket. Box B-56, BROADCASTING.

I’m your man. DJ—Announcer—professional training in all phases of radio & TV. 3rd endorsed. No drifter, no problems, just looking for a home. Box B-70, BROADCASTING.

Announcer/DJ. 3 years experience, personable, upbeat, tight board. Third class endorsed. Not floater or prime donor. Willing to relocate. Top 40 format. Box B-71, BROADCASTING.

Announcer, newsmen. Prefer Washington, D.C. area—will relocate for right offer. 3rd endorsed, for right opportunity. Box B-113, BROADCASTING.

Top 40 exp. 8 years experience. 5 years P.D. Top Ratings. Call 2-7 p.m. 319-366-1233.

Announcer—1st ticket desires position in Southern California, southwest, Miami area, or other warm climate area. Special interest in promotions. Good at sports. Also experienced in MOR. CWG, Rock, College and disco. WANTED. Good at creating pro-fessional outlook with ability contact: Terry J. 6608 W. 102nd Overland Park, Kansas 66212—913-M 9675.

Young announcer—4 years experience. First ticket, sales. CWG/MOR, L.P. 1328 E. 54th, Brooklyn, N.Y. 11234.

FM announcer wants to work on station in north-west near water. I like Lake Tahoe. Experienced, educated. Prefer progressive contemporary format. Call 1st phone Feb. 318-893-9050, 5-6 p.m. E.S.T. ask for Chris Kidd.


Experienced 1st phone wants nights or week-end, Fresno Calif. area. Russ Vestal, Fresno CT.

Need a sports announcer? I’m 24... Masters degree in business administration (marketing) but also 3 years on sports radio! Former Announcer of Broadcast Arts andbrushed up on broadcasting. TV, radio and tape are careers I’m interested in an intelligent, articulate, young sports announcer who’s main interest is play-by-play and broadcasting. Prefer midwestern school. Write George Blaha, 2406 College Drive, Ap. # 205 Grandview Missouri 64038.


Intelligent, enthusiastic, versatile announcer. Service complete. 1/2 yr. radio experience, 3rd endorsed, prefer northeastern or southeastern states, contact Melvin N. Toomer, 30 East 127th St., New York, New York, 10035 or 212-534-6181.

Technical


Engineering position wanted at University radio or TV station by a young married engineer experienced in all phases of AM & FM technical opera-

Radio technician. Audio and automation systems experience. Skilled system etc. wants maintenance position in a good location. Box B-12, BROADCASTING.

Chief or assistant, supervisory or maintenance, 25 years experience. Box B-16, BROADCASTING.

1st phone engineer—have some combination experience—Western states preferred. Box B-22, BROADCASTING.

Have first-name...would like transmitter watch. 212-323-6726.
Situations Wanted

Technical—(cont’d)

1st phone, finishing service in April, Peter Colorado area, Pete Berquist, 409 Caney St., Milton, Florida. 904-622-6729.

NEWS

Broadcast journalist: experiene in all facets of the media (1st phone and some TV). Full time, hardworking, ethical personality. Open to change in organizational structure. Contact BAG 234-1212.

News director, seeks large market challenge. Responsible, hard-driving administrator. Strong on-the-air person as news director. Box A-268, BROADCASTING.


Qualified newswoman, six years experience in New England city. Seeking right move: tape, resume, photo available. Box B-20, BROADCASTING.


Programing, Production, Others

Working PD, 6 years experience, desire dl position. Philadelphia market. Box B-3, BROADCASTING.

PD and/or operations manager, 12 years experience. TOP/MOR/monitoring. Willing to do ev- erything under voice, top first phone, top 100 market. Box B-6, BROADCASTING.

Experienced sports director/talk show/PP/BP/very creative. Box B-31, BROADCASTING.

"All-Oldies format gets big numbers." Let your imaginative announcer of nine years help you set it up. Now a newscaster in top 15 market, 25 years experience in first station. Masters degree Excellent references. No prima donna. Also interested in top 40 position. Box B-64, BROADCASTING.

Modern country program director. Creative and real innovator. 1st phone, too. Projecting to top 10 market. Interested in more challenge and more opportunity, more money. Box B-65, BROADCASTING.

"Top 40" program director, (DI), winning personality, proven to hold ratings, induces perfection and competitive work. Know music, 3rd class. Phone 513-631-5428

Need ratings? I have the ability. Seeking to pro- gram metro station with proven good music format. 815-451-7531.

What can David Lawrence-Programme Consultants do for your station? Write and find out! David Lawrence-Programme Consultants, 4171 South Re- nette Drive, Tampa, Florida 33611.

Operations manager—Chief engineer—Available for small market AM-FM. Married, 9 years experience sales—announcing—Production—CTV-management. Phone or write Ron Meyer, 2 Birchwood Park, Fishkill, N.Y. 914-866-9042.

TELEVISION—Help Wanted

Sales

Television salesman wanted—Miami's dynamic chan- nel 23 seeking hard selling TV professional. Excellent compensation. Send resume: General Sales Manager, WAJA-TV, 695 N.W., 199th Street, Miami, Florida 33169.

Announcer

Major midwest TV/FM station wants sportscaster. Rewrite, play-by-play, studio shows. Will need voice and video tape. Write Box A-14, BROADCASTING.

Technical—(cont’d)

Wanted—Chief engineer to supervise construction of new UHF TV station and take full charge of existing AM-FM station in southeast group of stations. Box A-257, BROADCASTING.

Manager of TV engineering interested in relocating. Fourteen years experience, including past three and one half as chief of VHF-TV station. Write Box A-287, BROADCASTING.

Chief engineer—large ITFS multi-channel, opera- tion in busy major market, full time. Tape, Studio and transmission operations. Consider- able operating experience and some design. Requires skill, imagination and drive. Salary dependent on qualifications. Box A-290, BROADCASTING.

Experienced TV engineer. Move up with a fast growing "U" in the center of Wonderful Wisconsin. We like it here and our air, picture and the opportunity is growth. Send resume. Box A-291, BROADCASTING.

Chief engineer—large ITFS, multi-channel, opera- tion in busy major market. Full time, tape, studio and transmission operations. Consider- able operating experience and some design. Requires skill, imagination and drive. Salary dependent on qualifications. Box A-290, BROADCASTING.

Opening for technician with expanding UHF group station. First class license. TV operations and maintenance. Must be experienced with knowl- edge of color equipment. Pay commensurate with ability. Contact David Boyd, WICD, Champaign, Illinois 618-234-8090.

To: Baltimore, Washington, Philadelphia, Pittsburgh and New York. Wanted: Two 1st class experienced engineers. Expand and maintain a public television station in south central Pennsyl- vania. Heavy color production schedule necessitates expansion. Present equipment includes new 40 foot color remote van, two Ampex 2000's, 3 PD-70's, a 12 V/8 Vision camera and a Sony audio gear. In addition to present 40 x 10 studio, expansion in- cludes a 60 x 60 color studio now in progress. Pays with over-time plus excellent retirement and health plans. For further information, contact: Larry Winemiller, Chief Engineer, WITF-TV, Her- shy, Pa. 717-531-9212.

Openings for technicians with 1st class license. AK-AM/VHF TV operation and maintenance. Video Tape, automation, FM studios. Experienced or inexperienced. Air mail resume. Box A-291, Pat Finnegan, WLBC-TV, Munice, Indiana 47551.

Television studio engineer. Need both experienced and inexperienced men in CCTV system design, maintenance and operation. QUAD VTR—Film—Cable equipment. Write Wendell Ford, College of the Desert, 47600 Monterey Avenue, Palm Desert, California. 92260.

Television technician for studio operations and maintenance in extensive, broadcast quality CCTV WRTV works with ISC for 1 month in 70s. Regular working hours, weekends off, annual raises and fringe bene- fits. Required of 5 years of experience and completion of recognized technical school. Send resume, color photo to John J. Meyer, Chairman, 122 North U.S. Route, Chicago, Illinois 60610.


Television technicians—must have 5 years TV experience. Pay range $6.00 to $6.50 per hour; ex- cellent working conditions. Starting hours, 8:45 a.m. to 5:30 p.m. Monday through Friday. Jobs located in Washington, D.C. Send resume or write for full information to Paul U.S. Postal Officer to: Recruitment, U.S. Information Agency, Washington, D.C. 20547. An equal opportunity employer.

NEWS

TV sports reporter—ability to write, comment and investigate local and national sports issues. Must be solid on-camera personality, fast action camera operator, able to write unique copy, expert in color equipment. Benefits A-186, BROADCASTING.

Chief engineer—network affiliated station in top ten market. Responsibilities will also include existing AM and UHF stations. Box A-251, BROADCASTING.

Television newsman skilled as a reporter with air- to-air color satellite for major Southeastern market. Must have excellent on-camera personality, fast action camera operator, able to write unique copy, expert in color equipment. Salary and fringe benefits. Box A-57, BROADCASTING.

News reporter, major eastern market. We are look- ing for one man who has had good experience, and who wants to move up. Must be able to produce color footage. Send resume for live on-camera opportunity. Box B-13, BROADCASTING.

One experienced TV photographer with journalism background preferred. Some television in quali- fied. WSVA TV and Television, Savannah, Georgia.

We are expanding our news staff! Need a newsman with 1 year experience, plus 2 years producing to join our aggressive news team. Must be able to film and write news and have the ability to do on camera reporting. Contact Al Fleming, News Director, WTVM-TV, Columbus, Georgia.

Programing, Production, Others

Ideal opportunity for young graduate with TV major to become production director and assistant producer for Top 10 television and broadcasting properties. Please reply to Box A-205, BROADCASTING.

Wanted: Announcer—producer—not just a man who talks, but one who can think too. This man may be located at a radio station wanting to join the Top 10 television station. Must have VTR and resume to Box A-277, BROADCASTING. An equal opportunity employer.

Producer—directors for Midwest educational television. Top 10 market full color, needed seasoned, creative, mature PD, with remote, studio and film experi- ence. Invites commercial background. Full details first letter, Box B-2, BROADCASTING. A very attractive opportunity.

Director of Course Production. Major TV organization seeks M.A. with a minimum of four years pro- duction experience to coordinate production of TV Materials. Salary open. Midwest location. Send resume and letter of application to Box B-38, BROADCASTING.

TELEVISION—Situations Wanted—Management

Controller—10 years. Financial, supervisory & Data processing. Very strong in all areas. Wants responsibility. Box B-4, BROADCASTING.

Executive Vice President—General Manager—Na- tional sales manager for medium to large market or group. Thoroughly experienced all phases: Sta- tion—ownership—management, sales—management—sales—national and local. Excellent promotion and network—newscasting—announcing. Leader in community affairs. 15 years in television: 13 prior in management. Experience: 28 years age 44, Nationally known as successful administra- torproducer—national—local market with success and quality competitor. Assustomed to much responsibility. Will consider developing station with possible future growth and substantially increase profits Box B-34, BROADCASTING.

Business manager with top broadcasting company in Midwest area wants experienced, young, aggressive, advanced degree, Box B-10, BROADCASTING.

Sales

11 years solid broadcast sales experience at both local and national level. College grad, married, children. Top references furnished including present employer. Seeking sales management position with opportunity for advancement. Prefer Texas area, but all offers considered Box B-9, BROADCASTING.

Technical

Chief or assistant, supervisory or maintenance. 25 years experience. Box B-17, BROADCASTING.

BROADCASTING, Feb. 3, 1969

77
Responsive Assistant
In a major market delivering news reports, you will gain exposure to the latest equipment and production techniques. This is a great opportunity for a Sales Manager with a keen eye for detail and a passion for sales.

**Overview:**
- **Location:** Eastern Region
- **Responsibilities:**
  - Develop and execute a comprehensive sales strategy
  - Manage a team of sales representatives
  - Foster relationships with key stakeholders
- **Qualifications:**
  - Minimum of 5 years of sales management experience
  - Exceptional communication and leadership skills
  - Proficient in Microsoft Office

**Contact:**
Mr. E. A. Fournier, Director of Sales, Broadcasting Company
P.O. Box 501, New Orleans, LA 70130
Phone: 504-555-1234
Email: info@broadcastingco.com
Radio-TV Pro
20 years talent end, seeks initial managerial slot. Ivy grad, personable, knowledgeable production, programing, play by play, news, good music, editorials, community involvement.
Box A-12, Broadcasting.

NATIONALLY KNOWN SPORTSCASTER
Seeks Management-Ownership Opportunity
I am looking for a profitable operation in a college town that offers college football and basketball play by play in addition to general managers position. If you eventually want to sell all or controlling interest, I'm your man. Can offer twenty years experience in all phases.
Box B-10, Broadcasting.

SALES

Aggressive young Radio and TV executive, with knowledge in all phases of Broadcasting, seeks position with growth. Preferably with chain. Will relocate.
Box B-11, Broadcasting.

TELEVISION—Help Wanted

ANNOUNCER
Major Market Background
Pittsburgh and Cleveland-New York area
Bob Curley
229 Thomas Street
Woodbridge, New Jersey
201-684-5024

ANNOUNCER—cont'd

TELEVISION

SALES

TELEVISION SALESMAN

Leading Western New York group television station has an exceptional opportunity for the right man. List of active accounts will produce five figure income. The man we are looking for must have medium or major market radio experience with some background in handling agency accounts. At least two years of college and an outstanding and verifiable sales record required. If you want to move into television with a solid group station here is your chance. Send resume and letter selling yourself to:
Box B-51, Broadcasting.

NEED HELP?
Place Your AD in

Broadcasting

where it receives nationwide display.

Program, Production, Others

Sales Promotion
Major midwest market station offers excellent managerial opportunity to aggressive, creative, self-starter with several years experience in promoting and advertising radio and TV operations. Excellent benefits and salary commensurate with experience and potential. Reply in confidence, furnishing full personal data, salary history, and promotion samples to:
Box B-36, Broadcasting.
Equal Opportunity Employer.

Situations Wanted Management

Announcers—(cont’d)

AVCO Corporation
... a large electronics manufacturing/broadcasting corporation has been awarded a three year operation and maintenance program of television stations in Saudi, Arabia. Openings exist in the following areas:

*CHIEF ENGINEERS
BSIE or equivalent plus 10 years' experience in over-all VHF station operations.

*BROADCAST TECHNICIANS
Television technical school plus 5 years' experience in VHF station equipment operation and maintenance.

*INSTRUCTORS
Television technical school plus 5 years' experience in formal classroom instruction on electronics equipment.

Generous salary—completion bonus—living allowance—excellent fringe benefits. Send resume in confidence to R. E. Warlich.

AVCO
Field Engineering
P.O. Box 41300
Cincinnati, Ohio 45241
(An equal opportunity employer)

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, SDF, audio tapes.
Box A-11, Broadcasting.

NEWS ANCHORMAN

Former CBS, New York studio, heavy on radio-TV news, interviews, game shows, sports and documentaries. Currently free-lance: films, national TV-radio commercials. Wants TV Anchor news spot.
John Reed King, 111 Fairway Circle, Pittsburgh, Pa., 15241, 412-935-8838.

DOCUMENTARY WRITER/PRODUCER

Pacific Coast major market TV station needs experienced documentary writer/producer at once.

This writer should have considerable experience in a metropolitan TV news department and some experience as a documentary writer. We want to talk to top notch creative people with ability to research—write and produce—as part of the west's best TV news Staff.

Send examples of your work and complete resume to:
Box A-18, Broadcasting.
FOR SALE

FOR SALE

A drop in the bucket can float a ship.

A drop of water. And another and another. That's the way it's done with Project HOPE, the people-to-people program that each year sends medical aid and training to nations long on sickness and disease but short on medical personnel and facilities. Send your contribution. It's important. Do it today.

Please make checks payable to Project HOPE. All contributions are tax deductible.

Project HOPE
Dept. A
Washington, D.C. 20007

I am enclosing $____ as my share of HOPE.

Name ____________________________
Street __________________________________
City ____________________________ State __ Zip ______

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FOR SALE—Stations

10-Channel OKLAHOMA CATV
By owner. City of 12,000. Everything desirable. $235,000 cash.

Box B-42, Broadcasting.

FOR SALE

FOR SALE

3-RCA Type TK-41C Color TV Camera Chassis with rack mounted control equipment. In excellent operating condition. Late Model. $15,000 each complete

1—Taylor Hobson Varotal V Zoom Lens with adapters $3,000

150 ft, RCA Color camera cable in various lengths. $7 per foot

Box B-43, Broadcasting.

Confidential Listings

RADIO—TV—CATV
N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R. C. A. Building, 3636 Sunset Blvd., Suite 701
Hollywood, California 90028 — 213/469 1171

BROKERS—CONSORTS

South small profitable $50 M cash
Midwest major FM/Profit 500 M terms
South small daytime 65 M terms
Fla. metro coastal 225 M terms
Tenn. small AM & FM 235 M terms

West major daytime $110 M cash
N.E. metro profitable 600 M terms
Fla. small daytime 70 M terms
N.E. major profitable 800 M terms
N.E. small profitable 225 M terms

Chapman Associates

Chapman Associates

2045 Peachtree Road
Atlanta, Ga. 30309

For the Record

- WISE Asheville, N. C.—Seeks transfer of control of Belaphone and McElruff Enterprises Inc., from John Lee Davenport (60% before, none after) to Jimmy B. Carpenter, president. Mr. Davenport owns 31% andModes of WOIC Columbia, Ga. Principals of Spokane Television Inc.: Donald Davenport, president, votes 100% of stock of buying corporation which is held by Evening Telegraph Corp. of Walla Walla, Wash.

- KOSG Pawhuska, Okla. — Broadcast Bureau granted transfer of control of Cherokee Broadcasting from James Chiles (50% before, none after) to John H. Hogen (none before, 100% after). Principal: Mr. Hogen is managing editor of local paper. Consideration: $122,500. Action Jan. 22.


- WPTQ Norfolk, Va. — Broadcast Bureau granted assignment of CP to Edmund D. Beldous from Broadcasting Associates Inc. for $75,000. Principals: Mr. Davenport owner of WCHO-AM-FM, Washington Court House and Mr. Charles Cooper, president and Charles N. Cooper, secretary-treasurer. Consideration: $75,000 for stock of WCHO-AM-FM. Messrs. Graham and Green are engaged in vegetable farming and have 50% of real estate investments. Action Jan. 19.

Community-antenna activities

The following activities are in community-antenna television reported to

**BROADCASTING**, through Jan. 29. 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.

- Oxard, Calif.—Alameda Cablevision has applied for a franchise. Previous applicants were Oxard Cablevision Inc., Vumore Cablevision, S. Leonard & Bell, and Storer CATV Inc. (multiple CATV owner).

- Tracy, Calif.—General Electric Cablevision has applied for a franchise. The company would provide CATV service in Tracy for $350,000. Action Jan. 22.

- Crystal River, Fla.—Leesburg Cablevision, represented by Fred Rutledge, has applied for a franchise. The company would provide CATV service in Crystal River for $150,000. Action Jan. 19.

- Fort Pierce, Fla.—Air Media Inc., which owns WOTQ-TV, has applied for a franchise. The firm proposes to provide CATV service to Fort Pierce for $350,000. Action Jan. 19.

- Chetek, Wis.—Clear-Cable Television Corp., represented by Lynne Barratt of Grove, Okla., has applied for a franchise. The company would provide CATV service to Chetek for $100,000. Action Jan. 19.

- Winfield, Mo.—KZTV Inc. has applied for a franchise. In addition, the company proposes to provide CATV service to Winfield for $125,000. Action Jan. 22.

- Beth. Mo.—Cable and Antenna Inc., Biddeford, Me., and Casco Cable Television Inc., Welling, Me., have each applied for a franchise.

- St. Louis—St. Louis Cablevision Inc., owned by Time-Life Broadcast Inc. (multiple CATV owner) and represented by Otto Ohland, has proposed a 25% CATV system. Consideration: $2.5 million. The company would pay 6% of its gross receipts. Mr. Ohland estimated the city would receive about $25,000 in gross annual revenue. The company would pay 9% of its gross receipts. Previous applicants were Vandalia Cablevision and St. Louis. The franchise would pay 9% of its gross receipts. Mr. Ohland estimated the company would pay 5% of its gross receipts and would grant a franchise to the city. Mr. Ohland estimated the city would receive $2.5 million. Another applicant is Melhar Communications Inc., represented by Paul Musick, president, which also would pay 5% of its gross receipts.

- Altona, Mo.—Cable Communications Corp. of Oklahoma City has applied for a nonexclusive franchise. The company would pay 2% of its gross receipts. Mr. Musick has applied for a franchise which would pay 2% of its gross receipts. Previous applicants were Vandalia Telephone Co., Mac’s Appliance and Cablevision Inc. (50% of control of Country Broadcasting Corp. and 25% of control of Davenport Broadcasting Co.). Mr. Musick would pay 2% of its gross receipts.
Alan Henry literally hobbled into a career in broadcasting in 1947. But he has been fleet and sure-footed ever since, moving into and out of progressively higher posts until he was named vice president, group operations of the fast-stepping Sonderling Broadcasting Corp. in 1967.

Mr. Henry had planned originally to become a commercial artist or an architect, but while serving in the U. S. Army he was injured severely in an automobile accident. Operations were performed on his back and spine. While recuperating in an Army hospital in Valley Forge, Pa., he auditioned for an announcer’s assignment on the Armed Forces radio station there and won.

He decided on broadcasting as his life’s work and returned to New York in 1948 following his discharge to study at Columbia University. He left in 1950 after two years because, he said, “I was impatient to get started in the radio business.”

From 1950 to 1967, when he assumed his present post, Mr. Henry rolled up experience as an announcer, program manager, salesman, sales manager and general manager in such diverse locations as Norwich, Conn.; Hartford, Conn.; Waterloo, Iowa; Miami; St. Louis, New York and Los Angeles. He noted wryly that at one point some friends said he smacked of being “a drifter,” but Mr. Henry offered this explanation:

“It was all part of a plan I had to gain as much varied experience as I could, do a good job and move on. I believe I can honestly say that I have improved the operation of every station I have managed.”

Mr. Henry is an alert, medium-sized man of obvious energy, ambition and self-confidence. He credits his success, in part, to “good luck,” and, in a moment of self-analysis, commented:

“I’ve always wanted to succeed. But I’ve never wanted to succeed at the expense of somebody else, and I think I’ve lived up to my credo.”

He expands on the “good luck” factor in his career by pointing out that he was general manager of KDIA, Kansas City; and KDIA was the result of the merger of KDIA and WAST in 1950.

Mr. Henry was a member of the original KDIA staff. He was named general manager of KDIA in 1954; Mr. Henry decided to leave. Mr. Sonderling’s parting words to him were:

“Alan, you and I are going to get together again some time in the future.”

In the ensuing years, Mr. Henry was accumulating experience in major-market radio organizations and Mr. Sonderling was busy assembling a complement of stations that now run to six AM radio and two TV outlets as well as four FM facilities (wopa-am-fm Oak Park, Ill.; kdia Oakland, Calif.; kfox-am-fm Long Beach, Calif.; wbwl New York; wdia-am-fm Memphis; wol-am-fm Washington; whky-tv Louisville, Ky., and wast(tv) Albany, N. Y.).

In 1967 when Sonderling Broadcasting went public, Mr. Sonderling remembered his promise and asked Mr. Henry to join him in the top operational post, and the latter accepted.

Mr. Henry believes he has made what he considers to be “two outstanding contributions” to broadcasting. The first was his discovery of Joe Pyne, while Mr. Henry was in the employ of Metromedia, and the second was the development of a concept for the sale to advertisers of the all-news format while he was at the Westinghouse Broadcasting Co.

“I persuaded Metromedia to put Joe Pyne on radio and TV,” Mr. Henry said. “Whether you like or dislike the guy or agree or disagree with him, he was different and refreshing and he provided the impetus for a new kind of TV programming. At Westinghouse, sales were lagging when I came there and I developed the concept built on quantitative and qualitative research that turned sales around at both wns New York and kwy Philadelphia.”

The Sonderling radio stations are Negro-slanted, with the exception of KFOX, which is a country-and-western outlet. Mr. Henry disclosed he is in the process of developing research, in association with Grey Advertising, on Negro listening patterns. This research is expected to indicate how the Negro listens to general and to ethnic radio stations, irrespective of the ratings generated.

Mr. Henry is operational head of Sonderling for all its activities which include Modern Teleservice Inc., New York, a distributor of TV and radio commercials. He directs a staff of more than 400 at the company. It had its beginning in 1950 when Mr. Sonderling assumed control of WOA, which employed a handful of people.

Mr. Henry observed that Sonderling has had a gradual but steady expansion program over the years and in 1968 ventured into TV with the acquisition of WOL-tv and WAST(tv). In its first year under the Sonderling banner, according to Mr. Henry, WOL-tv had a 40% increase in sales and an 18% rise in operating revenues over 1967. The outlook is equally bright at WAST, he said, but the station was acquired in late 1968 and a meaningful comparison is not available.

“We are interested in adding other TV stations to our list,” Mr. Henry said. “Our best prospects are stations with network affiliation in markets from the 25th to the 40th. We also have room to take on another radio station.”

Sales at the six Sonderling radio stations, he reported, are at a “very high level.” He estimated that sales at these stations were “un about three times the industry average” in 1968. How does he explain this upsurge?

“I think there is a greater acceptance of ethnic radio as a whole,” Mr. Henry answered, “and I think our company has been providing improved research and doing an excellent all-around job.”

The challenge of an expanding group operation


For the six Sonderling radio stations, the company has made a significant investment in advertising research and programming. Mr. Sonderling’s commit-
Editorials

Boston stake: $3 billion

A good many broadcasters refused to believe that the FCC was serious in March of 1968 when it proposed a rule to prohibit the acquisition of more than one full-time broadcast station in any community. The same broadcasters thought little would come of a subsequent proposal by the Justice Department that the FCC expand its one-to-a-customer rulemaking to include cross-ownerships of stations and newspapers and to apply the principle to license-renewal proceedings.

All of those broadcasters have been dramatically awakened by the commission's decision of Jan. 22 in the Boston channel-5 case. Suddenly every broadcaster in his right mind is aware that the FCC has created the mechanism to break up multimedia ownerships in every market where they exist, which is to say practically every market.

There is no point now in reminding the broadcasters that they should have heeded the early warning signals. Nor is there any longer a need to urge them to do something. The alarm has sounded coast to coast. The headquarters of the National Association of Broadcasters has been stirred to action.

What is to be done? First, of course, it must be assumed that appellate procedures will delay the final action in the Boston case. It may even be hoped that the case will somehow be overturned, upon reconsideration by the commission or appeal in the courts. But broadcasters would be unrealistic to rely upon those possibilities. The final solution must depend on legislative action.

Research submitted to the FCC last week jointly by clients of the Washington law firms of Pierson, Ball & Dowd and Dow, Lohnes & Alberson suggests the dimensions of the problem. More than $3-billion worth of broadcast properties have been put in jeopardy, through no fault of their owners. That is a measurement of the utter irresponsibility with which the three-member "majority" of the FCC acted in the Boston case.

Other research has been commissioned by the NAB and other broadcast interests, as a story elsewhere in this issue describes. This research ought to supply the proof that there is no real concentration of media control in this country. Such proof will be extremely useful in the presentation of whatever legislation is ultimately sought from Congress.

For Congress has become the broadcasters' only real hope for a restoration of order in an FCC that has clearly gone out of control. At the minimum the broadcasters must seek an amendment to the Communications Act prohibiting the FCC from taking ad hoc actions that can lead to wholesale divestitures. Perhaps larger measures of legislative action may be obtainable, including a remedy that looks more desirable every day—the reorganization of the commission.

Piling it on

It's too bad that the personal-product code issue flares when broadcasters are in the midst of the kind of regulatory turmoil that threatens the licensing process.

It always seem to happen that way—the emergence of new troubles when existing ones need top-level, undivided attention. This time, however, the code issue need not have erupted.

Acceptance of personal-product advertising had become academic. There is no public complaint. Advertisers and agencies have become remarkably adept in copy preparation and visual presentation. And acceptance, in the final phase, is the responsibility of the licensee.

Other media seem to get by without making a public display of copy acceptance. It's true, of course, that radio and television, being the pervasive media they are, entail more sensitive handling. The NAB has a perfectly competent code authority supervised by a code board of top-flight working broadcast executives who cope with day-to-day programing problems.

As a news medium we certainly do not advocate shutting off the flow of news. But why blow up what should be relatively routine matters into federal cases?

Newspapers and magazines have rather general copy acceptance standards. Each publisher decides what he will print. The criteria vary widely. Where ads violate the postal regulations as to obscenity, or indulge in unfair competition, the publishers hear from government. If they repeatedly violate good taste, they hear from the public. They lose subscribers just as broadcasters lose viewers and listeners by the twist of the knob.

Broadcasters, at this stage, can't drop the radio or television codes. They're stuck with the commercial provisions, too. But they should be able to handle their internal problems without using Macy's window.

Instant discovery

Richard Nixon, in his first time out as President, found the key to success in dealing with the nation's press.

It is to know your stuff, stand up and tell it straight.

Because of the overwhelmingly favorable reaction to last Monday's five news conference, during which he answered as fully as necessary 15 reporters' questions in about 30 minutes, the chief executive stands to become the most prolific user of the televised news conference so far. Herbert Klein, the President's communications director, lost no time in telling an NBC Today audience that Mr. Nixon will go before the press and public "as often as feasible"—perhaps every week, 10 days or two weeks.

That's a long way from the 1960 Great Debates wherein he ran second to John F. Kennedy, or the 1962 California gubernatorial election when, after his defeat, he said he was holding his "last" press conference.

![Drawing: "This tuner is so sensitive, it'll pick up a CPI!" by Sid Hil]
We Hunt for the best... you should, too.

We look at hundreds of plump television programs, then pick the ones that are firm and vine-ripened. We simmer down as many as a hundred pounds of these beauties to select a single half-hour of thick, rich-tasting television. It may take us a little longer to hunt for the best, but that's what makes KPRC Television KPRC-TV.
If you lived in San Francisco...

...you'd be sold on KRON-TV
ployes Union charged WREO with fairness-doctrine violations because of the station's alleged refusal to carry advertisements urging a boycott of a department store against which the union had gone on strike. The union claimed that WREO had reacted to economic pressure from the department store.

The FCC, however, rejected this charge when it ruled last month that WREO had demonstrated its good faith by offering both the store and the union an invitation to air their views after the station had decided to broadcast no further announcements on either side of the issue.

According to the commission, WREO's action made it unnecessary to rule on whether the union had even raised a legitimate fairness issue, since the offer of time would "suffice to discharge the station's fairness-doctrine obligations, had a controversial issue of public importance been present."

Ban-the-beer bill back in legislative hopper

Representative Jerry L. Pettis (R-Calif.) has re-introduced a bill (H. R. 3818) to amend the Communications Act of 1934 to prohibit the broadcasting of any advertising of alcoholic beverages between certain hours.

Mr. Pettis along with Representatives Richard T. Hanna (D-Calif.), Odin Langen (R-Minn.), George E. Brown Jr. (D-Calif.), James C. Corman (D-Calif.), Neal Smith (D-Iowa), and Tim Lee Carter (R-Ky.) sponsored the bill last year (H. R. 14445) in the second session of the 90th Congress.

If the legislation is passed it will become effective 90 days after the date of its enactment.

IRTS, agencies set up timebuying course

The International Radio and Television Society, in conjunction with leading advertising agencies, will conduct a broadcast timebuying training program in New York for disadvantaged students at the college level.

The 13-week, two-hour-a-week course is expected to begin in mid-March. Interested applicants should write to Dr. Edward Lewis, chairman of cooperative education of the Borough of Manhattan Community College, who is handling the initial screening.

The program was conceived by the IRTS's Ad Hoc Committee on Urban Affairs under the chairmanship of Richard Pinkham of Ted Bates & Co. The faculty is headed by Herbert Mane-loveg of BBDO, who has arranged a teaching staff from the media departments of some of the top agencies. The classes will be held in the offices of the media department of BBDO. Eight agencies reportedly already have committed themselves to hiring graduates of the course.

Business briefly:

STP Division of Studebaker Corp., South Bend, Ind., has purchased participations on NBC Radio. Atwood Richards, New York, is the agency.

NBC-TV buys announced last week include: General Motors, Detroit, through MacManus, John & Adams, Bloomfield Hills, Mich., in the Frank McGee Sunday Report and 12 night-time series; Armstrong Cork Co., Lancaster, Pa., through BBDO, New York, in the Frank McGee Sunday Report, First Tuesday and five night-time series; RCA, through J. Walter Thompson, both New York, in six night-time programs; and Coca-Cola Co. foods division, Houston, through The Marschalk Co., New York, in six prime-time series.

Sterling Drug for Lysol, through SSC&B, New York, has renewed on CBS Radio's Arthur Godfrey Time and has ordered more than 1,600 announcements in News-on-the-Hour and Dimension for 52 weeks for Bayer aspirin and Cope (through Dancer-Fitzgerald-Sample) and Ironized Yeast and Campho-Phenique (through Thompson-Koch). La-Z-Boy Chair Co., Monroe Mich., through Marvin Hahn Inc., Birmingham, Mich., bought into News-on-the-Hour, Dimension and Lowell Thomas and the News.

Miller-Morton Co., Richmond, Va., for Chap Stick and Chap-Ans, has scheduled the largest television campaign in the brands' history for 1969. The campaign will include spot buys on prime-time shows, weekend sports and news programs in more than 20 top markets. Miller-Morton will be a participating sponsor in The Daring Old Men, produced by Westinghouse Broadcasting Co. and scheduled for telecast Feb. 8-9 in 20 markets.

Nestle Co., White Plains, N.Y., has been marketing its freeze-dried coffee, Taster's Choice, in western New York and northern Pennsylvania, using a 12-week saturation spot television and radio campaign. Leo Burnett Co., Chicago, is the agency.

Eastern Air Lines, through Young & Rubicam, and Philip Morris, through Leo Burnett, all New York, will sponsor NBC-TV's second telecast of the Tony Awards April 20 (10-11:30 p.m. EST.) United Air Lines, through Leo Burnett, both Chicago, has purchased time on NBC-TV's Frank McGee Sunday Report and 10 prime-time programs.
Inauguration gets full coverage

Some 2,500 broadcast personnel are involved; total network cost is estimated at $3 million

The inherent drama of a President taking office and a former President leaving Washington after 38 years of federal service, of a demonstration by some hippies and yippies, of a two-and-a-half-hour parade that started on a bleak afternoon and ended well into a deepening night, of balls at which thousands were jammed into space designed for hundreds—all was captured on Monday (Jan. 20) as television engaged in its quadrennial blanket coverage of a presidential inauguration.

For the first time the inauguration and its allied events were shown completely in color with more than 120 color cameras in use around the city and at several suburban locations. The only black-and-white cameras were those used for superimposing.

Although CBS and NBC declined to reveal cost figures, observers estimate the total three-network TV coverage costs could approach $3 million.

ABC sources said coverage came to $500,000 out of pocket plus about $350,000 in pre-emptions. The network recouped slightly less than $100,000 from commercial sponsorship of its coverage.

With some 2,500 broadcast newsmen and technicians from 125 organizations accredited to some form of inauguration coverage, the networks alone had more than 1,100 on the scene. While radio, both in the U. S. and in foreign countries covered the day's events, it remained basically a television story, the last part of a 10-month political epic that began with a primary election in March 1968 in New Hampshire.

Viewers in the U. S., and, via satellite, those in about 20 other nations (see page 90) were able to follow the change in power as Richard M. Nixon was sworn in as the 37th President and Lyndon Johnson flew home to Texas later in the day.

The individual network and pool cameras were everywhere: at the Statler Hilton hotel where Mr. and Mrs. Nixon spent inauguration eve; at the Capitol where the swearing-in took place; along the parade route; in front of and on the grounds of the White House; atop the Washington monument; atop the Treasury building; at the Washington Hilton and Sheraton-Park hotels where two of the six balls were held; at former Secretary of Defense Clark Clifford's suburban Rockville, Md., home, where the Johnsons had lunch, and at Andrews Air Force base in Maryland.
Camera locations for the inauguration were in the air, on the ground and in between. An NBC cameraman watches the swearing-in from his cherry-picker perch (right), as an ABC cameraman (upper left) waits for the parade to start. Preceding the President’s car in the parade were the two TV pool trucks (upper right). The cameras in use came from other cities, such as the mobile unit from WMAQ-TV Chicago (lower left) and the feed went around the world via satellite. A commentator for TVE Madrid, Spain, using the Eurovision feed, describes the inauguration for his viewers (lower right).

from where the Johnson family flew to Texas.

According to the networks, ABC had 21 of its own cameras and contributed eight to the pool; CBS operated 31 cameras unilaterally and supplied 12 to the pool; NBC had 48 unilateral cameras and had 12 in the pool. Added to the networks’ 132 cameras were two used by the European Broadcasting Union and two used by National Educational Television, although the latter used taped highlights rather than live coverage.

Additionally, Metromedia’s WTTG (TV) Washington rolled out its color mobile unit for coverage of the ball that night at the Smithsonian Institution, also feeding it to the group’s WNEW-TV New York.

The largest number of cameras, not including the mobile units and handheld color cameras, used by all networks, was 37 in and around the Capitol. At the Lafayette Park-White House parade reviewing area there were 32 stationary camera positions.

To man the radio-TV cameras and microphones ABC had more than 200 people in Washington, CBS had 450 and NBC had 454.

ABC-TV’s inauguration coverage ran from 10 a.m. to 4:30 p.m. CBS-TV’s ran 10 a.m. to 5 p.m. and picked up ball coverage from 11:15 p.m. to midnight. NBC-TV ran a special 7-10 a.m. edition of the Today show from Washington, had its formal coverage from 10 a.m. to 5:30 p.m., ran a special on the day’s events at 7:30 p.m., and then returned to the inaugural balls from 11:30 p.m. to 1:13 a.m.

Of the three TV networks only CBS had coverage of the demonstrations during the parade and that was a live pickup. Joseph Benti was near the scene of the rock-throwing incidents along the parade route.

Just before the President’s car came into sight, Mr. Benti, speculating on the delay in getting the parade started, talked about the demonstrators as the cameras showed troops shoving them back. A few moments later the rock throwing was on camera and Mr. Benti commented on the situation.

In about two minutes of on-air conversation between Mr. Benti and Walter Cronkite immediately following the incident, Mr. Benti noted that the demonstrators were only a very small, but significant part of a generally friendly crowd. He continued:

“Walter, if I just may add one observation, I tend to be guided in my remarks by the memory of Chicago [the demonstrations at the Democratic National Convention] but I think if we had ignored this and anything had happened, then we would have been negligent, too. So we were obligated to be here and, of course, with all the thousands of people both behind me and to either side of that group, it is a pity but they are the ones we have to focus on. But that was the potential for trouble.”

Mr. Cronkite replied: “We could not fail to report it, Joe. You are absolutely right. It is part of the story and the history of this inaugural. It has not happened in previous inaugurals and it’s too bad that it should happen here today. But it shouldn’t be overemphasized.”

CBS replayed about 30 seconds of the tape of the incident with Mr. Benti’s running account, on Mr. Cronkite’s news program that night as part of the inaugural coverage.

CBS also taped Sunday’s (Jan. 19) protest march and demonstration and used a little more than a minute of that on its late-night news program.

On the Wednesday Walter Cronkite news program, Mr. Cronkite mentioned an appearance on CBS’s Capital Cloakroom in which House Minority Leader Gerald Ford said that the half-hour delay in the presidential parade had been caused by Secret Service concern over protecting the President from possible embarrassment or harm at the hands of demonstrators. CBS had speculated on this possibility for the delay during the wait in Monday’s coverage.

CBS News personnel, while stressing that any of the violence coverage was carefully played within the perspective of the over-all inauguration, also were personally critical of ABC and NBC for not filming the protests.

Both NBC and ABC showed no demonstration footage on Monday, although ABC filmed the episode. ABC also shot the protest on Sunday, some of which it used on its Sunday evening news
Same time, same show; only faces are different

As 132 TV cameras went live and some 2,500 broadcast newsmen and technicians from all over the world described the inauguration of Richard M. Nixon as the 37th President of the U.S., a 59-year-old veteran of inaugural proceedings sat down in front of a CBS Radio microphone and, as he has since 1933, described what was happening in Washington.

Robert Trout began his coverage of inaugurations by describing the parade for Franklin D. Roosevelt in March 1933. One of the big differences between then and now: Mr. Trout talks of the equipment, the huge mobile unit used by H. V. Kaltenborn in 1933, then considered "a marvelous technical innovation," and today's transistorized gear. He also has high praise for today's behind-the-scenes production staffs — those men who tell a newsmen when to open his mouth and whom to cue in.

In the old days, Mr. Trout recalls, "they used to get hysterical and shout at us" through the earphones. Today's directors and producers, he adds, are calm by comparison and try to issue their instructions so they don't interfere with what the on-air men are saying or with the newsmen's attempt to listen to what else is happening around him.

At Mr. Roosevelt's second inauguration in 1937, Mr. Trout says, he and Carleton Smith of NBC did their parade coverage from the reviewing stand seated near the President. The practice of having newsmen on that stand continued through President Eisenhower's first inauguration, he adds. After that, everyone got "thrown off the platform" and inaugural officials swore no one had ever been allowed on the stand.

As part of his White House coverage, show, NBC and ABC commentators did talk about the protests during the parade coverage. NBC's only visual coverage was confined to shots of Mr. Nixon's car speeding up following the rock throwing.

An NBC News spokesman said: "Our theory was that this was not a major news story. It was only incidental. We saw no reason to cut away from a historical event for some fringe stuff."

An ABC spokesman, in addition to noting that the network had no camera close to the rock-throwing scene to cut to, said: "There was not that much of a demonstration."

Another ABC News employee, while conceding that "it wasn't any Chicago," said concern over criticism of violence coverage did weigh in the decision not to cover the demonstration. "They're scared," he added.

Inauguration gets worldwide exposure

A score of nations, and presumably millions of TV viewers, outside the U.S. saw President Nixon inaugurated last week. The telecasts went throughout the world by way of communications satellites over the Atlantic and Pacific oceans.

More than 13 hours of TV time was used on all satellites, including seven hours alone for the European Broadcasting Union feed to a dozen European nations and passing transmissions on to the Soviet-block Intervision group.

Also receiving the inaugural telecasts were two Japanese and two Australian networks.

All carried the regular U.S. pool coverage of the inaugural ceremonies, augmented by their own special commentators doing voice-over. In most instances, however, receiving countries taped the Jan. 20 activities for replay during news shows that evening.

The U.S. Information Agency inaugurated a multipoint reception service for Chile, Panama and Mexico by transmitting a 30-minute wrapup of the inaugural ceremonies that night via Atlantic satellites. Network affiliates in Honolulu and Puerto Rico also received live coverage from their networks by way of the Atlantic satellite.

EBU established a special studio and control room in Washington, receiving the U.S. pool coverage and transmitting it via satellite to the earth station in England for distribution to member countries. EBU also had two of its own cameras on Capitol Plaza for the swearing-in ceremony, and two other cameras at its Washington studio for interviews and on-camera commentary. At the studio in Washington, EBU had 10 commentator booths for voice-over narration. Executive producer for EBU in Washington was Dr. Vittorio Boni of Radio Televisione Italiana (RAI).

LBJ radio-TV rights may go to CBS News

Holt, Rinehart & Winston, a book-publishing subsidiary of CBS, has acquired publishing rights to the memoirs of former President Lyndon B. Johnson for a price said to include an initial advance of more than $1.5 million, authoritative sources reported last week.

Broadcast rights are not involved in the deal, and it was understood that CBS News is seeking an arrangement under which Mr. Johnson would appear on TV and possibly radio programs dealing with his years in public life. Negotiations toward that end were said to be in progress between CBS News and the former President.

The publishing agreement negotiated by Holt, Rinehart reportedly calls for payment to the Lyndon B. Johnson Public Affairs Foundation, owner of the as yet unwritten memoirs, of the reported $1.5-million-plus advance for the first of at least three volumes in the series of memoirs. The foundation may later receive other advances for each additional volume.

The first volume is expected to deal with the Johnson White House years and to be published about mid-1970. Subsequent volumes are expected to appear about a year apart.

The Lyndon B. Johnson Public Affairs Foundation was set up at the University of Texas, in Austin, to provide support for the school of public affairs and the Lyndon B. Johnson library there. Its ultimate income from the
memorials will depend on the sale of additional rights as well as the sales success of the books themselves.

Mr. Johnson retired last week to private life and private interests that include family ownership—in trusteeship during Mr. Johnson's Presidency but expected to be reclaimed soon (Broadcasting, Jan. 20)—of majority stock in Texas Broadcasting Co., whose properties include KTBC-AM-FM-TV Austin.

Metromedia closes switch on all-talk

Metromedia Inc., which was a pioneer in two-way telephone talk on a 24-hour basis as a radio format, last week gave indications that all-talk, all of the time, apparently is on its way out—at least with one and likely two, of the group's West Coast radio outlets.

Metromedia-owned KLAC Los Angeles, which on Feb. 21, 1966, switched to a two-way full-time radio formula and has been one of the most publicized exponents of the format, has undergone a change of management. Richard Jansen, until recently vice president and general manager of Metromedia Radio's WHK Cleveland, has replaced Jack G. Thayer at the helm of KLAC. Mr. Thayer was principally responsible for installing the telephone-talk format at the station. Now it's understood that Metromedia Radio is looking toward a progressive-type middle-of-the-road music format for KLAC.

A formal switch to such a format, or a similar one, awaits a market study of Oakland-San Francisco, where Metromedia's KNEW Oakland, switched to two-way telephone talk not long after KLAC. Contingent on the market study, which is expected to be completed some time in February, Metromedia appears likely to de-emphasize telephone talk at both KLAC and KNEW.

The talk format spurred KLAC spectacularly at first, but the station subsequently ran into trouble over its controversial talk personalities and became the victim of letter writing and other protest campaigns (Broadcasting Aug. 21, 1967). It's known that Metromedia's corporate heads are disturbed at the apparently negative image identified with talk radio.

Vietnam talks beckon

ABC's Reynolds to Paris

For the first time, ABC plans to anchor its Six O'Clock Evening News with Frank Reynolds overseas, with Mr. Reynolds going to Paris for resumption of the Vietnam peace talks.

Details of the coverage had not been worked out as of Friday (Jan. 24), but Mr. Reynolds and a team from his show were scheduled to fly to Paris as soon as a date was set for substantive talks. Negotiations were to open Saturday (Jan. 25).

Incomplete plans called for Mr. Reynolds to anchor probably one section of the show there and another network correspondent, such as Howard K. Smith, to anchor the domestic portion of the show in New York.

CBS and NBC briefly anchored their evening news shows with Walter Cronkite and Chet Huntley in Paris during the initial round of talks last May. ABC covered the talks through its regular Paris and London bureau.

Copyright law embodies familiar proposals

Senator John McClellan (D-Ark.), chairman of the Subcommittee on Patents, Trademarks and Copyrights, has introduced a bill (S. 543) for the general revision of the copyright law that is almost identical to the revision legislation considered by the 90th Congress.

Other than for necessary technical amendments, relating principally to the effective dates of certain provisions, Title I of the new bill is identical to S. 597 proposed in the last Congress.

Senator McClellan said he introduced the same text in order that the subcommittee may resume its consideration of copyright at the point of suspension when Congress last adjourned.

Title II of S.543 provides for the establishment of a National Commission on New Technological Uses of Copyrighted Materials. This title is identical to the provisions of S. 2,216, which was passed by the Senate on Oct. 12, 1967. The House of Representatives took no action on this bill primarily because of the lack of progress in the Senate on S. 597, the basic copyright revision bill.

The new bill includes an intact Section III, pertaining to CATV exemptions, which was knocked completely out of the House-passed revision bill in 1967. The section, although considered dead by some observers, remained in the version officially before the Senate. Some of the revision-effort's principals, such as broadcasters' groups, have continued to support the general exemption principals embodied in Section III.

Senator McClellan said that the subcommittee will undertake to report a copyright revision bill at the earliest feasible date in this session. The public hearings on this legislation were concluded during the 90th Congress, he noted, indicating that no further hearings are contemplated.
Wolper charts TV-comeback course
Pioneer of dramatic documentaries plans new production house for 'unusual' shows

David L. Wolper, who made some 400 TV documentaries before embarking for theatrical motion-picture activities, will be back in television by the end of this year with documentary programs “not currently on TV in this form.”

As a result of contract restrictions involved in his departure from the television field last year, Mr. Wolper cannot detail his TV documentary plans. But the producer is known to be interested in doing color travel shows in a big, important and professional way for presentation in prime time on network television.

Mr. Wolper did tell Broadcasting last week that the new form would be “unusual” and would be prepared for national network presentation, instead of for syndication or spot network. The producer is generally credited with popularizing, if not introducing, such program forms as the outdoor-adventure, true-life TV documentary.

Mr. Wolper has been on record as being interested in combining dramatic and documentary techniques for television. The “documentary-drama,” as he has referred to it, would be key to “getting the viewer inside the action,” a blending of the best elements for dramatic and documentary filming.

As a condition of an agreement he has with Metromedia Inc., Mr. Wolper cannot be involved in television sales or production until sometime after Oct. 10 of this year. At the end of this restrictive period, he plans to become a competitor of Metromedia Productions Corp.—the company he sold out to—among other companies in the field by making “maybe two or more major TV documentaries” each year. Ever since Mr. Wolper made public his intention to get back into television production (Broadcasting, Dec. 23, 1968), an announcement that he has made prominent via news conference, and trade and newspaper ads, documentary proposals have been streaming his way from varied sources.

“Television documentaries are my bag,” he explained. There’s not as much money in TV documentaries as there is in theatrical motion pictures (though they take as much effort and skill), he pointed out, so that means his return to television amounts to a “labor of love.”

Mr. Wolper will eventually assemble a new TV documentary staff, but will not build his own television sales operation. He’ll probably rely on a sales rep- resentative. The principal business of Wolper Pictures Ltd., the name of Mr. Wolper’s current company, remains the production of feature motion pictures for theaters. Now located on the MGM studio lot in Culver City, Calif., Mr. Wolper will seek out and move to new offices, probably in Beverly Hills, by this summer.

CBS given time to reply to adverse pot decision

The FCC has granted CBS’s request for permission to file written briefs and present oral argument rebutting an FCC examiner’s decision that WBBM-TV Chicago staged a marijuana party for presentation on the air.

The commission set Feb. 17 as the deadline for written filings and March 3 as the date for oral argument.

CBS filed its request for additional consideration on Jan. 13, after Hearing Examiner James D. Cunningham concluded that the pot party was pre-arranged for the station’s benefit, and that the licensee, CBS, “did not demonstrate adequate responsibility when it broadcast an immediate denial of the staging allegations without having first completed an adequate investigation into the matter.” (Broadcasting, Jan. 20, 1969.)

The examiner’s report was based on a special inquiry over which he presided and on hearings held last year by the House Investigations Subcommittee. The film, “Pot Party at a University,” was broadcast in two installments in 1967.

New theater for tots will debut on CBS-TV

CBS-TV will offer a series of original drama specials for children during the 1969-70 season. The CBS Children’s Playhouse will be presented on Saturday mornings, and will run from 30 to 90 minutes in length. The first program is expected to be aired in October or November of this year. The number of Children’s Playhouse productions will depend on the availability of material.

The program, which is aimed toward the child between 5 and 10 years old, will run in time periods traditionally devoted to cartoon series. In recent months such programming has been un-der fire from parents and educators.

The CBS Children’s Playhouse will draw on well-known writers, directors and actors. CBS-TV authorities said they have had discussions with Reginald Rose, J. P. Miller, Ernest Kinoy, Tad Mosel, Rod Serling and agents for Harold Pinter. While it has no scripts as yet, the network expects to offer writers less than the $25,000 price tag on CBS Playhouse scripts, but more than the average price for TV scripts of equal length. The programs are expected to cost CBS an average of $200,000 each.

Plans also include filming some of the Children’s Playhouse specials in England. Barbara Schultz, executive producer of CBS Playhouse, will also serve as executive producer of the CBS Children’s Playhouse. Jacqueline Babbin, who was producer of such series as Armstrong Circle Theater and DuPont Show of the Week, will produce the new series.

The young sound off on TV programing

Some like it, some don’t, but no one yet at youth forum knows what to do about it

Television as it is programed today received some left-handed support from unusual quarters in a forum, “Impact: Youth, Television and Today,” sponsored by the National Academy of Television Arts and Sciences in New York last Thursday night (Jan. 23).

The discussion focused less on television—although there were general agreements of dissatisfaction with the medium—than on youth and its discontent, and on entertainment and music, complete with a fashion show by models from Paraphernalia, the mod clothes, and songs by young singer Jerry Jeff Walker, who filled in for the originally scheduled Peter Yarrow of the Peter, Paul and Mary group.

Both on-stage and from an audience liberally sprinkled with young listeners, commercial television came in for attack as part of a cultural system rejected by rebellious youth. But there was no answer to a question asking what specific changes panel members would make if they had a network to program entirely as they wished.

Film actress Sue Lyon opened her portion of the discussion by saying, “I stopped watching television when I was about 12 because it was a complete and total bore and waste of time. I know very little about television.” Miss Lyon now is 22.

Kindest words for the medium came from the most radical member of the panel, which was represented on the commercial side by disk jockeys for
rock 'n' roll radio station WABC New York, Cousin Brucie Morrow and Ron Lundy.

Dr. Renatus Hartogs, psychiatrist-in-chief for the juvenile center of the New York City department of probation, attacked television's effect on children as "an insulating escape from reality, wall-to-wall strawberry musical entertainment [that] has failed youth largely because it reduces realism to fighting and smashing the bad guys . . . .[because it] projects an image of a violent, brutal world . . . creates economic envy in the middle class . . . provokes feelings of resentment and anxiety."

Yet Michael Mott, 27, radical fashion designer for Paraphernalia, countered Dr. Hartogs with his finding that "television has been a fantastic service to this country and the younger generation by combining the mainstream of what is going on with the newscasts to show the children what is really going on."

Allan Katzman, a founder of the underground newspaper, The East Village Other, used an obscurity to describe his opinion of the theory that television promotes violence. "TV didn't create violence," he said. "Nature did. We have to create a society that supports human life."

Mr. Mott added, "I find television interesting, educational and I have never killed anyone."

Neither Mr. Mott nor Mr. Katzman was entirely complimentary in his opinions of television. Mr. Katzman conceded that it projected "a reality of its own, one kind of reality," and said that after he was badly beaten during rioting at the Democratic convention in Chicago, he went back to his room and watched himself beaten up on television in a new report that looked entirely different from the reality he had seen on the street.

His observation prompted a youth in the audience to note that although he hated to admit it because "I don't want to make America look good," nonetheless "when you were in Chicago beaten up, everybody saw it. I was in Madrid and was beaten up and nobody saw it."

The panel moderator, the Rev. John M. Culkin, director of the center for communications at Fordham University, noted that "while we all want to see our own songs sung on television . . . there's nobody, no matter how smart they are, who can't find six, seven or eight hours a week on television of interest—and that's a lot, more than we demand of Broadway."

Also noting the somewhat unusual cosmopolitan viewpoint of a "hip East Coast audience" as compared with the rest of the country, Father Culkin observed that for such a panel discussion on television "we would probably be better to take the Bonanza crowd than a group of people who don't need television."

**Taffner raises syndication sights**

**Aussie series sale spurs distribution activity for other overseas shows**

D. L. Taffner Ltd., New York, plans to step up its activities in the area of selling overseas TV programs to the U.S. in a follow-up move to its sale of the Australian-produced Skippy, the Bush Kangaroo half-hour series to the Kellogg Co. for showing on 155 TV stations here ("Closed Circuit," Jan. 13).

Don Taffner, president of the Taffner organization, which serves as a buying agent of U. S. programs for the O-Ten Network in Australia and as a selling agent here for overseas programs, said last week he has four series from Australia and two from Canada that he is offering to advertisers and advertising agencies.

Skippy, a live-action series centering around a boy and his pet, a bush kangaroo, is produced by Norfolk International Films, Sydney. Two other series from Norfolk that Mr. Taffner is representing in the U. S. are The Seekers, an action series dealing with salvaging a fellowship on the Great Barrier Reef of Australia, and Boney, a half-hour series spotlighting a detective who is an Australian aborigine. Two other properties from Australia that Mr. Taffner is seeking to sell are comedy-animated series, Robin Hood and The Saturday Morning Dawn Patrol, the latter a take-off on World War I air combat. These two are produced by Atranza Park Studios, Sydney.

The Canadian half-hour series he is representing here are produced by Ralph Ellis. One is Adventures of the Rainbow Country, spotlighting a boy and his widowed mother in an outdoor locale, and the second is Audubon Wildlife Theater, produced by Mr. Ellis in cooperation with the National Audubon Society in the U. S. and Canada. This latter program has been sold to the CBC.

Before starting his own business in 1963, Mr. Taffner was with the William Morris Agency as a sales agent in television from 1952 to 1960, and later was on the television sales staff of Paramount Pictures Television until 1963.

**CBS unit moves into program syndication**

Columbia Special Products, a unit of CBS Records, is entering the field of radio program distribution and has signed to market six specially created series of "mini-radio" programs of KAT Productions Inc., Baltimore.

The programs will range in length from 30 seconds to two-and-a-half minutes and consist of approximately 65 segments to be run in a 13-week cycle. Five of the series are in a humorous satiric vein: Dr. Souse Calls, Robin the Hood, Vandy Amy-Build, For the Birds and You Better Believe It; the sixth, UFO, Shadow or Substance? is serious in nature.

Columbia Special also plans to offer for syndication a series of two and one-half-minute programs covering various sports, including baseball, football,

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basketball and hockey, with each area allotted 65 shows. In the past, Columbia Special has been active in marketing cue music to stations and in the areas of premium records, gift awards and incentives.

**Fashion-conscious Emmy shies from new styles**

The Emmy awards, which were supposed to take on a new look this year, are not going to be as drastically revised as first reported. In an action taken by the national trustees of the National Academy of Television Arts and Sciences, two newly-established rules of qualification for the Emmy Awards have been repealed, apparently as a result of heavy pressure from "a substantial number" of the television academy's 6,500 members.

Last year NATAS limited the eligibility of program achievements and those by individuals in a TV series to programs and individual achievements that have been on the air or have been performed for no more than two seasons. In a related second rule change, programs or individual achievements once honored by an Emmy were declared ineligible to repeat as award winners for what amounted to essentially the same achievement (BROADCASTING, Nov. 25, 1968).

These two new rules in particular (there were other rule changes announced at the same time) generated a wave of criticism, most of it flowing from academy members on the West Coast. Among others, Leonard Goldberg, ABC-TV vice president in charge of network programing, objected, on behalf of the network, and in an open letter sent to the academy last December cautioned that ABC would not "necessarily" be a participant in this year's award event.

**'Laugh-In' leads NBC to top Nielsen rating**

NBC-TV regained top position in national Nielsen ratings for the week of Jan. 6-12 with a 21.2 average. CBS-TV averaged 20.5 for the week, and ABC-TV had a 16.5 rating.

NBC programs took the top two rankings—Rowan & Martin's Laugh-In, and Bonanza—with Dragnet, Dean Martin and Irvonside also placing in the top 10. CBS's long-running series, Gomer Pyle, Beverly Hillbillies, Gunsmoke and Family Affair ranked high. ABC's Bewitched placed 10th.

Comedy continues to be the dominant trend, with 13 of the top 20 programs in the situation or variety-comedy format. Westerns and police dramas complete the list.

NBC's First Tuesday news program, first aired Jan. 7, averaged a 16.8 rating, 29 share, exceeding ratings for CBS's Red Skelton, Doris Day and 60 Minutes, but trailing ABC's schedule of It Takes a Thief, N.Y.P.D. and That's Life.

**KTOO object of ASCAP suit**

Twelve members of the American Society of Composers, Authors and Publishers have filed suit for copyright infringement against KTOO Henderson, Nev., alleging their copyrighted songs were performed by the station without authorization. The plaintiffs asked the U.S. District Court for the District of Nevada to restrain the defendant from publicly performing the songs in the future and to award damages of not less than $250 for each unauthorized performance, plus court costs and attorneys' fees.

**Program notes:**

**Network tea party • The animation house of DePatie-Freleng Enterprises Inc., Sherman Oaks, Calif. has completed a half-hour test of The Mad Tea Party, which is projected as a live-action, animated series for the 1969-70 network TV season. The project was made in association with the Mirisch Corp., Hollywood.**

**Holiday special • Four Star International has set Jack Cassidy's St. Patrick's Day Special, as another in the series of one-hour holiday specials it is producing for TV syndication.**

**TV movie for ABC • Universal City Studios is producing Shadowman, an adventure-drama, as a motion picture type two-hour film for ABC-TV. The TV movie will be the basis for a projected ABC weekly series. Universal this month completed production on Marcus Welby, M.D., also serving as a TV feature film and pilot for ABC-TV.**

**Musical hour • Burt Bacharach, top popular composer, will be the subject of a one-hour color special to be produced by Metromedia Producers Corp. The program will be sponsored by Singer Co. and is scheduled for network presentation next fall. The cast will include Herb Alpert, Jack Lemmon and Marlene Dietrich.**

**Shades of Radio • Four Star International has begun taping the first five segments of Can You Top This?, a new half-hour TV series based on the former radio show of the same title.**

**Quakers on air • WCAU Philadelphia has signed a three-year contract with the University of Pennsylvania to broadcast the school's football games starting this year. Girard Trust Bank of Philadelphia will sponsor the broadcast games. Penn football games were last broadcast on WCAU about 15 years ago.**

**Country & western syndication • KEMO-TY San Francisco is producing a weekly country-and-western series, The Judy Lynn Show, for showing on other U.S. Communications outlets and possible syndication to outside stations. The 30-minute program will start in February on KEMO-TV and subsequently on WPHL-TV Philadelphia; wxix-TV New York, Ky-Cincinnati; WPGH-TV Pittsburgh, scheduled to go on the air soon, and Kolo-tv Reno, owned by the Donrey Media Group.**

**Play it again • Gerry Wilkinson Productions, 1542 North 57th Street, Philadelphia, offers for radio syndication Years Gone By, featuring original hit recordings of 1901-1968 with air personality Roger Wood.**

**Black study • ABC-TV's Direction series will examine the black church in America and the type of "black power" it advocates for Negroes on four consecutive Sundays, starting Feb. 2 (1-3:30 p.m.).**

**Youth segment added • NBC Radio's Emphasis has added a commentary on youth to its topical reports. Linda Sutler, weekly interviewer on the Monitor series, "The Younger Generation", is heard Mondays, Wednesdays and Fridays at 10:25 a.m. (EST) on Emphasis and is continuing on Monitor.**
Public television's sugar daddies

Ford Foundation reveals contributions; NAEB tracks local, state funding

Educational television’s rich uncle, the Ford Foundation, laid out more than $19.4 million, and made grants totaling almost $11.3 million for ETV, in its last fiscal year.

The figures were reported last week in advance of the release of the foundation’s annual report due shortly. The Ford Foundation’s fiscal year ended Sept. 30, 1968.

Also reported is the conclusion of the foundation’s four-year program of matching grants to community-supported TV stations. Since 1965, it said, grants totaling $21.5 million have been made to 37 stations. Those stations succeeded in raising a record $42.6 million from other sources, it noted.

Community stations are noncommercial educational stations not licensed to school systems, public colleges and universities or state agencies.

The foundation also noted that it had made special grants of $50,000 to KQED(TV) (ch. 9) San Francisco and $45,170 to WTVS(TV) (ch. 56) Detroit “to experiment with in-depth news coverage” during the prolonged newspaper strikes in those two cities. KQED also received $31,000 to help in buying KXXX-FM San Francisco during the year; it paid $62,000 for the FM outlet.

Among other highlights of the Ford report:

- WNBT(TV) (ch. 13) New York-Newark, N. J., received $1,825,000 in “emergency assistance,” and an extra $75,000 for broadcasting the annual meeting of the Association for the Advancement of Science over 12 stations of the Eastern Educational Network.

- WETA(TV) (ch. 26) Washington received $197,500 for improved color and interconnection facilities.

- National Educational Television and Radio Center, New York, received $10,890,000, with the largest amount, $5,590,000, for the Public Broadcast Laboratory, and $4.7 million for programming to affiliates. Unpaid as of Sept. 30, 1968 was $505,000 for PBL, and $1.5 million for NET’s network programs.

- WGBH-TV (ch. 2) Boston received $26,000 to study the feasibility of a U. S.-Canada broadcasting link.

The remainder of the $19.4 million went to 18 stations and organizations as part of the foundation’s new TV programming project.

As of the end of its fiscal year, the Ford Foundation was still obligated in the amount of over $6 million for payments to ETV stations and organizations.

Meanwhile, the National Association of Educational Broadcasters disclosed last week that almost half of the financial support for ETV stations in the fiscal 1967 year came from local and state public funds. These were principally from instructional service contracts, it noted.

Most ETV stations provide programs for in-school use, particularly during morning hours, and this service is usually paid for by the local school system on a per-pupil basis.

The report, the second financial examination of ETV finances, was developed from a survey of 119 ETV stations by NAEB’s educational television stations division. It showed that less than 10% of ETV’s income came from the federal government, and that the remaining funds came from private sources, individuals, business and other organizations.

For the year that started July 1, 1966, total income for all ETV stations was $54.3 million. Total expenditures, on the other hand, were $62.2 million—a 0.7% loss for income and an 8% rise for expenditures over the income and expenses of ETV stations reported by the Carnegie Commission on Public Broadcasting in its 1967 report.

The discrepancy between income and outflow, NAEB explained, is due to the differences in the financial reporting by stations and the failure on the part of some to answer the NAEB questionnaire fully. It is also thought that some stations may have spent prior years’ income in the fiscal 1967 year.

Business organizations contributed 7.1% of the year’s total ETV income, the report indicated. They contributed $3.1 million in donations, and $787,670 in the underwriting of programs.

The NAEB report also showed that the median of weekly ETV broadcast hours had increased from 55 hours in the 1965-66 period to 58 hours in the 1966-67 period, and that the number of national facilities broadcasting during all or part of the weekend had risen from 35 to 44.

Since the inception of educational television in 1952, the report noted, ETV stations have received a total of $295.3 million in income and have spent almost $318.9 million on operations. Again, NAEB reported that the differences between income and outflow are due to variations in reporting and the failure by some stations to fully complete the questionnaire.

Justice, courts swamp W7-National General pact

The merger agreement between Warner Bros.-Seven Arts Ltd., Toronto, and National General Corp., Los Angeles, appears to be definitely terminated. Eliot Hyman, W7 chairman, and Eugene V. Klein, chairman of National General, last week said there appeared no acceptable way to consummate the transaction.

The merger agreement, which would have combined the movie theaters, TV and motion-picture production and distribution assets of National General with the TV film library, record companies, music publishing and film production facilities of W7, was reached in principle last summer (BROADCASTING, Aug. 19, 1968). Subsequently, a stock-cash formula for the merger amounting to an estimated $187 million was revealed.

The initial announcement of the proposed merger prompted Department of Justice concern about possible restraint of competition that possibly would have resulted had the two entertainment companies joined. Reportedly, the termination of the merger agreement stemmed from the Justice’s opposition.

The merger agreement was also being considered by the U.S. Court for the Southern District of New York. Court approval was necessary because of previous antitrust consent decrees.

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which ruled that motion picture production firms must divest their domestic theaters operations from the business of producing and distributing motion pictures. The Justice Department had asked the court to turn down the merger agreement, indicating that, if necessary, and affirmative ruling would be appealed to the U.S. Supreme Court. Earlier this month, W7 and National General, in effort to attain court approval, said that Warners would divest its motion picture and distribution operations.

Stock split okayed for Transamerica

Stockholders of Transamerica Corp., San Francisco-based parent company of United Artists Corp., and whose announced acquisition of Metromedia Inc. is still pending, last week voted a two-for-one common stock split. Also approved at the special meeting held at San Francisco’s Mark Hopkins hotel, was an increase in the authorized common stock to 150-million shares from 50-million shares. Authorization was also voted for a new class of preferred stock, without par value, totaling five-million shares.

In the routine, 20-minute meeting, Transamerica board chairman John R. Beckett told the some 200 shareholders attending that the creation of the new class of preferred stock and the stock split had no direct bearing on the Metromedia acquisition. The newly authorized common shares could be used for acquisitions, but Metromedia is the only acquisition Transamerica currently has under consideration.

Chairman Beckett indicated that no trouble was anticipated in concluding the Metromedia deal but he reminded stockholders that the merger was subject to approval by the FCC and by shareholders of Metromedia. He also pointed out that the merger is not likely to take place until sometime later this year.

Metromedia shareholders vote on the merger proposal in February. Transamerica’s regular annual meeting is scheduled for April 24 in San Francisco.

Company reports:

Doyle Dane Bernbach Inc. reported a record 3.8% increase in billings, but a decrease in net income for the fiscal year ended Oct. 31, 1968:

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<th>Year</th>
<th>Earned per share (in billions)</th>
<th>Operating revenue (in billions)</th>
<th>Net income (in billions)</th>
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<td>$0.53</td>
<td>$20.07</td>
<td>$1.40</td>
</tr>
<tr>
<td>1967</td>
<td>$0.51</td>
<td>$20.05</td>
<td>$1.33</td>
</tr>
</tbody>
</table>

Walt Disney Productions, Burbank, Calif., television and movie producer, reported TV-film division revenues decreased slightly, but all other division revenues were up for the quarter ended Dec. 28, 1968:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share (in billions)</th>
<th>Operating revenue (in billions)</th>
<th>Net income (in billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$0.86</td>
<td>$20.97</td>
<td>$2.33</td>
</tr>
<tr>
<td>1967</td>
<td>$0.53</td>
<td>$20.05</td>
<td>$1.33</td>
</tr>
</tbody>
</table>

Cypress Communications Corp., Stamford, Conn., multiple CATV owner, and majority owner of KTXL (TV) Sacramento, Calif., reported increase in rev-

The Broadcasting stock index

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

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>ABC</td>
<td>68%</td>
<td>70%</td>
<td>69%</td>
<td>76%</td>
<td>43%</td>
</tr>
<tr>
<td>CBS</td>
<td>CBS</td>
<td>53%</td>
<td>54%</td>
<td>60%</td>
<td>60%</td>
<td>43%</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CCB</td>
<td>75%</td>
<td>76%</td>
<td>75%</td>
<td>89%</td>
<td>42%</td>
</tr>
<tr>
<td>Continental</td>
<td>CNB</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>40%</td>
<td>22%</td>
</tr>
<tr>
<td>Cox</td>
<td>COX</td>
<td>57%</td>
<td>55%</td>
<td>56</td>
<td>64%</td>
<td>43%</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>O</td>
<td>37</td>
<td>36%</td>
<td>38</td>
<td>38%</td>
<td>28%</td>
</tr>
<tr>
<td>Metromedia</td>
<td>MET</td>
<td>49%</td>
<td>48%</td>
<td>47%</td>
<td>47%</td>
<td>34%</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>O</td>
<td>20</td>
<td>19%</td>
<td>20</td>
<td>24%</td>
<td>6%</td>
</tr>
<tr>
<td>Reeves Broadcasting</td>
<td>RBT</td>
<td>30</td>
<td>23%</td>
<td>34%</td>
<td>43%</td>
<td>39%</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>O</td>
<td>30</td>
<td>31%</td>
<td>31%</td>
<td>37%</td>
<td>23%</td>
</tr>
<tr>
<td>Sonderling</td>
<td>SDB</td>
<td>37%</td>
<td>36%</td>
<td>37%</td>
<td>47%</td>
<td>23%</td>
</tr>
<tr>
<td>Teaf</td>
<td>TFB</td>
<td>39%</td>
<td>40%</td>
<td>38%</td>
<td>44%</td>
<td>24%</td>
</tr>
<tr>
<td>Stock/share</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Stock/share**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Acme</td>
<td>AV</td>
<td>46%</td>
<td>45%</td>
<td>46%</td>
<td>65</td>
<td>37</td>
</tr>
<tr>
<td>Bartell Media</td>
<td>BMC</td>
<td>20%</td>
<td>20%</td>
<td>19%</td>
<td>23%</td>
<td>11%</td>
</tr>
<tr>
<td>Boston Herald-Traveler</td>
<td>O</td>
<td>64</td>
<td>62%</td>
<td>62%</td>
<td>66%</td>
<td>59%</td>
</tr>
<tr>
<td>Chris-Craft</td>
<td>CBN</td>
<td>31%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>Cowles Communications</td>
<td>CWL</td>
<td>15%</td>
<td>15%</td>
<td>15%</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>Disney</td>
<td>DSN</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>General Tire</td>
<td>GY</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
<td>31%</td>
</tr>
<tr>
<td>Gray Communications</td>
<td>O</td>
<td>95%</td>
<td>95%</td>
<td>95%</td>
<td>95%</td>
<td>95%</td>
</tr>
<tr>
<td>LIN</td>
<td>QA</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Meredith Publishing</td>
<td>MDP</td>
<td>50%</td>
<td>49%</td>
<td>49%</td>
<td>55%</td>
<td>49%</td>
</tr>
<tr>
<td>The Outlet Co.</td>
<td>OTU</td>
<td>27%</td>
<td>27%</td>
<td>27%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>Rolins</td>
<td>ROL</td>
<td>73%</td>
<td>72%</td>
<td>73%</td>
<td>85</td>
<td>84%</td>
</tr>
<tr>
<td>Rust Craft</td>
<td>RUS</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>Storer</td>
<td>SOK</td>
<td>55%</td>
<td>55%</td>
<td>55%</td>
<td>64%</td>
<td>55%</td>
</tr>
<tr>
<td>Time Inc.</td>
<td>TL</td>
<td>96%</td>
<td>95%</td>
<td>96%</td>
<td>109%</td>
<td>86%</td>
</tr>
<tr>
<td>Wometco</td>
<td>WOM</td>
<td>34%</td>
<td>33%</td>
<td>35%</td>
<td>38</td>
<td>17%</td>
</tr>
<tr>
<td>Total Market Capitalization (000)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Total Market Capitalization (000)**

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CATV</td>
<td>ACO</td>
<td>13%</td>
<td>13%</td>
<td>13%</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>Cox Cable Communications</td>
<td>O</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Cypress Communications</td>
<td>O</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Entron</td>
<td>H &amp; B American</td>
<td>18%</td>
<td>17%</td>
<td>17%</td>
<td>20%</td>
<td>16%</td>
</tr>
<tr>
<td>Teleprompter</td>
<td>TP</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Television Communications</td>
<td>O</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Vikas</td>
<td>VIK</td>
<td>30%</td>
<td>28%</td>
<td>25%</td>
<td>39%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Total Market Capitalization (000)**

96 (FOCUS ON FINANCE)
eniues but a decline in income for the three months ended Sept. 30, 1968:

<table>
<thead>
<tr>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>($0.02)</td>
</tr>
<tr>
<td>Revenues</td>
<td>675,736</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>18,301</td>
</tr>
<tr>
<td>Net income after taxes</td>
<td>14,491</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>823,333</td>
</tr>
</tbody>
</table>

Notes: The company paid no taxes in 1967. The company had a cash flow in 1968 amounting to 28 cents per share. 1967 cash flow amounted to 31 cents per share.

**Harris Intertype Corp.**, Cleveland, owner of Gates Radio Co., reported a 16% increase in sales for the first half of the fiscal year. The company had announced tentative plans to merge with RF Communications Inc., Rochester, N. Y., manufacturer of two-way radio equipment. For the six months ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.54</td>
</tr>
<tr>
<td>Net sales</td>
<td>144,388,152</td>
</tr>
<tr>
<td>Earnings before taxes</td>
<td>9,101,286</td>
</tr>
<tr>
<td>Net earnings</td>
<td>8,566,227</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>5,570,839</td>
</tr>
</tbody>
</table>

**Financial notes:**
- The planned merger agreement between Memorex Corp., Santa Clara, Calif., and Technicolor Inc., Hollywood, has been called off. Memorex, a producer of magnetic tape, last summer concluded negotiations to acquire substantially all of the assets of Technicolor for about $115 million in stock.
- Storer Broadcasting Co. has declared a regular quarterly dividend of 25 cents per share, payable March 10 to stockholders of record Feb. 21.
- Gray Communications Systems Inc., Albany, Ga.-based group TV broadcaster, newspaper publisher and CATV operator, reported unaudited consolidated net income of $175,461.40 for the six months ended Dec. 31, 1968, or 37 cents per share, on operating revenues of $2,411,517.54. The company also declared a dividend of 7½ cents per share payable Feb. 14 to stockholders of record Jan. 31.
- Singer James Brown and associates have formed Gold Platter Inc., which will operate and franchise a chain of fast food restaurants throughout the U.S. and in Caribbean cities. The first two units will go into operation by May 1 in Macon, Ga., headquarters for the enterprise. Mr. Brown owns WJBE Knoxville, Tenn., and has an application pending FCC approval to purchase WRDW Augusta, Ga.

### Financial Summary

#### Income Statement

- **Memorex Corporation**
  - **Revenues:** $675,736
  - **Net Income:** $14,491

#### Balance Sheet

- **Assets:**
  - **Cash:** $823,333
  - **Accounts Receivable:** $144,388,152

- **Liabilities:**
  - **Accounts Payable:** $9,101,286
  - **Net Income:** $8,566,227

#### Stockholders' Equity

- **Common Stock:**
  - **Outstanding:** 5,570,839
  - **Par Value:** $1.54

#### Other Financials

- **Dividends:**
  - **Declared:** 7½ cents per share
  - **Paid:** March 10, 1969

---

**Note:**

- All financial figures are as of December 31, 1968.
Satellite plan draws NAB fire
Comsat, AT&T fail to agree over proposal for future world pact

The National Association of Broadcasters has opposed "precipitate and premature" an FCC proposal to authorize satellite broadcasting in the 470-806 mc band.

The statement was part of NAB's comment in a commission inquiry being conducted in preparation for the World Administrative Radio Conference, which is scheduled to be held by the International Telecommunications Union in late 1970 or early 1971, probably in Geneva. The conference will deal with space-related radio astronomy.

The commission's inquiry, initiated two months ago (Broadcasting, Dec. 2, 1968), is the third it has conducted. It is part of a cooperative undertaking in which several government agencies are helping to fashion the U.S. position at the conference.

In its notice of inquiry, the commission proposed that the nations of the world be permitted to use the frequencies in the 470-806 mc band—channels 14 through 70—for direct satellite broadcasting, subject to coordination among nations.

NAB, however, argued that satellite-to-home broadcasting is a new and undefined service that imposes serious public policy and engineering questions, including a probable threat to local off-the-air TV service. The association noted that it has traditionally opposed such frequency allocations until "the proposed role of such broadcasting service is determined."

In another filing, Communications Satellite Corp. took a different view. Comsat argued that allocations established at the world conference must at least be adequate for the coming decade, during which time, it said, the bandwidth requirements of communications satellites will increase "dramatically." The demand for "conventional" services may also be expected to increase, Comsat said.

To meet these needs, Comsat proposed that the 806-960 mc band be allocated exclusively to satellite broadcasting, with the remainder of the 470-806 mc band to be allocated along lines similar to those proposed by the commission. If these suggestions were adopted, Comsat said, it would also recommend that the 806-960 band be shared by communications satellites and land-mobile operators. (A pending commission rulemaking contemplates reallocating 806-890 mc to land-mobile services.)

AT&T said in its comment that "the best interests of the United States can be served only if terrestrial needs are as well served as communications satellite needs." AT&T urged that 2,000 mc of bandwidth in the vicinity of 20,000 mc be set aside for terrestrial common-carrier fixed use. As an alternative, AT&T suggested sharing the area between 17,700-19,700 mc with communications satellites services. The lesser allocation proposed by the commission, AT&T said, probably cannot support the development of an economical radio-relay system.

KFAX turned down on hearing request
The FCC has denied a protest by KFAX San Francisco against a commission order curtailing the station's night-time operations. KFAX is a Class II, limited-time station operating on a Class I-A clear channel (1100 kc) dominated by WKYC Cleveland.

The commission noted in its decision that it has issued a notice of proposed rulemaking this month that would prohibit Class-II stations that share a channel with a dominant Class I from operating except during times specified in their license, or during hours when the Class I is not in use.

The rule would supersede an existing one which states that if such co-channel stations are unable to agree on a definite time of resumption of operation by the limited-time station, the commission must be notified and both license renewals will be set for hearing.

KFAX cited the hearing requirement under the existing rules in making its case to the commission. The station complained that WKYC, which has been on a 24-hour schedule since 1965, refused to agree to KFAX's long-standing night-time operations, and accordingly, KFAX sought a hearing to resolve the dispute.

The commission denied the request, saying that under present AM allocations structure, stations like WKYC are, with some exceptions, designed to be the only signals on their channels at night. The commission also noted that the existing rule to which KFAX referred has seldom been used since it was promulgated in 1931. The notice of pro-
Packard confirmed for Pentagon post

David Packard, controversial Nixon appointee for the number-two post at the Pentagon, was confirmed as deputy defense secretary by the Senate late Thursday (Jan. 23).

Mr. Packard's confirmation came despite a dispute over the California industrialist's plan to place his Hewlett-Packard Co. stock, valued at more than $300 million, under trusteeship during his government service.

The Senate voted 82 to 1 to approve the Packard appointment. Senator Albert Gore (D-Tenn.) was the dissenter.

The company, of which Mr. Packard was a founder, has broadcast test and monitoring-equipment production facilities among its diversified manufacturing interests (Broadcasting, Jan. 6).

19.2 million color-TV homes

One out of every three U. S. television households is now equipped with color sets, according to the latest NBC quarterly estimate released last week by Allen R. Cooper, vice president, planning.

Mr. Cooper said that about 19.2 million homes have color-TV receivers, an increase of 36% over the Jan. 1, 1968 total.

More than 5 million households were added to the color-TV audience during the past year when sales of color sets exceeded those of black-and-white, according to Mr. Cooper. He noted that the number of houses equipped with color receivers has more than doubled in the past two years.
U.S., Japanese spot producers join forces

Sandler/ Shinsha formed to Americanize television commercials in Japan

Some 100 years after Commodore Matthew Perry opened the country to commercial trade with the Western world, a Hollywood company has taken U.S. commercial production techniques to Japan. It started with a package of four TV spots for candy products. Fujiya Candy, out of Nitto Advertising Agency, Tokyo, wanted to appeal to the teen-age Japanese market in the visual language of today. An American locale was sought, specifically California, the epimote of the world's youth.

Nitto Advertising, described as a "middle-sized agency" with annual billings of about $15 million, commissioned Sandler Films Inc., Hollywood, to handle commercial production for Fujiya Candy. Started as a stock-footage film library more than 12 years ago, branching out into commercial production some six years later, Sandler Films did about $3 million worth of TV spot-making this year.

Several months ago, the American company filmed 60-second and 30-second color spots each for two Fujiya products, Fujiya Almond and Fujiya Melody chocolate. (Lifts of various lengths were taken out of the basic commercials all the way down to five-second spots.) The commercials, shot in California though designed to be used exclusively for Japanese television, featured American teen-agers doing their things, filmed in soft colors, with double images generally superimposed in the new-wave approach. That seemed to be what the Japanese clients wanted.

"Japanese commercial producers are where we were about eight years ago," explains Allan Sandler, the 34-year-old president of Sandler Films. Television commercial production companies are not recognized or given credit. People are just starting to come from the motion picture field and work in commercials. The commercial producers are now using chroma key, quick cuts, anything that's gimmicky."

Nitto Advertising, impressed with the American company, invited Sandler Films to try its techniques in Japan. While doing work for Bridgestone Tires in Japan, another Nitto client, Sandler Films was put together with Tohokushinsha Film Co., a Tokyo-based firm with 140 employees involved in the production of commercials and institutional films. On Dec. 14, 1968, after some three months of extremely formalized and polite negotiations, Sandler Films and Tohokushinsha formed Sandler/Shinsha, Tokyo, as a joint American-Japanese production company.

The new company will have five permanent employees in Japan—a film director, two assistant directors and two office girls. The staff of Tohokushinsha also will lend support. The director will be an American from Sandler's Hollywood staff, one rotated to Tokyo every six months. In addition, Mr. Sandler will visit every three months and stay for two weeks at a time.

According to Mr. Sandler, commercials of the same quality as seen on American TV can be produced for about 30% less in Japan. He points out that a 60-second color spot for Bridgestone Tires was produced in Japan for $13,300. In this country the same commercial would have cost $18,500.

But Mr. Sandler emphasizes that he's not looking to take runaway American production to Japan. The production his company does in Japan will be offset by the production it does in the U.S. for Japanese clients.

"It's impossible for an American commercial production house to make a lot of money there," he maintains. "We're doing it for prestige. We're looking to do a lot of development work in that part of the world."

Already firm in Sandler Films' plans is the opening of an Australian office in Sydney by next summer. Sandler has two subsidiary operations. Sandler Film Library, bought by Allan Sandler in 1956 for $5,000, now has about 11.5 million feet of stock film. Sandler Institutional Films, started in 1968, is expected to gross as much as $5 million a year by the early 1970's.

Sandler Films has 35 employees in the U.S. Among them are sales executives Bill Loudon and Dick Ridgeway, until recently long-time salesmen for NBC TV Spot Sales on the West Coast. President of Tohokushinsha is 39-year-old B. Uemura.

Advertising market looms in rising sun

Japanese billings reach $1 billion, but U.S. area relatively untapped

The booming market for advertising in Japan and the peculiarities, potential and portent of that market, were outlined last week by Cy Schneider, president of Carson/Roberts/ Inc., Los Angeles.

There are millions of dollars in advertising billings laying dormant in Japan, Mr. Schneider told members of the International Advertising Association, meeting in Los Angeles, and they are available for export. Japanese companies are interested in learning how to market their products and how to approach customers in other parts of the world, he pointed out. But Mr. Schneider continued, vast cultural differences between the two countries greatly handicap the realization of a better business relationship between Japan and the U.S.

The agency executive commented: "I think the Japanese have done a much better job of understanding our culture and what makes us different than we have of theirs." He believes that one result of these cultural differences is that many American businessmen, faced with unfamiliar and difficult-to-understand business situations in Japan have decided that a working relationship is impossible or at best not worth the effort.

Mr. Schneider described the Japanese

Allan Sandler of Sandler Films, Hollywood (r) and B. Uemura of Tohokushinsha Film Co., Tokyo, look over one of their joint production efforts.
economy as one of the fastest growing ones in the world and indicated that this growth is reflected by the increase in Japanese advertising expenditures. He said advertising expenditures in the country had increased from $4.5 million in 1947 to more than $1 billion annually. Yet, he emphasized, less than 2% of this total is being spent to reach overseas markets.

According to Mr. Schneider, Dentsu Advertising Ltd., the largest agency in Japan, billed more than $260 million in 1967, making it also the fifth largest agency in the world. Hakuhodo Inc., the second largest agency in Japan, which has a working agreement with McCann-Erickson, accounted for almost $110 million in billings in the same year. There are also some 20 Japanese agencies in the $10 million to $50 million category and more than 10 agencies in the $3 million to $10 million bracket.

Mr. Schneider feels that Japanese agencies are still primarily media representatives buying blocks of time and space first, then selling the time and space where they can. Yet he observes an increasing sophistication among Japanese agencies, finds them taking a growing interest in the art, copy and sales strategy of their messages.

Soviets to take part in international talks

An international conference next month to establish a single, permanent international communications satellite system got an upbeat surprise last week when Russia decided to attend.

The Soviet Union was replying to an invitation by U.S. officials extended to all countries to attend the conference which is scheduled to start Feb. 24 in Washington. At present 63 nations are members of the International Telecommunications Satellite Consortium (Intelsat), which was formed in 1964 on an interim basis to operate the worldwide communications satellite system.

The U.S. Communications Satellite Corp. manages the Intelsat operations. The Soviet acceptance, followed by Bulgaria, is believed to presage acceptances by other Eastern bloc nations.

Leonard H. Marks, chairman of the U.S. delegation to the conference, hailed the Soviet action as an encouraging move that could lead to a single communications satellite system linking all nations. Mr. Marks is the former director of the U.S. Information Agency and was a founding board member of Comsat. He previously was a Washington communications attorney and plans to return to this practice at the end of the conference.

A major issue at the conference is expected to be the voting weight to be given each member nation. At present the voting formula is related to investment and use of the circuits, with the U.S. having a 53% voice in Intelsat decisions. Some nations, including Russia which once proposed a rival “Intersputnik” system, have proposed a “one nation, one vote” formula.

Fates & Fortunes

Broadcast advertising

Edward F. Antonioli, manager of production, advertising department, NBC. New York. named manager of advertising services. Alfred R. Colacino, production assistant, succeeds Mr. Antonioli.

Joseph E. Blalock, with Benn & MacDonough Inc., agency, New York. elected VP.

Tony Trapp, associate media director, Benton & Bowles, New York. named VP.

Edward W. Powell, senior account executive, Pampel & Associates Inc., New York, named VP.

Austin Hamel, creative supervisor. Young & Rubicam, New York, and Jonas Gold, associate creative director. Kenyon & Eckhardt there. Join The Marschalk Co., that city, as VP's and co-directors of one of agency's creative groups.

Edward A. Garba, VP and treasurer of Interpublic Inc., New York, named VP and assistant treasurer of parent The Interpublic Group of Co's. there. A. Donald Searles, treasurer of McCann-Erickson Inc., New York, named assistant treasurer of The Interpublic Group of Co's. and VP and assistant treasurer of Interpublic Service Corp., also New York.

Patrick C. Tims and Ralph H. Wright, account supervisors, Foote, Cone & Belding, Chicago, named VP's.

A. Norton McKnight, group supervisor, Vic Maitland & Associates Inc., Pittsburgh, named VP.

Joe Sacco, head of Joe Sacco & Friends, New York, and Joseph F. Gallagher, senior VP, Norman, Craig & Kummel, that city, join Erwin Wasey Inc., Los Angeles, as senior VP's, creative. Robert William Peterson, VP in charge of TV creative operations for Dancer-Fitzgerald-Sample, New York, and J. Edward Reich, creative supervisor, Young & Rubicam there, join as VP's, creative. Laurence G. Corey, behavioral researcher, and Ed Gazich, account supervisor and director of research at Compton Advertising, New York, join as VP-research and marketing executive, client services, respectively.

Arthur V. Mountrey, senior VP, Compton Advertising, New York, named executive VP.


William Rees, VP, RKO Television

Las Vegas Fight of the Week

A KNOCK OUT!
FIRST RUN PRO BOXING IN COLOR

Las Vegas Fight of the Week

BROADCASTING, Jan. 27, 1959 101
Robert Faselt, assistant sales manager, WNEW New York, succeeds Mr. Dages.

Mr. Faselt

Mr. Dages, national sales manager, WWJ Detroit, joins WJXT-TV in same capacity. Arthur J. Underwood Jr. succeeds Mr. Dages.

Please send

SUBSCRIBER SERVICE

<table>
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<tr>
<th>Name</th>
<th>Position</th>
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Company

Business Address

Home Address

City State Zip

1969 Yearbook $11.50

January Publication

■ Payment enclosed

■ Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036.

Please send change of address to Broadcasting, 1735 DeSales Street, N.W., Washington, D. C. 20036.
Hamilton, Ont., joins WAXX Superior, Wis., as operations manager.

Robert M. Hirsch, announcer-producer, noncommercial WCIG(FM) Richmond, Ind., appointed station manager. He succeeds Howell L. Gatchell Jr., who resigns while continuing as program director of WGLM(FM) Richmond.

Richard W. Osborne, sales manager, WXXL Concord, N. H., appointed station manager.

William B. Faber, general sales manager, WFLA-TV Tampa, Fla., appointed station manager. C. Wesley Quinn succeeds Mr. Faber.

William A. Hildenbrand, former newscaster for WDAS Philadelphia, and assistant program director for WDEL Wilmington, Del., appointed special assistant to Senator Hugh Scott (R-Pa.). He will serve principally on matters pertaining to Senator Scott’s position as minority whip.

Programming

George J. Barimo, unit manager for The Huntley-Brinkley Report and news-entertainment specials, NBC-TV, New York, named manager, daytime programs.

Jack Foley, north central regional sales manager for Metromedia Producers Corp. New York, named national sales manager of syndicated sales. Marshall Plaum, producer-director-writer, joins Metromedia as VP in charge of programming. Mrs. Marian J. Baldy, director of TV research for Metromedia Inc., named director of research for MPC. Pat Throne, with advertising and sales promotion, MPC. appointed station promotion director.

David E. Eschelbacher, assistant director of production services, ABC-TV, New York, named director of production services. Frederick J. Schulmann, director of production services, ABC-TV, New York, named general manager. TV facilities and services, ABC.

Douglas Cox, music director, KRLA Pasadena, Calif., named program director.

Roger Holmes, program director, WAMS Wilmington, Del., joins WNRK Newark, that state, in same capacity. He succeeds Dan Casey, who becomes production manager.

Paul Baker, announcer, WTPA(TV) Harrisburg-York-Lebanon, Pa., appointed program director.

Gordon Baker, with WGLI Babylon, N. Y., appointed program director and assistant manager.

Lawrence T. Severino, national sales coordinator, KCBS San Francisco, appointed national sales manager.

News

David Fuchs, director, market development, CBS Television Network Sales Department, New York, named to newly created position of director, marketing services, CBS News.

Art Kevin, director of special events, KHJ Los Angeles, appointed news director. He succeeds Jim Lawrence, who joins KABC-TV, that city, as member of news staff.


Rick Moore joins WXIX-TV Nashville as director of news and public affairs.

Mike Drexler, former freelance foreign correspondent and anchor man for all-news WIL St. Louis, joins WXID Urbana, Ill., as news director.

Don F. Dunwell, station manager, WNRK Newark, Del., joins WHYY-TV Wilmington, that state, as news director.

Dave Riggs, reporter, WSB-TV Atlanta, appointed associate news director.

Jerry Jensen, newscaster-reporter, KRON-TV San Francisco, joins KNBS-TV there as anchor man.

Libba Hinkle, with WGHP-TV High Point-Greensboro-Winston-Salem, N. C., joins WFMV-TV Greensboro, N. C., as reporter-newscaster.

Wayne Pocher, syndicated news commentator, joins WLAC-TV Nashville as news analyst and reporter.

Bob Sudyk, sportswriter, The Cleveland Press, joins WXW there as sportscaster.

Robert Kaye, news director, WQAM Miami, joins WIOD there as member of news staff.

Joe Daggett, newscaster, KING Seattle, named sports director of KING-AM-FM-TV.

Promotion

Dick Israel, formerly with CBS-TV and San Francisco Chronicle, joins Rogers, Cowan & Brenner, Beverly Hills, Calif., as senior VP.

Robert J. Rollins, news director, WDAR-TV Kansas City, Mo., joins Barrett/Yehle Advertising and Public Relations there as director of public relations.

Howard Strickling, VP, advertising-promotion-public relations, Metro-Goldwyn-Mayer Inc., Culver City, Calif., retires after 49 years with Metro. William R. Golden, assistant publicity and advertising director, named director of publicity and advertising.


Bert Hochman, PR manager, Lever Brothers Co., New York, named to newly created post of associate PR director.

Equipment & Engineering


George C. Evanoff, in charge of product planning and business development, RCA, New York, named staff VP, corporate planning.

Deaths

James T. Quirk, 57, publisher of TV Guide since its inception in 1953, died Jan. 18 in Philadelphia, of heart attack. Mr. Quirk began career as announcer with WIP Philadelphia. In 1940 he became promotion manager of Triangle’s WIP there, and was subsequently associated with several stations and other publications owned by Triangle. He became publisher of TV Guide upon its founding by Triangle President Walter Annenberg. Mr. Quirk is survived by his wife, Mary Louise, son and three stepsons.

Robert W. Byloff, 48, president of Reeves Video Division of Reeves Broadcasting Corp., New York, died Jan. 18 in New Canaan, Conn., of heart attack. He had been with Reeves since 1959. Mr. Byloff was member of NBC engineering team that achieved first successful color TV broadcasting, and he redesigned several major NBC studios for color. He is survived by his wife, Betty, and daughter.
As compiled by Broadcasting, Jan. 15 through Jan. 22 and based on filings, authorizations and other FCC actions.

**New TV stations**

**Applications**

- Norwood, N. Y. - St. Lawrence Valley Educational Television Council, seeks UKF ch. 18 (398-400 mc); ERP 556 kw vis. 354 kw aur. Ant. height above average terrain 259 ft.; ant. height above ground 754 ft. P.O. address: c/o Richard A. Jones, Director, Academy Street School, Watertown 13691. Estimated construction cost $764,000; first-year operating cost $230,000 with Watertown ch. 20; revenue none. Geographic coordinates 44° 52' 56" north lat.; 74° 54' 13" west long. Type 30-A, RCA TTU-30A, Type ant. RCA TDU-30U. Legal counsel: Krieger & Jorgensen; consultant engineering George C. Davis, both Washington, Principals: State of New York Board of Regents. Jan. 15.

- Watertown, N. Y. - St. Lawrence Valley Television Council, seeks UKF ch. 50 (1866-682 mc); ERP 492 kw vis. 22.3 kw aur. Ant. height above average terrain 1219 ft.; ant. height above ground 938 ft. P.O. address: c/o Richard A. Jones, Director, Academy Street School, Watertown 13691. Estimated construction cost $764,000; first-year operating cost $230,000 with Norwood ch. 18; revenue none. Geographic coordinates 43° 52' 44" north lat.; 73° 45' 40" west long. Type 30-A, RCA TTU-30A; Type ant. RCA TDU-30U. Legal counsel: Krieger & Jorgensen; consultant engineering George C. Davis, both Washington, Principals: State of New York Board of Regents. Jan. 18.

**Starts authorized**

- KMST(TV) Monterey, Calif. - Authorized program presentation on ch. 46. 682-698 mc; ERP 443 kw vis. Action Jan. 15.


**Other actions**


**EDWIN TORNBERG & COMPANY, INC.**

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164

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**ForTheRecord**

**Call letter applications**

- Pappas Electronics, Tulare, Calif. Requests KMPH(TV).

- Midwest Communication Corp., Dubuque, Iowa. Requests KDUB-TV.

**Broadcasting**

- Designed for hearing


**Existing TV stations**

**Final actions**


- WBBM TV Chicago — FCC granted Columbia Broadcasting System permission to file response and supporting brief in “pot party” proceeding for hearing (Doc. 18403-4).


**Actions on motions**

- Hearing Examiner Arthur A. Gladstone in Newark, N. J. (Atlantic Video Corp. [WATV], WATV Inc. [WATV-TV]). TV proceedings, examining examiner's motion to vacate order, motion to leave to intervene. Docs. 18435-3.


**Rulemaking petition**

- FCC in notice of proposed rulemaking, proposes substitution of CP for ch. 49 at Flagstaff, Ariz. Grand Canyon Television Inc. intends to apply for motion to vacate. Action Jan. 15.
<table>
<thead>
<tr>
<th>PROFESSIONAL BROADCASTING, CONSULTING</th>
<th>WASHINGTON, D.C. 20006</th>
<th>Phone: 202-344-3000</th>
<th>Member AFPOCB</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEAR &amp; KENNEDY 1302 18th St., N.W. Hudson 3-9000 WASHINGTON, D.C. 20006</td>
<td>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75219 (214) 633-8300 Member AFPOCB</td>
<td>SILLIMAN, MOFFET &amp; KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D.C. 20005</td>
<td>Phone: (202) 202-344-3000</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D.C. 20036</td>
<td>CARL E. SMITH CONSULTING RADIO ENGINEERS 820 Snowville Road Cleveland, Ohio 44111 Phone: 212-526-4386</td>
<td>A. E. Towne Assoc., Inc. TELEVISION and RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 (415) 592-1394</td>
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<td>BROADCASTING, Jan. 27, 1969</td>
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Summary of broadcasting
Compiled by BROADCASTING, Jan. 23, 1959

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<th>On Air</th>
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<tr>
<td>4,221</td>
<td>1,891</td>
<td>615</td>
<td>354</td>
<td>141</td>
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Station boxscore
Compiled by FCC, Jan. 2, 1969

New AM stations
Application
- Kenererville, N. C.-Kenererville Broadcasting Co. Seeks 1170 kc, 250 kw. P. O. address above, application for construction. Proposed rules provide for co-channel class I stations. Proposed rules including failure to keep program equipment operational for 600 days during the first-year period. Proposed rules provide for co-channel class I stations. Proposed rules including failure to keep program equipment operational for 600 days during the first-year period.
- KRRZ Osark, Ark.-Authorized program operation on 1540 kc, 500 w. D. Action Jan. 10.

Other actions

Other actions

Other actions

Other actions

Other actions

Existing AM stations
Final actions
- WIFE Indianapolis-Broadcast Bureau granted remote control: conditions. Action Jan. 19

Actions on motions
- Hearing Examiner Charles J. Frederick in St. Louis (Great River Broadcasting Inc.) hearing examiner dropped petition for leave to amend application and amendment filed by Victory Broadcasting Co. is denied (Docs. 17210-12, 17217, 17219). Action Jan. 17.

Actions on motions
- Chief Hearing Examiner James D. Cun- ninham in Alamogordo and Ruidoso, both New Mexico (Fred Kaybiler and Sierra Blanca Broadcasting Co. [KKRR]), AM proceeding, designated by Chief Hearing Examiner Chester F. Naumovitz, Jr. in Battle Creek, Mich., Action Jan. 17.
- Hearing Examiner Forest L. McElroy in Corpus Christi, Texas, for station KTXL has issued order and to show cause for continued further hearing pending further order and scheduled hearing conference for Jan. 27 (Doc. 1958-34). Action Jan. 21.

Fines
- WPFL Fort Lauderdale, Fla.-FCC ordered $3,000 for violations of rules on equipment performance measurements. Action Jan. 22.
- YXQX Belgrade, Mont.-Broadcast Bureau imposed $250 for failure to keep accurate maintenance records. Action Jan. 22.
- KDQX Albuqueruque, N. M.-FCC notified of apparent liability forfeiture of $500 for violation of rules by failing to have qualified operator on duty. Action Jan. 17.
- KXEN Henryetta, Okla.-FCC notified of apparent liability forfeiture of $1,000 for violation of rules including failure to have qualified operator on duty and operating with defective modulation monitor. Action Jan. 22.
- KTMC McAlester, Okla.-FCC notified of apparent liability forfeiture of $250 for violation of rules including failure to have properly licensed operator on duty. Action Jan. 17.
- KVLH Paul Valley, Okla.-FCC ordered withdrawal of $1,000 for violation of rules including failure to have equipment operating functionally to receive emergency action notices. Action Jan. 22.
- KXPRB Redmond, Ore.-Broadcast Bureau notified of apparent liability forfeiture of $500 for violation of rules including failure to have equipment operating functionally to receive emergency action notices. Action Jan. 22.
- WPAR Parkersburg, W. Va.-FCC notified of apparent liability forfeiture of $1,000 for violation of rules including failure to have control equipment property functioning to allow operation from remote control point. Action Jan. 15.
- FCC in notice of proposed rulemaking proposed new rules dealing with nighttime conditions in Class 1 and Class 2 AM stations sharing same channel. Proposed rules provide for new FM to change ERP to 20 kw, DPO to 6.1 kw and type A. Action Jan. 21.

New FM stations
Applications
- KKKE Mountain Home, Estimation construction cost $12,472.30. First-year operating cost $5,000 revenue for station KJML (94.8%). Mr. Stricklin also and 98% for station KJMT. Action Jan. 22.
- KLGV Anniston, Ala.-Broadcast Bureau makes negative report on application for new FM station for frequency 107.9 MHz with 91 kw. Action Jan. 22.

New FM stations
Applications
- KKKE Mountain Home, Estimation construction cost $12,472.30. First-year operating cost $5,000 revenue for station KJML (94.8%). Mr. Stricklin also and 98% for station KJMT. Action Jan. 22.
- KLGV Anniston, Ala.-Broadcast Bureau makes negative report on application for new FM station for frequency 107.9 MHz with 91 kw. Action Jan. 22.
Starts authorized.

- KXWW-FM Cathedral City, Calif.—Authorized program operation on 305.1 mc. 276. ERB 3 kw. ant. height 690 ft. Action Jan. 10.
- KWIL-AM Albany, Ore.—Authorized program operation on 1510 mc. 30 kw. ERP 540 ft. Action Jan. 10.
- WPRE-FM Prairie Du Chien, Wis.—Authorized program operation on 92.3 mc. 25 kw. ERP 3 kw. ant. height 46 ft. Action Jan. 9.

Actions on motions.

- Chief Hearing Examiner James D. Cunning. in Tulsa, Calif. (Mineral King Broadcasting Co., Arthur Nersesian) FM proc. proceeding, designated Hearing Examiner Minns. GM, designee, as initial hearing examiner; scheduled prehearing conference for March 17 and hearing for April 15 (Docs. 18417, 18432.) Action Jan. 15.

Rulemaking petition.

- FCC in notice of proposed rulemaking proposed assignment of ch. 225 at Chesapeake-Virginia Beach, Va. Action Jan. 15.

Call letter applications.

- State University, Murfreesboro, Tenn. Requests W METW. Action Jan. 16.
- North Texas State University, Denton, Tex. Requests KKKY-FM. Action Jan. 16.

Existing FM stations.

Final actions.

- KOTN-FM Pine Bluff, Ark.—Broadcast Bureau granted CP to change ant.-trans. and station licensee to install new auxiliary antenna on 10th Ave., Pine Bluff: changes in ant. system, ant. height to 125 ft. condition. Action Jan. 16.
- WFPM-FM Madisonville, Ky.—Broadcast Bureau granted CP to install new auxiliary antenna on 10th Ave., trans. at main trans. location for auxiliary purposes. Action Jan. 16.
- KRMF-FM Shreveport, La.—Broadcast Bureau granted CP to install new type trans.; change ERP 25 kw.; ant. height to 156 ft.; delete remote control authority. Action Jan. 21.
- WGT-FM Takoma Park, Md.—Broadcast Bureau granted CP to make changes in ant. system, ERP 29.5 kw. ant. height 165 ft. Action Jan. 21.
- KLIQ-FM Portland, Ore.—Broadcast Bureau granted CP to install new type trans.; change ERP 25 kw.; remote control permitted. Action Jan. 16.

Actions on motions.

- Chief Hearing Examiner James D. Cunning. in Chicago (WFMJ-FM) assign. of Channel 7 to WGN Continental Co. designated Hearing Examiner Minns. GM designated as presiding officer; scheduled prehearing conference for Jan. 29 and hearing for Feb. 25 (Doc. 18417.) Action Jan. 17.
- Hearing Examiner Forest L. McClennen in San Antonio, Tex. (Bexar Broadcasting Co. and Turner Broadcasting Corp. (KBUE-FM)) granted motion of complainant that hearing be resumed and granted CP of station by Broadcast Bureau for change of exhibit exchange date. (Docs. 18289-9.) Action Jan. 21.

Fine.

- KGAV-FM Belgrade, Mont. — Broadcast Bureau notified apparent forfeiture liability of $200 for violation of rules including failure to keep accurate maintenance log. Action Jan. 15.

Call letter applications.


Renewal of licenses, all stations.


Modification of CPs, all stations.

- Broadcast Bureau granted modified CPs to extend completion dates for following: WBNY-FM Genessy, N. Y. to Apr. 15; KUKI-FM Ukiah, Calif. to April 20; WPBA-FM Palm Bay, Fla. to June 1; WJCC-FM Angola, Ind. to June 21; WSLM-Salem, Ind. to May 15; KRFC-FM Council Bluffs, Iowa to March 7; KMK-CF Sioux City, Iowa to Aug. 15; KGB-FM Benson, Minn. to June 26; WBOO-FM Girard, Mo. to June 1; WJAG-FM Norfolk, Neb. to July 24; WCLW-FM Mansfield, Ohio to July 15; KVST-FM Austin, Tex. to April 28; WESR-FM Tarry, Va. to July 10. Action Jan. 15.
Mar provides same-day non-duplication protection to KCMT Alexandria, Minn. Action Jan. 16.

Other action

- FCC specified procedures for allotting time to each party within eight groups of participants for oral presentations Feb. 3 and 4 in rulemaking proceeding to amend CATV rules and inquiry into development of communications technology and services (Doc. 18397). Action Jan. 15.

Action on motion


Ownership changes

Applications

- WFMJ-AM-FM Montgomery, Ala. - Seeks license of assignment from Fine Music Inc. to Rau Radio of the South Inc. for $120,000.


- MFJ-AM-FM Ridgefield, Conn. - Seeks transfer of control of Iowa Fine Music Broadcasting, LLC, to Ross L. Potter and Ruth C. Plymat (each 50% before, none after) to Woodland Corp. (none before, 100% after). Mr. Gustin, chairman of board (6.04%) and Mr. Gustin is physically involved in real estate investment and development firm. Consideration: $130,000 plus 13.5% of stock of Woodland Corp. Ann. Jan. 21.


- KSCO-AM-FM St. Louis, Mo. - Seeks assignment of license from Apollo Radio Corp. to Entertainment Communications Inc. for $125,000.


- WVJS-AM-FM Winston-Salem, N. C. - Broadcast Bureau granted transfer of control of Triangle Broadcasting Corp. from Piedmont Publishing Co. (100% before, none after) to Gordon Gray, individually and as trustee for 33% of BTX (jointly 67%) for purpose of corporate reorganization. No consideration involved. Principal: C. C. Wade, sole owner. Action Jan. 16.

- WXON(TV) Dayton, Ohio. - Broadcast Bureau granted assignment of license from Apollo Radio Corp. to Robert L. Stenby of WCZU Co. Ann. Jan. 16. They also own license for new FM station, licensed to Dayton Broadcasting, Inc. to the same owners. The assignment is to be used for purpose of corporate reorganization. No consideration involved. Principal: Mr. Johnson is sole owner of WXON(TV) and has CP for WATN(TV) in Hammond, Ind. Action Jan. 16.


- WPKI-AM-FM Dover, Del. - Seeks transfer of control of Continental Broadcasting Corp. from Albert L. Auxier (52% before, none after) to David F. Shurtleff (20% before, 68% after). Consideration: $350,000 plus 13.5% of stock of WEMJ-Lacrosse, N. H. See above, Ann. Jan. 16.

- WPKI-AM-FM Dover, Del. - Seeks transfer of control of Beilnap Broadcasting Corp. from Joseph R. Shurtleff (each 26% before, none after) and Taibot R. Hood (8% before, none after) to David F. Shurtleff (20% before, 68% after). Consideration: $350,000 plus 13.5% of stock of WEMJ Lacrosse, N. H. See above, Ann. Jan. 16.

- WEO-AM-FM Owego, N. Y. - Seeks license of assignment from Continental Service Broadcasting Corp. to WEOB Radio Inc. for $125,000.

- Seller: Frank M. Spencer, president, et al. Buyers: Warren F. Haas, president, treasurer, Frank E. Penny, vice-president-secretary, and E. Michael Mastropietro (each 55%). Mr. Haas owns 50% of WSUB Corp. Company and Mr. Penny is employee of WEDH Boston. Mr. Mastropietro is 96% owner of one drug firm and 97% owner of another. Ann. Jan. 16.

- WHRJ-AM-FM Bothell, Wash. - Seeks license of assignment of licenses from Hershey Broadcasting Co. to East Penn Broadcasting for $225,000.


- KMCO Conroe, Tex. - Seeks transfer of control of Montgomery County Broadcasting Co. from K. G. Irvin and independent executrix of estate of F. Reagan Smith, deceased (50%) to Don Hardy Smith (none before, 80% after). No consideration involved. Ann. Jan. 16.

- KLEF(FM) Howe, Okla. - Seeks license assignment of license from Apollo Broadcasting System Inc. to Entertainer's Communications Inc. for $375,000. Seller: J. J. Toller, Buyer: Joseph M. Field (80.5%) et al. Mr. Field owns 5% of applicant. Seller is physically involved in WMJ-FM Philadelphia. Ann. Jan. 16.

- Actions

- KBBB Benton, Ark. - Broadcast Bureau granted assignment of license from J. Witterton Riddle, Melvin P. Shann and David C. McDonald Jr. to Messrs. Riddle and Shann and Patricia Kirk McDonald, executrix of estate of David C. McDonald Jr., deceased. No consideration involved. Each principal 33% of KBBB. Mr. Riddle owns KWK St. Louis, Ark. Action Jan. 16.

- WKCS Southington, Conn. - Broadcast Bureau granted assignment of license from Southington Brothers to Willies Broadcasting Co. for $21,000. Seller: Frank and Ruth C. Smith, sole owners. Buyers: Herbert C. Rice, chairman of the board (66.9%) and Edward Gerbic, president (33.1%). Mr. Rice has major interest in KVMI Coeur d'Alene, Idaho, Buyers own WCVF Willamette and WINY Putnam, and have minority interest in WQZC Greenwich, all Connecticut, Action Jan. 16.


- WXON(TV) Dayton, Ohio. - Broadcast Bureau granted assignment of license from Aben E. Johnson Jr. to WTXN(TV), Inc. for purpose of incorporation. No consideration involved. Principal: Mr. Johnson is sole owner of WXON(TV) and has CP for WATN(TV) in Hammond, Ind. Action Jan. 16.

- WSJS-AM-FM-WSTV-AM Winston-Salem, N. C. - Broadcast Bureau granted transfer of control of Triangle Broadcasting Corp. from Piedmont Publishing Co. (100% before, none after) to Gordon Gray, individually and as trustee for 33% of BTX (jointly 67%) for purpose of corporate reorganization. No consideration involved. Principal: C. C. Wade, sole owner. Action Jan. 16.

(Continued on page 116)
Help Wanted

Payable in advance. Check or money order only.

Situations Wanted 25¢ per word—$2.00 minimum.

Applicants: If tapes or films are submitted, you must send $1.00 for each package returned. All transcription and handling fees are payable in advance. For reprints submit a request and number of copies, enclosed with a check or money order. 

Deadline for copy: Must be received by Monday for publication next Monday. Display ads $25.00 per inch. 5" or over built at run-of-book rate. Stations for Sale, Wanted to Buy Stations, Employment Opportunities, and Business Opportunities will only be accepted if they contain display copy or are submitted only on display space. All other classifications $35 per word—$4.00 minimum

No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

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**CLASSIFIED ADVERTISING**

**Radio-Help Wanted**

Management

Needed: Young aggressive type manager for powerful northeast AM/FM. Must be interested in ownership, must be an investor. Must be able to take complete charge of day to day operation. Box A-49, BROADCASTING.

Small Market AM in central Florida has opening for experienced manager with proven sales records. Opportunity for ambitious family man to make $50K or more. Must be able to work with a large, knowledgeable staff. All inquiries answer. Box A-276, BROADCASTING.

Station manager needed for New England, full time operation in small college community with local competition. He should want a modest salary, fringe benefits and a pleasant community. He will be the station manager for WGBH, a station that already has a high degree of confidence and is growing progressively. Must be able to provide a plan for increasing both stations. Backgrounds in television, radio and new product development. All inquiries, send resume to Box A-23B, BROADCASTING.

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**Sales**

Sales—(cont’d)

Salesperson—Don’t miss outstanding opportunity. Salesperson needed for major Southeast Station. Commission, plus salary. Send resume to Box A-168, BROADCASTING.


Sales—(cont’d)


Wanted—General manager—small market in north-central Florida.administration, sales, production and able to take complete charge of station. Salary, commission. Box A-276, BROADCASTING.

Manager who can take from ground zero top 50 market station in NE to be rebuilt with top facilities. Send resume to—We’re a salesmen’s and managers/jr. manager wanted to work and build up yourself in excellent radio market. You’ve got a future and top potential with our growing company. Position available approximately 30 days. Herbert W. Hobbs, National Broadcasting Company, Box 1350, Princeton, N.J. 08540—924-3600.

---

**Announcers**

Announcers—(cont’d)

Talent/announce for fine Time-Life station in midwest. Great opportunity for young man with excellent prospects. He will work in all areas of the station, including on-air TV work. Send complete resume and air check to Box A-248, BROADCASTING.

West Texas station needs experienced morning man. You will replace announcer that has been with us over seven years. Prefer person interested in local news. New facilities. No floats. Clint Forett, Manager, KAPN, AM-FM, Hereford, Texas.

Christian station with balanced programming. Must be a good salesman, ready on board and first class ticket. KWIL, Albany, Oregon 97321.

Christian station, Midnite to six. First class ticket. KWIL, Albany, Oregon 97321.

First phone airman needed immediately. No maintenance. Excellent benefits. Contact Manager, WRRK, Iowa. Wisconsin.

Manager—experienced voice with 3rd for de-producing. S125.00. WAGE, Lebanon, Virginia.


Wisconsin station needs top voice with first class list. No maintenance. Excellent benefits. Send resume and photo to—Charles R. West, WMEK, Milwaukee, Wisconsin 53201. No phone calls please.

New Jersey MOR, AM-FM seeks announcer-newsman on his way up, ready to assume responsibility. Send resume and photo to—John S. Torpin, General Manager, WWIN, Charlottesville, Virginia.

WICH, Norwich, Connecticut is looking for a bright, experienced, production-minded personality for afternoons. Progressive MOR. Send tape, resume and picture.

Combo man for top rated CBS affiliate, University town. No maintenance, 1st phone, salary open. Send resume and photo to—General Manager, WINA, Charlottesville, Virginia.

Small market, Virginia. Announcer, morning man and newscaster. Send tape, resume, picture and salary requirements, WMEK, P.O. Box 697, Chase City, Va.

One of the nation’s fastest growing multi-station broadcasting organizations is looking for a man who loves radio. Send tape, resume, photo to—Bill Deen, Station Manager, WDBF AM-FM, Daytona Beach, Florida.

WPOF needs 1st phone all-nighter who wants to grow. Great opportunity in small market. Apply for job at WPOF, P.O. Box 695, P.O. Box, Hartford, Connecticut.

Modern music WRIG needs air personality to take over top rated contemporary music show in central Wisconsin. We also are looking for an air personality interested in breaking into the big money of sales. Send picture, and photo to Howie Steinberg, WRIG, 529 Third, Wausau, Wisconsin 54401.

Mature voiced announcer needed immediately. Excellent benefits. Send resume and photo to—Bob Richter, Program Director, WTAD, Lee Enterprises, Quincy, Illinois.
Announcers—(cont'd)


Wanted—First phone announcer for AM, FM, TV affiliate station. Immediate reply requested. Send picture and resume to: WTRI, Greenbush, Indiana 47240.


First phone announcer for aggressive 5,000 watt near Albuquerque. Good salary and opportunity. Call 505-866-4444.

Wisconsin station expanding, now in need of good announcer with some news background. Good working conditions. Salary dependent on ability. Contact: James, 713-41-1200.

Technical

First class chief editor situation for young engineer seeking experience and challenge with nationally known, open start station. Must control of small market directional in western New York. Move up in growth with company. Talented engineer with strong drive and desire. Opportunity to work with station and New York State University's growing radio-television department. Five-figure salary for right man. Send resume and all details of qualifications to: WURG, Rochester, Rochester, New York 14603.

If you have commercial broadcasting experience, can do maintenance on all-new equipment, and handle outstanding new highs, we're interested. If you want to join Florida's finest group of professional radio people, with ideal working conditions, you are of good habits, and permanent, with first phone ticket, write Box A-187, BROADCASTING.

Growing radio broadcast company looking for chief editor to oversee two AM and two FM stations. Both located in Florida. The person we want is a showman with a flair for getting on the air in top quality studio sound. 80% of our equipment is new. If you are interested in this unique opportunity, please send resume and want ad to: Box A-253, BROADCASTING.


First class engineer for automated all-night show, Simul AM/FM, studio maintenance, WFTL, Broadcast Building, 1400, Fort Lauderdale, Florida 33302. Phone area 305-566-9621.

Somewhere there is an inexperienced engineer who wants to learn engineering. We will train you to become our chief. WJAZ, Albany, Georgia.

Chief engineer, experienced complete maintenance AM and FM transmitters including directional antenna. Strong giving background, availability and salary expected. WFKR, Alexandria, Virginia 22314.


NEWS

Morning Newsman—Top 40 format. Large northeast market. Must be able to build ratings. Send tape, resumé and photo, Box A-17, BROADCASTING.

Illinois. Experienced newswoman to gather, write, and broadcast news and features. Must be in top market. Must have strong news background. Profit sharing. 130 start, raises as earned. Send tape, resume, photo. Box A-223, BROADCASTING.

Three station complex in northeast wants aggressive announcer with voice and talent ability. Must be able to assume newscast directorship. Salaries range $125-150, depending on ability and experience. Box A-267, BROADCASTING.

Young dedicated news-talk man, for expanding 5,000 watt news-talk station. Heavy local. Tape, resume to Dave Williams, WACE, Box 2077, Springfielld, Mass. 617-781-2240.

Announcers—(cont'd)

Experienced, mature sounding newsmen needed at once for central Florida's leading radio news team. Send tape, photo, resume and salary requirements to Box R COMPONENT, WDBO, P.O. Box 1833, Orlando, Florida.

Wisconsin station looking for mature newsmen who knows in retail business, with good air delivery. Top salary, fringe benefits. Send resume, photo and tape to Charles R. Dickson, WEAO Radio, Box 1914, Eau Claire, Wisconsin 54701.

Immediate opening for experienced radio newswoman. Salary open. Send resume, tape to: John Kligler, Station Manager, WKEI, Kewanee, Illinois 61443.

Negotiable news director needed capable, mature leader. Must be 1th ethnicity in giant southeast tidewater market. A position with a good future. Liberal benefits, paid vacation, Rush photo, resume and tape to Dave Elridge, Operations manager, WRAP, Box 598, Norfolk, Virginia.

Newsmen—Don't miss this opportunity. See display ad, this issue. WRMM, Elgin, Illinois.

At WSUI, the news comes first. Opening for experienced non-metropolitan professional. Resume, photo, tape to: T. Upton, Litchfield, Illinois 62056.

Do you believe local news vital to suburban radio? Do you know where to find it, how to write it and get it on the air? If the answers are yes, we would like to offer you a challenging staff job, a combination early morning newsmen and late morning announcing position. Salary need apply based on experience and ability. College and resort town. Excellent fringe benefits. Immediate opening. Send resume, Box A-123, WVDO, AM/FM, Stroudsburg, Pa. 1-717-421-2100.

Programing, Production, Others

Program director for No. 1 rated contemporary station in competitive area. Manage ten air personalities, build ratings. Good salary plus excellent benefits. Good northeast location. Write Box A-215, BROADCASTING.

Wanted—Free-lance voices, male and female, to do smooth rock sound, top-notch talent tapes, on excellent radio equipment. Send samples to: Box A-231, BROADCASTING.

20-25 age group! 1st phone announcers from northwest must be: Age 20-25, XLER-KORT-XOF group, Box 673, Lewiston, Idaho.

Ephrata, Pennsylvania! Don’t laugh! Small town but good market! And ... WGEA 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.O. 117-733-2266.

Number one or Number 2 rated contemporary station since 1945 is looking for a proven, successful program director who will be responsible and responsible for the radio operation. Call Harvey Hudson, 703-288-2835.

Bustling— MOR AM/FM with CP for TV needs talented full-time newscast man, for growth and airshifts. Expanding group on east coast—get on board now. Jay Miller, Box 1509, 1901-8016.

Situations Wanted

Management

Let me give you a new Cadillac in Feb. “Chevy” if you are in a small market or cash. No gimmicks, list a lot of, hard work, fo.m. my part and profit for each of us, excellent references. Write Box A-41, BROADCASTING.

Experienced radio station manager will consider good offer. Write Box A-41, BROADCASTING.

Interested in southwestern and western states. General or sales manager, experienced in all phases and formats, looking for permanency. Box A-242, BROADCASTING.

Manager—Salesman—Small to medium market. Background includes, sales manager, sales PD, P.M. TV & radio news, college degree, family man, 12 years experience. Must be working for you. Box A-260, BROADCASTING.

Manager. 15 years experience all phases, Single, two station group, management and administration, Sales, first phone, good programming, overloads, strong control, Socer, sincer, Former owner with lots of know how. Box A-251, BROADCASTING.

Sales

Emerson College January graduation. Broadcast major seeking first position in radio sales. Single, hard working, Box A-249, BROADCASTING.

Sales—(cont'd)

Ready and qualified with proven sales and management record. Experience includes Prod. Mgr., Promo Mgr., and currently Mgr. of four-man sales team that produced $136,000. 45 yrs. age, 4 yrs. college. Excllent references. Write Box A-133.

No tickle, no laundry; sells, no payee. If you have a radio station in a medium or small market east of the Mississippi, I could make you an extra few thousand dollars per year. No investment on your part. Best of references. Phone 703-535-0578, collect between 5-6 PM Monday thru Friday.

Announcers—(cont'd)

Top personality seeks top personality station, MOR or Top 40. Box A-140, BROADCASTING.


Good announcer seeking good station. Up-tempo MOR, or easy rock. Medium market or better. Slow, solid, news, and perma-

Teen—Positions wanted. Postcard, Box 110, Top announcer, new voice. Box A-89, BROADCASTING.

Dj—single, smooth, good form, third phone. Box A-243, BROADCASTING.

Dj, solid news, tight board, production, third phone. Box A-243, BROADCASTING.

Teenager, seeks break from family. Box A-244, BROADCASTING.

Dorothy—Positions wanted. Top female announcer. Box A-245, BROADCASTING.

Immediate opening—recent broadcast graduate, 3rd endowed, mature woman, varied background, write for tape. Box A-259, BROADCASTING.

First phone—experience—tight board—mature voice you can tolerate, dependable, married, contemporary MOR. Must be challenging. Will do it your way. Box A-263, BROADCASTING.

Position with fine arts station. Seven years experience. M.A. in German; 31, married. Box A-264, BROADCASTING.

Dj—experience, announces news, 3rd, music—comedy, variety, sing along, talk. Box A-270, BROADCASTING.

Beginner, broadcasting school professional training. Dependable family man. Box A-273, BROADCASTING.

Professional MOR announcer, dependable, 1st phone—production, will relocate, prefers west, available immediately. Box A-275, BROADCASTING.

Experienced “top-40” PD and or DJ. Intelligent, experienced and experienced. 3rd, Box A-280, BROADCASTING.

Experienced every phase. First phone. Left small market radio to work “agency avenue.” Returned. But pickes wrong stations. If you are after programming, let’s talk. Box A-286, BROADCASTING.


110

BROADCASTING, Jan. 27, 1969
**Announcers—(cont'd)**

Quiere trabajar en una estación que necesita locutores, habla inglés y español. Usted trabaja en un país que habla español, o en Puerto Rico. Puede hablar español, pero no necesariamente. Primero phone. Box A-292, BROADCASTING.

Available now. Two years experience, third, college. Box A-293, BROADCASTING.

DJ—family man, will relocate. Negro. 3rd class. Box A-294, BROADCASTING.

Announcer-dj—$1,000 weekly, will relocate. Box A-295, BROADCASTING.

RF—Top 40, draft free, 1st phone, married, ultra-light, when I say swing, I mean move—Broadcasting experience, preferred. Box A-296, BROADCASTING.


Bubbly, bright voiced, convincing on air salesmen wants new challenge. Major market AM only. Quality and craftsmanship in a professional with PD, TV experience. Phone 512-968-5143 collect.

Experienced top-40 man looking for greener pastures. Will consider any format if money is right. Prefer Rhode Island. But again, money pays its beautiful head, and I will definitely consider changing concerns, as long as wage is decent. Call 1-203-623-0233 before 3 o'clock or write: Occupant, 146 South Center St., Windsor Locks, Conn.

DJ with 1st. Experienced. Military completed. Want something in Los Angeles area. Phil Knight, 11104 Westridge, Ft. Worth, Calif. Phone 512-656-7676 after 6 PM.

Announcing school graduate seeking position in news, MOR or light music. Single, veteran, third, experienced. Station management saying “Not conducive to our format”. I disagree. How about you? Call or write: Terry Watson, 27 Richard Place, West Haven, Conn. 203-934-3559.

Wanted: Adult approach in news, sports, music; 6th year broadcasting, 1st phone, female; want production, news, manage. Box A-297, BROADCASTING.

Four months experience as football announcer and dj. Capable of doing all play-by-play. Strong writer; will relocate anywhere. Len Kwouluk, 120 Maplewood Ave., Hartford, Conn. Tel: 203-623-0032.

DJ/announcer, 3rd endorsed, college grad. can work both R&B and Top 40 formats well. 8 years experience. Prefer larger markets. Box E. Effen, New York, Calif. Phone 213-762-8154.


Employed dj presently seeking play by play sportscasting. Inexperienced, have knowledge of sports, Bob Fester, 468 Wethersfield Ave., Hartford, Conn. 06114.

MOR, rock, 15 months AFRS, ready Aug. 1, tight, 3rd experience, in production, spot writing, prefer Illinois, take tape resume, Kenneth Smith, Box 265, APO, N. Y. 09338.

Intelligent enthusiastic, versatile announcer. Service complete 61st. 3rd phone, 3rd experience, 2nd, prefers northeast or southeastern states, contact Melvin N. Toomey, 3rd PMOB, New York, N. Y., or 212-534-6181.


Announcer, 11 yrs experience. Good voice, above average audience production. Now working (AFTRA) station week-ends in L.A. Would like west or northeast or southeastern states. Married, 30 yrs old. Phone 714-636-1202 or write 2001 S. Haster St., #L-C, Anaheim, Calif. 92802.

**Technical—(cont’d)**

Engineering position wanted at University radio or TV station by a young married engineer experienced in all phases of AM & FM technical operation. Reply Box A-298, BROADCASTING.

**NEWS**

News director now with top rated midwest AM/FM seeks opportunity. Box A-72, BROADCASTING.

Broadcast journalist; experienced in all facets of the media. Box A-299, BROADCASTING. If your organization is committed to serving the community, needs dedicated manpower to provide that service at station willing to pay. Box A-228, BROADCASTING.

Available in April: 6 years radio, TV, MA candidate at Penn State. Box A-229, BROADCASTING.

A young, but experienced radio journalist would like to direct an intelligent, creative, hard-driving news department. Three years with a nationally recognized news operation in a major southwestern market. Stable, married with one child. Minimum to start $600 month. Box A-235, BROADCASTING.

News director midwest desires to relocate radio news field after metropolitan public relations and newspaper experience. Eight years news experience including one year as director of the Midwest's oldest, finest 5 kilowatt stations. Box A-239, BROADCASTING.

News director, seeks large market challenge, Responsibility for on-air presentation. Ten years as news director. Box A-268, BROADCASTING.

**Programing, Production, Others**

Medium market contemporary wanted as outlet for six year accumulation of basic experience and ability. I program, you profit. Rock. Box A-176, BROADCASTING.

Professional broadcaster, chief engineer/operator. Presents at station near top of the market list. Desires to make change. Box A-282, BROADCASTING.

Program-production director with seven years experience. Top Radio personality. A professional radio man looking for a challenging position within an organization capable of providing a personal career. For tape and resume write Ray Edwards, 1417 Clermont Drive, Birmingham, Alabama.

Program director, "top-40", (dj), experienced, 3rd class. Specialize new or changing to top-40. Box sound, knows music. After 5 pm., 513-631-5428.


**TV—Help Wanted—Sales**

Television salesman wanted—Miami’s dynamic channel 23 seeks experienced salesperson. Excellent Draw, high commission. Send resume to: General Sales Manager. WJAI-TV, 695 N.W. 199th Street, Miami, Florida 33169.

**Announcer**

Major midwest TV/AM station wants sportscaster, rewrite, play-by-play, studio shows, will need on-air and off-air tape. Write Box A-14, BROADCASTING.

**Technical**

Midwest ETV station looking for engineer, 1st phone, experience necessary. VHF. Transmitter, niband VTR, studio equipment operation and maintenance; hard-driving opportunity. Send resume to Box A-259, BROADCASTING.

**ANNOUNCER**

**TELEVISION—Help Wanted**

**Technical—(cont’d)**

Wanted—Chief engineer to supervise construction of new UHF TV station in the heart of an existing AM-FM facility. Progressive eastern group of television stations. Box A-257, BROADCASTING.

Manager of TV engineering interested in relocating. Fourteen years in radio and TV engineering. Past three and one half as chief of VHF-TV station. Box A-237, BROADCASTING.

Chief engineer—large ITS multi-channel, operation in Catholic school system in N.Y. area. First class studio and audio equipment. Considerable opportunity for innovation, and some designing. Requires skill, imagination and drive. Salary dependent on qualifications. Box A-296, BROADCASTING.

Openings for technicians with 1st class license. TV operations and facility maintenance. Video Tape, automation, FM stereo. Experienced or inexperienced. Air mail resume to: Pat Finneran, 1618 S. State St., Providence, R. I. 02903.

Television technicians must have 5 yrs 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 131 (obtainable from local U.S. Post Office) to: Recruitment, U.S. Information Agency, Washington, D.C. 20427. An equal opportunity employer.

**NEWS**

Young, experienced reporter, to anchor new daily newscast, plus street work. Know production. Requires 1st class license. Send resume to Box A-271, BROADCASTING.

Chief photographer for network affiliated station in top ten market. Responsibilities will also include silent and SCP street assignments. Box A-251, BROADCASTING.

We are expanding our news staff! Need a newsman well versed in all phases of television news to join our aggressive news team. Must be able to write and have the ability to do camera reporting. Contact Al Fleming, News Director, WTVH-TV, Canton, Ohio.

**Programing, Production, Others**

Film director wanted for station in major market. Fifteen years broadcasting background and experience with administrative experience. Profit sharing plan, good all around benefits at a great station. Send resume to Box A-133, BROADCASTING.

Ideal opportunity for young graduate with R-TV major to become production director and assistant to station manager. Must be familiar with broadcast properties. Please reply to Box A-203, BROADCASTING.

Qualified scenic designer needed for 3rd market station. Must be experienced. Position open now. Resume with resume and samples of work to Box A-204, BROADCASTING.

TV traffic manager. We seek a well experienced traffic manager to maintain traffic flow and 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 and salary details in first letter to Box A-316, BROADCASTING.

Wanted: Announcer-producer—not just a man who talks, but one who can think too. This man may be located at a radio station, wanting to join the team of one of the most successful TV stations in the southeast; good salary, paid vacation, insurance benefits and profit sharing plan for the right man. Send VTR and resume to Box A-217, BROADCASTING.

An equal opportunity employer.

Switch—Production personnel needed for new expanding UHF in Tennessee capital. Excellent opportunity for right man. Will consider training. Send resume to Mr. Edwin Walker, Box A-284, 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 under pressure. This is a very active and fast pace working conditions in this active Time-Life station. Box A-219, BROADCASTING. Wild Television Production manager, WOOD-TV, 120 College St. E., Grand Rapids, Michigan.

Technical sales representatives. Must have extensive experience with minimum of 2 years in production. Network experience preferred. Degree in design or sales training. Salary range $6,000 to $10,000. Send resume of training and experience by February 4, 1969.奔send to Personnel Dept., 2832 E. Flamingo Road, Las Vegas, Nevada 89109.
**TELEVISION**

**Situations Wanted—Management**

Public affairs—group specialist relocating, California. Eminent successful management level background. Top group references. Box A-164, BROADCASTING.

**Sales**

Summer work wanted, senior broadcast major, Livingston, N.J. Major in MJ school of journalism, interest mainly sales and promotion. Available June 10, for resume write. Box A-250, BROADCASTING.

**Announcers**


**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.


Wanted—full time anchorman or second man slot. Currently weekend anchor. The equipment's heating up. Check your heart. Top group references. Broadcast experience. Box A-261, BROADCASTING.

Looking for a TV news photographer? Experienced in 6mm color, BW, commercial, processing, editing, depending upon work. Will relocate—prove worth. Available immediately. Box A-272, BROADCASTING.

**Programing, Production, Others**

Producer-director. Creative and imaginative parson with 13 years solid experience all phases TV production, seeks challenging position with progressive firm. Box A-126, BROADCASTING.


Art director: All progressed up and no growth. Specialize in versatility. Salaries and squeeze seeking opening in top 50. Box A-238, BROADCASTING.

**FOR SALE—Equipment**

We need used 500, 500, 1 KW G & 10 KW AM and FM equipment. Guaranteed working order. McCarty Corp., 1341 Irisdale St., Laredo, Texas 78040.

Used 500 kw AM transmitter in good operating condition for cash. Box A-90, BROADCASTING.

Private educational institution seeking contributions and donations for equipment, etc., for establishment of FM radio, closed circuit TV and equipment. Contributions deductible. Shipping paid. Miami Bible College, 2300 Northwest 135th St., Miami, Florida 33167.


**INSTRUCTIONS**

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course includes FCC. Fully approved by Veterans' Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75223.


The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Box A-119, Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.


Announcing: programming, 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. Utilize our own commercial broadcast facilities. KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools, 2603 Inwood Road, Dallas, Texas 75223.

Attention Hawaii and Gulf coast area residents. Elkins Radio Institute offers First Class License in only six weeks. Quality instruction. Elkins Institute in Houston. 2120 Travis, Houston Texas 77002.

Since 1948. Original course for FCC First class radio telephone operators. Complete course for veterans. Low-cost dormitory facilities at school. 10000 applicants required. Several months ahead ads. Enrolling now for April 2, July 9, Oct. 1. For information and reservations write William B. Ogden, Radio Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647 (Box 245, BROADCASTING).

New York City’s 1st phone school for people who cannot afford to make mistakes. Proven results: 100% graduating, passing course. FCC 2nd class exams, 100% approved FCC. Contact: Radio Operators School, 5075 Warner Ave., Huntington Beach, California 92647 (Box 245, BROADCASTING).

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st class Radio Telephone License (famous 5 weeks course). Call (213) 414-1272. 24 hour office. R.E.I. Schools, Inc., 2001, 10, Mar. 17, Apr. 21, Call or write the Pacific Radio Schools, 5075 Warner Ave., Huntington Beach, California 92647 (Box 245, BROADCASTING).

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 953-6922.

R.E.I. in Fascinating K. C. at 3125 Gillham Rd, Kansas City, Mo. 64108, Call (816) 474-2265.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Frederick at 809 Caroline St., Frederickburg, Va. 22401, Call (703) 373-1441.

First phase 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, 10800 Duncan, Manhattan Beach, California 90266, (213) 437-4461.


One week personal instruction for first phone in Atlanta, Detroit, Seattle. Bob Johnson Radio License Training, 10600 Duncan, Manhattan Beach, California 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, California 90266.

Why pay more? First phone license in four weeks $295.00 Guaranteed results. rooms $80.00 weekend college. Call 217. For registration write RCC Radio Institute of Broadcasting, 1066 S. 8th Ave. South, Nashville, Tennessee phone 297-8084.

FCC first phone quickly and easily via new concept Correspondence Course in FCC and AM Radio. American Broadcasting Inst., P.O. Box 6665, Milwaukee, Wisconsin 53216.
INSTRUCTIONS—(cont’d)

Broadcasting Institute offers university-level, State-accredited instruction in our own commercial station, WRNO. By radio and TV, for broadcasters. Not a trade school! Box 6071, New Orleans.

See our display ad under instruction on page 119, Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California 90028. Box 2-3281.

RADIO—Help Wanted

Management

RADIO EXECUTIVE

We want the finest young radio executive in the country! The men 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-240, Broadcasting.

PRODUCT MANAGERS

BROADCAST EQUIPMENT

Continued expansion of a dynamic national company has created two key openings in Product Management. Your principal function will be to provide recommendations for levels of quality, quantity, price, service and parts, plus sales support in presentation of sophisticated systems. Requires full working knowledge of products and markets.

(1) AM/FM BROADCAST EQUIPMENT

All products, including microphones, consoles, monitoring equipment, towers and antennas.

(2) VIDEO TERMINAL EQUIPMENT

Video switchers, amplifiers, special effects, sync generators, monitoring and test equipment.

All inquiries will be treated confidentially. Send your resume to Miss P. M. Hicks, Personnel Manager.

VISUAL ELECTRONICS CORP.

356 West 40th Street
New York, N. Y. 10018
An Equal Opportunity Employer

What are the needs of the Broadcast industry?? Employees who have a good basic understanding of all station operations, with flexible announcing ability, 1st class tickets, can run tight boards, able to write and produce good commercial material, help develop good Sponsor relationships, can obtain listener response. This type of extensive training is the reason Don Martin graduates are always in demand. For free brochure, call or write: Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif, HO 2-3281.

Sales

ACCOUNT EXECUTIVE

Needed for local small market station in Midwest, WCIR AM/PM Columbus, Ohio. Live and work in one of America’s truly great communities. This is a rare opening in our Sales Dept. Assume an account list which is now producing five figure income. Mail resume with photo to:

W. R. Williamson, Sales Mgr.
501 Washington Street
Columbus, Indiana 47201

Outstanding Sales Opportunity

Large established single market station has permanent opening for professionals, experienced salesmen. Possibility for advancement. Take over established billings in progressive northern Illinois market. Must be successful with no problems. Stability and ability to grow with organization a must. Right man can do five figure first year. All new facilities, attractive fringe.

All details, first letter to: Richard Jakle, WRMN, 181/2 Douglas Ave., Elgin, Ill.

Announcers

Looking for an Announcer?

Let Dick Good help you.

Get a Columbia School of Broadcasting graduate to fill your next opening. It’s a free service we provide to your station and to our graduates. We have 27 offices in the U.S. and Canada. The chances are we have just the man you’re looking for, from your part of the country, just call or write Dick Good and he’ll send you a tape, resume and photo of a good graduate near you.

Columbia School
of Broadcasting
4444 Geary Blvd., San Francisco 94118
Telephone: (415) 387-3000
(Not affiliated with CBS, Inc. or any other institution)

Top Management

Capable, well-known broadcaster, under 40, with ownership and management experience is seeking greater opportunity. Background includes all size markets, all formats and network. Presently general manager in one million plus market.

Well versed in all phases of radio, sales, promotion, accounting, FCC rules, music, news, public affairs, sports. Outstanding record of community service. Seeking management position in similar size market or with responsible chain. Will provide other talented executives for management team.

Salary minimum in medium five figure bracket with incentive bonus. Present ownership will provide superior references.

Will relocate anywhere except deep south. Personal interview requested.

Box A-281, Broadcasting.

NEWS

NEWS DIRECTOR

Large established single market station has Feb. 1, news director opening. Experienced, professional with ability to grow with organization a must. All new facilities, salary and fringe attractive to right man. Live and work in excellent northern Illinois community. All details, first letter to:

Richard Jakle, WRMN
181/2 Douglas Ave., Elgin, Ill.

Situations Wanted

Management

Radio-TV Pro

20 years sales end, seeks initial managerial slot. Ivy grad, personal, knowledgeable production, programming, play by play, major sports, editorials, community involvement.

Box A-12, Broadcasting.

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-266, Broadcasting.

Columbia School
of Broadcasting
4444 Geary Blvd., San Francisco 94118
Telephone: (415) 387-3000
(Not affiliated with CBS, Inc. or any other institution)

ANNOUNCER

Major Market Background
Philadelphia-Trenton-New York area

Bob Curley
233 Thomas Street
Woodbridge, New Jersey
201-634-5024
**TELEVISION—Help Wanted Technical**

**AVCO Corporation**

... a large electronics manufacturing/broadcasting corporation has been awarded a three-year operation and maintenance program of television stations in Saudi Arabia. Openings exist in the following areas:

*CHIEF ENGINEERS*

BSEE or equivalent plus 10 years experience in VHF station operation and maintenance.

*BROADCAST TECHNICIANS*

Television technical school plus 5 years experience in VHF station equipments operation and maintenance.

*INSTRUCTORS*

Television technical school plus 5 years' experience in VHF station maintenance plus 2 years' experience in formal classroom instruction on electronics equipment.

Generous salary—completion bonus—living allowance—excellent fringe benefits. Send resume in confidence to R. E. Weirich.

**AVCO**

Field Engineering P.O. Box 41300 Cincinnati, Ohio 45241

(An equal opportunity employer)

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**TELEVISION STUDIO AND TRANSMITTER TECHNICIANS**

Solid career opportunities for up to 10 trained men to complete installation of broadcasting facilities for public television network, then continue in operational positions. New 50,000 sq. ft. full color facility, with three studios, is now under construction in key Middle Atlantic metropolitan area. Letters with resume to:

Box A-256, Broadcasting.

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**TELEVISION ENGINEER**

To operate and maintain equipment of an electronic nature and all other gear for a Multi-Media center.

Must hold First Class Commercial Radio-Television License, or its equivalent, or have formal or trade school training of the same level with a minimum of two years' engineering experience working with broadcast quality television or radio equipment. Must be able to assume all functions with regard to television production crew, and in roll of engineer, to produce the most professional quality television production possible. Please send resume to:

Box A-273, Broadcasting.

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**NEWSREEL CAMERAMAN**

VHF station in top 10 market needs a creative, energetic, experienced news cameraman to join a young, strong and growing news department. Excellent pay, benefits. Send resume and reel to:

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**RADIO & TV SPECIALIST**

An unusual opportunity for a man well grounded in broadcast media. We are a merchandising complex composed of food, drug and discount stores operating in 15 states. Perhaps you are presently employed as an advertising manager in a retail establishment. Or, you are currently engaged as a copy writer in an advertising agency. You will have charge of a new department with responsibility for creating radio and TV commercials and buying airtime in various markets. An opportunity to get in on the ground floor of an expanding organization with a bright future. Write complete details including education, experience and salary requirements. Replies held in strict confidence.

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Pacific Coast major market TV station needs experienced documentary writer/producer at once.

This writer should have considerable experience in a metropolitan TV news department and some experience as a documentary writer. We want to talk to top notch creative people with ability to research—write and produce—as part of the west's best TV news staff.

Send examples of your work and complete resume to:

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4. TV BUSINESS MANAGER for top 10 market station. Age 28-35 and salary negotiable depending upon experience and background.

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Soll is flexible, geared to provide broadcasters with complete, dependable service, anytime — anywhere.

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WANTED TO BUY—Stations

MAJOR MARKET GROUP
owner is seeking additional properties. Reply in confidence.
Box A-265, Broadcasting.

ATTENTION
Arizona-California-Florida
New Mexico, Oklahoma or Texas
Financially responsible group wants to buy a full time AM in the top 100 market cities. Deal direct with principal.
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We want to buy your CATV Franchise or System for cash to $2,000,000.00, or cash and stock or stock.

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(Continued from page 108)

- KOBH-AM-FM Hot Springs, S.D.—Broadcast Bureau granted assignment of license from Fall River Broadcasting Corp. to Major C. Short for $80,000. Sellers: Russell M. Stewart, president et al. Mr. Stewart owns 36% of KOBH-AM of Scottsbluff, Neb. Buyer: Mr. Short is former musician, disc jockey manager and night club, theater and television entertainer. Action Jan. 17.

- WAEW-FM Crossville, Tenn.—Broadcast Bureau granted assignment of license from H. F. Lawson to WAEW Inc. for purpose of incorporation. No consideration involved. Principal: Mr. Lawson owns 50% of WLET-AM-FM Toccoa, Ga. Action Jan. 10.

Community-antenna activities

The following are activities in community antenna television reported to Broadcasting, through Jan. 22. 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.

- Vallejo, Calif.—Gibson Radio & Publishing Co. is associated with Community Television Inc., Denver (multiple CATV owner) has been awarded a 20-year franchise. Six other companies that submitted applications were Beethoven of Berkeley, Calif.; Nation Wide Cablevision Inc. of San Carlos, Calif.; CATV owner); Teleprompter Corp. of New York (multiple CATV owner); Televents of California Inc., Martinez, Calif.; Triangle Cable Co. of Oakland, Calif.; and Vumore Cablevision of California, San Leandro, Calif.

- Croyle, Pa.—Nancy Gio CATV, Nanty Gio, Pa., has been awarded a franchise. There will be no charge for installation and a $4.50 monthly fee.

- Newburg, Me.—Franklin Cable TV has been granted an exclusive franchise.

- Worcester, Mass.—Park Industries Inc., Worcester, has begun operation. Cost of the service is $10 for installation and $4.95 monthly.

- Pontotoc, Miss.—Mississippi Transmission Co. has begun operation. The firm has also purchased Houston TV Cable Co. in Houston, Miss. The aggregate price for the Houston system, plus budgeted rework of the Houston system, was reported to $3.8 million. Officers of Mississippi Transmission are E. D. Larson, president; J. P. Little, vice-president; and W. R. Lamb, secretary-treasurer. Mississippi Transmission, with general offices at Batesville, Miss., so has franchises in Batesville, Lambert, Marks and Water Valley, Miss., Mississippi.

- Salibury, N.C.—Cablevision of Salisbury Inc., owned by multiple CATV owner Jefferson-Carolina Corp., Greensboro, N. C., has begun operation. Mr. H. C. Crocker, president of Jefferson-Carolina, said operations had begun on a temporary basis as a result of a new set of FCC rules on cable TV. A nominal monthly fee has been initiated, but a $5 monthly rate is allowed under the company's franchise.

- Hazleton, Pa.—Mountain City Television Co., Hazleton, has increased its rates $1 per month to $4.75. Under its franchise Mountain City pays 2% of its gross receipts. In 1968 the company paid the city $5,411.

- Tamqua, Pa.—Service Electric Cable TV Inc., Tamqua, has increased its monthly service rate $1 to $4.50. Service Electric also owns Mountain City Television Co. in Hazleton, Pa. (see above).

- Palestine, Tex.—Palestine Community Cable Inc. has applied for an exception to the 1969-70 year franchise. Principals of the firm are Ben Slack of KNET-AM Palestine, president; Marshall H. Penrose or KLTV TV, Tex., vice-president; and Tolbert Foster of KLTV TV, secretary-treasurer; would charge $5 monthly and pay the city 20% of the system's gross receipts after installation costs and equipment costs have been amortized, and would pay 2% of the system's gross receipts until such capital costs have been amortized. Harry Herrington, a Palestine businessman, also intends to submit an application. American Cablevision Co. (multiple CATV owner), Beverly Hills, Calif., is currently offering cable service in Palestine under a franchise granted in 1959.
"A salesman must believe in his product," mused the new president of Radio Advertising Representatives, Perry B. Bascom.

And Mr. Bascom, from his statement and seemingly endless optimism about his industry, obviously takes this criterion to heart.

"My first love is radio," he asserted. "It's vibrant, unique, and much tougher to sell than television. It has to be sold with more sophistication. A salesman can't go out any more with just a rate card or rating book."

He feels his company in particular is well-equipped to help advertisers with their complicated statistical needs. Westinghouse operates a marketing information bank, which supplies quantities of research and marketing aids.

Statistics are not the only advantage RAR has, Mr. Bascom contends. The rep's small size—only 10 stations "of excellent caliber"—means the men can become more personally involved.

"We have a travel program," he explained, "in which the salesmen visit the stations at least once every 18 months to be introduced to the station personnel."

Keeping in touch with the stations is only a small part of the "hard work" which Mr. Bascom lists as another criterion for a salesman.

"He must further his skills," he added, "and acquire new techniques for using marketing information."

"A salesman must also be inquisitive," Mr. Bascom noted. "He has to ascertain the marketing objectives of the advertisers."

"He should also be flexible to be able to respond to help from management."

Management, on the other hand, should never pre-empt the duties of its sales staff, he asserted. In making presentations, Mr. Bascom plans to act on his own levels, and not usurp his own salesmen's responsibilities.

Except for a short period following service in the Navy during World War II, Mr. Bascom has spent his entire career in broadcast sales, a good deal of it with Westinghouse Broadcasting Co., the parent of RAR.

He started with Hearst Advertising Services in 1945, and later that year became a division manager for the Florida Citrus Commission, working out of Rochester, N. Y., and Philadelphia. In 1948 he entered the broadcast field as an account executive with WIP in Philadelphia.

New York was his next base. Mr. Bascom moved to WOR-TV as a salesman in 1951 and became sales manager before leaving in 1956 to join Westinghouse as eastern sales manager. He served as national radio sales manager from 1957 to 1961, then was sent to Cleveland as general manager of WBC's KYW (now Philadelphia).

Mr. Bascom moved to Boston in 1965 as general manager of WBC's WBZ, and then to New York as vice president on the corporate staff last year, a few months before being named president of RAR in November.

Mr. Bascom very diplomatically refuses to name a preference for one city over another one. "They all have their uniqueness and challenge," he asserted. "Cleveland has a lot of snow, and cold weather," he pointed out, "but I like that. Besides, if you like the job, you can stand the elements."

"Boston is great," he added, "because the mountains and the Cape [Cod] are nearby, and the school system is very good."

Mr. Bascom feels that the traveling has enriched, rather than hindered, the lives of his children, Janet, 21, and Alan, 17. The Bascoms are keeping their house in Framingham, Mass., until June, when Janet will be married and Alan finishes high school. They will then move to Scotch Plains, N. J.

Though moving around, the family has maintained a sort of "permanent residence" in Vermont—a cabin passed down through Mr. Bascom's family. The RAR president began horseback riding during his summers there as a child, and has fond memories of the Vermont county fairs. Vermont is also the setting for his two other sports hobbies—sailing and tennis.

The Bascoms keep two horses on their five acres in Framingham, a Tennessee walker and a Morgan, but Mr. Bascom is afraid there will not be room for them in New Jersey. He describes himself as an avid rider, only on weekends since moving to New York, but almost every day when he was in Boston.

The company has been keeping him busy traveling at the start of his new job, acquainting himself with the station clients. He expects to settle down more as the newness wears off, and turn more to aiding sales activities rather than remaining strictly with the administrative duties.

Mr. Bascom directs a staff of 28 at RAR in New York, and oversees offices in Detroit, Chicago, San Francisco and Los Angeles.

His enthusiasm and optimism for the business show in his bullish estimate of radio's prospects in 1969.

"Radio has proven its ability as a prime communicator," he declared. "There will be further recognition of radio—it will continue its upsizing."

Mr. Bascom's enthusiasm doesn't wane in considering past projects, either. In reminiscing over the WBZ "traveling road show" sales presentation of last year—a musical revue staged for agencies and advertisers in Boston, New York and Chicago—he described it as "unique" and "something more like what a television station might produce," and, not only good salesmanship but "a lot of fun" as well.

His eagerness also extends to such projects as redecorating his office ("I want to put some color in it," he said) and traveling to places and countries he hasn't seen yet.

There seems to be mutual admiration between the RAR president and Westinghouse. This harmony alone should be an invaluable aid to Mr. Bascom, but his verve and zest should help even further as he digs into his new job.
No letup now

At this time last year nobody was very bullish about 1968. For both television and radio 1967 had been a slow year. Forecasters were understandably reluctant to read the signs of early 1968 as indicating anything approaching the huge surge of business that the year was to produce. In Broadcasting's "Perspective" reports of Jan. 29, 1968, the common mood was restrained optimism.

Now the reports for 1968 are in, as recorded in exclusive Broadcasting estimates appearing elsewhere in this issue, and they show how remarkable the advances really were. Radio for the first time exceeded $1 billion in time sales—a 15.8% gain over 1967. Television time sales shot well above the $2-billion level—a 12.8% gain. Despite that record, the prevailing mood is, once again, restrained optimism. Though individual opinions vary widely, the consensus seems to be that gains will be made in 1969, but not at the rate of expansion that developed last year.

To look ahead through an entire year is, of course, a risky business. Right now there are indications of uncertainty. The stock market has been acting nervously. In Wall Street it is possible to hear that companies are trimming expenses or postponing capital investments. These may be temporary holding measures, taken until a clearer fiscal policy emerges from the new administration in Washington. But if prolonged, such measures could lead to a slowing of the rate of advertising spending. And that is a possibility that broadcasters would be wise to counter now.

The selling efforts of both media must not only be continued, but indeed intensified, even though both media have entered 1969 after the biggest year by far in their history. The selling effort must be addressed not only to the problem of maintaining growth in total advertising but also to the unique values of television and radio as advertising vehicles. If there is to be a slowdown in gross advertising activity, radio and television will have to work the harder to increase their shares of a stabilizing market. If total advertising continues to expand, the sales efforts will be even more productive.

Need for reform

It may be a while before President Nixon gets around to regulation of communications. The harassed and harangued FCC is a continuing body that legally needs no action from the President until the next vacancy occurs June 30.

Actually, however, for the good of the country, the FCC needs prompt attention. The new administration is well aware that there are big decisions to be made involving space and satellite communications aside from domestic broadcasting. The President knows the FCC is torn with internal strife, that there's unhappiness among licensees.

Mr. Nixon can look to at least three of his confidants for guidance. Secretary of State William P. Rogers must concern himself with the satellite consortium. As attorney general during the Eisenhower years, and as a private practitioner, he became thoroughly indoctrinated in newspaper and station-ownership matters. Herbert Klein, who fills the unique slot of communications director, was a West Coast editor with the Copley organization that used to have broadcast ownerships. Frank Shakespeare Jr., director of the United States Information Agency, has spent most of his working life with CBS.

The FCC was a vexatious problem for President Lyndon B. Johnson because of the psychological handicap of family ownership of Texas and Oklahoma broadcast properties. Mr. Nixon is not confronted with such conflicts.

Mr. Nixon should have no recriminations about the fairness of the broadcast media. He's a winner. Eight years ago it was different. He was beaten for the Presidency by an attractive if relatively unknown senator who looked better in those television debates. This time Mr. Nixon mastered television. His new skills did much to elect him. Newspapers preponderently supported Mr. Nixon. So why should he give aid and comfort to the likes of those in the Department of Justice and at the FCC who would force newspaper divestiture of station ownership, or force broadcasters to go the ruinous "one-to-a-customer" route?

When the Nixon administration reaches communications on its agenda, it is bound to recognize the need for changes at the FCC. There are two—possibly three—commissioners who seem to believe it's a sin for a broadcaster to make a profit. Theirs is a purely socialist concept.

That concept did not win the election for Mr. Nixon. If the exponents of that philosophy won't see the light and resign, an appropriate way of legislating them out of office should be found.

Where the action wasn't

A gaggle of anti-establishment demonstrators attempted last week to disrupt the presidential inauguration ceremonies in Washington. They didn't succeed.

On the night before inauguration day they were permitted to parade and to assemble in a tent erected for their convenience. Those events were given appropriate coverage in the press and on the air.

On the next day, during the inaugural parade, a number of demonstrators began shouting obscenities and throwing objects as the new President rode by. Police and military acted swiftly to put the most obstreperous under arrest and disperse the others.

In short, the authorities permitted the demonstrators to exercise their rights to peaceable assembly but prevented them from committing or inciting violent acts. It was an example of sensibly applied police power. No massive confrontation, no wholesale violence—no story worth the kind of coverage given to the demonstrations in Chicago during the Democratic convention.
...in the 12th U.S. Market

You'll soon find the largest and most modern airport in the world. You'll also find a million television households, and WBAP-TV serving this market with over 20 years' experience. Pioneers in News, Weather, Sports, Color and Original Design, WBAP-TV looks forward to many more jet age decades of community building.

Represented Nationally by Peters, Griffin, Woodward, Inc.
The projector that doesn't care what order the slides are in

That's the beauty of the Sarkes Tarzian DSP-80 Slide Projector. Just load the machine with up to 100 slides... the largest capacity of any projector in the field. Then punch them up in sequence—or skip around, selecting any slide at random. The DSP-80 takes it all in stride. And never misses a cue.

Replacing slides is easier, too. Change one at a time, or set up a completely new slide program simply by interchanging pre-loaded drums.

Color slides always project true and brilliant, because the DSP-80 has a 500 watt quartz lamp that maintains a constant color temperature... no matter how long it's running. And forced air cooling eliminates buckling.

The DSP-80 contains its own DC power supply and can be operated locally or from a variety of standard remote control panels. Contact your Sarkes Tarzian sales engineer now or write direct: Sarkes Tarzian Systems, Bloomington, Ind.