Adverters get with, and into, syndicated programing. p25
RAB nine-month report shows why '68 was record sales year. p32
SPECIAL REPORT: Ad men learn tricky art of making 30's. p44
WHDH-TV case takes strange turn as debate lines are p51

In market after market, in key competitive time periods HAZEL is performing to the right kind of audiences.
Just take note of these facts taken from ARB books around the country;
• Best strip — delivers more homes and young women than any other program sign-on to 7:30.
• First choice of women and 184% more homes than her closest competitor.
• A 46% share of young (18-34) women.
• 59% more women view HAZEL than her rival stations combined.
• 61% more women than the competing station.
• Beat her two competitors in every demographic category.
• And look what she's offering...
• 154 half-hours (120 in color).
SCREEN GEMS
PRESENTING

The Greatest
Variety Acts
in
International
Show Business

Fantastic Ventriloquists
Rumanian National Dance Group
Breathtaking Acrobats
Astonishing Animal Acts
Jugglers from Hungary’s State Circus
Fascinating Puppets
World’s Greatest Ballet Stars
Authentic Highlander Pipes and Drums
Gold-Record Singers
Hilarious Comics
World-Famed Pop Groups
Champion Irish Dancers
Brilliant Jazz Stylists
Amazing Illusionists
Side-Splitting Comedy Teams
Stars of Opera
Flamenco from Spain
Internationally Acclaimed Folk Singers
Lovely London Line Dancers
Enchanting Mike Sammes Singers
Jack Parnell and 50-Piece Orchestra
...and Much, Much More!
extravaganzas in color!

SOLD
PRE-RELEASE
RKO GENERAL
NEW YORK  WOR-TV
LOS ANGELES  KHJ-TV
DETROIT  CKLW-TV
BOSTON  WNAC-TV
MEMPHIS  WHBQ-TV
HARTFORD  WHCT
NEW HAVEN

for the first time in syndication...
network-budgeted musical-variety now available for regional and local sponsors

Phyllis Diller  Liberace  Shelley Berman  Eddy Arnold  Dave Allen

INDEPENDENT TELEVISION CORPORATION
555 MADISON AVENUE
NEW YORK, N. Y. 10022
ACCENT ON YOUNG WOMEN

To reach the young women in the nation's 12th ranked television market, consider and buy KRLD TV’s dominance.

The November 1968 ARB Television Audience Estimates show that Channel 4 delivers more women (18-34), per average quarter-hour, 9:00 A.M. to 6:30 P.M., Monday thru Friday, than any other station in the market — leading the second station by 39.4%

To put the accent on young women in the Dallas-Fort Worth market, place your next schedule on KRLD-TV.
Going up

Still more evidence of accelerated—and apparently still accelerating—pace of TV advertising activity is found in Broadcast Advertisers Reports' latest look at commercial-unit volume in top-75 markets that BAR monitors monthly. In November 1968, latest month for which compilations are complete, nonnetwork units were up 25.6% from November 1967 (from 211,014 to 265,091). Isolated 30-second announcements were up 30.5% to 48,079, and piggy-backed 30's were up 41% to 60,604. Straight 60's, once standard but now outnumbered by 30's in one form or other, were down 2.3% to 99,523.

BAR has not finished tabulating 75-market results for December, but officials say preliminary indications are that trend will be even more pronounced. And on basis of half-dozen markets for which January tabulations have been completed, they venture pattern will be further extended when all of that month's results have been counted.

Target selection

Since FCC's unsettling 3-1 decision proposing to lift license of WHDH-TV Boston for newcomer (Jan. 27) and application for NBC's ch. 4 KNBC-TV Los Angeles by nonbroadcast local group, reports have been rampant of impending "strike" applications involving station renewals in metropolitan areas. Last week reports were current that group is about to file for San Francisco Chronicle's ch. 4 KRON-TV and that another application may be filed on top of second VHF in Boston.

End in sight?

What is regarded hopefully as next-to-last step in seven years of trying to set terms for new TV-station licenses for use of music of American Society of Composers, Authors and Publishers was taken last week. Since they shook hands on basic terms last fall, negotiators for ASCAP and All-Industry TV Stations Music License Committee have been trying to get it all down in writing. In process they uncovered dozen or so new areas of disagreement—said to be relatively minor—but have gradually resolved most of them. At meeting Tuesday night (Feb. 18) they decided they had settled all they could and would submit rest for decision by Federal Judge Sylvester J. Ryan, who presides over seven-year-old lawsuit that these negotiations would terminate.

Issues to be decided by Judge Ryan are said to involve five or six legalities and other essentially noneconomic points. Hope is that they can be cleared up in time to report this "last step" to TV operators at National Association of Broadcasters convention next month. When basic terms were disclosed last summer, all-industry group, which is headed by Charles Tower of Corinthian Broadcasting, estimated they could shave TV stations' ASCAP payments as much as $53 million over 10-year term (Broadcasting, Aug. 26, 1968).

Bigger budget

In spite of congressional outbursts against FCC, chances are considered pretty good that agency will get most, if not all, of Budget Bureau recommendation for appropriation of $23 million for fiscal 1970, which begins next July 1. FCC has what was described as "good hearing" in executive session before House Independent Offices Appropriation Subcommittee last Tuesday, and favorable report (increase from current year's $19.7-million appropriation) is seen likely.

Collector's urge

Obscured by merger moves made by such entertainment activists as National General Corp. and Metromedia Inc. has been significantly aggressive acquisition policy of Filmways Inc. Unpretentiously, Filmways, which started as TV-commercial producer, has made total of 15 acquisitions since fiscal 1966. In 1968 alone, company acquired 11 different firms. Not included in this breakdown is proposed acquisition of Cascade Broadcasting Co., owner and operator of three TV stations in Pacific Northwest. Company insiders say Filmways is not out to become conglomerate, instead is aiming to expand exclusively in leisure-time area.

If...

If FCC Chairman Rosel Hyde should perchance be asked by President Nixon to continue in chairmanship beyond his present term, which expires June 30, he would be only chairman in FCC history to be appointed by three presidents. At this writing there's no indication that Mr. Hyde will serve beyond June 30, completing 23 years as commissioner—four of them as chairman. His previous chairmanship appointments were by President Eisenhower (1953) and by President Johnson (1966).

Rescue mission

Man of hour in Hollywood now that NBC-TV and CBS-TV have set prime-time schedules for next season (see page 64), is Herbert F. Solow, production VP for MGM-TV. When Mr. Solow went to MGM from Paramount TV little more than year ago, studio's television slate had just been wiped out. In one disastrous season (1967-68), MGM lost Man from U.N.C.L.E., Off to See the Wizard, Maya and Hondo. Mr. Solow, under whose leadership Paramount TV got into network swim with Mission: Impossible and Star Trek, made three pilots for MGM-TV aimed at 1969-70 season. All have sold. Studio sold Then Came Bronson, hour series, to NBC-TV and University Medical Center, another hour program to CBS-TV. Previously announced was sale of Courtship of Eddie's Father, half-hour situation comedy, to ABC-TV.

Party lines

Public Broadcasting Laboratory, involved in that other televised pot party that FCC is investigating ("Closed Circuit," Dec. 9, 1968), appears likely to escape heat being placed on CBS and its WRBM-TV Chicago. WBMB-TV reporter was accused of requesting that party be held so that station could film it, but participants in Boston are said to have told investigators they volunteered to light up for PBL after hearing of its interest in featuring that kind of event in program. They are said to have told investigators, however, that discussions between participants and PBL were held over period of weeks preceding party.

Commission has shown no indication of disposing of matter in near future. In any event, officials note that even if they found evidence of wrongdoing, there is little they could do about non-licensee PBL.

Language barrier

New U.S.-Mexican treaty governing two nations' use of standard radio band, which dropped out of news after it was signed in Mexico City in December (Broadcasting, Dec. 16, 1968), has surfaced again—in manner of speaking. It is at White House, shipped there from State Department. And it will probably be sent soon to Senate for ratification. Long hiatus between signing and ratification of treaty was said to have been filled by checking of English, Spanish versions for correspondance.
That's Entertainment.

When Paul Harvey says "Hello Americans!" he's entertaining as well as informative. When Joseph C. Harsch analyzes the news thousands of listeners find his comments entertaining. When Keith Jackson covers sports he does it in an entertaining way. Where does all this happen? On the American Entertainment Radio Network. Here is low program inventory that blends with your local sound. No accident, this kind of programming. Because station people operate this network. Station people with station experience who understand a station's problems and goals.

Stations like yours—in market after market—have joined the American Entertainment Network for these reasons. We grow bigger every day. So if you are entertaining the idea of joining us why not do it NOW!

AMERICAN ENTERTAINMENT RADIO NETWORK
A division of the ABC Radio Network
Advertisers and their agencies intensify efforts to participate more fully and directly in syndicated programing, by developing or acquiring rights to programs for sponsorship on national or regional basis. See . . .

Advertisers get into programing . . . 25

AAF government-affairs conference features appearances by FCC's Cox, FTC's Elman, Senator Philip Hart (D-Mich.) and others in sessions marked by nonviolent confrontations between regulators and regulated. See . . .

Give and take at ad colloquy . . . 30

RAB spot-radio report for first nine months of 1968 provides more details on record year. Total sales are listed at $247.6 million as Sears, Ward's crack list of top-100 spot-radio advertisers for first time. See . . .

Spot radio keeps skyrocketing . . . 32

Broadcasters, cigarette manufacturers ask Supreme Court to overturn FCC ruling requiring broadcasters to air anti-smoking ads. Case is most "far-reaching" broadcast matter ever to come before court, NBC says. See . . .

Cigarettes reach Supreme Court . . . 35


Network TV's clientele grows . . . 38

Special Report describes efforts of agency copywriters and art directors to acclimate themselves to the 30-second spot, as short form promises to replace 60-second spot as basic unit of television advertising. See . . .

The tricky art of making 30's . . . 44

Boston channel 5 case acquires additional twists and turns. WHDH Inc., denied renewal, asks commission to reconsider; BBI, winner of the channel-5 facility, asks commission to "supplement" its decision. See . . .

WHDH-TV debate lingers on . . . 51

Two of three television networks have firmed their fall programing line-ups. CBS, NBC together will have 12 series new to night-time schedules—including switch of 'Get Smart' to CBS's Friday schedule. See . . .

'Get Smart' switches networks . . . 64

CBS tells FCC some prearrangement is necessary in airing program such as WBBM-TV pot-party film, but denies impropriety and urges commission to absolve it of wrongdoing in connection with controversial broadcast. See . . .

CBS marshalls pot-party defense . . . 67

General Electric Co., late entry in FCC inquiry on domestic satellites, suggests establishment of new entity, as alternative to existing common carriers, to provide new and specialized services. See . . .

GE's $321-million satellite baby . . . 69

Departments

AT DEADLINE ......................... 9  OPEN MIKE ......................... 19
BROADCAST ADVERTISING ........ 25  PROGRAMING ..................... 64
CHANGING HANDS ................... 58  PROMOTION .................... 72
CLOSED CIRCUIT ..................... 5  SPECIAL REPORT .................. 44
DATEBOOK ......................... 14  WEEK'S HEADLINERS ............. 10
EDITORIALS ....................... 94  WEEK'S PROFILE ................. 93
EQUIPMENT & ENGINEERING ...... 69
FATES & FORTUNES ............... 78
FOCUS ON FINANCE .............. 74
FOR THE RECORD ................... 80
INTERNATIONAL .................. 71
LEAD STORY ....................... 25
THE MEDIA ....................... 51
MONDAY MEMO .................... 23

Broadcasting

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

Subscription prices: Annual subscription for 52 weekly issues $10.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Broadcasting Yearbook, published every January, $11.50 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Department, 1733 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new address plus address label from front cover of the magazine.

BROADCASTING, Feb. 24, 1969

AMERICAN BUSINESS PRESS, INC.
### Nighttime Dominance

18 out of 24 Top-rated Programs on Green Bay Television

<table>
<thead>
<tr>
<th>STATION</th>
<th>PROGRAMS</th>
<th>TOTAL HOMES</th>
<th>STATION</th>
<th>PROGRAMS</th>
<th>TOTAL HOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBAY</td>
<td>Green Bay Packer / NFL Football</td>
<td>131,600</td>
<td>WBAY</td>
<td>Beverly Hillbillies</td>
<td>73,900</td>
</tr>
<tr>
<td>&quot;Y&quot;&quot;</td>
<td>Dean Martin</td>
<td>118,900</td>
<td>WBAY</td>
<td>Second Game / NFL Football</td>
<td>73,700</td>
</tr>
<tr>
<td>WBAY</td>
<td>Family Affair</td>
<td>91,200</td>
<td>WBAY</td>
<td>Laugh In</td>
<td>72,900</td>
</tr>
<tr>
<td>WBAY</td>
<td>Mayberry RFD</td>
<td>87,600</td>
<td>WBAY</td>
<td>Gunsmoke</td>
<td>72,700</td>
</tr>
<tr>
<td>WBAY</td>
<td>Dragnet</td>
<td>83,700</td>
<td>WBAY</td>
<td>Red Skelton</td>
<td>72,600</td>
</tr>
<tr>
<td>WBAY</td>
<td>Gomer Pyle</td>
<td>82,900</td>
<td>WBAY</td>
<td>Bewitched</td>
<td>72,300</td>
</tr>
<tr>
<td>WBAY</td>
<td>My Three Sons</td>
<td>82,500</td>
<td>WBAY</td>
<td>Green Acres</td>
<td>71,700</td>
</tr>
<tr>
<td>WBAY</td>
<td>Smothers Brothers</td>
<td>78,800</td>
<td>WBAY</td>
<td>CBS Friday Night Movie</td>
<td>69,100</td>
</tr>
<tr>
<td>WBAY</td>
<td>Carol Burnett</td>
<td>78,200</td>
<td>WBAY</td>
<td>That Girl</td>
<td>69,000</td>
</tr>
<tr>
<td>WBAY</td>
<td>Gilligan's Island</td>
<td>76,900</td>
<td>WBAY</td>
<td>News/Weather/Sports (6:00 - 6:30 PM) Tuesday</td>
<td>67,400</td>
</tr>
<tr>
<td>&quot;Y&quot;&quot;</td>
<td>Julia</td>
<td>75,400</td>
<td>WBAY</td>
<td>News/Weather/Sports (6:00 - 6:30 PM) Monday</td>
<td>66,900</td>
</tr>
<tr>
<td>WBAY</td>
<td>Lucy Show</td>
<td>74,700</td>
<td>WBAY</td>
<td>Good Guys</td>
<td>66,200</td>
</tr>
</tbody>
</table>

NOVEMBER, 1968 A.R.B.*

### Weather/News

#### Sports Dominance

<table>
<thead>
<tr>
<th></th>
<th>Total TV Homes Weekly . . . 6:00 &amp; 10:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBAY-TV</td>
<td>739,900</td>
</tr>
<tr>
<td>Station Y</td>
<td>523,000</td>
</tr>
<tr>
<td>Station Z</td>
<td>000,000*</td>
</tr>
</tbody>
</table>


* Subject to limitations of survey

---

**The Resultstation**

WBAY/RENE BAY

---

**One 2 Punch in the Land of Milk & Money!**
Hoving committee runs out of money
Without windfall in month, it's through

National Citizens Committee for Broadcasting may go out of business if it does not receive financial support within next month.

Committee's executive director, Ben Kubasik, revealed Friday (Feb. 21) that he had notified board of trustees by letter Wednesday (Feb. 19) that lack of funds may force organization to disband "toward the end of March." Of total working staff of seven, several members have been released, including consultant Robert Squier in Washington and associate director Eugene Gardner in New York.

Since its founding in May 1967 as National Citizens Committee for Public Television, with two-year grants from Carnegie, Ford, Danforth, Kellogg, 20th Century and Sloan Foundations, committee has been operating on $225,000 annual budget. Initial grant of $300,000 from Carnegie is depleted and Ford decided not to continue its $50,000 support unless committee received funds from other foundations. Committee's board chairman, Thomas P. F. Hoving, incurred repudiations from various sectors in industry, including some of his own committee members, with his charge of collusion between AT&T and networks to keep public uninformed (BROADCASTING, Oct. 7, 1968). Later that month committee officially enlarged scope to include criticism of commercial as well as noncommercial broadcasting (BROADCASTING, Oct. 28, 1968).

Committee last month announced plans to "improve" broadcasting policies and practices through challenges to license renewals, public reports, studies and debates (BROADCASTING, Jan. 13). It has since been supporting license actions against WFMJ(FM) Chicago and KNBC-TV Los Angeles, and planning other actions in New York, Washington and Maryland-Virginia.

Mr. Hoving called on individuals to contribute to five-year $5-million goal, and committee set up plan for associate memberships from $10 to $100 annually. Plan was to have been discussed at Washington board meeting March 11-12 which Mr. Kubasik said may have to be canceled. Trustees were also to meet with FCC at that time.

Though none of six supporting foundations have renewed grants yet, Mr. Kubasik is still hopeful. "Budget proposals will be going out to a number of foundations at the end of this month," he told trustees. "The downhill trend, at a time when our opportunities are so great, is not irreversible—yet."

Committee consists of 165 members in fields of arts, business, religion, law and education. Twenty-five of these constitute board of trustees.

Cole to CPB board
Albert I. Cole, 74, chairman of Reader's Digest Association Inc., (Reader's Digest) was nominated Friday (Feb. 21) by President Nixon to board of Corp. for Public Broadcasting. He will succeed Dr. Milton S. Eisenhower, president emeritus of Johns Hopkins University, who has resigned ("Closed Circuit," Dec. 30, 1968). Eisenhower term expires in 1974. CPB board has 15 members.

Nixon by satellite
Miniature news network, using satellite-fed newfilm, is being set up this week by two groups of independent TV stations, Metromedia and Kaiser, for same-day service of UPI film of President Nixon's European trip. Newfilm, augmented by feature material from John Goldsmith of Metromedia's WTTG-TV Washington, will be used in late-evening newscasts on nine of 11 stations in those groups.

On five Kaiser UHF stations taking feed, reports are being bought as special segments within newscasts by Colgate-Palmolive through Ted Bates & Co. Buy is believed to be Colgate's first entry into news specials sponsorship.

Over-all cost of coverage and feeds is estimated by Metromedia at about $30,000. Kaiser will pick up about $7,000 of total. Daily newfilm which will be sent via satellite will be picked up at Metromedia's WNEW-TV New York where it will be edited and packaged for air shipment to other markets for showing that night. Some of Mr. Goldsmith's reports will go by satellite and others by air for next-day showing.

Taking feeds will be WNEW-TV, WTTG, KTTV-TV Los Angeles and KMB-C TV Kansas City (ABC affiliate), all Metromedia; KBHK-TV San Francisco, WKBG-TV Boston, WKBs-TV Philadelphia, WKBF-TV Cleveland and WKBV-TV Detroit, all Kaiser Stations. Kaiser's KBSCTV Corona-Los Angeles and MM's KNEW-TV San Francisco will not take feeds.

Also getting same-day service with UPI handling airmail delivery will be WGN-TV Chicago.

FCC gains support
Eleven religious, labor and public service organizations have filed "friend of court" brief with U. S. Supreme court in support of FCC's "fairness doctrine" in cases involving Radio Television News Directors Association and others, and Red Lion Broadcasting Co.

Brief supporting FCC's position claimed First Amendment not only permits but requires commission to act to assure fair use of public airways; license renewal proceedings have not proved effective in obtaining compliance with "fairness doctrine" and public interest requires "direct and summary procedure"; and personal attack and political editorial rules are "modest first step toward balanced programing on controversial issues."

Brief was filed by Office of Communication of United Church of Christ; United Church Board for Homeland Ministries; Board of National Missions of United Presbyterian Church in U.S.A.; National Division of Methodist Board of Missions; General Board of Christian Social Concerns of National Council of Churches; Broadcasting and Film Commission; National Catholic Conference for Interracial Justice; National Board of Young Women's Christian Association of U.S.A.; American Jewish Committee; National Citizens for Broadcasting, and American Federation of Labor-Congress of Industrial Organizations.

RCA looking at Grundig
RCA was reported Friday (Feb. 21) to be in "preliminary discussions" with Grundig-Werke GMBH, West German manufacturer of radios, phonographs and tape recorders. RCA said talks were exploratory and officials did not indicate if discussions could lead to merger agreement. RCA offices were closed Friday in observance of Washington's Birthday.

Time-Life revenues rise
Time-Life Broadcast, multiple-station owner and subsidiary of Time Inc., increased its revenues in 1968, with new highs reported by stations. Also noted in Time's annual report was TLB's expansion in CATV with number of sub-
Robert M. Bennett, VP and general manager of Metromedia's WTTG(TV) Washington, named VP and general manager of group's WNEW-TV New York, replacing Lawrence P. Fraiberg, who becomes independent producer. Succeeding Mr. Bennett is Thomas G. Maney, VP and general sales manager of WTTG. Mr. Bennett joined WTTG in February 1966 after having been VP and general sales manager of Metromedia's KTTV(TV) Los Angeles. He joined KTTV in 1952 as assistant sales service manager, became local sales manager in 1959, VP-local sales in 1963. Mr. Maney went to WTTG in 1966 after having been local sales manager at KTTV. Prior to that he had been with Blair TV and KUJ-TV, both Los Angeles. Mr. Fraiberg is forming Parallel Productions, which plans to do "Lime Green"/"Khaki Blue" off-Broadway one-act plays. New firm will also be engaged in feature film and television production. Mr. Fraiberg had been with WNEW-TV since 1965 having moved up from WTTG. He joined Metromedia in 1959 after serving 10 years with KPIX(TV) San Francisco, where he was general sales manager.

Alan P. Sloan appointed VP and general vision Stations division, and general manager, wcnv-tv New York. He succeeds Ralph Daniels, who in management realignment was named to stations division presidency (BROADCASTING, Feb. 17). Mr. Sloan has been VP, station services with division for 14 months, and also served in 1967 with John A. Schneider (then CBS/Broadcast Group president) as executive assistant. He started in sales in 1960 (wcnv-tv and CBS-TV Stations National Sales), took academic sabbatical in 1963, served briefly with Representative Al Ullman (D-Ore.) as legislative assistant, and was also in sales with Harrington, Righter & Parsons and media buyer with Ted Bates & Co.

Chet Collier named president of Westinghouse Broadcasting Corp.'s Group W Productions and Program Sales—post he held in mid-1967-68—in addition to present assignment as programing VP of WBC station group. J. R. Reeves, whom he succeeds, returns to WBC as staff VP with creative responsibilities, reporting directly to president and chairman Donald H. McGannon, David Henderson, general manager of WBC's WJZ Baltimore, moves into new post of executive VP and chief operating officer of Group W Productions and Program Sales, and is succeeded at WJZ-TV by John Rohrback Jr., now WBC national TV sales manager. Changes, effective March 1, are part of plan to intensify and expand program development, Mr. Collier's credits include development of WBC's Mike Douglas Show (now in 180 markets) and Merv Griffin Show (142). In separate move, John M. Burns, specialist in urban affairs, named to new post of WBC VP and special assistant to Mr. McGannon, to work fulltime—in cooperation with WBC stations and George Norford, WBC VP and general executive responsible for company's minority recruitment—on U.S. urban problems and use of broadcasting in attacking them. Mr. Burns, former New York state legislator, was with NBC-TV and Young & Rubicam.

Joel M. Thrope, VP and director, Lin Broadcasting Corp., Nashville, elected president and chief executive officer, succeeding Martin S. Ackerman (see page 59).

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

Robert M. Bennett, VP and general manager of Metromedia's WTTG(TV) Washington, named VP and general manager of group's wcnv-tv New York, replacing Lawrence P. Fraiberg, who becomes independent producer. Succeeding Mr. Bennett is Thomas G. Maney, VP and general sales manager of WTTG. Mr. Bennett joined WTTG in February 1966 after having been VP and general sales manager of Metromedia's KTTV(TV) Los Angeles. He joined KTTV in 1952 as assistant sales service manager, became local sales manager in 1959, VP-local sales in 1963. Mr. Maney went to WTTG in 1966 after having been local sales manager at KTTV. Prior to that he had been with Blair TV and KUJ-TV, both Los Angeles. Mr. Fraiberg is forming Parallel Productions, which plans to do "Lime Green"/"Khaki Blue" off-Broadway one-act plays. New firm will also be engaged in feature film and television production. Mr. Fraiberg had been with WNEW-TV since 1965 having moved up from WTTG. He joined Metromedia in 1959 after serving 10 years with KPIX(TV) San Francisco, where he was general sales manager.

Alan P. Sloan appointed VP and general vision Stations division, and general manager, wcnv-tv New York. He succeeds Ralph Daniels, who in management realignment was named to stations division presidency (BROADCASTING, Feb. 17). Mr. Sloan has been VP, station services with division for 14 months, and also served in 1967 with John A. Schneider (then CBS/Broadcast Group president) as executive assistant. He started in sales in 1960 (wcnv-tv and CBS-TV Stations National Sales), took academic sabbatical in 1963, served briefly with Representative Al Ullman (D-Ore.) as legislative assistant, and was also in sales with Harrington, Righter & Parsons and media buyer with Ted Bates & Co.

Chet Collier named president of Westinghouse Broadcasting Corp.’s Group W Productions and Program Sales—post he held in mid-1967-68—in addition to present assignment as programing VP of WBC station group. J. R. Reeves, whom he succeeds, returns to WBC as staff VP with creative responsibilities, reporting directly to president and chairman Donald H. McGannon, David Henderson, general manager of WBC’s WJZ Baltimore, moves into new post of executive VP and chief operating officer of Group W Productions and Program Sales, and is succeeded at WJZ-TV by John Rohrback Jr., now WBC national TV sales manager. Changes, effective March 1, are part of plan to intensify and expand program development, Mr. Collier’s credits include development of WBC’s Mike Douglas Show (now in 180 markets) and Merv Griffin Show (142). In separate move, John M. Burns, specialist in urban affairs, named to new post of WBC VP and special assistant to Mr. McGannon, to work fulltime—in cooperation with WBC stations and George Norford, WBC VP and general executive responsible for company’s minority recruitment—on U.S. urban problems and use of broadcasting in attacking them. Mr. Burns, former New York state legislator, was with NBC-TV and Young & Rubicam.

Joel M. Thrope, VP and director, Lin Broadcasting Corp., Nashville, elected president and chief executive officer, succeeding Martin S. Ackerman (see page 59).

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

Robert M. Bennett, VP and general manager of Metromedia’s WTTG(TV) Washington, named VP and general manager of group’s WNEW-TV New York, replacing Lawrence P. Fraiberg, who becomes independent producer. Succeeding Mr. Bennett is Thomas G. Maney, VP and general sales manager of WTTG. Mr. Bennett joined WTTG in February 1966 after having been VP and general sales manager of Metromedia’s KTTV(TV) Los Angeles. He joined KTTV in 1952 as assistant sales service manager, became local sales manager in 1959, VP-local sales in 1963. Mr. Maney went to WTTG in 1966 after having been local sales manager at KTTV. Prior to that he had been with Blair TV and KUJ-TV, both Los Angeles. Mr. Fraiberg is forming Parallel Productions, which plans to do “Lime Green”/“Khaki Blue” off-Broadway one-act plays. New firm will also be engaged in feature film and television production. Mr. Fraiberg had been with WNEW-TV since 1965 having moved up from WTTG. He joined Metromedia in 1959 after serving 10 years with KPIX(TV) San Francisco, where he was general sales manager.

Alan P. Sloan appointed VP and general vision Stations division, and general manager, WCNW-TV New York. He succeeds Ralph Daniels, who in management realignment was named to stations division presidency (BROADCASTING, Feb. 17). Mr. Sloan has been VP, station services with division for 14 months, and also served in 1967 with John A. Schneider (then CBS/Broadcast Group president) as executive assistant. He started in sales in 1960 (WCNW-TV and CBS-TV Stations National Sales), took academic sabbatical in 1963, served briefly with Representative Al Ullman (D-Ore.) as legislative assistant, and was also in sales with Harrington, Righter & Parsons and media buyer with Ted Bates & Co.

Chet Collier named president of Westinghouse Broadcasting Corp.’s Group W Productions and Program Sales—post he held in mid-1967-68—in addition to present assignment as programing VP of WBC station group. J. R. Reeves, whom he succeeds, returns to WBC as staff VP with creative responsibilities, reporting directly to president and chairman Donald H. McGannon, David Henderson, general manager of WBC’s WJZ Baltimore, moves into new post of executive VP and chief operating officer of Group W Productions and Program Sales, and is succeeded at WJZ-TV by John Rohrback Jr., now WBC national TV sales manager. Changes, effective March 1, are part of plan to intensify and expand program development, Mr. Collier’s credits include development of WBC’s Mike Douglas Show (now in 180 markets) and Merv Griffin Show (142). In separate move, John M. Burns, specialist in urban affairs, named to new post of WBC VP and special assistant to Mr. McGannon, to work fulltime—in cooperation with WBC stations and George Norford, WBC VP and general executive responsible for company’s minority recruitment—on U.S. urban problems and use of broadcasting in attacking them. Mr. Burns, former New York state legislator, was with NBC-TV and Young & Rubicam.

Joel M. Thrope, VP and director, Lin Broadcasting Corp., Nashville, elected president and chief executive officer, succeeding Martin S. Ackerman (see page 59).

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

Rules should be followed

Antismoking spots should be held to same standards as product advertising, John T. Landry, Philip Morris marketing vice president said Friday (Feb. 21). "Tobacco people have remained silent a little too long" in face of anticigarette messages that often include false and misleading information, he said.

While not suggesting counter-commercials be prohibited, Mr. Landry said they should conform to “same kind of government supervision” regulating sales messages.

scribes served by systems in which company has interest doubling over prior year. With revenues and net income up, per share earnings of Time Inc. rose 10 cents:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Net Income</th>
<th>Average Shares Outstanding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$4,468,000</td>
<td>$67,811,000</td>
<td>32,100,000</td>
</tr>
<tr>
<td>1967</td>
<td>$4,285,000</td>
<td>$51,630,000</td>
<td>31,161,000</td>
</tr>
</tbody>
</table>

Annengberg to London

President Nixon has appointed Walter Annenberg Ambassador to Britain. Mr. Annenberg, long time friend of President's, is president of Triangle Publications Inc., group publisher and station owner.

Really long distance

WMYW New York, international commercial shortwave station, has invited its listeners in Europe, Africa and Latin America to call station collect on Wednesday (Feb. 26) between 3 and 4 p.m. EST. WMYW decided on "phone-in" after overseas listeners, at their own expense, began to call their favorite air personalities at station.

10

BROADCASTING, Feb. 24, 1969
Oh beautiful for spacious skies"

No holds are barred when Storer stations speak out against air pollution. In New York, radio station WHN scheduled prime time programming devoted to the hazards of air pollution and an unprecedented announcement schedule urging participation in the City’s “Clean Air Week”. In a major documentary, “Our Dirty, Dirty Air”, Detroit’s WJBK-TV reported violations by both large and small industrial firms — commended their subsequent solutions. KGBS radio aired interviews by experts detailing not only the discomfort of Los Angeles smog but actual dangers to public health and safety. In Cleveland, Atlanta, Toledo, Milwaukee — the battle against the despoilers of “America, the Beautiful” goes on wherever Storer serves. Storer’s continuing barrage of documentaries, editorials and in-depth news features takes a lot of doing. But, in this, as in every phase of their broadcast operations, Storer stations do as a matter of routine things that civic leaders in our communities consider rather special. That’s why Storer stations stand out — and another reason why it’s good business to do business with Storer.
When you play a top 10 record, you're watching a Good chance.

Richard Harris, B. B. King, Tommy Roe, Doc Severinsen and Tim Webb. ABC is every kind of pop music on records and tape that people listen to. And dance to. And want to own.

When you listen to a Gunhill record, or Command or Impulse or Westminster, you're watching ABC. When you go to see "Hell in the Pacific" or "For Love of Ivy," you're watching ABC. When you talk to the porpoises at Marine World or read Prairie Farmer, you're watching ABC.

We're many companies, doing all kinds of entertaining things you probably didn't know we did. There's a lot more to the American Broadcasting Companies than broadcasting. Watch us. We're not quite as simple as ABC.
KWWL-TV delivers
59% More
Prime Time Homes*

in the Cedar Rapids-Waterloo
Market Area

With KWWL-TV's new 2,000 foot tower, the picture in TV viewing audience in the Cedar Rapids-Waterloo rich market area has changed drastically. Latest rating show KWWL-TV has gained 59 per cent more prime time homes. They also show a gain of 55 per cent for the 10:00 to 10:30 p.m. news listenership and 189 per cent gain for 10:30 p.m. to sign-off. This fantastic increase completely changes the picture in TV viewing for the Cedar Rapids - Waterloo area. Let the tremendous power of the new tower work for you.

KWWL-TV Cedar Rapids Waterloo
KAUS-TV Austin Rochester Mason City

in the Cedar Rapids-Waterloo Market Area

Please send

BROADCASTING PUBLICATIONS INC.
360 North Michigan Avenue, Chicago, Illinois

SUBSCRIBER SERVICE

Name Position

Company

Business Address

Home Address

City State Zip

1 year $10
2 years $17
3 years $25
Canada Add $1 Per Year
Foreign Add $4 Per Year
1969 Yearbook $11.50
January Publication

Payment enclosed Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036.

The Picture has Changed

Broadcasting

BROADCASTING TELEVISION

Executive and publication headquarters:
Broadcasting-Television building,
1735 DeSales Street, N.W., Washington, D.C. 20036. Phone: 202-638-1022
Sol Taishoff, editor and publisher.
Lawrence H. Taishoff, executive vp.

EDITORIAL

Edwin H. James, vice president and executive editor.

Rufus Crater, editorial director (New York).

Art King, managing editor.

Frederick M. Fitzgerald, Karl B. Abrams, Leonard Zeldenberg, Sherryl Brody, F. Martin Ruhn, senior editors.

Joseph A. Eser, Robert A. Malone, associate editors.

Alan Steele Jarvis, James C. Learnard, Melvin Milam, Timothy M. McLean, Steve Millard, Jeffrey Olsen, Sue M. Tropin, staff writers; Mary Ann Peterson, editorial assistant; Gladys L. Hall, secretary to the editor and publisher.

Erwin Ephron (vice president, director of media, Pape, Koenig, Lois) research adviser.

SALES

Maury Long, vice president-

Television

Ed Sellers, Southern sales manager; George L. Dant, production manager.

Harry Stevens, traffic manager; Louis Sandor, assistant production-traffic manager; Molly Dwyer, classified advertising; Dorothy Coll, advertising assistant; Patricia Wiemer, secretary to the vice president, sales.

CIRCULATION

David N. Whitcombe, circulation

director.


BUSINESS

Irving C. Miller, comptroller.

Eunice B. Weston, assistant auditor; Sheila Thacker: Kathleen Stanley, secretary to the executive vice president.

BUREAUS

New York: 44 Madison Avenue, 10022. Phone: 212-755-0610.

Rufus Crater, editorial director; David Berlyn, Rocco Farniketti, senior editors; Walter, Troy Spencer, associate editor; Hazel Hardy, Caroline H. Meyer, Linda Strongin, staff writers.

Warren W. Middleton, sales manager; Eleanor R. Maning, institutional sales manager; Greg Magalifield, Eastern sales manager; Frank Chizich, advertising representative; Laura Durant, Sherry Grupinski, Rene Aquilino, Harriette Weinberg, advertising assistants.

Chicago: 360 North Michigan Avenue, 60601. Phone: 312-236-3115.

Lawrence Christopher, senior editor; David J. Bailey, Midwest sales manager. Rose Adragna, assistant.


Morris Gelman, senior editor.

Bill Merritt, Western sales manager; Sandra Klausner, assistant.


Reg. U.S. Patent Office
© 1960 by Broadcasting Publications Inc.
**A calendar of important meetings and events in the field of communications**

- Indicates first or revised listing.

### February
- **Feb. 24**—Radio Advertising Bureau regional sales clinic, Sheraton-Tampa Motor Inn, Tampa, Fla.
- **Feb. 25**—Radio Advertising Bureau regional sales clinic, Sheraton-Biltmore hotel, Atlanta.
- **Feb. 28-Mar. 28**—1969 convention, Western Radio and Television Association and West Coast Instructional Television. Speakers include FCC Commissioner H. Rex Lee; Dr. Harold Wigren, educational television consultant, and Alfred Cowles, news secretary to Senator Charles E. Goodell (R-N.Y.). Olympic hotel, Seattle.
- **Feb. 26**—Stockholders meeting of Solectron Electronics Inc., to act on proposal to increase number of authorized shares of common stock from three to five million. Los Angeles.
- **Feb. 27**—Radio Advertising Bureau regional sales clinic. Sheraton-Motor Inn, Greensboro, N.C.
- **Feb. 27**—Lecture series on mass communications by The Christophers. Speaker: Harvey Jacobs, manager of public relations, advertising and sales promotion, ABC International Television, on "Global implications of the communications explosion." Christopher Center, New York.
- **Feb. 27**—Deadline for reply comments on FCC's proposed rulemaking that would clarify notification requirements for CATV systems. Proposed amendment specifies that CATV's must notify stations in their market of plans to carry local as well as distant signals, and that they must give similar notice for deletion as well as addition of signals.
- **Feb. 28**—Special stockholders meeting, Metromedia, to vote upon proposed merger of Metromedia and Transamerica Corp. Metromedia Television's Telceter, New York.
- **Feb. 28**—Meeting of Chicago Executives Club. Speaker: Otto Frenlinger, on subscription TV. Pick Congress hotel, Chicago.
- **Feb. 28**—Deadline for reply comments on FCC's proposal to limit station acquisitions to one full-time outlet per market. Previous deadline was Jan. 25.
- **Feb. 28**—Radio Advertising Bureau regional sales clinic. Sheraton-Gibson hotel, Cincinnati.

### March
- **March 2-5**—Convention of Advertising & Public Relations International Network, Royal Orleans hotel, New Orleans.
- **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 proposed provision for carriage of subscription-television signals by CATV systems. Previous deadline was Jan. 24.
- **March 6**—Annual shareholders meeting, MPO Videotronics Inc. New York.
- **March 6**—Lecture series on mass communications by The Christophers. Speaker: George Heinemann, public affairs director, NBC News, on "The demand for creativity and content in mass media." Christopher Center, New York.
- **March 7**—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 comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was Jan. 6.
- **March 11**—Spring meeting of New York State Association of Broadcasters. Thruway motor inn, Albany.
- **March 13**—Lecture series on mass communications by The Christophers. Speaker: The Reverend Anthony Schillaci, O.F., Fordham University, on "Mass communications and the development of human values." Christopher Center, New York.
- **March 13-14**—Meeting of Arkansas Broadcasters Association, Little Rock.
- **March 16-19**—Western meeting of Association of National Advertisers. Hotel Del Coronado, San Diego.
- **March 18-19**—Institute on principles of supervisory management, National Association of Educational Broadcasters. Holiday Inn, Cambridge, Mass.
- **March 20**—Convention of Catholic Broadcasters Association of America. Annual Gabriel Awards will be made. Gateway hotel, St. Louis.
- **March 20**—Radio Advertising Bureau regional sales clinic. Sheraton-West hotel, Los Angeles.
- **March 21**—International Radio and Television Society luncheon for international broadcasting awards winners. Waldorf-Astoria hotel.
100% transmitter redundancy...

100% transmitter standby...

Off-air time—even just when switching from main transmitter to standby—is one budget-spoiler that parallel operation can take care of once and for all. Our parallel VHF-TV's have been logged at 150,000 hours of combined operation—with less than 60 minutes off-air!

But that’s only one of the budget advantages of parallel operation.

Consider initial cost. If you bought a 25KW main and a 25KW standby, you would invest about $279,000. Reduce the standby power to 12.5KW and you would still spend about $245,000. But a pair of RCA transmitters—parallel mains for 25KW—cost only about $237,000.

Consider day-to-day costs. In many areas, operating costs, maintenance costs, power costs, tube costs all drop markedly. (See new brochure for substantiating data)

Consider performance. Parallel operation assures 100% redundancy for full-time dependability. By diplexing two transmitters you gain a standby "hot" exciter that is ready to go when needed. And, of course, with RCA transmitters you deliver superior monochrome and color pictures all the time.

We've worked out a number of standard packages that meet most of the standard requirements. For low-band systems, we offer parallel 6KW, 12.5KW, or 15KW's. For high band, channels 7-13, we offer parallel 5KW, 12.5KW or 25KW systems.

As soon as you're ready for "paralleling" call your RCA Broadcast Representative. Or write for our new brochure to RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.
NOTICE TO SMALL MARKET BROADCASTERS...
If you don’t have the time nor the writers to produce your commercials...we may be the answer...

Commercial Continuity Service will write/produce your local spots for a monthly fee of $140 with no limit on number of commercials per month.

For stations with TWX equipment, we can have your commercial back in your office, within one hour, with what type of music to use, where and when to put it in and even what record to play.

For more information please write, call, wire, or teletype—COMMERCIAL CONTINUITY SERVICE
Suite 208/614 East Grant St.
Minneapolis, Minnesota 55404
Phone: 612/335-3401
TWX 910-576-3428

FREE!
WORLD’S LARGEST
ELECTRONIC KIT
CATALOG!

The latest edition...with more kits and more color. Includes over 300 kits for unique creative fun at 60% savings. You can build your own color TV, stereo system, electronic organs, home protection system, portable and shortwave radios, ham and CB equipment, marine electronics and many more. No special skills or knowledge needed. Millions of others have done it already—you can too! Mail the coupon today and see how easy it is.

Heath Company, Dept. 130-A
Benton Harbor, Michigan 49022
Please send FREE 1969 Heathkit Catalog.

Name... 
Address...
City...State...Zip...

OpenMike

Says Tarzian has answer

EDITOR: With all the hue and cry for detent UHF-TV tuners giving comparable tuning ease with VHF tuners I cannot understand why someone hasn’t checked with the largest television tuner manufacturer to see what is available.

Anticipating the need, Sarkes Tarzian Inc. has developed a six-detent tuner which operates and feels like conventional VHF detent tuners.

Each detent position will tune the entire UHF spectrum and each position can be preset on any single UHF-TV station. Because of the high accuracy of retestability the user can preset his own set to the particular channels in his area.

We expect several major set manufacturers to use this tuner in third-quarter 1969 set production.—Biagio Presti, division manager, Broadcast Equipment Division, Sarkes Tarzian Inc., Bloomington, Ind.

The welcome mat’s out

EDITOR: With regard to the programing and sales seminar of Mark Century Corp. in Washington, March 24 (BROADCASTING, Feb. 18), there is no charge for attending the seminar and invitations may be obtained by writing to us. The invitations are to assure that there will be space enough to accommodate those attending.—Milton Herson, Mark Century Corp., New York.

(This is to clarify any impression that attendance at the seminar would be restricted to a preselected group that would receive Mark Century Corp. advertising.)
A bit of inconsistency
EDITOR: Note the attached cartoon from the front page of The Milwaukee Journal of Feb. 8. Thought you might appreciate it.—George Comte, general manager of radio and television, WTMJ-AM-FM-TV Milwaukee.

San Diego radio profits
EDITOR: In your Feb. 10 issue you published the 1967 radio revenue figures showing the San Diego standard metropolitan statistical area with a total broadcast income of $83,810 for the nine stations each reporting at least $25,000 in time sales.

However, in the table showing revenues for selected communities within SMSA’s, San Diego’s six stations are shown with a total loss of $121,287.

If we interpret these figures correctly, there are three stations outside the metro whose 1967 figures make the difference between $121,287 loss and $83,810 profit, and we do not understand how this could happen.—George V. Whitney, vice president and general manager, KFMB San Diego.

(Mr. Whitney’s concern is well taken. The FCC has corrected itself and now reports that the $121,287 figure for the six stations in San Diego proper should be profit, not loss.)

Dissent
EDITOR: Your Feb. 2 editorial concerning the FCC proposal to prohibit cigarette advertising also flunks the test of logic.

To say that “the purpose of cigarette advertising is to persuade persons who are already smokers to switch brands” is not a totally honest answer. An economic objective also necessary to the tobacco industry is to make converts of those who are not smokers, along with the objective of proselyting.—Chuck Cossin, Jr. program director, WMUZ(FM) Detroit.

Salt in the wounds
EDITOR: I have just finished making application for license renewal and I have been forced, as have so many other station operators, by FCC ruling to patronize our strongest competitor, the newspaper (Nashua Telegraph) in the community. It is not that I resent the $76.50 that I had to pay. It is the outmoded ruling that I must support my competitor in order to sustain myself.

I would be happy to air a license-renewal notice every hour for a month, but I cannot see the wisdom in paying my competitor to do the same thing.

Our station, like many others, cannot even get its program listing in this newspaper. We do not get coverage on any event or public-service community activity we carry out. Even when we have brought figures of national prominence to the community at our expense, as a community service, this is ignored by the print medium. Our personnel, who donate countless hours to civic projects, are purposely left out of stories in the print medium . . .

I wonder how many other broadcasters think this way when they are forced to advertise their license renewal application in the area newspaper?—David Rock, general manager, WSMN Nashua, N. H.

What’s Aardvark Doing With Tapecasters?

Aardvark Audio Productions, a new and sophisticated sound recording studio recently made the scene in Silver Spring, Maryland . . . and they naturally chose TAPECASTER to faithfully record and reproduce their distinctive sound effects.

Fred Gale, President of Aardvark said, "We were searching for a unit of the highest quality available. We found this outstanding quality in TAPECASTER.”

TAPECASTER Box 662 — 12326 Wilkins Avenue Rockville, Maryland 20851 Phone: (301) 342-8666

BROADCASTING, Feb. 24, 1969
Dustin Hoffman did it.

So did Angie

Cliff Robertson. Edward

Shirley Jones. Vikki Carr.

Helen Gurley Brown. Ed

Paul Anka. Willie Mays.

Now it's your

“Sign in” with the new “What's My Line?”—
now in its second year of first-run production. And
building audiences at an explosive rate.

Homes reached: BOSTON up 87 percent over last
year; DETROIT up 95 percent; GREEN BAY up 73
percent; HARRISBURG up 54 percent; PHILADELPHIA
up 58 percent; ROCKFORD up 50 percent; SPOKANE
up 38 percent. Women reached: BUFFALO up 40
percent over last year; DENVER up 76 percent;
FLINT up 78 percent; KALAMAZOO up 50 percent;
LOS ANGELES up 59 percent; MIAMI up 60 percent;
TOLEDO up 94 percent.

SOURCE: NSI, NOV '68 AND NOV '67. "WHAT'S MY LINE?" VS PREVIOUS PROGRAMMING
IN TIME PERIOD. ESTIMATES SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST.
From Goodson-Todman, the new “What's My Line?” is beautiful for attracting young adults. With “now” panelists like Alan Alda, Soupy Sales, Meredith MacRae, Godfrey Cambridge, Joel Grey, Phyllis Newman, Nipsey Russell. Big-name mystery guests like those listed above. And many more besides. Not to mention permanent stars: host Wally Bruner and panelist Arlene Francis.

Sign in, please (and sign in quick), for five color half hours weekly.

© CBS Enterprises Inc.
New York, Chicago, San Francisco, Dallas, Atlanta
San Francisco's Brightest New Night Spots

What do they do in San Francisco after dark?
Well—a good share of them watch Channel Two. Especially now, with our great "strip" lineup… which now boasts four of the brightest new nightspots you’ll find anywhere.

Why not make reservations right now? While there's room right up front.
No waiting… no tipping.

KTVU's company!
San Francisco-Oakland
Represented by Metro TV Sales

NEW! 8 PM WEEKNIGHTS
PASSWORD

NEW! 8:30 PM WEEKNIGHTS
What's My Line?

NEW TIME! 9 PM WEEKNIGHTS
I SPY

NEW! 11 PM MON - THURS
THE UNTOUCHABLES

Cox Broadcasting Corporation stations:
WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami;
WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton;
KTVU, San Francisco-Oakland; WiC-TV, Pittsburgh.
The ingredients of a good beer commercial

Having spent all of my adult life in the beer business, I have a strong personal relationship with it. I retired from it twice and in each case was unable to endure retirement. I have been in it since its rebirth in 1933 and I believe in certain basic principles which were taught to me then and which I believe are valid now. I have been privileged to observe the evolution of beer advertising from signs on Milwaukee delivery-truck panels to back-bar and other point-of-purchase pieces, print, outdoor, radio and finally to the most potent ad medium ever, television.

I have watched the beer industry set any number of trends in broadcast sponsorship, going back to the old Ben Bernie network-radio shows, the highly articulate and delightful Halls of Ivy radio series that starred the late Ronald Colman, television’s Wednesday Night Fights, plus practically every sport except and all sorts of general-entertainment specials.

Of late, I have observed another trend—in beer TV commercials. Research tells us that beer is a “fun” thing. Actually most people are very solemn and thoughtful while they drink beer. Check this out the next time you visit your favorite bar or tavern and watch the faces of the people as they discuss such weighty matters as whether Ron Swoboda of the Mets would do better playing left field or right field or the umpteenth verbal replay of the Jets win over the Colts.

So, if beer is supposed to be a “fun” thing,” why not have fun in the advertising? And, what better place than in the TV commercials?

So, it’s away with dignity and care. Make jokes. Laugh it up.

The commercials are the talk of the town. Ratings go up because people want to tune in your commercials. The commercials win trade awards, lunches, trophies and framed parchment certificates of merit.

But the beer sits friendless on the shelf—ignored and forgotten.

Let’s take a closer look at this.

Pretesting of television commercials is based upon a one-time reaction to a gag, verbal or sight, either on the storyboard or in the rough cut in the agency viewing room.

The greatly amused advertiser, basing his opinion on this one-time testing procedure, does not see the reaction to the commercial when it is viewed five, 10 or even 20 times—as is dictated by the economics of the high cost of mechanical preparation.

It becomes entirely possible that this repetition of the same jokes could have a negative effect on viewers.

Kids used to go to Saturday-morning picture shows and stay all day, seeing the feature or cartoons two and sometimes three times. The kids always enjoyed themselves but today’s TV audience is not composed of all kids, and certainly not those who watch beer commercials.

A sight gag or a breezy one-liner as exemplified by Bob Hope’s “stand-up material” is a one-thing. It is never repeated. It loses all the spontaneity and other comedic elements that made it funny the first time, when attempts at repetition are made.

Every professional comedian, of course, does repeat—but he repeats only the trade-marks—either sight or audio—that have become automatically associated with him over the years.

People still kid about the Fibber McGee and Molly closet that was a running gag on their radio shows for years. Jack Benny’s expressive use of his hands or his drawn out “well,” following a lengthy silent pause are two of his best known trade-marks. Bob Hope’s friendly leer at glamorous ladies is known around the world.

Comedians are able to get away with this repetition for several reasons. One of the more important is that humor styles have changed. At one time humor used to be based on making fun of people, developing broad ethnic or regional caricatures. Today, that’s out. Comedians find they get bigger laughs by making fun of themselves. This is exemplified by Hope’s roles as the bumptious lover or Benny’s well-known frugality.

The second reason is simple: the comedian has earned the right to this repetition through the public’s acceptance of him as a performer. His basic product is humor and the public knows from past experience they can expect top-flight performance.

Now, take the beer advertiser. He wants fun. But he can’t make fun of anyone. Nor can he make fun of himself. He certainly cannot be the fall guy, as the comedian so easily can. The advertiser is selling beer. He is not selling humor. Nor, is he selling advertising.

Spending money is a serious thing. At least, it is serious to the people that you are trying to persuade to spend it. But the important thing to the beer advertiser is the beer, not the commercial.

The single most important factor in the sale of beer today is the same as it has always been—consistency of the product as it reaches the consumer. It’s as simple as that.

So the formula for beer sales success becomes: Make the best and most uniform product that you possibly can. Advertise it modestly, consistently, and pleasantly but emphasize quality, quality ingredients, tradition and brewing skills. Price it reasonably. Deliver it with great frequency to the retailer so that he is never over-stocked . . . and pray for a long, hot summer.

Theodore Rosenak is president and chief executive officer, Rheingold Breweries Inc., Brooklyn, N. Y., and is a director of the parent Rheingold Corp. The diversified parent company’s breweries and soft-drink subsidiaries activities include the brewing and marketing of Rheingold, Knickerbocker and Gablunger beer in a 12-state, northeast U. S. market, and soft-drink bottling and distributing in Los Angeles, Mexico City and Puerto Rico. Mr. Rosenak has been active in the brewing industry since 1933.
What a day to be remembered. TV sets were turned on to watch the very first television program. News, Weather and Sports. Followed by the test pattern so everyone could tune in their sets. There wasn't much available in the way of programming at the beginning of television, but the people loved it.

This was 20 years ago. July 15, 1949 and WBTV in Charlotte, North Carolina, was the very first station in the Carolinas to bring the miracle of the moving pictures into the living room. Of course, WBTV had all the homes in the market at that time.

Today, ARB ranks WBTV first in the nation's Top 50 markets in share of total homes, 9 A.M. - midnight, Sun.-Sat. And even with several other stations in the market, Nielsen gives us 61% share of homes, and ARB 60%.

It was great to be first in the market. And we're giving it everything we've got to stay there.

WBTV CHARLOTTE
Jefferson Standard Broadcasting Company
WBT-WBT-FM-WBTV-WWBT
Jefferson Productions
Represented by

Top 50 markets ranked by ADI households. The audience figures are based on November, 1968 ARB/NSI. They are subject to the qualifications set forth in the survey report.
Advertisers get with, and into, programs

Growing demand for money-saving syndicated series and specials tailored to the sponsor’s blueprint

Advertisers and their agencies are intensifying their efforts to participate more fully and directly in syndicated programing.

They are moving more closely toward “doing their own thing” through developing or acquiring rights to series or specials for sponsorship on a national or regional basis. They view this program-involvement approach as one that can meet their coverage and demographic needs with precision and can often effect economies in cost.

The practice of sponsors acquiring program rights fully or in part in a selected number of markets is no new phenomenon. It flourished on a wide scale in the early and mid-1950’s, the heyday of syndication, and has continued up to the present on a limited and sporadic basis.

What is new, according to a canvass last week of leading advertising agencies and producers-distributors, is the heightening interest in the advertiser-identified vehicle. This comes after more than a decade of relative inactivity, and seems to have been hastened by the emergence of the participation method of buying into off-network and other locally carried product.

Attention was drawn in recent weeks to the thrust toward advertiser-involved programing with the announcement that Kellogg, through Leo Burnett Co., Chicago, had bought rights to an Australian-exported series, Skippy, The Bush Kangaroo, in more than 150 markets, and that Young & Rubicam, on behalf of Hunt-Wesson Foods, American Can Co. and John H. Breck Inc., had obtained U. S. rights to the Galloping Gourmet series and had placed it initially in six major markets.

Among other advertisers that have bought or are in negotiation for syndicated series or specials in 1969 are Colgate-Palmolive, Ford cars, American Home Products, Rayette-Faberger, E. I. Du Pont, Fram Corp., Levi Strauss, S. C. Johnson & Co., Shell Oil, and Penn-Zoli.

Equally significant were the large number of agencies that reported they were actively seeking programing on behalf of clients and the number of syndicator producers, who said they were developing packages for specific advertisers but declined to provide details because of competitive considerations.

Among the reasons cited for the growth in advertiser-identified programing were these:

- Greater opportunity to sponsor programing that fits the demographic needs of advertisers in contrast with spot buys on a number of syndicated programs.
- Opportunity to select the precise markets they need with the extra weight a programing buy provides.
- The opportunity to effect savings with a flat buy to rights to the programs in a specific number of markets.
- The opportunity for the advertisers and their agencies to play a role in shaping the programing and to promote and merchandise their sponsorship.

This type of programing may be bought in a variety of ways. In some instances, the advertiser or the agency secures rights directly from the producer. In others, a license from the distributor for a specified number of markets may be obtained. On occasion, the agency or advertiser may develop a program and assign the production to an independent producer.

The placement of these series or specials also varies. Markets may be cleared by the advertiser, by its agency or by the distributor.

Payment for these advertiser-controlled vehicles may also take different routes. There have been examples of half-hour series in which the station is provided with the programing free of charge with the provision that the advertiser is given as many as three spots and as few as one, with the station permitted to sell the remaining announcements. In other instances, depending on the market and the cost of programing, the station may elect to buy the program and contract with the advertiser for a schedule within the

Ford’s ‘Going Thing’ special on 200 stations

In an unusual and ambitious undertaking, the Ford division, Ford Motor Co., Dearborn, Mich., and its dealer associations have placed a one-hour entertainment special, The Going Thing, on more than 200 TV stations for presentation during February.

The special had its genesis in the formation by Ford in the spring of 1968 of a musical group of 12 talented youngsters. The company named the ensemble The Going Thing, keyed to an advertising concept Ford had developed for its 1969 cars. Since that time, the group has appeared on more than 90% of the Ford division’s TV commercials during the 1968-69 season, has performed before live audiences and has cut records.

The group’s popularity on the commercials and in personal appearances prompted the Ford division to produce the special. The program was produced in California by Bob Henry Productions, Hollywood.

A Ford division spokesman in Dearborn last week credited the J. Walter Thompson Co. , New York and Detroit, with playing an important part in creating The Going Thing group, helping to produce the special and placing it on TV stations throughout the country. He declined to give the cost of producing and showing the special, but he said he understood that it is “one of the biggest local television program projects in many years.”

The Ford spokesman said that the company is considering subsequent productions featuring The Going Thing ensemble. He noted that the group appears on the TV commercials in the special and added: “The group’s wholesome, clean-cut appearance appeals to people of all ages. They are young and talented, but they have universal appeal.”
television program.

At this juncture, most advertisers and agencies regard advertiser-associated programing primarily as a supplement to their network and spot buys and they envision no road-blocks, except one, that can hamper their efforts.

"We must admit it is no easy task to find the right program," one top agency executive confided. "This takes a lot of time and effort and experimentation, but I wouldn't say it's an insurmountable problem."

Most producer-syndicators were inclined to go along with this approach, but there was a minority that questioned the propriety of agencies becoming involved in syndicated programing.

They reasoned that agencies should devote themselves to the sectors in which they are experts—in media selection and in creating commercials—and leave the distribution of programing to syndicators. They also felt, in some instances, that advertisers could attain their demographic and coverage objectives by buying into programs that have been sold to stations.

Lee Rich, vice president for media and TV programing for Burnett, which handled the placement for Skippy, the Bush Kangaroo on behalf of Kellogg, warned that there are a number of factors in delivering a series such as Skippy.

He pointed out that the most important consideration is locating the appropriate program—one that has quality, has never been seen before and "has the right price." He stressed that placement of the show becomes "much more elaborate" than a normal media buy and involves "lots of work and lots of money."

"It takes a combination of things," Mr. Rich explained. "We became the programer and the syndicator as well as the agency. We cut the program ourselves to adjust it for an American market and we eliminated any violence. We made our own prints and bicycled them to the individual stations. We put together the promotion kits to go to stations. We put salesmen on the road in the top 80 markets."

He was more frank than agency men usually are in discussing prices, pointing out there was "no standard policy" for the sale of Skippy. He acknowledged that in some markets Kellogg has offered to give the series to stations free, provided the advertiser is given two commercial minutes, with the outlet selling off the remainder of the time. He said some stations have accepted the offer, but others have declined it firmly.

"We think we've found the right formula for Kellogg," Mr. Rich stated, "and we'll do more of this if we can find the right program."

Warren Bahr, executive vice president for media at Young & Rubicam, which holds U. S. rights to the Galloping Gourmet, noted that there are plans to extend the market distribution of the series beyond the current six. In addition, Mr. Bahr said, Y&R actively is searching for other programs in areas that will "extend ideas," including those with health, legal, travel and fashion formats.

"We feel that advertisers and agencies can compete effectively in those areas," Mr. Bahr said. "We hope to come up with programs of individuality and make our own contributions to productions, as agencies once did in the earlier days of television."

According to William C. Patterson, vice president of Dancer-Fitzgerald-Sample, there is "interest among a considerable number of advertisers" in individual market placement of special program buys. Even national advertisers, he said, recognize the value of local purchases to augment their network commitments.

D-F-S was active last year in the placement of the King Family entertainment specials for individual sponsors in about 18 markets, Mr. Patterson said, and "it worked, it was a good effort."

Paul Roth, vice president for media at Kenyon & Eckhardt, said his agency had been discussing with producers the feasibility of creating entertainment specials for a number of advertisers.

He indicated that fashioning the appropriate programing is a problem, but said some national advertisers are interested in supplementing network buys with the type of local purchases that would afford dealer tie-ins and the opportunity for merchandising and promotion.

American Home Products Corp., New York, is reported to be creating a series with a well-known TV personality, but a company spokesman declined to provide any details at this time.

Hamm's new agency to keep emphasis on TV

Television will continue to head the media list for Hamm's beer, officials at J. Walter Thompson Co., Chicago, indicated last week upon announcement of move of the $7-million account there, effective May 15, after 23 years at Campbell-Mithun, Minneapolis.

JWT also said that Patrick E. O'Brien, vice president, will be management supervisor on the Hamm's account. The three account men will be Dick Clark, Jim Smith and Bill Keogh, presently associated with the agency.

JWT was one of several agencies that made presentations for the account and was runner-up with Campbells-Mithun, which sought to retain the business. JWT won out, Hamm's sources said, because it had more national offices and could help the beer expand its marketing area, now confined largely to the western half of the country.

Hamm's has been Campbell-Mithun's largest single account. C-M will "phase out" some two dozen people over the next couple of months, the agency said, but others who have been on the account already are being absorbed in growing work for other clients.

C-M noted its problems with the account began three years ago when the brewing firm was acquired by Heublein Inc. It observed that Hamm has had four presidents and a new executive vice president in that period.
product. Mr. Wolfe believes there's a need for this type of program placement because "it can be of value to both the client and the program producer or distributor."

William Murphy, vice president and director of media and TV programs for Papert, Koenig, Lois, New York, pointed out that PKL's "Celebrity Billiards" in 14 major markets for Piel's beer. He said PKL is "working on an annual account" similar to Piel's for program placement. He said the growing interest in this form of sponsorship is resulting from a general trend toward "sponsorship patterns becoming a little more versatile."

Dan Goodman, vice president in charge of syndicated sales for Screen Gems, pointed out that the company's "Playboy After Dark" series, which began recently, was "given a strong push" by Rayette-Faberge Inc., New York, maker of cosmetics and hair products, which obtained rights in New York, Chicago and Dallas and is now considering placing the series in 30 other markets.

He added that Screen Gems has other projects under consideration by advertisers, centering around a group of entertainment specials. Mr. Goodman believes that advertiser-identified programing can be of value to the sophisticated advertiser who may require less than a network buy and who is able to pinpoint the specific markets he needs.

Triangle Program Sales is one syndication firm that has been active in selling directly to sponsors for about four years. Bill Mulvey, syndication sales manager, said that this area has been "consistently growing," and in 1969 about 20 national advertisers will be represented in its programing, mainly sports and entertainment specials.

Under the Triangle formula, a sponsor is given the right to series in markets that have been averaging in number from 170 up to more than 200. Advertisers give the stations a half-hour program free of charge in return for one commercial, and a one-hour program for two commercials.

Among the advertisers that have obtained rights to Triangle Program Sales properties in 1969 are the Fram Corp. (four half-hour auto specials); E. I. DuPont (one-hour Heavyweight Inc., special on boxer Joe Frazier); Levi Strauss (Miss Rodeo America half-hour special); S. C. Johnson & Son (one-hour Can-Am Cup special) and Penn-Zoell (The Sky Below Me special on airplane stunt flying).

Edward Bleier, who resigned last year as vice president in charge of public relations and planning for ABC-TV to form Edward Bleier Associates, New York, has developed two half-hour special-interest series for local placement by sponsors as well as a group of one-hour entertainment specials for sale to local retailers. Mr. Bleier believes this avenue of program placement will gather momentum in the next year or two.

"We are now talking to financial-type advertisers for a weekly half-hour business-finance series and to pharmaceutical companies about a family-health series and we have considerable interest," Mr. Bleier stated. "In addition, we're developing one-hour entertainment specials for sponsorship by local retailers."

Mr. Bleier is convinced that the sophisticated advertiser is beginning to think more and more beyond the cost-per-thousand that can be achieved through network and conventional syndicated program buys. Advertisers are becoming more concerned, he said, with reaching targeted audiences.

Larry Spangler, president of Spangler Television Sales, said he is in the process of developing two groups of specials, one in the sports area and the second appealing to teen-age audiences. He said he is currently involved in negotiations with a soft-drink company and a brewery regarding sponsorship. He indicated that the advertiser-involved program is a part of the syndication business that will continue to grow over the next several years.

Plymouth holds master's keys

Northwestern University graduate students in advertising are working with Chrysler Corp. this spring on a four-month project to create advertising campaigns for Plymouth and are being supplied sample cars for study on campus. Young & Rubicam, the Plymouth agency, is assisting. Student teams are making the project part of their master's degree program.

Mary Wells tosses some darts of her own

"We would like to make nothing but outstanding advertising, and we would like to make a lot of money," Mary Wells Lawrence, president of Wells, Rich, Greene, told a luncheon meeting of the Sales Executives Club of New York last week.

Mrs. Lawrence's presentation was the main attraction of Inside Advertising/Marketing Week, sponsored by the Advertising Club of New York. More than 100 students majoring in marketing and advertising in colleges throughout the nation were guests.

Mrs. Lawrence's speech outlined the aims of Wells, Rich, Greene, but she took time at the outset to chide The Wall Street Journal for its chilling report of Monday (Feb. 10) on WRG's finances. The newspaper, she charged, pointed out that agency income was down without making it clear that billings were up and that income for last year reflected a temporary adjustment, not a trend.

Mrs. Lawrence went on to say that the agency intended to make a lot of money and that all too often agencies have operated on the premise that clients make money, not agencies. The average agency, Mrs. Lawrence continued, nets only 1% of billings, a shamefully low profit.

Mrs. Lawrence promised that the long-awaited Trans World Airlines campaign, due to break early this spring, would be spectacular: "It's going to happen in a very, very strong way." The new campaign will be the first major advertising created for the airline since the account was acquired last Nov. 15.
UPI Audio fits any station's image
Take a format. Any station format. From Rock and Roll to Bach and Beethoven. Add UPI Audio, and you still have the same format. But now you’ve improved your image and your profit position—thanks to the authentic UPI sound of news as it happens. UPI Audio gives your station the independence to select and slot news in the style...at the time...in the amount you want.

UPI’s on-the-scene sound really helps a station sell time, too. Our more than 400 Audio clients are the most listened-to, sold-out stations in their markets. They include such diverse programming as KHJ, Los Angeles and CKYW, Detroit; WAIT, Chicago and KLUB, Salt Lake City; KSFO, San Francisco and WCKY, Cincinnati. Let us show you how simple and profitable it is to work with a news service that knows its way around radio. Contact your UPI Regional Executive or Wayne Sargent, VP for Sales, N. Y. And don’t put it off. You owe it to your listeners, your image, your station’s future.

UPI AUDIO
the sound of news everywhere

United Press International
220 East 42nd Street, New York, N. Y. 10017
(212) MU 2-0400
Give and take at ad colloquy

All the earmarks for red-hot debate were there, but AAF panelists seemed intent on listening too.
was that “sponsorship makes it better.” He gave examples of commercial accounts picking up public-service themes—some of them created by the council—and giving them wider exposure. In some cases, themes were adopted for explicit commercial identification. In others, sponsors picked up the tab without credit.

A presentation featuring consumer appeals of another sort drew a rapt audience on Capitol Hill Tuesday morning. Devoted to the uses of advertising in political contests, the session drew a goodly number of practicing politicians. Tuesday morning and lunch were spent in congressional liaison activities with congressmen and senators.


The panel on “advertising and the law” was not the only point where the FCC proposal on cigarette advertising was raised. On the opening day, Representative Bob Wilson (R-Calif.), former advertising man, scored the FCC proposal. The commission’s cigarette decision, he said, “is as bad as it could be.” He said the commission’s logic had “completely shortcutted Congress,” and if it was allowed to stand it would put advertising of many other products in jeopardy. Congressman Rogers, during the later panel discussion, said he expected the House Investigations Subcommittee to probe the whole area of relationships between the regulatory agencies and the Congress. At the same session, Mr. Millstein said he hoped Congress would take the issue away from both the FCC and the courts. The controversy should be labeled, he suggested: “This issue is dangerous to the development of the law.”

A panel of newsmen, led by CBS Vice President Theodore Koop, briefed the delegates on the developing trends of the Nixon administration. One comment, which produced a consensus among the newsmen, was that Mr. Nixon might lean over backwards to show voters he was not favoring business.

Rounding out the thematic sessions of the conference on Wednesday was Jean Rindlaub, former AAF advertising woman of the year, who spoke on “advertising and the consumer.”

AAF Chairman Walter E. Terry, senior vice president, D’Arcy Advertising, San Francisco, laid out an action program for delegates at the conference’s opening session. Key points included developing a strong legislative-alertment program and an ethics program in each advertising club, maintaining a continuing effort to inform the public and officials about advertising’s positive values as well as seeking all-industry support for advertising’s particular problems, and constructing programs to meet social and community needs using advertising and marketing tools.

In official actions, AAF delegates reportedly approved a reduction in the size of the AAF board of directors, and laid plans for dealing with the threat to cigarette advertising. Detailed announcements of actions taken are to be made this week, a spokesman said.

The AAF’s Robert M. Feenster Memorial Awards went to the Fourth District (Florida) for its state-legislature alertment plan. The club award went to the Advertising Club of Cincinnati for “an outstanding program of informing legislators about advertising.”

**Rep appointments:**

- WMMM Westport, Conn.: Adam Young-VTM, New York.
- KDAC Fort Bragg, Calif.: Advertising Sales West, San Francisco.

**Agency appointments:**

- Colgate-Palmolive has assigned Lustre-Creme and Cashmere Bouquet lines to Norman, Craig & Kummel, New York, moving them from Lennen & Newell, New York. Products bill estimated $2.5 million, with over half in radio-TV. NCKK already handles Ajax line, Cold Power, Hyperphase and other new and test products for Colgate.
- The General Electric Consumer Electronics Division, Syracuse, N. Y., has named N. W. Ayer Public Relations, New York, to handle public relations and product publicity.

**Bernard Howard rep firm acquired by Sonderling**

Sonderling Broadcasting Corp., New York, television and radio station owner and distributor of television commercials, has contracted with Bernard Howard & Co. to acquire the radio station representative in exchange for Sonderling common stock.

Shareholders of the representative firm—Bernard Howard, president, and Jack Davis, executive vice president, and their families—will receive 22,000 shares of Sonderling, with provisions for up to 11,000 additional shares based on performance during 1969 and 1970, and up to 5,000 shares on performance in 1971-1973. The rep firm will remain under its present management as a Sonderling affiliate. Bernard Howard serves four of Sonderling’s stations: WDAI Memphis, KDIA Oakland-San Francisco, WDFL Washington, and WWRL New York, all Negro-oriented. Sonderling’s other stations are WMMO (FM) Washington; WOPA-AM-FM Oak Park, Ill.; KFOS-AM-FM Long Beach, Calif.; WAST-TV Albany, N. Y., and WLKY-TV Louisville, Ky. The company also produces and distributes television commercials and feature films through its subsidiary, Modern Teleservice.

Bernard Howard, as a national representative, has a varied station list. Its headquarters are in New York. Alan Henry, vice president of Sonderling, reported the company was not at all interested in diversifying further into television representation. Sonderling stock is traded on the American Stock Exchange. The closing price on Thursday (Feb. 20) was 36 1/4.
Spot radio keeps skyrocketing

RAB report on first nine-months of '68 puts sales at $247.6 million; Sears, Ward's crack top list

More details on what made 1968 a record sales year for radio are provided in a nine-month spot-radio report being released today (Feb. 24) by the Radio Advertising Bureau.

It shows, among other things, that in the third quarter of 1968 national and regional spot sales boomed almost 20% ahead of those in the same period of 1967. RAB put the new total at $90.3 million, up 19.6%.

For the first nine months, spot spending was put at $247.6 million, a gain of 15.6%.

The top-100 spot spenders for the months were said to have invested $208,081,000 for a 19.2% gain over the top 100 in the same period of 1967. Over half—56—spent $1 million or more, and 33 of these increased their spot spending by 15% or more.

The report includes Sears, Roebuck and Montgomery-Ward for the first time, putting Sears in fourth place with a nine-month spot-radio investment of $7.1 million and Montgomery-Ward in 42nd with $1.47 million.

RAB's figures are compiled by Radio Expenditure Reports, Larchmont, N.Y., from confidential reports submitted by a cross-section of stations and station reps. The estimates for Sears and Montgomery-Ward were based on a special survey made by Radio Expenditure Reports as part of an RAB study of retail spending (BROADCASTING, Jan. 13). RAB said the research firm has amended its questionnaires so that estimates of spot spending by major national or regional retail chains will be included in future reports.

RAB said its nine-month report provides "solid documentation" for its estimate last month that national and regional spot business in 1968 rose some 12% over 1967 as part of a record year in which total radio sales reached $1 billion for the first time, totaling $1,074 billion or 12% more than the 1967 total (BROADCASTING, Jan. 13).

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

RAB report on first nine-months of '68 puts sales at $247.6 million; Sears, Ward's crack top list

More details on what made 1968 a record sales year for radio are provided in a nine-month spot-radio report being released today (Feb. 24) by the Radio Advertising Bureau.

It shows, among other things, that in the third quarter of 1968 national and regional spot sales boomed almost 20% ahead of those in the same period of 1967. RAB put the new total at $90.3 million, up 19.6%.

For the first nine months, spot spending was put at $247.6 million, a gain of 15.6%.

The top-100 spot spenders for the months were said to have invested $208,081,000 for a 19.2% gain over the top 100 in the same period of 1967. Over half—56—spent $1 million or more, and 33 of these increased their spot spending by 15% or more.

The report includes Sears, Roebuck and Montgomery-Ward for the first time, putting Sears in fourth place with a nine-month spot-radio investment of $7.1 million and Montgomery-Ward in 42nd with $1.47 million.

RAB's figures are compiled by Radio Expenditure Reports, Larchmont, N.Y., from confidential reports submitted by a cross-section of stations and station reps. The estimates for Sears and Montgomery-Ward were based on a special survey made by Radio Expenditure Reports as part of an RAB study of retail spending (BROADCASTING, Jan. 13). RAB said the research firm has amended its questionnaires so that estimates of spot spending by major national or regional retail chains will be included in future reports.

RAB said its nine-month report provides "solid documentation" for its estimate last month that national and regional spot business in 1968 rose some 12% over 1967 as part of a record year in which total radio sales reached $1 billion for the first time, totaling $1,074 billion or 12% more than the 1967 total (BROADCASTING, Jan. 13).

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds

Top 100 national-regional spot radio advertisers
(1) General Motors
(2) Ford
(3) Chrysler Corp.
(4) Sears, Roebuck & Co.
(5) Coca-Cola
(6) Pepsi-Cola
(7) R. J. Reynolds
How to grow prize zinnias with a greasy thumb.

He didn't plan it that way, but Humble dealer Walter Johnson in West Trenton, New Jersey, ended up a prize gardener.

Humble's landscaping program gave him the idea. He invested in some flower seeds and a little spade and trowel work between waiting on customers.

Next thing he knew, the ladies from the West Trenton Garden Club were handing him an award.

Naturally, we don't expect all our dealers to win awards, but lots of them are participating in our beautification program. Many are helping new stations to fit gracefully into the local scene.

Others are giving older stations a facelift by the addition of trees and borders of greenery and flowers.

We're glad Humble can help keep America green.

Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something more for our neighbors.

Humble is doing something extra.

HUMBLE Oil & Refining Company...Where you get all the extras.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>21. Shell Oil</strong></td>
<td>$1,751,000</td>
<td>$1,571,000</td>
<td>$1,626,000</td>
</tr>
<tr>
<td><strong>34. Falstaff Brewing</strong></td>
<td>$1,742,000</td>
<td>$1,389,000</td>
<td>$1,454,000</td>
</tr>
<tr>
<td><strong>37. Heublein</strong></td>
<td>$1,611,000</td>
<td>$1,495,000</td>
<td>$1,500,000</td>
</tr>
<tr>
<td><strong>40. Standard Oil of California</strong></td>
<td>$1,505,000</td>
<td>$1,343,000</td>
<td>$1,375,000</td>
</tr>
<tr>
<td><strong>41. Midas Inc.</strong></td>
<td>$1,492,000</td>
<td>$1,492,000</td>
<td>$1,492,000</td>
</tr>
<tr>
<td><strong>42. Montgomery Ward &amp; Co.</strong></td>
<td>$1,470,000</td>
<td>$1,470,000</td>
<td>$1,470,000</td>
</tr>
<tr>
<td><strong>45. Campbell Soup</strong></td>
<td>$1,383,000</td>
<td>$1,345,000</td>
<td>$1,375,000</td>
</tr>
<tr>
<td><strong>46. The Nestlé Co.</strong></td>
<td>$1,351,000</td>
<td>$1,341,000</td>
<td>$1,375,000</td>
</tr>
<tr>
<td><strong>47. Canada Dry</strong></td>
<td>$1,323,000</td>
<td>$696,000</td>
<td>$634,000</td>
</tr>
<tr>
<td><strong>48. Firestone Tire &amp; Rubber</strong></td>
<td>$1,263,000</td>
<td>$1,263,000</td>
<td>$1,263,000</td>
</tr>
<tr>
<td><strong>49. Stroh Brewing</strong></td>
<td>$1,223,000</td>
<td>$1,204,000</td>
<td>$1,204,000</td>
</tr>
<tr>
<td><strong>50. United Air Lines</strong></td>
<td>$1,216,000</td>
<td>$1,216,000</td>
<td>$1,216,000</td>
</tr>
<tr>
<td><strong>51. Lever Bros.</strong></td>
<td>$1,177,000</td>
<td>$9,000</td>
<td>$9,000</td>
</tr>
<tr>
<td><strong>52. American Tobacco</strong></td>
<td>$1,172,000</td>
<td>$1,224,000</td>
<td>$1,224,000</td>
</tr>
<tr>
<td><strong>53. Squibb, Beech-Nut</strong></td>
<td>$1,150,000</td>
<td>$785,000</td>
<td>$785,000</td>
</tr>
<tr>
<td><strong>54. Plough</strong></td>
<td>$1,124,000</td>
<td>$83,000</td>
<td>$83,000</td>
</tr>
<tr>
<td><strong>55. Smith, Kline &amp; French</strong></td>
<td>$1,017,000</td>
<td>$26,000</td>
<td>$26,000</td>
</tr>
<tr>
<td><strong>56. Noyes Corp.</strong></td>
<td>$1,007,000</td>
<td>$349,000</td>
<td>$349,000</td>
</tr>
<tr>
<td><strong>58. Johnson &amp; Johnson</strong></td>
<td>$897,000</td>
<td>$834,000</td>
<td>$834,000</td>
</tr>
<tr>
<td><strong>59. Standard Brands</strong></td>
<td>$894,000</td>
<td>$70,000</td>
<td>$70,000</td>
</tr>
<tr>
<td><strong>60. Chas. Pfizer &amp; Co.</strong></td>
<td>$888,000</td>
<td>$51,000</td>
<td>$51,000</td>
</tr>
<tr>
<td><strong>63. Blue Cross/Blue Shield</strong></td>
<td>$817,000</td>
<td>$817,000</td>
<td>$817,000</td>
</tr>
<tr>
<td><strong>64. Atlantic-Richfield</strong></td>
<td>$812,000</td>
<td>$137,000</td>
<td>$137,000</td>
</tr>
</tbody>
</table>
### Another test of First Amendment

**Broadcasters ask Supreme Court to declare cigarette-fairness ruling unconstitutional**

Representatives of the broadcasting industry last week joined the cigarette manufacturers in appealing to the Supreme Court for relief from the FCC ruling requiring broadcasters to carry anticigarette announcements.

As the tobacco interests argued two weeks ago, the broadcasters asserted that the commission ruling violates the First Amendment guarantee of freedom of the press, exceeds the commission's statutory authority and conflicts with the Cigarette Labeling Act of 1965.

At issue is the commission action in June 1967 applying the fairness doctrine to cigarette commercials, and the decision of the U.S. Court of Appeals for the District of Columbia sustaining that ruling last year in a 2-to-1 decision (Broadcasting, Nov. 25, 1968).

In urging the Supreme Court to review the lower court's decision, the broadcast petitioners—the National Association of Broadcasters and WTRF-TV, Wheeling, W. Va., in one filing, NBC and ABC—said the case presents a new dimension to the two fairness-doctrine cases already before the high court.

In one, the circuit court for the District of Columbia upheld the constitutionality of the fairness doctrine itself. In the other, the Seventh Circuit Court of Appeals, in Chicago, held that rules designed to implement aspects of the doctrine dealing with personal attack and political editorializing violated the First Amendment.

"The resolution of these problems"—including the application of the doctrine to cigarette advertising—"is the most challenging, significant, and far-reaching task this court has ever been asked to undertake with respect to broadcast communication," NBC said. It added that the court's decisions would create the "framework for the future development of broadcasting, its relationship with the government, and its place in our rapidly changing society."

The petitioners bore down on the lower court's contention that the commission's ruling could be supported under the general "public-interest" standard applicable to commission licensing decisions, in the area of public-health issue involved. The commission had treated the matter as another application of the general fairness doctrine, under which broadcasters were required to present both sides of a controversial issue of public importance.

**NAB and WTRF-TV said that the rele-**
vance of the lower court's rationale to the First Amendment is that the lack of a standard, governing commission action to broadcast content, "coupled with the FCC's life-or-death power over a broadcaster's enterprise," leads to government-imposed self-censorship which "this court has held to be a vice of governmental intrusion into the sensitive First Amendment area." They said the question of whether the commission may regulate broadcast content under a "public-interest" standard should be determined by the Supreme Court.

The petitioners leaned heavily on the Seventh Circuit's opinion which rejected the view—expressed by the District of Columbia circuit court—that a distinction can be drawn between the First Amendment protection afforded the printed press and that given broadcasters. NBC said the distinction "gives the FCC a policed and undefined power to stifle expression on controversial questions which is contrary to the traditions of a free press in a democratic society."

NAB and WTRF-TV, furthermore, attacked the lower court's holding that the First Amendment provides less protection to commercial advertising than to other forms of expression. They urged the Supreme Court to "reevaluate" precedents on which the lower court based that view. They noted that Justice William O. Douglas, in an opinion in 1959, asserted that "the profit motive should make no difference" for First Amendment purposes.

Another constitutional question that NAB and WTRF-TV and ABC see in the commission's ruling is whether it violates the Fifth Amendment, which holds that "no person shall be deprived of life, liberty or property, without due process of law." ABC, asserting that neither the lower court nor the commission "adequately explained" why the controversial ruling could not be applied to other products that have been linked with health hazards, said that to single out cigarettes for unique treatment "is a clear abuse of agency power, in derogation of the Fifth Amendment." NAB and WTRF-TV, furthermore, said the consequences of the public-interest rationale used by the lower court "are startling." They noted that the commission three weeks ago proposed banning all cigarette advertising from radio and television "on the ground that this would be a public-health measure" (Broadcasting, Feb. 10).

The petitioners' argument that the commission lacks statutory authority to require anticigarette announcements is based on the contention that no statute specifically provides the commission with that authority. They said specificity is particularly necessary in matters affecting First Amendment rights.

And as the tobacco interests pointed out in their petition, the broadcast representatives last week noted that their appeal involves the the first test of the meaning of the pre-emption provisions of the Cigarette Labeling Act of 1965.

That act, which requires a health-hazard warning on all cigarette packages, prohibits federal and state agencies from regulating or barring cigarette advertising before June 30, 1969. The lower court, in holding that the continued ban did not conflict with the provisions of the act, said Congress did not intend to impede the flow of information regarding cigarette smoking.

But, NBC said, "the real question, which the court did not reach, is whether the FCC's ruling imposes a burden on cigarette advertising of a kind which Congress intended to preclude during the moratorium period." It is evident that such a burden is imposed, NBC added.

ABC said that a Supreme Court ruling on this question is needed even though the act is scheduled to expire in four months. It noted that "numerous" complaints against stations stemming from the ruling are pending before the commission, and "thousands" of broadcasters have yet to submit license-renewal applications justifying their over-all operations or a portion of the 1966-69 period.

Mixed Hill reaction on cigarette ad issue

House members continue to take sides on the FCC's proposed move to ban cigarette advertising on radio and television. And now, one state has gotten into the act with a bill being introduced in the California legislature that would ban all cigarette advertising in the state.

All 11 members of North Carolina's delegation in the House joined in sponsoring legislation to extend the present Cigarette Labeling Act of 1965 which will expire on June 30.

The bill (H.R. 7177) would continue the present health-hazard labeling requirement on cigarette packages, but would not restrict advertising. It also would make the labeling requirement permanent.

Representative L. H. Fountain (D-N.C.), speaking for the North Carolina delegation, said: "There is no reason why a legally manufactured and marketed product cannot be advertised in a like manner. To single out cigarettes for special, prohibitive treatment would only be the beginning of selective discrimination against any product which might not be popular with some individual or agency in the federal government."

On the other side of the ledger 18 members of the House including 15 Democrats and three Republicans sent a letter to FCC Chairman Rosel H. Hyde expressing their support for the commission's move. The bipartisan group congratulated the commission for "its courage in acting in an area of critical need and yet one of considerable controversy. "Voluntary limitations by the tobacco and broadcasting industries have not proved successful" they said. "It is time that government act in the public's behalf."

The bill, introduced in the California legislature last week, would make it a misdemeanor to advertise cigarettes, cigars or related tobacco products by any means, including television and radio, newspapers, magazines and billboards.

The legislation was introduced by State Senator Anthony C. Beilenson of Los Angeles. After introducing the bill, Mr. Beilenson said that he had a legislative counsel's opinion that the legislation would be constitutional and that it would probably not conflict with federal law.

White House branch of J. Walter Thompson?

The leader of the five advertising "boys" in the White House last week tried to lay to rest fears that President Richard Nixon "was sold" and is still being sold to the country just like any other Madison Avenue account.

H. R. (Bob) Haldeman, chief of staff to the President and until May of last year vice president in charge of the Los Angeles office of J. Walter Thompson Co., assured a luncheon meeting of the Western States Advertising Agencies Association in Los Angeles that there need not be concern that there are a lot of ad men in the White House. "We're not related remotely to advertising in the campaign or in the White House," he said.

Accepting the WSAAA's 14th annual "man of the year" award, Mr. Haldeman made it clear from the outset of his 20 minutes of mostly extemporaneous remarks, that he was anxious to "clear up premises" about the "ad man in the White House syndrome."

"There are a lot of ad men in the White House comparatively speaking," he conceded. There are five such people, he pointed out, and all come from one agency, J. Walter Thompson. Citing his associates individually, Mr. Haldeman, who is 42, mentioned Ron Ziegler, 29, a press aide during the campaign and now White House special assistant and news secretary; Dwight Chapin, 28, Mr. Nixon's personal aide during the campaign and now also a special
1969 Broadcasting Yearbook
Now Off Press

Order your own copy of the 1969 Broadcasting Yearbook. Just fill in the coupon and return it to us. Your copy of the 1969 Yearbook will be shipped promptly.

The 1969 Broadcasting Yearbook is a complete guide to television and radio facts and figures. You'll want to keep it at your fingertips for questions involving:

- Television Facts and Figures
- AM-FM Facts and Figures
- Product Guide and FCC Rules
- NAB Codes and Program Services
- Data on Agencies, Reps, Networks

...plus many pages of valuable data not available elsewhere... including CATV report... radio and television audience report... radio set sales... stations programming foreign language, Negro, country and western, and much, much more.

Send me my own copy of Broadcasting 1969 Yearbook

Please send copies at $11.50 each to

Name:  
Company Name:  
Address:  
City  
State Zip Code  
Title/Position  

Payment enclosed  Bill me  
Home?: Yes No

Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036
Network TV’s clientele grows

TVB reports 439 companies, including 66 newcomers, pushed network-television billings up 3.2% in ‘68

Network television in 1968 attracted both a record number of advertisers and a record number of companies new to the medium, according a compilation being issued today (Feb. 24) by the Television Bureau of Advertising.

In releasing the annual Leading National Advertisers/Television Bureau of Advertising survey of company expenditures in network TV, Norman E. Cash, TVB president, noted that 66 companies bought network TV in 1968 for the first time and a total of 439 companies invested in the medium. This compares with 36 new companies and 379 advertisers represented in network TV in 1967.

Among the network-TV newcomers, who contributed to a 3.2% increase in billings in 1967 to $1,547,860,400 (previously reported), were Kentucky Fried Chicken Corp., $1,835,900; The Keebler Co., $1,718,900; The Foundation for Full Service Banks, $1,482,600; the Association of American Railroads, $1,276,400, and National Lead Co., $744,400.

- **Network TV’s clientele grows**

- **TVB reports 439 companies, including 66 newcomers, pushed network-television billings up 3.2% in ‘68**

  Network television in 1968 attracted both a record number of advertisers and a record number of companies new to the medium, according a compilation being issued today (Feb. 24) by the Television Bureau of Advertising.

  In releasing the annual Leading National Advertisers/Television Bureau of Advertising survey of company expenditures in network TV, Norman E. Cash, TVB president, noted that 66 companies bought network TV in 1968 for the first time and a total of 439 companies invested in the medium. This compares with 36 new companies and 379 advertisers represented in network TV in 1967.

  Among the network-TV newcomers, who contributed to a 3.2% increase in billings in 1967 to $1,547,860,400 (previously reported), were Kentucky Fried Chicken Corp., $1,835,900; The Keebler Co., $1,718,900; The Foundation for Full Service Banks, $1,482,600; the Association of American Railroads, $1,276,400, and National Lead Co., $744,400.
YOU ARE INVITED TO
MARK CENTURY CORPORATION'S
MOST UNCONVENTIONAL SEMINAR

THE FCC AND THE BROADCASTER-
REGULATION VS. MODERATION
(A meaningful dialogue)

Mark Century's Breakfast Seminars have become a very important part of the Convention each year. This year's may set the tone for FCC/Broadcaster relationships for the next twelve months. If your business is broadcasting— you should be with us:

Doors Open 7:30 AM

MARK CENTURY CORPORATION
Warwick Hotel, The Tower
65 West 54th Street
New York, N.Y. 10019.
Phone: (212) PL 2-3035

Name_____________________
Address___________________
Station___________________

While at the Convention, make sure you see THE MAN FROM MARK CENTURY, Suite G100, Shoreham Hotel

A Division of THE MUSIC MAKERS GROUP, INC.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Spending</th>
<th>Rank</th>
<th>Spending</th>
<th>Rank</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>114.</td>
<td>2,536,000</td>
<td>247.</td>
<td>505,200</td>
<td>129.</td>
<td>2,101,100</td>
</tr>
<tr>
<td>201.</td>
<td>968,500</td>
<td>253.</td>
<td>571,900</td>
<td>235.</td>
<td>581,900</td>
</tr>
<tr>
<td>191.</td>
<td>1,000,000</td>
<td>259.</td>
<td>561,800</td>
<td>196.</td>
<td>948,000</td>
</tr>
<tr>
<td>290.</td>
<td>307,500</td>
<td>280.</td>
<td>78,000</td>
<td>338.</td>
<td>170,000</td>
</tr>
<tr>
<td>360.</td>
<td>118,700</td>
<td>139.</td>
<td>1,106,700</td>
<td>65.</td>
<td>105,400</td>
</tr>
<tr>
<td>316.</td>
<td>213,900</td>
<td>395.</td>
<td>998,900</td>
<td>60.</td>
<td>100,000</td>
</tr>
<tr>
<td>209.</td>
<td>102,000</td>
<td>148.</td>
<td>1,632,800</td>
<td>36.</td>
<td>1,135,000</td>
</tr>
<tr>
<td>388.</td>
<td>69,700</td>
<td>306.</td>
<td>253,100</td>
<td>124.</td>
<td>365,000</td>
</tr>
<tr>
<td>143.</td>
<td>1,771,900</td>
<td>269.</td>
<td>13,810,300</td>
<td>317.</td>
<td>150,000</td>
</tr>
<tr>
<td>343.</td>
<td>499,400</td>
<td>232.</td>
<td>477,500</td>
<td>103.</td>
<td>103,500</td>
</tr>
<tr>
<td>270.</td>
<td>394,100</td>
<td>236.</td>
<td>875,600</td>
<td>195.</td>
<td>196,000</td>
</tr>
<tr>
<td>255.</td>
<td>473,400</td>
<td>250.</td>
<td>670,200</td>
<td>207.</td>
<td>296,000</td>
</tr>
<tr>
<td>244.</td>
<td>525,700</td>
<td>302.</td>
<td>114,000</td>
<td>284.</td>
<td>1,850,000</td>
</tr>
<tr>
<td>320.</td>
<td>5,800</td>
<td>406.</td>
<td>48,900</td>
<td>407.</td>
<td>2,100,500</td>
</tr>
<tr>
<td>211.</td>
<td>852,200</td>
<td>309.</td>
<td>36,000</td>
<td>408.</td>
<td>2,150,000</td>
</tr>
<tr>
<td>415.</td>
<td>36,000</td>
<td>310.</td>
<td>1,205,400</td>
<td>230.</td>
<td>3,800</td>
</tr>
<tr>
<td>406.</td>
<td>4,890</td>
<td>319.</td>
<td>64,000</td>
<td>174.</td>
<td>18,100</td>
</tr>
<tr>
<td>412.</td>
<td>1,850,900</td>
<td>320.</td>
<td>520,400</td>
<td>248.</td>
<td>369,000</td>
</tr>
<tr>
<td>408.</td>
<td>1,393,900</td>
<td>321.</td>
<td>2,833,000</td>
<td>220.</td>
<td>530,100</td>
</tr>
<tr>
<td>211.</td>
<td>320,000</td>
<td>322.</td>
<td>12,800</td>
<td>114.</td>
<td>280,000</td>
</tr>
<tr>
<td>287.</td>
<td>65,100</td>
<td>323.</td>
<td>19,900</td>
<td>110.</td>
<td>3,800</td>
</tr>
<tr>
<td>206.</td>
<td>886,500</td>
<td>419.</td>
<td>100,800</td>
<td>115.</td>
<td>280,000</td>
</tr>
<tr>
<td>364.</td>
<td>110,800</td>
<td>420.</td>
<td>110,000</td>
<td>122.</td>
<td>280,000</td>
</tr>
<tr>
<td>214.</td>
<td>21,849,800</td>
<td>358.</td>
<td>1,722,700</td>
<td>463.</td>
<td>1,722,700</td>
</tr>
<tr>
<td>230.</td>
<td>580,500</td>
<td>381.</td>
<td>8,230,000</td>
<td>355.</td>
<td>3,000</td>
</tr>
<tr>
<td>313.</td>
<td>187,800</td>
<td>382.</td>
<td>1,700,000</td>
<td>356.</td>
<td>3,000</td>
</tr>
<tr>
<td>302.</td>
<td>5,400</td>
<td>383.</td>
<td>1,700,000</td>
<td>357.</td>
<td>3,000</td>
</tr>
<tr>
<td>303.</td>
<td>1,000</td>
<td>384.</td>
<td>1,700,000</td>
<td>358.</td>
<td>3,000</td>
</tr>
<tr>
<td>304.</td>
<td>1,000</td>
<td>385.</td>
<td>1,700,000</td>
<td>359.</td>
<td>3,000</td>
</tr>
<tr>
<td>305.</td>
<td>1,000</td>
<td>386.</td>
<td>1,700,000</td>
<td>360.</td>
<td>3,000</td>
</tr>
<tr>
<td>306.</td>
<td>1,000</td>
<td>387.</td>
<td>1,700,000</td>
<td>361.</td>
<td>3,000</td>
</tr>
<tr>
<td>307.</td>
<td>1,000</td>
<td>388.</td>
<td>1,700,000</td>
<td>362.</td>
<td>3,000</td>
</tr>
<tr>
<td>308.</td>
<td>1,000</td>
<td>389.</td>
<td>1,700,000</td>
<td>363.</td>
<td>3,000</td>
</tr>
<tr>
<td>309.</td>
<td>1,000</td>
<td>390.</td>
<td>1,700,000</td>
<td>364.</td>
<td>3,000</td>
</tr>
<tr>
<td>310.</td>
<td>1,000</td>
<td>391.</td>
<td>1,700,000</td>
<td>365.</td>
<td>3,000</td>
</tr>
<tr>
<td>311.</td>
<td>1,000</td>
<td>392.</td>
<td>1,700,000</td>
<td>366.</td>
<td>3,000</td>
</tr>
<tr>
<td>312.</td>
<td>1,000</td>
<td>393.</td>
<td>1,700,000</td>
<td>367.</td>
<td>3,000</td>
</tr>
<tr>
<td>313.</td>
<td>1,000</td>
<td>394.</td>
<td>1,700,000</td>
<td>368.</td>
<td>3,000</td>
</tr>
<tr>
<td>314.</td>
<td>1,000</td>
<td>395.</td>
<td>1,700,000</td>
<td>369.</td>
<td>3,000</td>
</tr>
<tr>
<td>315.</td>
<td>1,000</td>
<td>396.</td>
<td>1,700,000</td>
<td>370.</td>
<td>3,000</td>
</tr>
<tr>
<td>316.</td>
<td>1,000</td>
<td>397.</td>
<td>1,700,000</td>
<td>371.</td>
<td>3,000</td>
</tr>
<tr>
<td>317.</td>
<td>1,000</td>
<td>398.</td>
<td>1,700,000</td>
<td>372.</td>
<td>3,000</td>
</tr>
<tr>
<td>318.</td>
<td>1,000</td>
<td>399.</td>
<td>1,700,000</td>
<td>373.</td>
<td>3,000</td>
</tr>
<tr>
<td>319.</td>
<td>1,000</td>
<td>400.</td>
<td>1,700,000</td>
<td>374.</td>
<td>3,000</td>
</tr>
</tbody>
</table>

**Note:** The table represents various companies ranked by spending on television advertising in the year 1965. The spending figures are in dollars. The companies are listed alphabetically by name.
**CALIF. TOWERS SPELL AD TROUBLE FOR ARIZONA TV'S**

Can one state go into another state to control advertising on television? This key point is at issue in a tricky legal battle that has simmered since early last year along the border of Arizona and California.

The issue came to a boil last week when an El Centro, Calif., superior court handed down a decision that paves the way for an injunction against KBLU-TV Yuma, Ariz., broadcasting the prices of eyeglasses and optometric services.

It's illegal under the California business and professional code to advertise the price of eyeglasses. Reportedly under pressure from local optometrists, the district attorney in El Centro, across the border from Yuma, is using this statute to move against KBLU-TV.

He can't touch optometrists in Arizona who advertise. They are out of his jurisdiction. KBLU-TV is advertising only Arizona optometrists. In Arizona this is legal and includes the right to advertise the price of eyeglasses. But the station's signal goes into California. And even though licensed to Yuma, incorporated in Arizona and having its principal business location in that state, KBLU-TV, a few years ago, moved its transmitter several miles into California. The optometric services advertised on the station do draw some Californians the some 60 miles across the desert to Yuma to get lower-priced eyeglasses.

Last April, District Attorney James E. Hamilton of El Centro moved for and was awarded a temporary restraining order against the TV station. The temporary injunction was subsequently lifted but a decision by superior court Judge Victor A. Gillespie last week will permit District Attorney Hamilton to move for a permanent injunction judg-
Rorabaugh cuts back spot-TV data

Net figures to be replaced by BAR gross compilations in TVB quarterly reports

The dollars in the Television Bureau of Advertising's quarterly spot-TV reports are going to look smaller in the future. N. C. Rorabaugh Co., which compiled the quarterly figures for TVB, is announcing today (Feb. 24) that it will no longer do so for "monitored" markets, and TVB says that it will now begin issuing figures compiled by Broadcast Advertisers Reports, based on monitoring in the 75 top markets.

The reason the dollar figures will be smaller is that Rorabaugh's represented gross time sales while BAR's do net.

There will be other differences. Rorabaugh's service, based on confidential reports from stations, in its prime had 400 or more stations reporting. BAR's monitoring—one week a month, projected to represent the full month—covers 262 stations in the 75 markets. Whether this difference will have any real effect apparently is open to question, however.

BAR officials claim the FCC financial reports indicate the BAR markets represent close to 90% of all spot-TV expenditures. The 400 or so stations that formerly reported to Rorabaugh represent about 60% of all commercial TV stations, but were believed to include most major to medium-sized markets, and TVB published the combined billing reported in any given quarter as the "total" for that period without attempting to project a figure covering all other stations as well.

(To determine the percentage of gain or loss in billings, TVB used the totals of only those stations that filed reports in both of the periods being compared.)

In any event, independent comparisons are said to have led a number of agencies and advertisers to the conclusion that BAR's estimates are more accurate. One comparison study that reportedly favored the BAR service was done by Advertising Information Services, an independently operated research and reporting company owned by 10 agencies.

BAR's service, called BARcome, monitors each market one week a month, applies a net rate to each commercial recorded and projects the total to cover the full month. It does not project the 75-market findings to an industrywide total.

TVB, which has made projections of Rorabaugh figures, may—and says it probably will—do so in the case of total billing figures supplied by BAR. If it does, it would use FCC's annual financial report to determine the percentage of the total represented by BAR markets and on that basis project a figure for all markets. It would not, however, attempt to project individual advertiser investments beyond the 75 markets in which they are measured.

Rorabaugh reports is a subsidiary of Leading National Advertisers, which also provides TVB's estimates of network TV billings and in addition, turns out estimates of magazine billings.

BAR also provides TV-network billing estimates, and TVB subscribes to these, too, although it has not yet exercised its right to publish them. If it should elect to do so, now or ever, there apparently would be no serious problem of comparability such as the one between the BAR and Rorabaugh spot reports, because the network figures of both companies are on a net basis and are virtually identical. Their three-network estimates for January, for example, were less than 0.3% apart.

The Rorabaugh and BAR spot-TV services have been on a collision course almost from the time BAR announced last fall that it would offer quarterly spot reports—as part of its basic service, at no extra cost—beginning with the first quarter of 1969 (BROADCASTING, Oct. 21, 1968). Within little more than a month a substantial number of agencies were saying they would use BAR's and drop Rorabaugh's. It was at that time that the 10-agency Advertising Information Services' comparison study of the two services came to light ("Closed Circuit," Nov. 25, 1968).

The Rorabaugh spot service—which LNA officials said in the future will concentrate on "non-monitored markets," presumably meaning other than the 75 covered by BAR—has also had another, older problem. It has been dependent on reports submitted voluntarily by stations, and the number of cooperating stations has tailed off despite pleas by LNA and TVB for more cooperation.

For several years through 1967, an average of about 400 stations submitted quarterly reports. In the first quarter of last year, however, the number dropped to 344; absentees included 66 stations in the top-100 market. On a "same-station" basis spot business for the quarter was up almost 8%, but because of the drop-outs the "total" for all reporting stations was down more than 10% (BROADCASTING, June 3, 1968 et seq.).

An LNA official speculated at the time that the upturn in first-quarter business, after a slow 1967, had left station personnel too busy to file reports.

Today's LNA/Rorabaugh announcement says the decision to get out of monitored markets "came as a result of decreased station cooperation in major markets and a lessening of agency demand for station-reported data." The new Rorabaugh report, concentrating on non-monitored markets, "will contain spot-television data that is unavailable from standard sources and will begin publication with the first quarter 1969," according to the announcement.

English Leather opts for year-round TV

The Mem Co., Northvale, N. J., manufacturer of English Leather men's toiletries, is changing its national advertising approach concentration in television prior to specific holidays, Mem will advertise all year long on the networks.

The company's use of pre-Christmas advertising in 1968 satisfied officials that TV advertising could sell men's toiletries, and they expect to maintain strong sales throughout the year under the new plan. TV schedules have not been finalized, but advertising director Sie Elbling said English Leather would be advertised on "top-rated programs."

Mem's agency is Cunningham & Walsh, New York.

Also in advertising:

Moving in March • Elektra Films, New York, is moving to larger quarters at 501 Madison Avenue, New York, in March.

Communications group • Sidney Galanthy, former television commercial producer for Dancer-Fitzgerald-Sample Inc. on the West Coast, has formed Communications Group West Inc., Hollywood, a development and production firm. Mr. Galanty most recently was Hubert Humphrey's producer-director for television during the 1968 presidential campaign. Offices of Communications Group West Inc. are at 6532 Sunset Boulevard.
WE TURN LISTENERS ON!

1. Rating Problems?
2. Need More Listeners?
3. Demographics?
We'll be glad to tell you why listeners love us.

TED RANDAL ENTERPRISES
1606 Argyle  Suite 204-6  Hollywood, California 90028  Telephone: (213) 464-8288
The tricky art of making 30's

They may be half as long as minute messages, but to some creators they're twice as hard to do

With the 30-second spot promising to replace the 60-second spot as the basic unit of television advertising, agency copywriters and art directors are acclimating themselves to the short form and redirecting their creative energies to "think 30." For, while the 30-second commercial is not new to these people, they're produced independently of a 60 is new and yet, a rarity.

If the classic 60-second spot is likened to a novel, the 30-second spot historically has been the Reader's Digest condensed version. The spot contained all the vital information of the original, unedited minute, but compressed into a thrifty 30 seconds. The new 30-second spot now challenging the creative man is neither novel nor condensed book, but a short story, and like a short story, it must be a polished and disciplined product. Creative people must apply to 30 seconds at least as much skill and inventiveness as they put into a novel.

Creative people, especially those concerned with packaged goods, see an increasing amount of work in 30's coming across their desks—and they have generally succumbed to the men with the numbers, though not always without a struggle.

Over the last few years, a lot of research activity has been devoted to comparing 30-second and 60-second spot efficiencies. Much of the recent interest in 30-second spots can be traced back to one such study released by Corinithian Broadcasting in the fall of 1967. One finding of Corinthian's research was that there is no statistically significant difference in the communications values of a 60-second commercial and a 30-second commercial. The 30's proved the equal of 60's in every respect, except in evoking brand recall. But 60's have only a slight edge; 30's were found to be 92% as effective as 60's in terms of recall. Other studies, including those conducted by BBDO, Needham, Harper & Steers, and Schwerin Research Corp., also demonstrated high performance levels for 30's relative to 60's.

A recent report issued by the Television Bureau of Advertising suggests that advertisers are not taking the research lightly. A survey of 75 markets, one week per month, from January 1967 through 1968 by Broadcast Advertisers Reports was TVB's source for a study of nonnetwork activity. While the report indicates no great change in patterns of usage of 10- and 20-second commercials, 30's registered a cumulative increase over the 22-month period of 676.4%. While 30's constituted 0.9% of all commercials back in January 1967, they added up to nearly 10% (19.8%) of all commercials monitored in October 1968.

Only recently has the trend to 30's started to show up in network figures, the networks being slower to accept the form. The TVB report, derived from Leading National Advertisers' figures, shows a 101.8% increase in the use of 30's in December 1968 over December 1967. In December of last year, 30's represented 11.8% of all network commercials, compared to 6.4% of all network commercials for the year 1967.

The time may come, some ad men feel, when the 60 will be wiped off the schedule entirely. The 30's will take hold, and even if 60's are available, advertisers conditioned to the economy of 30's will prove an obstacle. TV does not offer the flexibility of other media, one creative director complains, and he fears he may not always have the 30-60 option. "In print, you can buy a small space or a six-page spread," he says, "in television we've never had that luxury."

Whether this lugubrious ad executive's predictions prove true or whether 30's will simply enjoy increased popularity in the future, the people who design commercials, the writers and artists, admit they are not prepared for the job.

Charles Moss, vice president and creative director at Wells, Rich, Greene, says of WRG's work on the American Motors account, that "we could never have done what we did with 30's." Of their original Braniff campaign, Mr. Moss says, with 30's "it would have been completely disastrous. They would have been a big joke—the colored planes." And of the Benson & Hedges campaign that won Wells, Rich, Greene fame and clients: "It was series of little jokes. You needed a certain number of them to make a point."

Yet Mr. Moss is not against 30's in principle. He believes 30's can serve an advertiser well in certain marketing situations as soon as creative people

How use of 30's has grown on TV

<table>
<thead>
<tr>
<th>Network activity 30-second commercials</th>
<th>Nonnetwork activity 30-second commercials</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of commercials (weekly)</td>
<td>% of all commercials</td>
</tr>
<tr>
<td>January</td>
<td>113</td>
</tr>
<tr>
<td>February</td>
<td>112</td>
</tr>
<tr>
<td>March</td>
<td>113</td>
</tr>
<tr>
<td>April</td>
<td>112</td>
</tr>
<tr>
<td>May</td>
<td>110</td>
</tr>
<tr>
<td>June</td>
<td>112</td>
</tr>
<tr>
<td>July</td>
<td>110</td>
</tr>
<tr>
<td>August</td>
<td>110</td>
</tr>
<tr>
<td>September</td>
<td>110</td>
</tr>
<tr>
<td>October</td>
<td>110</td>
</tr>
<tr>
<td>November</td>
<td>110</td>
</tr>
<tr>
<td>Total</td>
<td>1,182</td>
</tr>
</tbody>
</table>

Source: TVB from LNA—one week each month.

| No. of commercials (weekly) | % of all commercials | % of all commercials |
| January | 1,142 | 12.6 | 103.7 | 9.9 |
| February | 1,052 | 11.6 | 114.2 | 10.8 |
| March | 1,052 | 11.6 | 125.7 | 11.7 |
| April | 1,052 | 11.6 | 135.8 | 12.3 |
| May | 1,052 | 11.6 | 143.2 | 13.0 |
| June | 1,052 | 11.6 | 153.0 | 13.7 |
| July | 1,052 | 11.6 | 163.5 | 14.3 |
| August | 1,052 | 11.6 | 173.8 | 15.0 |
| September | 1,052 | 11.6 | 184.2 | 15.7 |
| October | 1,052 | 11.6 | 195.8 | 16.3 |
| November | 1,052 | 11.6 | 206.5 | 17.0 |
| December | 1,052 | 11.6 | 217.2 | 17.7 |
| Total | 11,142 | 17,086 | 189.8 | 17.4 |

Source: TVB from BAR 75 markets—one per month.

* Data for November and December 1968 unavailable.

44 BROADCASTING, Feb. 24, 1969
How a 30 worked better

Benton & Bowles put together a 30-second spot for Procter & Gamble's Prell Concentrate using slice-of-life technique, a creative approach seldom attempted in less than a minute.

Another version of the spot, of 50 seconds duration, was made and tested against the shorter 30. On the basis of a telephone-recall test the 30 scored highest. According to a B&B spokesman, the Prell 30 is a good example of how all the elements of a good slice-of-life commercial can be telescoped to accommodate the shorter form.

P&G and its agencies are notoriously reluctant to release storyboards and scripts, but here is how the 30 looks to the viewer:

A young boy stands at the door, rings the bell. A girl answers (left), wearing a bathrobe and a headful of lather. He is early; she is embarrassed. "You look great in lather," says the boy. "You should always wear a whole bottle of shampoo."

She indicates on the tube how much shampoo she used (center). It doesn't come in a bottle—it comes in a tube, she says, and playfully throws the tube at him. "Go away for an hour," she adds. Dissolve to house interior.

Now gorgeous, hair beautiful, she welcomes him, "You're late." His head is now full of lather (right), and he is holding the Prell. He says: "You're beautiful." She laughs, "You're out of your head."

BROADCASTING, Feb. 24, 1969
When a 30 wasn’t enough

In contrast to the Prell Concentrate commercial that could be compressed into an effective 30-second spot (see page 45), Carl Ally Inc. offers an example of a spoof-commercial that can’t be told with brevity. It’s for Pharmacraft Co.’s Vademecum toothpaste that has a roller key at the bottom of the tube to facilitate non-messy squeezing.

The story line, written in the familiar dramatic style used to tell of great men and great deeds of history, recounts the frustrations and experiments of “Sven Vademecum III” as he labors in his laboratory “to get the most out of Vademecum toothpaste.” His worried assistant implores the professor to eat a tray of food. The plea falls on deaf ears until the weary scientist is about to concede failure in his experiments. Then he notices the fish can with the key curled around the lid. The solution comes in a flash.

The effectiveness of the punch-line scene necessitated a longer build-up.

by creative people as problem-situations. Explains one creative director: “For example, a hair coloring, a woman’s hair coloring: 30 seconds is about enough time to tell women they are going to look glamorous, but it’s not enough time to say it’s applied differently, or that it’s safer.”

Another agency man disagrees: “If a product is so complicated it needs 60’s to explain it, it doesn’t sound like it’s ready for the market.”

Y&R’s Fuchs takes no sides: “I think 30’s are the most difficult to handle when the creative people feel the product advertised has a big persuasion job to do. Conversely, they are the easiest when the brand is well-known and can get by with either a reminder or with something less than persuasion, an impression.”

Mr. Fuchs suggests that pleasure products, such as desserts, snacks, beer, soft drinks, cigarettes, do well in 30’s, because they call for this “something less than persuasion.” The campaign created by Y&R for Lay’s potato chips he offers as an example. But commercials for what Mr. Fuchs calls problem-solving products, such as Y&R’s spots for Excedrin, have a different, sometimes more difficult, kind of selling job to do and often require the full minute to do it.

Barry Ballister, senior vice president and cocreative director at Ted Bates, says experience has taught him that graphic techniques work best in 30’s. The familiar slice-of-life approach to advertising, he feels, is particularly difficult in the short form. “We do slice-of-life for Kools. We have found that we cannot take that slice-of-life technique with the current and successful Kool strategy and make it work in 30 seconds. We tried. We cut 60’s down to 30’s and all the elements would be there, but they just didn’t work,” says Mr. Ballister.

The agency decided on a new and different approach for the 30’s rather than to present an inadequate version of the 60. “Good slice-of-life requires subtle camouflage of what you’re doing, and it seems the first thing to go when you cut it down to 30 is the camouflage. There you have it down to bare bones—two ladies in a kitchen talking about the product,” adds Mr. Ballister.

Jack Tinker & Partners likes to place itself on the opposite end of the creative spectrum from Bates. The opinion of Gene Case, one of the partners, differs from Mr. Ballister’s: “Slice-of-life looks raw in 60-seconds, too. I’d just as soon have the phony fantasy take place in 30 seconds. Nobody believes in those things. It’s a convention of the theater.”

He adds, in all seriousness, that a 30 would work for slice-of-life because it is a format with which people are familiar: “People don’t have much trouble getting located since they have seen that commercial 5,000 times before.”

Gordon Webber is particularly proud of the 30’s that B&B has done for Prell Concentrate and Post Cereals: “They have to be lean and relevant and tight on the nose all the time.” One slice-of-life spot for Prell Concentrate was made in a 30-second and a 50-second version (see page 45). Mr. Webber claims that the shorter spot scored higher in a telephone-recall test.

While Gene Case would assign the abbreviated form to techniques he considers tedious, many of his successes, he asserts, would never have been possible in 30’s. “I’ve done a lot of political advertising. I couldn’t imagine doing it in 30 seconds. The problem is simplifying very complicated pieces of information. Sometimes in a political commercial you have to say in one minute what a guy said in a 30-minute speech.”

Mr. Case also holds that the more money you are asking the consumer to fork over for a product, the less appropriate 30 seconds are. “For chewing gum, it’s great,” he says. Tinker is creating 30’s for Carling Brewing “because beer is not a major decision.”

Mr. Case, like many creative men, is concerned lest, with all the emphasis on efficiency, advertisers overlook the less obvious advantages of 60’s. Mr. Case, like others, is also concerned over the clutter problem. The question arises whether a predominance of 30’s and the resulting increase of clutter will serve to negate any efficiency the 30 has ever offered.

“We work on the theory that the commercial on the air is surrounded by a lot of conflicting noise and racket, and that you need a buffer zone at the end or beginning of a commercial. That sometimes takes 10 seconds,” says Mr. Case. “The 10-second buffer is, needless to say, an impossible extravagance in 30 seconds.

“With a 30 you are always next to somebody, or damn near it,” says Mr. Case. But he adds that in the screening room, the need for a buffer zone is not always apparent. There has been some talk at Tinker of taking actual programming off-the-air and inserting spots for private screening purposes.

“What I am afraid of,” says Y&R’s Fuchs. “is that the 30-second commercial will become the black-and-white half-page of television—meaning, if someone approaches magazines strictly
WGN
...the most respected call letters in broadcasting

WGN CONTINENTAL BROADCASTING COMPANY

- Chicago: WGN Radio, WGN Television, WFMT Radio, WGN Continental Productions Company
- Duluth-Superior: KDAL Radio and KDAL Television
- Denver: KWGN Television
- Michigan and California: WGN Televents, community antenna television
- New York, Chicago, Los Angeles and San Francisco:
  WGN Continental Sales Company
This is how a Memorex manufacturing technician looks at a Beaux Arts Ball. On the job, you’d have to look twice to recognize her. And maybe not even then.

She wears a lint-free, plain-Jane, clean-room uniform. And no powder, face cream, eye makeup, or nail polish. She even tucks her hair into a nice, plain, commonsense cap.

On the way to her video tape analyzer, she has to pass through air showers. They’ll blow away even the minutest speck of powder that might remain. She spends her day in a powerful air-conditioning system. She works right alongside a particle counter that keeps track of contaminants down to $\frac{1}{2}$ micron.

Because of our obsessive cleanliness,
you don't find foreign particles, chips, nodules, scratches, dirt indents or holes on Memorex video tapes.

Of course, other things do their part, too: our proprietary coating formulations, our proprietary binders, our special backing, the 37 different quality control tests a tape has to pass. This is the kind of beauty a recorder really appreciates.

Memorex Corporation, Memorex Park, Santa Clara, California 95050.
M. O. R. . . . Middle of the river!

How many stories have you heard about this kind of operation? Probably plenty, because broadcasters are a vital disaster communications link. So—they find ways of staying on the air, period! This picture shows three guys doing just that—at WXTR in Rhode Island. We of Red Cross have seen it often, because disasters are our business, too. We provide food, shelter, first aid, medical services, and money for recovery.

We cross paths—sometimes in a rowboat—with broadcasters going to work as usual, under unusual conditions. And they never fail to help us do our job, by airing information on our services and emergency unit locations.

When the job is done, they continue this support by providing information about other Red Cross programs and services. And they help us raise funds for our work, through Red Cross appeals and United Fund campaigns.

In short, without the support of the broadcast industry, Red Cross would be hard pressed to do its job the right way, the way we like to do it.

For all the help you gave us this past year, you have the thanks of over two million Red Cross volunteers. And they all know broadcasters well enough to know you'll be there again this year—when the going gets rough!

THE AMERICAN NATIONAL RED CROSS
by numbers, they would just have to buy half-pages. The 60's do offer advantages that 30's don't, says Mr. Fuchs, such as "deeper sell, more involvement, greater impact, a longer life span in people's memory, a deeper change in people's attitudes." Whatever the 60 offers, he adds regretfully, cannot be measured except over "the long, long pull." For that reason, it is difficult to dissuade advertisers stuck on 30's.

Carl Ally is not waiting for 30's to destroy their own efficiencies: "It's already happened. That's why there is such a premium on creativity in advertising. You've got to get through that clutter."

Al Goldman, executive vice president and creative director of Benton & Bowles, is equally unhappy with the proliferation of 30-second spots, and he compares it to the overstocked shelves of a supermarket. Mr. Goldman wonders if the 30-second spot of tomorrow might not be 15 seconds. If so, he speculates, television advertising in the future might resemble billboard advertising today.

If the advertiser of the future has a complicated story to tell, and if the broadcaster of the future demands a premium for 60's rather than 30's, Mr. Goldman believes many advertisers will rely on other media: "The more you are dealing in the world of 30's, the more you may find the need of print to supplement."

Another possible alternative is the use of two 30-second commercials for one sales pitch, with each spot giving half the story, suggests Mr. Goldman.

Hanno Fuchs does not discount the possibility of many advertisers turning to print, Sunday supplements and even radio, but he is hopeful that "the 30's may lead more advertisers to have a diversified pool of commercials." As he sees it, the advertiser would have a number of commercials all concerned with one brand, with each commercial limiting itself to a small aspect of the total sale. "That could be quite refreshing," he concludes.

Carl Ally sees no threat to the prosperity of the broadcasting business by all this talk of turning to print. He offers, unequivocally, that "in any case, where you have a tremendous volume of purchase propositions in a major market and you depend on advertising, you are going to go into television no matter what the arbitrary restrictions."

DDB's Len Sirowitz also speculates that "television will be treated as posters," and he doesn't necessarily consider that bad news. "I think because of the efficiency in cost, you are going to end up with a lot of 20's, and the 30 is going to become the big one. Someone in the agency the other day was com-

plaining because he had to do a 15."

Carried to one extreme, and an extreme that worked well for George Lois and Edwards & Hanly, commercials could be some day reduced to public notices only a few seconds in length.

"10 seconds are the most dynamic idea to work with," testifies B & B's Barry Ballister; "they are the most fun and the biggest challenge."

However, Gene Case argues, "10 seconds is fine for publicity. That's what chewing gum is, publicity; it's good for some products that everybody knows about."

Carried to another extreme, short commercials may come to resemble the novelty films of Charles Braverman, recently made famous by CBS's Smothers Brothers. Gordon Webber uses the Braverman films, such as "The American Time Capsule," the complete history of the U. S. flashed onto the screen in two-and-a-half minutes, to illustrate how much material can be compressed into a short period of time. Contemporary film techniques, says Mr. Webber, have conditioned the viewer to accept certain shortcuts—the use of symbols, jump cuts: "You can be quite abstract, quite condensed, quite telescopic, because of this sophisticated film generation."

(The foregoing special report was researched and written by Caroline H. Meyer, staff writer, New York.)

The WHDH-TV debate lingers on

WHDH Inc. wants FCC to reverse its ruling; winner asks commission to clarify the decision

The Boston channel-5 case, already the oldest comparative hearing case in FCC history and one whose record has more twists and turns than a rat's maze, is acquiring additional avenues of conflict and legal controversy. Not only is the big loser in the case that was decided last month (BROADCASTING, Jan. 27) unhappy with the decision, the big winner is not entirely satisfied with it either.

WHDH Inc., which was denied renewal of its license to operate on the frequency that WHDH-TV has occupied since 1957, was scheduled to ask the commission today (Feb. 24) to reconsider its decision and renew the station's license.

WHDH Inc., in its petition, contends the commission denied it due process by applying criteria on which it was given no chance to present evidence. WHDH Inc. was particularly incensed at the commission's excluding from consideration the station's programing record on the ground that it was only "average."

Boston Broadcasters Inc., which won out over WHDH Inc. and two other applicants for the channel-5 facility, also found some fault with the unprecedented decision. Although it is confident the decision is "legally sustainable" and "fully supported by the record," BBI, in a petition it acknowledged was unusual ("It is hardly routine for a prevailing broadcast applicant to quarrant about the precise terms in which its victory is couched"), last week asked the commission to "supplement" its decision in order to eliminate what BBI feels is the confusion surrounding it.

BBI argues that court and commission decisions over the long and tortuous history of the case make clear that WHDH Inc. was not a regular renewal applicant but simply an applicant seeking an initial grant. WHDH Inc.'s 1957 grant, which had been challenged in court because of charges a WHDH Inc. official had tried improperly to influence the commission chairman, was not reaffirmed, BBI said. It urges the commission to make "explicit its implicit" conclusion that WHDH Inc. had no initial award and to adopt a number of conclusions providing grounds for disqualifying WHDH Inc., and according it comparative demerits.

"The commission's apparent desire to give WHDH Inc. every benefit of
KTBC holdings revert to Lady Bird Johnson

In a routine action by the Broadcast Bureau last week (Feb. 20) the former First Lady regained control of Texas Broadcasting Co., group-station owner.

Mrs. Claudia T. (Lady Bird) Johnson's 52.9% of Texas Broadcasting was placed in an irrevocable trust on Nov. 29, 1963, shortly after her husband took office. The trustees were A. W. Moursund and J. W. Bullion—friends of the Johnson family.

Most of the remainder of the stock, about 31%, is owned in equal amounts by the Johnson daughters, Mrs. Lynda Robb and Mrs. Luci Nugent. These in every conceivable doubt has provided the industry and the public at large with a less than clear picture of the record on which the decision is based," BBI said.

The commission's decision, on a 3-to-1 vote, attracted national attention as the first one in which the agency denied renewal of a television license and awarded the contested facility to a competing applicant. As such, it sent shock waves through the industry.

Commissioner Nicholas Johnson, in a concurring statement, appeared to lend substance to the prevailing opinion. He said the decision opens the door to "local citizens to challenge media grants in their local community at renewal time with some hope for success before the licensing agency where previously the only response had been a blind reaffirmation of the present license holder."

BBI, in a second pleading, asked the commission to specify Aug. 1 as the date on which WHDH Inc. must cease operating; it notes that the rules require a successful applicant to put a new facility in operation within eight months after the mandate.

The commission had specified no termination date, since the U.S. Court of Appeals for the District of Columbia has retained jurisdiction over portions of the case. But BBI says the commission's decision leaves the court with "nothing of substance to determine."

BBI has already offered to purchase WHDH-TV's physical facilities at relocation cost, to assume its studio leases and contracts, and to engage its non-executive personnel. It has given WHDH Inc. until March 3 to respond. After that date, BBI said, it will proceed "with alternative plans" to acquire facilities and equipment.

WHDH, Inc., in seeking reconsideration, focused much of its attack on the commission's application of the Policy Statement on Comparative Broadcast Hearings, which was adopted in 1965, after the record in the hearing was closed.

The policy is designed to foster diversification of ownership of media and integration of ownership and management. And since WHDH Inc. is the licensee of WHDH-AM-FM Boston and is owned by the Boston Herald-Traveler Corp., which publishes a daily and Sunday newspaper in Boston, the commission ranked it a "poor third in the matter of diversification behind Charles River Civic Television Inc.

The commission also ranked BBI ahead of both WHDH Inc. and Charles River on the integration factor. The fourth applicant, Greater Boston TV Inc., was disqualified because of failure to meet the qualifying issues.

The policy statement specifies that past performance is not to be considered unless it is unusually good or unusually bad. And, holding that WHDH-TV's performance was "within the bounds of average," the commission excluded it from consideration.

WHDH Inc., calling the commission's application of the policy statement "a precedent-shattering ruling" said it was denied due process in that it was given no notice that the commission "would be controlling" and no opportunity to challenge the legality of the manner in which the policy statement was applied.

WHDH Inc. also said it was given "no opportunity to demonstrate by evidence that past and proposed program service of WHDH-TV cannot be fobbed off as 'being within the bounds of average performance.'"

WHDH Inc., which noted that the commission in previous cases involving renewal applicants had placed considerable weight on their over-all operating record, ridiculed the commission's argument that an operating record would give a renewal applicant a "built-in advantage" over a new applicant in a comparative hearing. "The only analogy we have been able to find to this reasoning, is in the field of sports where handicapping is officially recognized."

WHDH Inc. said it should be heard on the due process question. It also said it should be given a hearing to prove WHDH-TV's operating record is above average and entitles it to a renewal.

The commission's action in giving WHDH Inc. a demerit on the charge of unauthorized transfer of control was also attacked by the losing applicant.

WHDH Inc. said to hold that applications for transfer of control should have been filed in connection with two changes in the presidency of Herald-Traveler as the commission did, "does violence to the language of the commission rule barring unauthorized transfers."

BBI's assertion that WHDH Inc. is not a regular renewal applicant based on reading of court action involving the late Robert D. Choate, who had been president of both WHDH Inc. and Herald-Traveler. His contacts with the late George C. McConnaghy, then commission chairman, before the original grant, led to a court remand of the case in 1958.

Four years later, the commission affirmed its earlier grant, but awarded WHDH Inc. only a four-month license. WHDH Inc. and Greater Boston Television Corp., a losing applicant, appealed that decision. But before the court could act, Mr. Choate died.

This led in 1964 to a second remand, in which the court directed the commission to determine the effect of Mr. Choate's death on the earlier decisions. By this time, new applicants, in response to a commission invitation, had filed for top of the rack renewal application, and the commission consolidated the reopened proceeding with the one in which WHDH Inc. was seeking renewal.

BBI said last week that the commission in its decision last month did not reaffirm its earlier grant to WHDH Inc. or evaluate the record in terms of Mr. Choate's death. BBI noted that the commission simply adopted the examiner's view that "revaluation of the original record made by Greater Boston and WHDH Inc. (with Mr. Choate dead) . . . would not advance the interests of either applicant."

"Thus," BBI said, "the commission has effectively mooted the earlier proceeding and this is as it should be."

BBI also referred to a court order, handed down on Dec. 26, 1963, which referred to "the comparative consideration now in hearing stage [being] conducted as a comparative hearing upon the initial issuance of a license than as a renewal proceeding."

And BBI cited a 1963 review-board opinion that "WHDH Inc. cannot be treated as an ordinary renewal applicant. The situation is more closely analogous to a hearing with all new applicants."

BBI would not be content with the
commission making "explicit its implicit" conclusion that WQAD Inc. had no initial award. It also urged the commission to strengthen the case against WQAD Inc. by adopting several other conclusions.

It would have the commission conclude that WQAD Inc. is "disqualified" to receive an award because of "knowingly false testimony" by George Akerson, president of WQAD Inc., and the company's largest beneficial stockholder, Henry Garfinke, regarding transfer of de facto control of the Herald-Traveller. And it would have the commission assess comparative demerits against WQAD Inc. because of that testimony as well as "the expressed willingness of Mr. Akerson to repeat the ex parte conduct" of Mr. Chota.

BBI, like WQAD Inc., was dissatisfied with the commission ignoring its programming proposals. It said, "the record requires a holding that the BBI proposal demonstrates unusual attention to the public's needs and interests."

WQAD-TV renewal upheld by Examiner Kraushaar

FCC Hearing Examiner David I. Kraushaar last week recommended license renewal for WQAD-TV Moline, III., on the basis of a comparative hearing in which Community Telecasting Corp. unsuccessfully challenged the renewal application of present licensee Moline Television Corp.

The Moline case was, in part, an outgrowth of the original comparative hearing which culminated in the commission's grant of channel 8 to Moline Television in 1962. Community, which numbers among its stockholders some who owned stock in one of the losing applicants in that hearing, charged that Moline has failed to live up to its programming and management proposals.

What ultimately triggered the decision to designate WQAD-TV's renewal application for hearing last year, however, was a protest by Community against a proposed $6.5-million sale of WQAD-TV from Moline to the Evening News Association of Detroit (WWJ-AM-FM-TV Detroit). The sale was called off, but the issues of financing and trafficing raised by the proposed transfer remained part of the hearing.

In his initial decision last week, Examiner Kraushaar favored WQAD on all counts. On the programming issue, he said, "Moline has substantially met its programming commitments and . . . the programing changes it did make were a legitimate and justified exercise of licensee responsibility and judgment."

On the financial issue, the examiner found that "the evidence is abundant and unimpeached," that Moline did require additional financing for the operation of WQAD-TV. The reason, he said, was apparently Moline's "ambitious undertaking in 1962 to get the station on the air by 1963.

The examiner also tackled the larger issue of the comparative process itself. "This proceeding," he said, "points up glaringly the major defect in the comparative hearing process, namely the seemingly endless (and expensive) litigations over essentially "paper" proposals that lead often as not to rather bizarre results, primarily due to the time lag between the date when applicants formulate their proposals and the date when they are able to begin effectuating them." The record, he said, reveals "no persuasive public interest basis" for qualifying Moline, but rather, "that Moline deserves to have its license renewed in the comparison with CTC."

Moline is headed by Francis J. Coyle, president-chairman (11.3%). There are 23 other stockholders, none with more than 9.9%. CTC is headed by Sterling C. (Red) Quinlan (69%), former ABC vice president and former president of Field Communications Corp.

House approves bill on Comsat directors

The House of Representatives last Wednesday (Feb. 19) passed a bill (H.R.4214) which will change the method of selecting the directors of the Communications Satellite Corp. and returned it to the Senate with a minor amendment.

The legislation, introduced by Representative Harley O. Staggers, (D-W. Va.), chairman of the House Commerce Committee, provides for the apportionment of directors according to the percentages of stock held by the public and by communications corporations.

In the original legislation each group elected six directors, and the President appointed three members.

The current legislation would give the public stockholders eight directors and the industry stockholders four to reflect the shift in holdings, and would provide for similar proportional changes when future shifts occur.

The House made minor changes in a provision of the Senate bill that would allow Comsat to act quickly in cases of national emergency. Senate concurrence in the change will be necessary before the bill can go to the President for his signature.

What FM transmitter power do you need?

Gates has the most complete line of FM transmitters in the industry. From 10 watts to 40,000 watts. All with a 100% solid-state exciter employing DCFM (direct carrier frequency modulation) where modulation occurs at carrier frequency. The TE-1 exciter is the heart of all H series transmitters—one tube (1kW), two tube (3, 5 and 10kW), and three tube (20kW). All FCC-type accepted, ready for prompt shipment. Tell us the power you need and ask for data on our FM antennas. Write, or phone (217) 222-8200 today.

GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A division of Harris-Intertype Corporation
Multimedia issue taken to court

Objectors to KSL renewal seek court reversal of FCC decision that could touch current inquiries

Two Salt Lake City residents have gone to court in their effort to strip Bonneville International Corp. (the Mormon Church) of its license for KSL Salt Lake City. And their appeal could provide the basis for judicial review of FCC policy covering two currently controversial issues—concentration of control of mass media and conglomerate control of broadcast properties.

Paul Wharton, a cab driver, and Ethel C. Hale last week filed a notice of appeal in the U.S. Court of Appeals for the District of Columbia from the 3-to-3 decision by which the FCC last month affirmed earlier grant of the station's renewal application. Mr. Wharton and Miss Hale originally filed a protest against the KSL renewal in July. Then, after the commission granted the application on a 3 to 1 vote in October, they filed a petition for reconsideration.

With all of the commissioners present, but with the newest member, H. Rex Lee, not voting, the commission deadlocked (Broadcasting, Jan. 27). Since the petition for reconsideration did not command a majority, it failed.

In opposing renewal of KSL, Mr. Wharton and Miss Hale said a concentration of control of mass media existed in Salt Lake City. They also said that KSL served the interests of its owner, the Mormon Church, which has considerable nonchurch and nonbroadcast holdings, rather than those of the public. And Commissioner Nicholas Johnson, who voted to reconsider the renewal grant, cited Bonneville's role as a conglomerate as well as the concentration-of-control question, in expressing his position.

The commission is currently considering the concentration issue in a rule-making aimed at barring the owner of a full-time station from acquiring another full-time outlet in the same market. And on Feb. 8 it announced an inquiry into the ownership patterns in the broadcasting industry, with special attention to conglomerates. (Broadcasting, Feb. 10 et seq.)

The concentration-of-control-of-media issue in the KSL case involves an interlocking ownership of broadcasting and newspaper interests. Besides KSL, the Mormon church owns KSL-FM-TV, and the Deseret News, one of two daily newspapers in Salt Lake City. The News and the Salt Lake City Tribune have a joint operating agreement for combined publishing and business operations.

And the Tribune, in turn, owns 35% of KUTV (TV), one of the two other VHF stations in Salt Lake City. Other owners of the station, the A. L. Glasmann family, control KALL Salt Lake City and the Ogden (Utah) Standard Examiner. Some members of the family control KLO Ogden.

The church, in addition, owns or controls KIRO AM-FM-TV Seattle; KID-AM-FM-TV Idaho Falls, Idaho; KM82 and KMBR (FM) Kansas City, Mo.; WRFM (FM) New York and an international short wave station, WNYW New York.

Commissioner Johnson, who referred to the church as a "significant industrial conglomerate corporation," noted that it owns hotels, real estate and insurance companies, ranches, mills, a department store and sugar and pineapple plantations, as well as holding a 5% interest in The Los Angeles Times. He accused the three commissioners favoring renewal of ignoring "the question of the economic power of the Mormon Church industrial conglomerate" and of brushing off the concentration question.

Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth, who voted for the grant, said the petition for reconsideration provided no basis for the complainants' opinions regarding the "alleged evils engendered by the Mormon Church's control of broadcast and other properties." They added that they could not find that the licensee had violated any commission rule or policy.

In dealing with the other key issue, they said no finding could be made that renewal would result in a concentration of control of media that would be "unduly prejudicial." They noted there were a number of other newspaper and broadcast voices in Salt Lake City.

Trafficking issue raised on WHUT sale

The FCC has ordered a hearing on the proposed assignment of license of WHUT Continental Co. to Eastern Broadcasting Corp. The commission said a hearing is necessary to determine whether Eastern has engaged in trafficking and whether the public interest would be served by permitting Eastern to acquire additional stations while it remains a short-term licensee of WCVS Springfield, Ill.

WCVS received a one-year renewal last year because of allegedly misleading promotion in connection with a "Lucke Bucks" contest (Broadcasting, July 29, 1968). In addition, a $10,000 fine was imposed as a result of allegedly misleading practices in connection with a "Christmas Daddy" contest over WALT Tampa, Fla., formerly licensed to Eastern.

The commission noted that Eastern has obtained authorizations for six stations since 1968, and since 1960 has disposed of authorizations for four stations (WALT, WILA Danville, Va., and WCHV and WCCV-FM, both Charlottesville, Va.). In addition to WCVS, Eastern still owns WHAP Hopewell, Va., and is seeking FCC approval to acquire WBDW-AM-FM Terre Haute, Ind.

Staggers overhauls investigations group

John Dingell becomes a missing member in subcommittee changes

House Commerce Committee member John D. Dingell (D-Mich.) was the broadcasting critic out in the cold last week after Committee Chairman Harley O. Staggers (D-W. Va.) passed out subcommittee assignments. In an unexpected move, Chairman Staggers completely revamped the broadcast-oriented Investigations Subcommittee, eliminating all but top-seniority committee members and displacing Mr. Dingell from the parent committee's most active forum for broadcasting issues.

Also removed from the Investigations Subcommittee was Representative Paul G. Rogers (D-Fla.), who only the previous day had cited the Investigations Subcommittee as a possible forum for probing the relations between Congress and the regulatory agencies, especially in the light of the FCC's moves toward banning cigarette advertising from the airwaves (see page 35). Others evicted from the panel were Democrats Lionel Van Deerlin (Calif.), J. J. (Jake) Pickle (Texas) and Brock Adams (Wash.). Republicans scratched from the subcommittee included James Harvey (Mich.), Donald G. Brotzman (Colo.) and Clarence J. Brown Jr. (Ohio).

Among the Democrats remaining are the present chairmen of the other subcommittees including Torbert H. Macdonald (Mass.), who heads the Communications Subcommittee, and who had been known in the past, when not an Investigations Subcommittee member, to boycott that panel's meetings—even when he had been invited—when it was considering matters he felt crossed his subcommittee's jurisdiction.

Other Democrats on the Investigations Subcommittee include John Jarman (Okla.), who is chairman of the
Public Health and Welfare Subcommittee, and John E. Moss (Calif.), chairman of the Commerce and Welfare Subcommittee.

Three new Republicans were named by Mr. Staggers to the Investigations Subcommittee. They are William L. Springer (Ill.), ranking Republican on the House Commerce Committee, and Samuel L. Devine (Ohio). Holdover members of the subcommittee are Hastings Keith (Mass.) and Glenn Cunningham (Neb.) a former newsmen.

The Communications and Power Subcommittee remains virtually intact with but one exception. Democratic members include Mr. Van Deerlin, Fred B. Rooney (Pa.), Richard L. Ottinger (N.Y.), and the new member of the subcommittee—Richardson Preyer (N.C.). The Republican line-up consists of James T. Broyhill (N.C.), Mr. Harvey, Mr. Botzman and Mr. Brown. Representative Brown is president of WCAM-FM Urbana, Ohio.

Another former broadcaster, Representative James F. Hastings (R-N.Y.), and Robert O. Tierman (D-R.I.) are the new members of the Public Health and Welfare Subcommittee.

Speculation is that if Mr. Staggers decides to assign consideration of a Cigarette Labeling Act extension bill to a subcommittee, it could be given to the Public Health and Welfare Subcommittee and not to the Commerce and Finance Subcommittee as was earlier anticipated.

Normally, labeling legislation would fall under the jurisdiction of the Finance Subcommittee, under Congressman Moss, an arch-foe of cigarettes. But the extension legislation is cast as a public health measure and could probably be considered by the health subcommittee.

KACO(FM) transfer creates mini-furor

The proposed transfer of KACO(FM) St. Louis was challenged last week in a petition filed with the FCC, over the signature of Vincent E. Garufi, sales manager of a neighboring AM.

The filing charged Apollo Radio Co., present licensee of KACO, with trafficking, reneging on its program proposals, and other misrepresentations to the commission. It called upon the commission to hold a hearing on the proposed transfer of KACO from Apollo to Entertainment Communications Inc.; to deny the transfer, and to revoke Apollo's license.

Mr. Garufi, who did not specify his occupation or why he should have standing in the case, is sales manager of KIRL St. Charles, Mo., a suburb of St. Louis. The station is affiliated with the ABC Contemporary Radio Network.

According to Mr. Garufi, Apollo acquired the KACO construction permit in 1965 and, after a series of delays, went on the air in October 1968. However, he charged, the station's programming bore no resemblance to the proposals Apollo had submitted.

In place of its proposal to offer primarily classical music, Mr. Garufi said, KACO has simply signed on at 10 a.m., and played popular standard music continuously until 4 p.m. sign-off except for station identification every half-hour." The station has broadcast none of the public service, news, talk, educational and religious programming it had proposed, he said.

Mr. Garufi also claimed that the station has operated with less than one-fifth of the staff it had proposed, and has been on the air 36 hours a week rather than 126 as it had promised.

The sale agreement, according to Mr. Garufi, is a $1-million package transfer in which Entertainment will acquire Apollo stations KLEF(FM) Houston and KBRO(FM) San Francisco in addition to KACO. He said it does not appear that Apollo can acquire a large profit from the sale of KACO alone, but that the actual deal is concealed in a package and should be investigated.

The two firms may also effect an early and unauthorized transfer, Mr. Garufi said. He charged that under the agreement, if the sale is still pending by mid-May, Entertainment will assume all operating costs.

Nation Wide extends California CATV's

Nation Wide Cablesvision Inc., a wholly owned subsidiary of Kaufman and Broad Inc., Los Angeles, has been awarded an additional four community antenna television franchises to add to the 36 it already owns in California, Washington and Oregon. The new franchises are for the Southern California communities of Pomona and Monterey Park and for the Northern California communities of Saratoga and Morgan Hill. The four California communities have a combined population of 165,000.

Nation Wide expects to begin CATV service to the two communities in Northern California by the end of this year.

The CATV subsidiary was formed by Kaufman and Broad, the nation's largest publicly held home construction firm, late last year. In December, 1968, Nation Wide purchased Seattle-based Total Telecable Inc. and its subsidiaries, which serve 14 communities in Washington and Oregon. All of Nation Wide's franchises are located on the West Coast, with 10 of them in the Greater Los Angeles suburban area.

BROADCASTING, Feb. 24, 1969

Smooth as silk with a GATES turntable

12" or 16" models available.

Quality reproduction of today's technically advanced recordings calls for new Gates 12" or 16" transcription equipment. Both turntable models achieve new lows in rumble, wow and flutter — without sacrificing quick cue-up and with years of reliability.

Perfect for stereo. All Gates turntables have a unique inner-hub drive, smooth-as-silk speed change and silent illuminated rocker off-on switch.

After all, Gates pioneered with the very first turntables for broadcasting 40 years ago. Truly, the soundest sound in broadcasting is the new sound of Gates.

Write today for our new Turntable Guide.

GATES RADIO COMPANY
QUINCY, ILLINOIS 62301, U.S.A.
A division of Harris-Intertype Corporation
Crisis conferences set by NAB

Key broadcasters, network chiefs to study how to counter growing problems in Washington

A series of top-level meetings with broadcast groups, stations and network leadership has been initiated by the National Association of Broadcasters and NAB President Vincent T. Wastlewski.

Three meetings are to take place before the NAB annual convention, which starts March 23. The purpose of the meetings, which are to involve all three radio-TV network presidents, is to explore ways to more effectively counter antibroadcasting pressures in government.

The meetings, which are to be closed to the public and the news media, will be held in Los Angeles, Atlanta and Chicago to specifically discuss the growing threats to freedom of press on the broadcast media. Other meetings after the convention are likely, it was reported, their number and scheduling depending on determinations made on the basis of the first meetings regarding the effectiveness and the necessity for reaching larger numbers of broadcasting leaders.

Approximately 20 to 25 broadcasters have been invited by telegram to attend each of the three meetings. The first, a dinner in Los Angeles this Thursday (Feb. 27), will be attended by CBS Inc. President Frank Stanton, Mr. Wailewski and Paul Comstock, NAB vice president for government affairs. NBC President Julian Goodman is to attend a luncheon meeting in Atlanta on March 6, and Leonard Goldenson, ABC president, will attend a similar luncheon meeting to be held in Chicago on March 11.

Those invited to attend are said to be representative of broadcast management at all levels. Some, for example, will represent all-radio operations.

Almost all of the NAB board members are expected to attend the meetings, but all are not expected to attend each meeting.

One function of the gatherings, it was noted, is to inculcate concern among those broadcasters who have thus far shown limited interest in the extent and immediacy of the threats in Congress and in the government regulatory agencies.

Another purpose will be to encourage those attending the meetings to spread a sense of concern among other broadcasters.

The meetings will stress a review of the current regulatory situation and seek methods of countering current antibroadcasting trends. No action program as such, it is indicated, is to be presented for ratification by those attending the meetings, but it is hoped that a number of concrete proposals for dealing effectively with the threats can be evolved.

House to look into conglomerate firms

An investigation of five representative conglomerate corporations has been initiated by the House Antitrust Subcommittee, it was announced last week by Representative Emanuel Celler (D.-N.Y.), chairman of the Committee on the Judiciary and of its Antitrust Subcommittee.

The committee met privately and approved procedures in its investigation of the legal and economic significance of mergers and acquisitions by conglomerate corporations.


The corporations were selected as a representative sample of major conglomerate corporate organizations.

The subcommittee seeks information on merger and acquisition transactions to show (1) motivation, (2) decision-making process, (3) profitability before and after the transaction, (4) costs, (5) management efficiency, and (6) market values.

Representative Celler said that ques-

Nick Johnson extends an invitation

It's a familiar plug as commissioner suggests Washingtonians file for occupied facilities

Courtesy of WRC-TV Washington, Commissioner Nicholas Johnson reminded members of that station's viewing audience last week that they might begin considering complaints to the commission about broadcast service in the area, or even start thinking about filing competing applications for presently occupied channels and frequencies. Licenses in Washington, Virginia and Maryland expire Oct. 1, he noted.

He also accused broadcasters of a "public-be-damned" attitude in carrying advertisements for products considered harmful to health.

The commissioner was appearing as a guest last Monday (Feb. 17) on WRC-TV's "Capital Tieline," a phone-in program, to discuss his article in the current "Harper's," which recommends ways

members of the public interested in improving broadcast service can bring pressure to bear on stations through the FCC (Broadcasting, Feb. 1).

Broadcasters, who earn profits "on the order of 100% return on tangible investment every year," he said, have an obligation to their audience. He said the public has a right "to control to some extent" the programming of broadcasters as well as how they operate.

Broadcasters "are as much of an elected official" as members of Congress, he went on. And Washington area broadcasters' elections, he noted, are coming up in October. They have no property right to the frequency they occupy, he said.

Any individual or group with a complaint about any activity of a local station, he said, can make it to the commission. "You can suggest they [broadcasters] ought not to get their license renewed," he said, "or you can apply for a license yourself."

It was in discussing the influence that members of the public can wield with the commission in effecting reforms in broadcasting that he gave his opinion of broadcasters' feelings about the potentially harmful products advertised on their stations. He noted that, in the wake of John Banzhaf III's successful effort to have the fairness doctrine applied to cigarette advertising, cigarette consumption dropped last year. Then, he said that "broadcasters don't want to tell people these kinds of facts"—that cigarette smoking is associated with lung cancer and heart disease—"for obvious reasons."

"They would prefer, simply, to sell commercials and merchandise the products and the public be damned, and when they are forced to tell the people the facts, we see that it has an impact on the sale of products."
tionnaires were sent to the business concerns and that no deadline had been set as to when the questionnaires must be returned.

Mr. Celler said the investigation was being undertaken “with a view to finding out something about what the results of these mergers are, what they do to the companies, to the stockholders, what the public can expect.”

**CATV championed on PBL program**

Broadcasters, FCC lambasted for hampering cable’s potential growth

The Public Broadcast Laboratory last week presented its version of the current controversy over CATV, portraying the cable TV industry as the hero, and the FCC and broadcasters as the villains.

The Ford Foundation-supported PBL noted the advantages of CATV and at the same time identified the FCC and broadcasters as selfishly placing hindrances in the way of cable TV’s growth.

The 90-minute program, broadcast 8-9:30 p.m. EST Feb. 16, was carried on 148 ETV stations.

Edward P. Morgan, PBL’s regular moderator, set the tone of the broadcast when he commented that networks do not compete against one another; he said they appeal to the same audience.

CATV, Mr. Morgan observed, can supply the program diversity that commercial television lacks. He also urged that President Nixon seriously consider the recommendations in the report of the President’s Task Force on Telecommunications Policy, especially its suggestions that the FCC lessen its restrictions on CATV (Broadcasting, Dec. 16, Sept. 9, 1968).

Perhaps, he added, this might result in the establishment of a new federal department of communications to handle broadcast policy matters.

The CATV position was exemplified by the comment of Edgar Smith of Time-Life Broadcast, group broadcaster and multiple CATV owner: “CATV is one of those things whose time has come.” Morton E. David, chairman of Bell Television Inc., New York, whose CATV subsidiary, Comtel Inc., serves over 2,500 subscribers including a number of mid-town New York hotels, with off-air television programs as well as special programs, claimed that many broadcasters have invested in CATV as a “hedge.” Comtel leases lines from New York Telephone Co. and about a year ago won a court suit affirming its independence of New York Board of Estimate control (Broadcasting, April 22, 1968).

Bill Daniels, CATV entrepreneur and broker, charged that delay in the commencement of the cable system in Colorado Springs, Colo., is due to the litigation instituted by KRDG-TV there and KOAA-TV Pueblo. KRDG-TV had been, along with Time-Life Broadcast and local businessmen, the unsuccessful applicant for the Colorado Springs CATV franchise.

Later, it, with the Pueblo station, asked the FCC to block CATV in Colorado Springs because of cable’s potential economic impact on their own operations. When the FCC denied this request, without a hearing, the stations appealed to the U. S. Court of Appeals in Washington. The court has not yet issued a decision. Mr. Daniels is one-third owner of the Colorado Springs CATV franchise; RKO General is the controlling stockholder.

FCC Commissioner Nicholas Johnson was perhaps most severe on his colleagues. He said that the commission majority’s attitude seems to be to limit CATV now until broadcasters can gain control of the cable TV industry. “then let it go all out.”

Irving Kahn, president of multiple CATV owner Teleprompter Corp., said that the biggest problem facing CATV in the future is its relationship with AT&T and independent telephone companies. H. I. Rommnes, AT&T board chairman, said that the Bell System should be permitted to compete in the “private line” service category.

The pro-broadcasting side of the picture was pretty pro-forma. Shown were film clips of Vincent T. Wasilewski, president of the National Association of Broadcasters, addressing an NAB regional meeting; Douglas A. Anello, NAB general counsel, arguing before the FCC earlier this month; FCC Chairman Rosel H. Hyde stating that the commission needs guidelines on CATV from Congress; FCC Commissioner Kenneth A. Cox calling on broadcasters to turn back CATV by increasing their local programing; Raymond T. Plank, KLA Ludington, Mich., a member of the NAB radio board and chairman of the future of the radio committee, telling broadcasters how vital it is to help their congressmen.

In the last segment of the program, Albert Kihn, one-time cameraman for KRON-TV San Francisco, accused the station of manipulating the news. He claimed, among other things, that he and KRON-TV newsmen had been ordered to suppress or qualify news about the 1965 joint operating agreement between the San Francisco Chronicle, parent of KRON-TV, and the San Francisco Examiner; about the 1968 news-
Outstanding Values in Radio-TV Properties

OREGON

$275,000

Very interesting situation. Major market daytime facility with excellent potential. Priced to sell on very liberal terms. Ideal owner-operator opportunity.

VIRGINIA

$80,000

Well equipped AM radio facility in single station market. Established history of profitable operation. Excellent owner-operator situation. Ten year terms.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.     CHICAGO     ATLANTA     BEVERLY HILLS

James W. Blackburn       William B. Ryan       Robert A. Morsholl       Colin M. Selph
Jack V. Harvey          Hub Jackson              Clifford B. Marshall     Bank of America Bldg.
Joseph M. Sitrick       Eugene Carr              Harold Walker            1650 Vine St. N.W.
RCA Building             346-8460                    2015 Peachtree Rd. N.E.    274-8151
1725 K St. N.W.         533-9370                      873-5626                     89-T

No snags in merger of Westinghouse-MCA

Westinghouse Electric Corp. officials last week said their $360-million merger deal with MCA Inc. is still on, unchanged, despite a published rumor that North American Philips also is attempting to negotiate for the entertainment complex.

One Westinghouse official said its original offer to buy MCA (BROADCASTING, Aug. 5, 1968) still has "several months to run before any upset dates are reached." MCA officials also have categorically denied the report that Philips has been dickering for MCA.

Although there is no official word on status of Westinghouse-MCA agreement, observers say companies apparently are awaiting government approval to avoid any antitrust charges. No closing date has been set.

Changing Hands

The following stations sales were reported last week, subject to FCC approval (for other FCC activities see "For the Record," page 80):

- WSSB Durham, N. C.: Sold by J. S. and Betty Beattie and Charles Eckles to John Woods and others for $600,000. Mr. Woods is former production director for WHEC Rochester, N. Y. WSSB is full time on 1490 kw with 1 kw day and 250 w night.
- KMSc(FM) Clear Lake City (Houston), Tex.: Sold by I. J. Saccomanno and others to L. Raymond Dawson and others for $230,000. Buyers own KMoo (FM) Tulsa, Okla.; KKKK(FM) Dallas, and KLsK(FM) Midwest City (Oklahoma City). KMSc(FM) is on 102.1 mc with 100 kw and an antenna height of 255 feet.
- KTod-AM-FM Sinton, Tex.: Sold by Edwin M. Singer to George R. Ram- sower, Vincent J. Schmitt, Jerry Fullerton and James W. Bixler for about $210,000. Mr. Ramower owns a ranch and Mr. Schmitt owns a real estate and insurance firm. Messrs. Fullerton and Bixler are employees of KTod-AM- FM. KTod is full time on 1590 kw with 1 kw day and 500 w night. KTod-FM is on 101.3 mc with 92 kw and an antenna height of 283 feet.
Ackerman ousted as LIN president

Furor surrounding 'Post' brings firing, canceling of acquisition of WJRX

"I feel like a pair of dice on a crap table at Las Vegas, the way we are being rattled around."

That was the reaction of the new president of LIN Broadcasting, Joel M. Thrope, as the diversified group broadcaster was buffeted last week under a series of new developments in part tied to the controversy swirling around financier Martin S. Ackerman.

Mr. Thrope, formerly vice president and a director of the Nashville-based firm, took over as acting president of LIN upon the firing of Mr. Ackerman at a special board of directors meeting in New York last Monday (Feb. 17).

The same day Mr. Ackerman was fired, the management of WJRX Hackensack, N.J., announced it was terminating its contract to sell the AM radio station to LIN. Both Mr. Thrope and Lazar Emanuel, executive vice president of Communications Industries Corp., which owns WJRX, said there was no direct connection between cancellation of the station sale and Mr. Ackerman's relations with LIN.

The contract for sale to LIN had been pending for 11 months, awaiting FCC approval, and had the provision that either party could terminate it after mid-February if FCC approval had not been granted by then. Mr. Emanuel told BROADCASTING: "The contract simply had been in effect for so long that we decided to terminate it. The station has shown a good upturn and we decided we'd just as soon operate it on our own accord."

Mr. Thrope said: "We are sorry we didn't get WJRX and we plan to continue seeking another station to bring us up to our full complement of seven." Mr. Thrope declined to comment on the firing of Mr. Ackerman, who had been president for only five weeks, but Mr. Ackerman said, "all the adverse publicity convinced them that I was more of a detriment to LIN than a help."

Mr. Ackerman became president when the Saturday Evening Post Co., of which he also is president, bought the 80,000-share, 4% interest in LIN held by former president Frederic Gregg Jr. The purchase came at the same time Mr. Ackerman announced the suspension of The Saturday Evening Post—a move that has resulted in a wave of controversy and a series of lawsuits, none of which involve LIN, although another group broadcaster, Downe Communications, is entangled in the courts through other actions of The Saturday Evening Post owners (BROADCASTING, Feb. 17).

The Saturday Evening Post Co. continues to hold the LIN stock, and Mr. Ackerman remains on its board, as does Milton S. Gould, another Post director who joined the LIN board with Mr. Ackerman. They both voted against Mr. Ackerman's removal, but Mr. Ackerman resigned without a fight.

Meanwhile, LIN says it has received no word on the resignation of a third Post director who joined its board with Mr. Ackerman and Mr. Gould. He is Alfred E. Driscoll, former president of Warner-Lambert Pharmaceutical Co. and ex-governor of New Jersey. Mr. Thrope said that as of last Thursday (Feb. 20) no one at LIN had received any notice from Mr. Driscoll, although the latter's office had confirmed his resignation. Mr. Thrope said no action has yet been taken to replace him.

Coupled with the Ackerman and WJRX developments, Mr. Thrope also confirmed reports that he expects LIN's profits for 1968 to be "substantially lower" than those tentatively forecast by Mr. Gregg when he was president. Mr. Thrope said it is impossible to accurately estimate earnings at this time because the balance sheets of some recently acquired nonbroadcast subsidiaries are still being audited. He said that LIN had an "excellent year" in broadcasting, and indicated that any earnings slump was caused by subsidiaries.

He noted LIN's sale of Medallion...
Films and said that the company is in the process of selling its Miss Teenage America Pageant subsidiary. He said the pageant, while "doing well...was not our cup of tea."

Mr. Thrope expressed particular concern over the effect of Mr. Ackerman's publicity on LIN personnel, and said he has written a letter of reassurance to each of the 1,600 employees. "I hope the publicity Mr. Ackerman is getting doesn't drag us in," he said.

Pastore's name added to NAB convention list

Senate Communications Subcommittee Chairman John O. Pastore (D.R.I.) has been scheduled as the Monday (March 24) luncheon speaker at the National Association of Broadcasters annual convention in Washington March 23-26, the NAB reported last week. Also on March 24, Whitney Young, executive director of the Urban League, will address the afternoon session.

To accommodate Mr. Young, it was reported, the Television Bureau of Advertising and the Radio Advertising Bureau presentations will be presented an hour later than earlier planned.

Senator Pastore will share the broadcasters' limelight with another well-known member of the opposite party—Senator Barry Goldwater (R-Ariz.), who will deliver a luncheon address before the Broadcast Engineering Conference, held in conjunction with the NAB convention.

The NAB also announced the panel for the annual labor clinic, set for Sunday (March 23), 2:30 to 4:30 p.m.

The panel, which will focus on future trends in labor relations, will be moderated by William L. Walker, NAB's director of broadcast management. Panelists will be Joseph O. Scherlter, industrial relations manager, Westinghouse, New York; Norman Lehr, personnel director, Triangle Stations, Philadelphia; Albert O. Hardy, director of radio-TV recording division of the International Brotherhood of Electrical Workers, Washington; Clifford Gorsuch, National Association of Broadcast Employees and Technicians legislative representative, Washington, and Ronald W. Irion, assistant to Mr. Walker.

NCTA draws fine negotiation line

This much and no more is attitude of directors as it asks Hill for help

Rambunctious students may present nonnegotiable demands to their college administrators, but cable TV operators are ready to give a little on any of their prime positions. The forum in which they want to negotiate, however, is the Congress, not the FCC.

This is the word from Frederick W. Ford, president of the National Cable TV Association, who discussed cable TV's copyright positions announced last week after they were adopted by the NCTA board the week before.

The board called on Congress to limit the FCC's regulatory proscriptions on CATV to local carriage, nonduplication and the formulation of technical and reporting standards, and to take action to overhaul present communications policy that would lead to "a new and more appropriate status for communications in the governmental structure."

NCTA's third position expressed support for the enactment of copyright legislation by Congress this year, stating that it will "continue to do all in its power to reach a copyright accommodation." NCTA's copyright position was set forth in 1966 when it told Congress it was ready to accept a four-point program that would give cable TV access to all broadcast programs, reasonable copyright fees and a single collection agency, no restrictions on local-interest and public service programming, and protection against confiscation, meaning no "confiscatory" damages for past copyright liability.

In discussing these principles, the NCTA board expressed the belief that the U.S. is operating "without benefit of a forward-looking national telecommunications policy." It continued: "Time and development of new technology have so altered the potential of our communications system that only Congress can compel a change of sufficient magnitude to evolve a system capable of serving the needs of a dynamic and changing society."

As for the FCC, the NCTA board commented: "Confronted with the FCC's preoccupation with existing concepts, and its extreme reluctance to allow development of productive competitive alternatives to the existing broadcasting structure and the resulting free flow of diverse programming to the public, CATV must turn to Congress."

In explaining this position, Mr. Ford declared: "We've always said that we're ready to negotiate on particular issues. We'll give a little, if they [meaning broadcasters and copyright owners] will give a little. But," he added, "I'll be damned if we're going to make all the concessions."

Meanwhile, it was understood that full-scale hearings into cable television and the proposed FCC regulations regarding CATV by the House Commerce Committee would be postponed until after the congressional Easter recess in April. Earlier speculation was that the committee would act promptly on a resolution submitted by Representative Lionel Van Deerlin (D-Calif.) urging the panel to study the cable situation.

The delay was understood to have been welcomed by both the NCTA and the National Association of Broadcasters. NCTA has been seeking the Commerce Committee's probe, but the delay is seen both there and at the NAB as providing more time for preparation and lessening the possibility of schedule conflicts with upcoming conventions and FCC filings.

Major lawsuit faces CBS and Filmways TV

Albert Petker, a Beverly Hills, Calif.-based merchandiser of radio time and promoter of radio shows and talent, last week sued actor Eddie Albert, CBS Inc., Filmways TV Productions Inc., a wine manufacturer and others for a total of $22,416,000 in treble compensatory and punitive damages. The 14-count suit, filed in Los Angeles Superior Court charges breach of contract, misrepresentation, and fraud.

The suit alleges that on May 1, 1967, Mr. Albert, the star of the Filmways TV-CBS-TV Green Acres series, entered into a three-year agreement with Mr. Petker to create, market and produce a daily 10-minute radio show, entitled the Eddie Albert Show, and to "formulate and implement" a sales program involving radio, newspapers and other advertising media, using Mr. Albert to promote the sale of Loomis Wines, a Cali-
 looked likely that top-echelon staff members would get their raises—which were made automatically possible by the commissioners' increases, eliminating a ceiling on staff raises—before the top brass get theirs.

The Civil Service officials were expected to rule that the commissioners' raises become effective for the pay period starting March 1. Higher levels for the staff were set to have begun last Sunday (Feb. 23).

Under the new pay schedules, FCC commissioners are to be raised from $28,750 a year to $38,000, and FCC Chairman Rosel H. Hyde's annual compensation will be increased from $29,500 to $40,000.

Similar schedules will take effect in other regulatory agencies such as the Federal Trade Commission. Senators and members of the House of Representatives had their pay raised from $30,000 a year to $42,500.

Set for an automatic increase as a result of the commissioners' raises are the salaries of 17 high-level FCC aides. Increases were scheduled under a federal policy to equate salary levels with comparable jobs in private industry but stymied by the fact that staffers would have been entitled to a higher pay scale than their commissioner bosses. The increase for commissioners cleared the way for other raises in top grades.

Among the top 17 are four who are

Dear Broadcaster:

Thank you for the chance to tell you about our service. Commercial Continuity Service was formed by a group of Broadcasters who are from the small farm markets that were having problems with their commercials. They just didn't have the time or the writers to produce the kind of spots the advertiser wanted/needed. Therefore, they needed someone who knew the broadcasting and writing business and most of all someone who could write/produce commercials at a reasonable rate.

PLAN ONE: For stations having a TWX Teletype. The station, when wanting a commercial, sends it via Teletype in the way of "Dead Copy." We do the rest and within one hour, the station will have from the service a full spot with what type of music to play, when and where to put it in and even what type of record to use, including the copy.

PLAN TWO: For stations wanting the commercials done on tape, the service will produce the spot with the full production, including music and announcing on tape (reel or cartridge). Stations will have the end product within one day via airmail.

PLAN THREE: This is for stations who wish their own staff to produce the commercials. The service sends via airmail written copy with all of what Plan One has but with no Teletype sending. Copy/produced spot sent within one day.

RATES/TERMS: For stations taking anyone of the above services, we require the first month paid in advance, with a monthly billing from that time on. Monthly payments are to be in our office no later than the 5th of each month.

The monthly rate is $140.00 with no limit to the station on the amount of commercials sent by the customer.

If you want this service, your next step is simple—just send your check for the first month and what type of plan you want. It takes three days to start our service (book work, etc.). The station can start sending your dead copy with the order.

Dead Copy is the raw outline of what you want in the commercial, i.e.: name of place/account, what type of product, when/where/how.

COMMERCIAL CONTINUITY SERVICE
SUITE 208/614 EAST GRANT STREET • MINNEAPOLIS, MINN. 55404
PHONE: 612/335-3401 TWX: 910/576-3428

See page 19

BROADCASTING, Feb. 24, 1969

61
in the highest grade—18. They are General Counsel Henry Geller, Chief Engineer William Watkins, Broadcast Bureau Chief George Smith and Common Carrier Chief Bernard Strassburg. They will be boosted in pay to $30,239.

The House cleared the decks for all the increases on Feb. 5 when the Rules Committee tabled legislation that would have vetoed the raises. The Senate defeated an economy-bloc move to stop the raises the day earlier. Under the law, either house could have blocked the raises.

CATV discovers friend in Novak

Task force director sees no need for strong broadcast regulation with cable

Alan R. Novak, who was executive director of the President's Task Force on Telecommunications Policy, thinks broadcasters should promote CATV, not oppose it. His reasoning is that CATV holds out the promise of more TV channels in many communities. If there are more channels, filled with a diversity of programs, a principal reason for the regulation of broadcasting—scarcity of spectrum space—becomes invalid. There would then, no longer be necessity for strong regulation of broadcasting.

Mr. Novak made his remarks, which he stressed were his own views and not those of the task force, in a talk last week in Washington to the communications law committee of the Federal Bar Association.

The task force report, submitted to former President Johnson last December, recommended that the FCC loosen some of its restrictions on cable TV in order to promote the diversity of channels of which CATV is capable. It also proposed a federal telecommunications authority, separate from the FCC, with broad powers to allocate the electromagnetic spectrum to both government and private users (BROADCASTING, Dec. 16, Sept. 9, 1968). Former Under Secretary of State Eugene V. Rostow was chairman of the task force; Mr. Novak was one of Mr. Rostow’s assistants in the State Department. He is now in business in Washington.

The FCC’s action in proposing new rules for CATV could be “a construction step,” Mr. Novak commented, since it encourages a wide discussion of cable TV’s role and future. He warned, however, that CATV must not be permitted to supplant over-the-air broadcasting. There will always be some people, he observed, who live outside wired areas, who can’t afford to pay for TV reception or who don’t want it. This means, he continued, that consideration must be given to the impact of CATV on broadcast TV.

Commenting on frequency management, he paid tribute to the "extraordinary" job the FCC is doing with limited staff and funds, but suggested that the management of the radio spectrum be placed in the executive branch of the federal government.

Along these lines, he said there’s "an inherent waste of spectrum space in the apportionment of government and non-government allocations." In some communities, he noted, private bands are jammed with users while in the same localities government frequencies go unused.

He also expressed the opinion that today’s regulation of telecommunication may be outdated, the technological explosion in communications, he observed, makes many of the concepts for regulation formed in the 1930’s obsolete.

He also said that he thought the FCC should move ahead to approve the inauguration of a domestic satellite system to provide TV and other services on a pilot basis, leaving the choice of particular ownership and allied decisions for a later date.

WISH-TV disputes antitrust charges

The license of WISH-TV Indianapolis has fired back at the antitrust charges levied by UHF operator Anthony R. Martin-Trigona against two networks and two group owners.

Indiana Broadcasting Co., a subsidiary of Corinthian Broadcasting Corp., told the FCC that Mr. Martin-Trigona’s charge that CBS, ABC, Corinthian and Avco Broadcasting Corp. have conspired to deny network affiliation to WTAF-TV Marion, Ind., is contradicted both by the facts of the case and by the UHF operator’s own previous statements. "The commission should not take his unsupported charges seriously," Indiana said.

The FCC’s role in the case is limited to consideration of an application by WISH-TV for permission to relocate its transmitter. Mr. Martin-Trigona opposed the proposed move on the ground that it would "aggravate an existing restraint of trade" by allowing WISH-TV, a CBS affiliate, to bring its network programming closer to the WTAF service area. According to Mr. Martin-Trigona, the move would "foreclose completely the possibility of WTAF ever obtaining network programming from CBS, without at the same time showing any corresponding gain in public service over-all, or in public service motives to necessitate the relocation" (BROADCASTING, Feb. 10).

The larger context of the case is a $3-million antitrust suit in which Mr. Martin-Trigona charged that CBS and its affiliates WANE-TV Fort Wayne, and WISH-TV, and ABC and its affiliate WLWI-TV Indianapolis, an Avco station, have conspired to deny affiliation to WTAF, of which he is 81% owner (BROADCASTING, Feb. 3).

In its reply to the commission, Indiana argued that Mr. Martin-Trigona’s petition was both untimely filed and without merit. The firm said that its proposed move would have "little or no effect" on WTAF, since the move would be to the northwest of Indianapolis,
while Marion is northeast of that city. It was also noted that the center of Marion is already about five miles inside the grade B contour of WIST-TV.

Indiana also contended that Mr. Martin-Trigona took a somewhat different view of WTAF’s problems when he applied to acquire control of the station last year. At that time, Indiana contended, he defined the difficulty not in terms of a conspiracy, but in terms of the proximity of WTAF to the larger cities of Indianapolis and Fort Wayne, combined with the station’s limited service area. The Indiana petition quoted Mr. Martin-Trigona as stating: “It is believed that the station has the most limited coverage of any commercial television station in the U.S.” Mr. Martin-Trigona also was said to have commented in his transfer application that network affiliation will be sought, “but there is no reason to believe that it will be available.”

Chicago paper to adjust to radio-TV

Chicago’s American, the evening paper of The Tribune Co., Chicago, plans major format changes in the near future to meet the growing competition of other media, especially television. The paper is expected to go to tabloid format in late April although the exact date is not set.

Lloyd Wendt, president and publisher, explained Thursday: “I’ve always regarded television and radio as allies of the newspaper.” He said each does a better job in some phase than the other and the newspaper can handle some types of stories the broadcast media lack sufficient time to present.

Those publishing afternoon papers, Mr. Wendt explained, have to recognize that people want to go home, have dinner and then watch television. So, he said, “we intend to help them. We are going to tell them all we can about how to get the most out of television. At the same time we are going to give them a crisp, sharply edited and succinctly written newspaper.”

Although precise format details are not yet settled, Mr. Wendt said, “we will have more critical reviews and analysis of TV,” he said.

The Tribune Co. is the parent of the Chicago Tribune, morning paper, and Won Continental Broadcasting Co., group-station operation which includes WGN-AM-TV and WPMX (FM) Chicago.
‘Get Smart’ switches networks, nights

CBS schedules five new series for fall;
NBC line-up shows seven new entries

Two of the three television networks have firmed their new-season line-ups. Between them, CBS-TV and NBC-TV will have 12 series new to the nighttime schedules next fall.

The CBS schedule, though not formally announced, is expected to show five new series, one representing an extraordinary switch: the move of the half-hour Get Smart, which NBC figured had run its course as a Saturday staple, to CBS’s Friday line-up at 7:30 p.m.

NBC’s nighttime schedule, which was announced Thursday (Feb. 20), has seven new series, with only a few time-period changes. CBS, with fewer new shows, is shuffling six carryover series into new time periods.

ABC-TV, with more hours to fill than either of the other two networks, is reported to be at least two weeks away from firming a new schedule (BROADCASTING, Feb. 17).

The CBS programing lockup, reported Thursday, contains these four series—the fifth new show is Get Smart:  
* Medical Center, drama starring James Daly, Wednesday, 9-10. Produced by MGM-TV.  

Under this schedule, here’s how CBS would juggle the line-up:  
* Doris Day would move from Wednesday, 9:30-10, to Monday at that time. A Family Affair would move from the Monday spot to Thursday, 7:30-8. Good Guys would move out of its Wednesday 8-8:30 slot and Hogan’s Heroes from its Saturday 9-9:30 period to 8-9 Friday following Get Smart, Green Acres, now on Wednesday, 9-9:30, would go into Hogan’s spot on Saturday. Beverly Hillbillies would move back a half-hour from 9 to 8:30 on Wednesday.
* The Glen Campbell Show (Wednes-
day, 7:30-8:30), a midterm replacement, would continue in the fall in the same time period.

The new CBS programing would displace Jonathan Winters, Wild Wild West, Gomer Pyle, Gentle Ben and Queen and I, the latter a midterm replacement.

In disclosing its fall schedule last week NBC-TV stressed the development of its new series as having “contemporary” or “realistic” themes.

As presented to the TV affiliates board of delegates in New York, the schedule contains seven new program series.

The new series are:
* The Bill Cosby Show . . . replaces Mothers-In-Law on Sunday, 8:30-9 p.m. . . . a Cambpell/Silver/Cosby Production in association with NBC-TV. Mr. Cosby is a gym teacher, moonlighting as a private detective.  
* The New People . . . replaces My Friend Tony on Sunday, 10-11 p.m. . . . consists of eight or nine episodes of each of three series initially conceived as individual series by Universal TV. They are:  
  A courtroom drama series, which will be seen as a World Premiere entry on NBC in March as "The Adversaries." The spinoff is produced by Universal TV and Public Arts Productions in association with NBC-TV. Burt Ives, James Farenton and Joseph Campenla are in the roles of law partners.  
  A police drama series, also a World Premiere spinoff, initially called "The Men in the Middle" and retitled "Deadlock" with Hari Rhodes as a politically ambitious black district attorney and Leslie Nielsen as a white police chief. Universal TV with NBC-TV.
* My World and Welcome To It on Monday, 7:30-8 p.m. . . . Sheldon Leonard Productions with NBC-TV, William Windom, Joan Hotchkins and Lisa Gerritsen star in the show that enters the fantasy world of James Thurber using live-animation techniques.  
* Debbie Reynolds on Tuesday, 8-8:30 p.m., as a "go-go suburban housewife." Harmon Productions and Filmways with NBC-TV. My World and Debbie Reynolds will replace the Jerry Lewis Show in the Tuesday, 7:30-8:30 period.
* And Then Came Bronson . . . replaces The Outsider on Wednesday, 10-11 p.m. MGM-TV in association with NBC-TV. A man on a motorcycle stops at big cities and small towns fighting crime, reminiscent of Route 66.
* Bracken’s World . . . replaces Star Trek on Friday, 10-11 p.m. Produced by 20th Century-Fox with NBC-TV. Principals are Eleanor Parker, Dennis Cole, Elizabeth Allen and Peter Haskell and setting is the glamour of a major Hollywood studio.  
* The Andy Williams Show replaces Get Smart and The Ghost and Mrs. Muir, Saturday, 7:30-8:30 p.m. with Adam 12 moved back to 8:30-9. Barnaby Productions in association with NBC-TV.

The NBC affiliates board of delegates meeting also was highlighted by a discussion of new children’s programing for Saturday morning and of an expansion in news fed by line (News Program Service) to affiliates. Requests by a majority of the 104 stations for an expansion of NPS from its current, Monday-through-Saturday, 5:5-15 p.m. NYT feed have been met with a half-hour feed daily on a Sunday-through-Friday basis.

Disclosure of the new schedule and other programing moves drew praise

King Sisters in ABC line-up

The King Sisters will sing again on a weekly basis on ABC-TV March 12. The network announced last week that The King Family will return to the nighttime schedule as a replacement show, Wednesdays, 8:30-9 p.m. EST (“Closed Circuit,” Feb. 17). It will be produced in Hollywood by North American Television Inc., with William Burch, producer of the series. Choice of the The King Family brought to a close an uncomfortable period at midseason on ABC when Turn-On was dropped after one showing (BROADCASTING, Feb. 20, 13).
of the board of delegates, whose resolution stressed "the quality and creativity" of the new schedule and the "stability and success of the current NBC schedule."

ABC has yet to surface with the bulk of its new-season plans. A new show announced for the fall last week was The Courtship of Eddie's Father, a half-hour situation comedy, starring Bill Bixby, Brandon Cruz and Miyoshi Umeki. This MGM-TV production is about a young widower, his six-year-old son and a Japanese housekeeper. ABC did not give a time period for the show.

ABC is also committed to Survivors, Movie of the Week, and Jimmy Durante Presents the Lennon Sisters.

Still under question for renewal, depending on current ratings strength, are three midseason replacements: What's It All About World?, Generation Gap and This Is Tom Jones.

KLAC parts company with talk-master Pyne

Metromedia's all-telephone talk station, KLAC Los Angeles, on the verge of converting largely to music, last week terminated its association with talk specialist Joe Pyne. It was Mr. Pyne's highly successful early-morning talk show, started three years ago, which determined KLAC's full conversion to the two-way telephone talk format.

It was said to be a friendly, mutual parting between the station and the performer. In all, Mr. Pyne had been with KLAC for nearly five years. He has indicated no plans to do another radio talk program. But he will continue with his weekly show on Metromedia's KTTY(TV) Los Angeles.

In concurrent moves, KLAC expanded its regularly scheduled newscasts to nearly 20 hours a week and increased its sports coverage with 30 minutes a day of drive-time reports. In addition, the station has appointed L. David Moorhead as operations director. Mr. Moorhead was most recently program director of KFI Los Angeles.

TVSI sets meeting date

TV Stations Inc. will hold its 14th annual membership breakfast meeting on March 24 in the Shoreham hotel, Washington, during the National Association of Broadcasters convention.

TVSI has invited members of Congress, the FCC, advertisers, agencies and station executives to the meeting, which will be highlighted by an animated slide presentation of TVSI's forecast of the 1969-70 network prime-time schedule. Herb Jacobs TVSI president, will assess present and future syndicated programing trends.

Busy news week ahead for networks

Apollo 9 flight with TV firsts, scheduled European trip by President Nixon are on tap

Broadcast newsmen are braced for another burst of blanket coverage this week with the overlapping double headline events of President Nixon's European trip and the scheduled Apollo 9 space flight.

If the 10-day flight of Apollo 9 goes off as planned with its launch at 11 a.m. Friday (Feb. 28), network personnel can once again expect to find themselves juggling coverage priorities during the crucial first three days of the pre-lunar flight and the final three days of the President's nine-day junket.

NBC, which had previously announced heavy personnel assignments for the presidential trip (Broadcasting, Feb. 10), has scheduled extra blocks of air time for television coverage.

The Huntley-Brinkley Report will be expanded to one hour today through Friday (Feb. 24-28). One half-hour of each day's Today show will also be devoted to the trip, with correspondent Paul Cunningham serving as a special Today reporter.

NBC-TV has also scheduled a special program summarizing Mr. Nixon's tour from 6:30-7:30 p.m. (EST) Sunday, March 2, the day of his return.

All three networks anticipate special satellite reports throughout the presidential journey. At one point, CBS-TV already has scheduled back-to-back Nixon-Apollo coverage, with a Thursday (Feb. 27) special report, The President in Europe from 8-8:45 p.m. followed by The Flight of Apollo 9 preview from 8:45 to 9 p.m.

CBS-TV coverage of the President's journey will be anchored by Harry Reasoner, with CBS News White House correspondents Dan Rather and Robert Pierpoint traveling with Mr. Nixon. They will be assisted by Marvin Kalb and various European bureau personnel.

For the CBS Radio coverage of the trip, Richard C. Hottelet will join Messrs. Rather, Pierpoint and Kalb.

ABC-TV plans a daily satellite report on the trip at 10:45-11 p.m. today through Saturday (Feb. 24-March 1), in addition to the special reports and inserts in regularly scheduled news broadcasts. It also will carry a wrap-up of the trip from 12:30-1 p.m. March 2.

Frank Reynolds is to serve as anchorman for the satellite broadcasts. ABC State Department correspondent John Scali and White House correspondent Tom Jarriel will travel with the President throughout the trip. They are to be supplemented by London, Paris, Bonn and Rome bureau personnel.

Radio coverage of the President's trip also will be extensive.

MBS White House correspondent Forrest Boyd will travel with the President and his reports will be supplemented by Mutual's Bonn, Paris and Rome correspondents.

Metromedia's White House correspondent Bob Moore is to make the trip for that group's new national news service, with supplementary reports from Paris, London and Berlin correspondents. In addition to daily newscast inserts on the trip, Metromedia has tentatively scheduled a half-hour news closeup at the conclusion of the tour.

For UPI Audio, Mr. Nixon will be accompanied by White House correspondent Don Fuison, who will provide daily reports.

All the television and radio networks plan to carry the Apollo 9 lift-off and key moments of the flight which will test various docking, separation and redocking operations between lunar and command modules in preparation for manned flight to the moon's surface.

For television the flight is to carry more dramatic viewing firsts. Scheduled are three never-before-attempted types of live transmissions from space.

On Sunday, March 2, about 9:25 a.m. astronauts James McDivitt, David Scott and Russell Schweickart are to broadcast the first live pictures from an orbiting lunar module. They are to rendezvous their command module with the orbiting lunar module and dock with it about three hours into the flight on Friday.

On Monday, March 3, at about 2 p.m. astronaut Schweickart is to take a walk in space, and mount a 71/2-pound television camera outside the lunar module. It is to beam back to earth live pictures of his space stroll. The camera—about the size of a cigarette carton—is of the same type that will be used on moon landing missions.

On Tuesday, March 4, following separations of the command and lunar modules, a second rendezvous between the two crafts is to be made, about 2 p.m. with a live television broadcast of the redocking.

For this maneuver, astronauts McDivitt and Schweickart will be aboard the lunar module and astronaut Scott in the command module. Their televised redocking is a practice maneuver for the recovery of a lunar module after leaving the moon for a return trip to earth.

Following the redocking, astronauts McDivitt and Schweickart will re-join Mr. Scott in the command module, jettison the lunar module and prepare
to return to earth.

All radio and television networks also plan to cover the splashdown, scheduled for 9:25 a.m. Monday, March 10, in the Atlantic Ocean off Bermuda.

In all, CBS-TV plans 17 special reports and progress reports on Apollo 9. NBC plans 12 such reports. ABC plans an unspecified number of progress reports.

ABC-TV coverage of the Apollo shot will be anchored by science editor Jules Bergman and evening news anchorman Frank Reynolds. CBS-TV coverage will be anchored by Walter Cronkite, with Steve Rowan, Bill Stout, Nelson Benton, David Schoumacher and meteorologist Gordon Barnes. NBC-TV coverage will be anchored by Frank McGee and David Brinkley, with Peter Hackes, Roy Neufeld, and meteorologist Dr. Frank Field.

NBC-TV will broadcast a special wrap-up program on the 10-day mission from 11:30 p.m.-midnight Monday (March 10).

Radio network assignments for the Apollo 9 flight: ABC anchormen, Merrill Mueller and Mort Crim; CBS, various aspects of the flight to be handled by correspondents Reid Collins, Morton Dean, Murray Fromson and reporter Gary Shepard; NBC, Dean Mel and Jay Barbree.

Metromedia coverage of the flight will be anchored by George Engle, assisted by John Pollock, with live inserts on all major events throughout the flight. Mutual coverage will be by Philip Clarke, Steven J. McCormick, Charles King and Jay Russell, also with live reports on all major flight developments. UPI coverage will be by Bill Greenwood, Scott Peters and Art Thompson, with live coverage supplemented by daily special 10-minute reports before the hour.

New radio doctors hang out shingle

The expanding field of radio programming consultants (Broadcasting, Feb. 3) has a new entry. Disk jockey and station owner George Lorenz and veteran program executive Dick Lawrence have formed The Programmers Corp. in Buffalo, N. Y. The new firm will offer a consulting service to AM and FM broadcasters.

Among the services to be provided are individual market and station analyses, including specific recommendations; the setting up and supervision of programming formats; selection and training of personnel; supplying of weekly music play lists and play formula; production aids; promotions; monthly management newsletter; instruction in how to handle traffic and logging systems and license-renewal applications. The new company, saying that it sees "great potential" in medium and small market AM stations and in FM stations, is geared to provide such stations with a weekly mailing of important new single records and albums.

Mr. Lorenz is professionally known as "Houndog" when working as a disk jockey. He is currently owner-manager of WBLK-FM Buffalo, an all-rhythm-and-blues station. Dick Lawrence, out of broadcasting for the last two years, formerly was a radio doctor who worked for such stations as WABY Albany, N. Y.; WFLA Tampa; WMCK Keeneport, Pa.; WCOF Boston; WJJD Chicago; WVNY Pensacola and WBBR West Palm Beach, both Florida, and WROV Roanoke, Va.

Another court date for WLB

Jackson, Miss., TV confronts challengers over old issues in appellate oral argument

Another chapter in the ongoing saga of the efforts of the United Church of Christ to pry WLB(TV) Jackson, Miss., loose from its license was played out in oral arguments in the U. S. Court of Appeals for the District of Columbia last week.

At issue, principally, is whether the station's record of meeting the needs of the large Negro audience in its service area—some 40% of the population served is Negro—and meeting its fairness-doctrine obligations in dealing with civil-rights matters justifies renewal of the station's license.

Earl K. Moore, of New York, counsel for the church and two Jackson area Negro leaders, the Rev. L. T. Smith and Dr. Aaron Henry, argued that the record does not, and that the commission abused its discretion last June when it renewed the station's license (Broadcasting, July 1, 1968).

Counsel for the station and the commission, however, argued that the full evidentiary hearing held on the license-renewal application provided a reasonable basis for the commission's decision. Considering the record and the station's past giving broadcasters in programming matters, they said, denial is not warranted.

The court was hearing arguments in the case for the second time. Four years ago, the church and its co-complainants asked the court to overturn a commission decision granting the station a one-year license renewal without a hearing. In a landmark decision, the court in March 1966 not only ordered the commission to hold a hearing on the license-renewal application but to grant the church and Messrs. Smith and Henry standing as parties in the proceeding (Broadcasting, March 28, 1966). The court retained jurisdiction in the case.

Following the court-ordered hearing, the examiner, Jay Kyle, found the bulk of the complainants' charges against the station to be unproved. The commission in a 5-4-to-2 decision, concurred.

In urging the court to reverse the commission a second time, Mr. Moore argued that the station erred in avoiding discussions of civil-rights issues. He said the the court should rule that the commission's fairness-doctrine policy not only requires stations to air both sides of a controversial issue if it airs one, but imposes on broadcasters an affirmative duty to discuss such matters.

Stuart Feldstein, representing the commission, argued that commission policy calls on stations to deal with controversial issues. But he also said it gives them discretion over their programming.

The three-judge court expressed considerable interest throughout the argument on the question of where the burden of proof lay in connection with the issues to be considered.

The three-judge panel was the same as that which heard the arguments in the first round in the case—Circuit Judges Warren E. Burger, Carl McGowan and Edward Allen Tamm.

Hyde states FCC view on copyright changes

FCC Chairman Rosel Hyde, in a reply letter to Senate Copyright Subcommittee chairman John L. McClellan (D-Ark.), said last week that the commission will "conform" its future CATV policy with any change in copyright law—"provided, of course, that the [copyright] revision represented congressional action taking into account also the communications aspect of the CATV problem."

The letter represented the commission's answer to a deceptively low-key message from Senator McClellan last month, in which he quietly but definitely threatened a public hearing on the commission's proposed CATV rules unless "a clarification is submitted to the subcommittee within a reasonable period of time."

What disturbed the senator was the commission's proposal to allow some cable systems to import distant signals if they obtained retransmission rights from the originating stations. With the Copyright Subcommittee struggling to effect the first new copyright law in 60 years, Senator McClellan expressed his concern "that there is a serious question concerning the jurisdiction of the commission to impose what amounts to a requirement of copyright clearance. . . ." (Broadcasting, Feb. 3).

Chairman Hyde's reply was deliber-
CBS marshals pot-party defense

Network disputes examiner's finding, admits some 'prearrangement' but cites nature of TV interviews

CBS, accused of "prearranging" a pot party filmed and broadcast by its WBBM-TV Chicago, does not deny some prearrangement was involved—it says some prearrangement could not be avoided in the kind of program WBBM-TV aired. But it denies any impropriety was committed by station or company officials in the filming of Pot Party at a University.

CBS, citing its version of the case, policy statements by FCC Chairman Rosel H. Hyde, and the traditions of investigative reporting, urged the commission to absolve it of any wrongdoing in connection with the program. The news special was broadcast in two segments, on Nov. 1 and 2, 1967.

The commission's chief hearing examiner, James D. Cunningham, in his report to the commission on the inquiry over which he had presided, said the pot party had been "prearranged for the benefit of CBS" and would not have occurred but for the request of a WBBM-TV reporter (Broadcasting, Jan. 13).

The examiner made no recommendations. But he found that the conduct of CBS officials, up to and including President Frank Stanton, and WBBM-TV personnel had fallen short of the standards he feels the commission had a right to expect.

CBS was critical of Mr. Cunningham's handling of the case, which it considered unfair. "When an investigative fact-finding body makes no effort whatever to reconcile testimony, prevents reasonable cross-examination, and ignores evidence that witnesses are unreliable and biased," CBS said, "its procedures and conclusions must be carefully examined."

As part of its effort to blunt the thrust of the examiner's report that CBS and employees had acted improperly, CBS sought to establish that a marijuana party of the kind that was filmed at the Evanston, Ill., apartment was an inevitability. It said testimony at the inquiry revealed that 25 such parties had occurred in the apartment in the past year.

CBS also noted that a few days before the inquiry began last October, its representative found marijuana growing in a window box outside the apartment. CBS observed that the examiner did not refer to those matters in his findings.

However, CBS, which has steadfastly denied the charges it "staged" the party, does not challenge the examiner's finding that the party would not have occurred but for the request of the reporter involved, 23-year-old John Victor Missett, a June 1967 graduate of Northwestern.

But it says that "if this were the test of 'prearrangement,'"—a term that CBS notes is not defined by the examiner—"then almost every television interview is equally 'prearranged.'" CBS added: "The precise time of the party was not for CBS to determine, CBS did not control the date, the place, the participants, or their conduct."

"It is impossible, given the nature of the medium, to conduct interviews without some prior arrangement between the broadcaster and the interviewee. Interviews do not just happen—there must be a conjunction of lights, camera, audio equipment, the broadcasters and the person being interviewed."

CBS said the examiner confused the question of "prearrangement" with the fact that a crime was filmed. It added that this confusion misdirects the "focus of the inquiry" and that the real question is whether the broadcast deceived anyone.

CBS said no deception occurred, that "the viewer understood exactly what was being shown. He saw marijuana users before television cameras manned by journalists who obviously had prior knowledge of the event."

CBS also found it significant that the examiner did not make a finding on the issue presented by the commission—"whether officials or employees of the licensee [CBS] participated in the planning or arranging of the marijuana-party question, or encouraged or induced others to do so. . . ."

The commission inquiry grew out of a charge by Northwestern University, that the affair was staged. The House Investigations Subcommittee made an investigation of its own and, in a report still subject to revision, is said to have asserted the party was staged. CBS maintains that Pot Party at a University was filmed for the purpose of revealing a serious social problem and putting it into perspective.

The commission inquiry raised the question—given particular emphasis in the House investigation—as to whether WBBM-TV should have informed police of a marijuana party that was to be held, since possession of the drug is illegal. Examiner Cunningham, in his report, criticized CBS for not having a
policy requiring that police be notified when the network's representatives know a crime is about to occur.

CBS, however, said it has a policy covering such a matter, and it "is precisely the same as that stated by Chairman Hyde" in testimony before the House Investigations Subcommittee. Chairman Hyde advocated a case-by-case approach to the matter, and opposed "a general rule" that would require a reporter to notify police and perhaps prevent a violation rather than "expose the crime" (Broadcasting, June 24, 1968).

CBS said any other policy, and particularly the one required by the examiner, "would deprive the public of the well-recognized benefits of investigative reporting." CBS, noting that broadcasters and print reporters had scored some notable achievements with investigative reporting, said the examiner's requirement would draw "an unjustified distinction between print and broadcast journalism."

And Chairman Hyde, CBS added, told the House subcommittee that broadcasters should have "the same latitude" given print media in the matter of investigative reporting.

Another of the examiner's findings attacked by CBS held that the company failed to make an adequate investigation of the staging charge before broadcasting a denial, after the first pot-party segment was aired. CBS said station officials had questioned Mr. Missett and the camera crew closely before the broadcast and were satisfied as to the authenticity of the program.

CBS also disputed the examiner's findings that top CBS officials failed to take a significant role in the investigation that the company's law department conducted of the staging charge. CBS said that "a fair reading of the record" shows that top network executives, including Dr. Stanton, viewed the matter as serious, were actively and responsibly involved in the investigation and had a broad knowledge of its progress.

Rex Lee urges wider use of broadcasting

Broadcasting's potential will never be realized "unless we now begin to apply the tools of communication to the tasks of eliminating poverty and improving education," FCC Commissioner H. Rex Lee said last week.

Speaking to the Philadelphia chapter of American Women in Radio and Television, the newest commissioner drew from his experience as governor of American Samoa—where he presided over the installation of an elaborate educational television system—and noted some similarities between the Samoan situation and that of the poor in America.

"Though the extent of poverty in America is not as great as in the underdeveloped world," Mr. Lee noted, "the psychological and physical effects of poverty are the same everywhere. They are the same because basic human dignity is involved."

Radio and television open new vistas to the children of poverty because they bring other life-styles and ways of thinking into every man's living room, Mr. Lee said—and because children "accept, adapt to, and rely on the media." However, he added, American formal education has been slow to grasp the possible role of the broadcast media in bringing about change.

The commissioner said that his experience in Samoa impressed upon him that broadcasting can and should accept this role. "You know very well that programming is the key to action," he said. "Therefore, it must be your responsibility to see to it that quality informational and entertainment programming are provided in order to create a climate for change.... not only for the revitalization of our educational system and the eradication of poverty, but also for the improvement of our total environment."

"Intolerance, ignorance and poverty have no place in American life," Mr. Lee stressed. "Neither does poor programming."

Getting to know you at Nixon news sessions

The new administration so far is "highly pleased" with the reactions to the news conferences held by President Nixon and members of his cabinet. That was the word last Tuesday from the chief communicator of the executive branch, Herbert G. Klein.

The director of communications for the executive branch—Mr. Klein's official title—told a dinner meeting of the Washington chapter of Sigma Delta Chi, professional journalism society, that the response to the President's two full-dress televised news conferences had been most impressive. Many young people were among those who responded favorably, he said. Whether these conferences were "effective," he added, was up to professional journalists to judge.

The effort of the Nixon administration, as evidenced by the many appearances of members of the cabinet at news conferences and on news programs, is to become "people-oriented," he predicted. "We'll hear more about that."

Mr. Klein said he was not aware of any plan under consideration for creation of a Department of Communications that would absorb the FCC, the U.S. Information Agency and possibly other government entities, following the pattern of the new Department of Transportation.

He knew of nothing imminent regarding consideration or implementation of the report of the President's Task Force on Telecommunications Policy instituted under the Johnson administration. (Efforts have been made by various groups, particularly in CATV, to have the report released presumably because it encourages large-scale development of cable distribution.)

During the question-answer session following his off-the-cuff remarks, Mr. Klein, former editor of the San Diego Union, said the major function of his office is to coordinate and expedite a free flow of information on activities of government. He said the government had no right to lie, but that it did have the right not to comment in situations involving national security.

KREM-TV viewers hated to 'Turn-On'

Viewers of KREM-TV Spokane, Wash., have agreed with the decision of Eugene W. Wilkin, station manager, concerning the airing of ABC-TV's Turn On. The program first appeared on Feb. 5, and immediately afterward came a rash of complaints and a number of cancellations by stations. ABC scrapped the show (Broadcasting, Feb. 17).

On the day of Turn-On's debut, Mr. Wilkin appeared several times on his station with the video-taped statement that the station disliked the program, which had been previewed by closed circuit, but would carry it that night to give viewers a chance to comment. He said it became apparent within a few days that his audience agreed, and the station notified the network it would no longer clear the program.

As of last week, Mr. Wilkin reported, more than 4,000 viewer communications had come in—99% disapproving Turn On.

Closed-circuit conference set on upgrading cities

A national closed-circuit color telecast March 26 will be used to permit top figures in the Nixon administration and local business and community leaders to initiate discussions on pressing urban problems.

The U.S. Chamber of Commerce is underwriting the unprecedented telecast with the cooperation of chambers of commerce in 26 major cities.

In giving details on the telecast, "Challenge from the Nixon Administration," Arch N. Booth, the USCC's executive vice president, said it is the business community's response to President Nixon's inaugural call "to enlist the legions of the concerned and committed"
to help solve social problems.

Cities already to be included in the telecast: Atlanta; Baltimore; Buffalo, N.Y.; Charlotte, N.C.; Chicago; Cincinnati; Cleveland; Denver; Detroit; Fort Worth; Hartford, Conn.; Houston; Indianapolis; Jacksonville, Fla., and Minneapolis-St. Paul.

Others include Newark, N.J.; New Orleans; New York; Oklahoma City; Omaha; Philadelphia; Pittsburgh; Richmond, Va.; Washington, and Worcester, Mass.

Businessmen and other community leaders in the participating metropolitan centers will assemble in meeting rooms to view the full-color presentation from Washington and to put questions to program principals through a two-way telephone hookup.

George Romney, secretary of the Department of Housing and Urban Development; Robert Finch, secretary of health, education and welfare; and other members of the Nixon cabinet and Urban Affairs Council will participate in the telecast.

The general format will be a keynote presentation at each city receiving the program and an opening telecast from Washington followed by local discussion to formulate the most important questions; and then, a second telecast from Washington during which questions will be put to Nixon administration officials. The program is scheduled to last about four hours.

Subjects to be covered at the meeting include crime in the streets, welfare problems, manpower training, housing, and health care.

New Avco package

Avco Embassy Pictures Corp. will put a new package of first-run off-network feature films into syndication next month. Among the titles to be offered are the current theatrical releases "The Producers" and "Grazia Zia," as well as Jean-Luc Godard's "Contempt," 'Empty Canvas," with Bette Davis and "The Tiger and the Pussycat" with Ann-Margret and Vittorio Gassman.

---

**Equipment & Engineering**

**GE's $321-million satellite baby**

That's cost of proposed 'record' communications service as an alternative to Comsat or Ford plans

A late entry in the FCC inquiry into the question of whether a domestic communications satellite system should be established was received last week from General Electric Co. GE suggested the establishment of a new entity, as an alternative to existing common carriers, that would provide new kinds of record communication service as well as meet such specialized needs as those of the broadcasting and airline industries.

The third and final deadline for comments in the inquiry passed April 3, 1967. But the commission has not yet reached a policy decision on the kind of domestic satellite system it will approve or on what kind of entity would be permitted to own and operate it.

GE, which earlier in the proceeding...
visages a system that would not rely on terrestrial switching systems. A message could go, say from Los Angeles to the satellite and then to New York with only one switching level required at each end. AT&T, in proposing a multipurpose domestic satellite system, offered a plan that would include much of its terrestrial system.

The commission is currently considering the question of whether to authorize a pilot program, as suggested by Communications Satellite Corp., which has proposed that it operate the system, and by the Ford Foundation, which says a test program should be conducted by the National Aeronautics and Space Administration. Cohu favors a multipurpose system; Ford favors one dedicated to broadcasting, whose profits would be turned over to educational television.

GE, in its filing, opposed the establishment of a pilot system. It said such a system, by its nature, would be temporary, and would thus be hampered in opening up new markets. Potential users, GE said, would want a reasonable assurance the system would be permanent.

GE, which sees its system as providing for the development of "a balanced national communications system," said it would provide new communications services as well as permit "major enlargements of the scope and flexibility of existing services."

The new services mentioned include Telemail, providing instantaneous business-to-business communications; Remote Access Computer Service (RACS) between terminals throughout the country to serve the communication needs of the computer industry, and Multiple Access Video Service which could hook up various locations for varying time periods for business meetings or other purposes.

But once these services have been provided, GE said, satellite capacity would remain and additional transponders (repeaters) would be available. These units could be used by private network users, such as broadcast networks and common carriers on any "mutually agreeable basis" that would be consistent with commission policy, GE said.

GE estimates full implementation of its proposed system would cost $321 million, and would not be completed before 1980. Such a system would include five satellites and boosters. The largest cost—$140 million—would be for earth facilities and would include the investment in 175 earth stations, a routing center and other administrative facilities.

BEVR finds another marketer

Cohu Electronics joins General Electric as manufacturer-distributor of CBS camera

The CBS broadcast electronic video recording (BEVR) camera will be manufactured and marketed by Cohu Electronics, San Diego, as well as by General Electric Co.

The licensing agreement is being announced today (Feb. 24) by Felix A. Kalinski, president of the CBS/Comtec Group, and William S. Ivans, president of Cohu. The announcement follows by one week a similar one of GE's license to manufacture and market the camera (Broadcasting, Feb. 17).

BEVR authorities said GE had been aware of the negotiations with Cohu before the GE-BEVR agreement was signed. They indicated that no other manufacturing/marketing licenses were contemplated.

The announcement revealed that Cohu had produced prototype BEVR cameras during the early development of the BEVR system by CBS Laboratories. It said these prototypes have been used extensively in BEVR development work to date.

The BEVR system encodes color information electronically on black-and-white film, alongside images recorded photographically. When the film is played through the BEVR camera, pictures emerge in color.

Cohu's Mr. Ivans said his company's distribution plans will be announced "shortly." He did not mention pricing. GE officials had said their BEVR cameras were expected to be in the $33,000 to $35,000 range.

Mr. Ivans (1), Mr. Kalinski sign on dotted line.

IVC displays recorders and EMI color cameras

International Video Corp., Sunnyvale, Calif., last week demonstrated in New York a new series of its own portable helicon-tube video-tape recorders for closed-circuit use, and two studio-type broadcast color-television cameras manufactured by Electrical and Musical Industries Ltd. (EMI), Great Britain, and distributed by IVC.

The IVC 600 series of video-tape recorders includes a monochrome unit for $1,800 and a color unit for $2,300 featuring a 4.2-mc bandwidth, onehour playing time on one-inch tape, a forward and rewind time under five minutes, and tape interchangeability between color and monochrome. They are expected to be available in mid-summer.

The machines are marketed through RCA, Bell and Howell Co., and GPL division of the Singer Co., in addition to IVC.

IVC will market the EMI cameras in North America under an agreement completed in January. A three-Plumbicon-tube model, selling for $72,000, was designed specifically for the North American market. A four-Plumbicon model, selling for $76,000, is currently in use in Great Britain and Europe. Both produce television signals on 525-line and 625-line standards.

IVC includes a kit of spare parts with the camera, and offers "immediate service" through its field-service organization in repairs are needed.

IVC also manufactures another series of video-tape recorders that will edit electronically in color, a low-cost color camera for industrial and educational applications, and a broadcast camera to be available next month.
FCC alters satellite-television plan
It still puts future bird-to-home service in UHF space but says its for foreign use

The FCC has modified its proposal for making spectrum space now assigned to UHF available worldwide for direct communications satellite-to-home television service. It also added a new qualification that might ease fears the proposal originally aroused among broadcasters.

The commission in November, in a third notice of inquiry in preparation for a World Administrative Radio Conference, proposed that the nations of the world be permitted to use frequencies between 470 and 806 mc—channels 14 through 70—for direct satellite broadcasting, subject to coordination among nations (Broadcasting, Dec. 2, 1968).

Last week, in a fourth notice of inquiry, the commission changed that proposal to include the frequencies between 614 and 890 mc—channels 38 to 83. The commission, noting it has pending a proposed rule to reallocate frequencies between 806 and 809 mc to shared land mobile and television use in this country, said of its international satellite broadcasting proposal: "This does not say that all or any part of the band will ever be used by the U.S. for that purpose, but it provides for that eventuality in the event the public interest indicates that the option should be exercised."

The commission also noted that its proposal would permit countries such as India, with the concurrence of her neighbors, to begin television broadcasting from satellites. India is understood to be considering use of a band around 850 mc for that purpose.

Commission officials said that the new language reflects nothing new in the policy considerations involved. It is simply designed to make more explicit the commission's thinking regarding the use of frequencies for direct satellite-to-home broadcasting.

Following issuance of the third notice, broadcasters expressed some alarm about the possible loss of spectrum. The National Association of Broadcasters said the proposal to set aside UHF-assigned spectrum space for space broadcasting was "precipitate and premature."

The commission's inquiry is part of an effort on the part of several government agencies to develop the position the U.S. will take at the World Administrative Radio Conference to be held by the International Telecommunications Union late next year or early in 1971, probably in Geneva. The conference will deal with space radio and radio astronomy.

Two weeks ago, another proposal for the use of UHF channels in direct communications satellite-to-home broadcasting was made, this one by a panel that was part of a study project on the future of the U.S. Space program that was conducted under the auspices of the National Research Council. The panel recommended that channels 67, 68 and 69 be set aside as clear channels for direct-to-home TV broadcasting from space (Broadcasting, Feb. 17).

The commission has asked that comments in response to the fourth notice be submitted by March 19. The notice was adopted on a 5-to-1 vote, with Commissioner Nicholas Johnson dissenting and Commissioner Robert T. Bartley abstaining.

RCA, Systems Capital set up lease financing

RCA Commercial Electronic Systems Division, Camden, N.J., and Systems Capital Corp., Philadelphia, announced last week that they have completed an agreement to provide RCA radio and television broadcast equipment on long-term leases.

The plan was described as leading to "the broadcast industry's first comprehensive and flexible lease financing program." Under the agreement, RCA will sell any necessary broadcast equipment to SCC, which in turn will offer it under individual leasing arrangements for up to 10 years, with no down payments.

To reduce heavy initial cash outlays for equipment, a station owner may arrange low initial lease payments which increase over the years, a Systems Capital spokesman said. At the expiration of a lease, the station operator may buy the equipment at current market prices.

The first lease under the new plan is to U.S. Communications Corp., Philadelphia, for about $9 million worth of television equipment and facilities.

International

Satellite price slashes continue

Comsat, common carriers file rate reductions for Pacific TV service

Virtually on the heels of a substantial reduction in trans-Atlantic communications satellite rates for TV, the Communications Satellite Corp. and the common carriers last week filed applications with the FCC to also reduce TV rates for the Pacific.

Following the same pattern they had followed for the Atlantic satellites (Broadcasting, Feb. 10), the communications firms proposed a single rate for both color and black-and-white television. They asked the commission to make the new rates effective today (Feb. 24). Reductions run between 40% and 60% of the present charges. The tariff relates only to half circuits between the U.S. and the satellite, receiving telecommunications organizations establish the charges from the satellite to their terminals.

Proposed new rates by Comsat are, from the U.S. mainland to Australia, Japan, Philippines and Thailand, $725 for the first 10 minutes and $20.50 for each additional minute; U.S. mainland to Hawaii, $440 and $12.50; Hawaii to Australia, Japan, Philippines and Thailand, $650 and $17.

The carriers, each of which provide the satellite service to customers on a weekly rotating basis, submitted a joint new tariff to the commission. Proposed new rates, by AT&T, ITT Worldcom, RCA Communications and Western Union International are, from San Francisco to the Far East countries, $890 for the first 10 minutes plus $25 for each additional minute, plus $20 for a regular audio channel, or $40 for a higher quality audio channel for the first 10 minutes, and $2 or $4 for each additional minute; from New York, $1,300 for the first 10 minutes, and $65 for each additional minute, plus $60 or $100 for voice circuits for the initial period, and $6 or $10 for additional minutes.

Rates to Hawaii would be, from San Francisco, $550 for the first 10 minutes,
plus $16 for each additional minute, with audio charges for the initial period of $12.50 or $25 depending on channel grade, and $1.25 or $2.50 for additional audio minutes; from New York, $960 plus $57 for video, and $55 or $90 plus $5.50 or $9.00 for audio.

Intelsat control issue at Washington meeting

The pre-eminence of the U.S. in the field of international satellite communications is at stake this week as the international conference on the future of the International Satellite Communications Consortium begins in Washington.

The principal issue is the continuance of the U.S. Communications Satellite Corp. as manager of the worldwide communications consortium. Comsat has been manager of the satellite communications system since 1964.

The conference, to establish a permanent policy on the international satellite system, is a meeting of 65 nations that are members of Intelsat. It is expected to run for a month. Joining the conference as observers are non-members USSR, and Soviet-bloc satellite nations, as well as other countries not now members.

Changes in the present voting strength of Intelsat require a two-thirds vote of Intelsat members.

European members have proposed that an international secretariat be established to conduct the affairs of Intelsat. This is opposed by the U.S.

Freedom honors heaped on radio-TV

Lo, Lawrence Welk leads all the rest of 1,800 winners

Radio and television received substantial recognition in the 20th annual awards competition of the Freedoms Foundation of Valley Forge. Presentation ceremonies were to be held last Saturday (Feb. 22) at Valley Forge, Pa.

Four stations alone—WQXT-TV Atlanta, KBST Big Spring, Tex., for Dear Mr. Britton; KCBS San Francisco, for The Right to Recruit; KDBS Alexandria, La., for Commentators on George Washington; KHJS Hemet, Calif., for Sound Of America; KIRO Seattle for Get Out the Vote Campaign.

Also: KRKD Los Angeles for I Am America, KBFO San Francisco, for Help! Police!; KOAC Corvallis, Ore., for The People; KRFM(FM) Alexandria, La., for America; KMCA Oklahoma City, for The United States Needs a "Philipp Nolan Law"; Project Prophet of Freedom; WBAL, Baltimore, for patriotic programs: WBT Charlotte, N. C., for History's Warning; WBTW Topka, Kan., for May First, Law Day; WKMK Flint, Mich., for I'd Rather Be President; WKTU (FM) Struthers, Ohio, for Our Heritage Is History; WLYI Livingston, Tenn., for The Spirit of '68.

Also: WOR New York, for Doctrine of Dignity; WJR Detroit, for Salute to Great Americans; WRC Washington, D.C., for The United States Needs a "Philipp Nolan Law"; Project Prophet of Freedom; WBAI, New York, for America; WSPD Toledo, Ohio, for Memorial Day 1968, and WSPD Toledo, Ohio, for Free Enterprise Is
Ohio State honors 39

NBC-TV, WKTY-TV each take two, one apiece go to ABC-TV, CBS News

Ohio State awards for "excellence in educational, informational, and public-affairs broadcasting" were presented to 25 television and 14 radio programs last week. For network TV programs, the Institute for Education by Radio/Television, a part of Ohio State University, gave two awards to NBC-TV, and one each to ABC-TV, CBS News, and the Canadian Broadcasting Corp.

NBC-TV received its awards for two programs on individual problems, one designed for children — "The Legacy of Anne Frank" — and the other on an adult problem, "The American Alcoholic."

CBS News captured an award for its look into urban problems, "The Cities: To Build the Future." ABC-TV received its award in the natural and physical sciences category for "Sharks," one of a series of programs on the oceans.

CBC-TV, in cooperation with the Saskatchewan Department of Education, was cited for a formal instructional program, "Shakespeare in Your Class." Network Canada's Toronto and Cleveland got two awards. IERT said it rarely cited a program series as such, but that the station's "Montage series" should receive recognition for an outstanding series of program entries covering a variety of subject materials with a stunning display of technical and artistic awareness — all of them done excellently.

The IERT judges considered the Wolper Productions' program, "The Rise and Fall of The Third Reich," to be the "finest documentary to have been produced in the 1967-68 season."

In the radio awards, CBC Radio captured four citations, two of which were in conjunction with the Ontario Department of Education. NBC Radio was recognized for its Second Sunday programs, which the judges called the network's "consistently best effort at radio education." CBS Radio was cited for a documentary, "Two Men in a Melting Pot." Following is a complete list of the 39 awards:

Broser's old bosses lend Capitol assistance

Wally Broser's old friend, Vance Hartke, threw a luncheon party last week on the Senate side of Capitol Hill. Mr. Broser, a former newsmail and co-manager of Senator Hartke's 1964 re-election campaign, was the guest of honor. Wally Broser is now the host of the new syndicated version of What's My Line on television.

With the Democratic senator from Indiana, a member of the Communications Subcommittee, handling the invitations and CBS Enterprises, which syndicates the show, picking up the tab, 16 senators, from both sides of the aisle showed up. In addition Vice President Spiro Agnew made an appearance.

The Washington reception came during Mr. Broser's stayover on the city to plug What's My Line, which recently began on WMAL-TV there.

BROADCASTING, Feb. 24, 1969

73
Legislators hear from WSTV-TV newsmen

To gain added insight into air and water pollution bills introduced in the current session of the West Virginia House of Delegates, that body invited Stan Scott, news director of wstv-tv Steubenville, Ohio, to make a presentation on the subject at the Capitol in Charleston.

Mr. Scott, who also is chairman of an area citizens' committee for clean air, showed a film that he wrote and produced. The film spelled out the problems in the Upper Ohio River Valley, designated as one of the 12 most polluted districts in the U.S. The 30-minute film, first made in 1965, has already been commended by the Department of Health, Education and Gelterson, which had copies of the documentary reproduced for national distribution.

Promotion tips:

Triangle sales award — David L. McGahay, a salesman with wfiU Philadelphia, was named last week as the first recipient of the new annual Sterling Bowl award that Triangle Stations has established in memory of Clyde R. Spitzner, who died last year. Mr. Spitzner was general sales manager of Triangle Stations, and general manager of wfiU-TV Philadelphia.

Free series — The seventh annual version of Storer Broadcasting's patriotic song series, Voices of Freedom, is being made available to radio stations. The 26 one-minute musical messages are performed by the Mormon Tabernacle Choir, the New Christy Minstrels and the Harry Simeone Chorale. The series is free from Storer Broadcasting, 1177 Kane Concourse, Miami Beach.
in profits."

The *Fortune* article also says: "It is not clear at this point whether any merger in which control of ABC can get the necessary approval of the FCC. Nor is it clear that ABC can make any major acquisition itself without arousing at least some FCC commissioners to charge that a transfer of control is involved."

The article further states that since the Hughes offer, "has been particularly unclear whether a tender offer . . . is a legitimate means of going into a broadcasting company. . . . Should this turn out to be an accurate interpretation, any company owning a television or radio station would in effect become insulated from a tender offer. The very thought is probably enough to send a lot of beleaguered management out looking for stations to buy." 

NGC first-quarter shows 72% income rise

National General Corp., Los Angeles-based diversified entertainment firm involved in a number of controversial transactions in the last year, last week held a surprisingly uneventful annual meeting of its stockholders. In the little more than a half-hour meeting, only slight allusion was made to the company's long-drawn-out and unsuccessful attempt to acquire Warner Bros.-Seven Arts. (BROADCASTING, Aug. 19, 1968).

Asked a question about the conflict of interest that may be involved in National General's participation in both the production and distribution of motion pictures, Eugene V. Klein, company president and board chairman, said he was hopeful that the courts "will see it our way" and that there "is no conflict morally or legally."

During the question and answer period, too, a shareholder inquiring about plans for Banner Productions, a TV production and distribution company acquired by National General more than a year ago (BROADCASTING, Aug. 21, 1967), was told that plans are still being formulated to actively engage in TV production with several projects in the works. Included in Mr. Klein's prepared remarks was brief mention of the formation last year of a broadcast operation ("Closed Circuit," Oct. 14, 1968).

NGC outside the meeting, announced it has reached an agreement in principle to acquire Harbor Savings and Loan Association, Redono Beach, Calif. The acquired savings institution, which has more than $53 million in assets, would be combined with Columbia Savings and Loan Association, Los Angeles, a 96% owned subsidiary of National General. The acquisition will be made for an undisclosed sum and is subject to the approval of regulatory agencies.

In an unrelated but concurrent development, National General, which is expanding the scope of its financial service interests on a wide front, announced that as of Feb. 11 it owned or had tendered to it more than 5.8 million shares of Great American Holding Corp. stock, representing more than 93% of that New York-based company's outstanding shares. NGC has been working out merger arrangements with the $600-million casualty insurance company since last summer.

After the meeting, the company reported record gross income, operating income and operating income per share, for the first quarter of the current fiscal year. Gross income increased 72%, operating income was up even more sharply, 375%, and operating income per share rose more than 400%.

For the 13 weeks ended Dec. 24, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.88</td>
<td>$0.15</td>
</tr>
<tr>
<td>Revenues</td>
<td>36,897,720</td>
<td>21,248,770</td>
</tr>
<tr>
<td>Net income</td>
<td>3,789,118</td>
<td>561,795</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>4,266,894</td>
<td>3,726,581</td>
</tr>
</tbody>
</table>

Notes: Not included is extraordinary item of $1,068,000 in fiscal 1969 which are gains from disposals of capital assets. Average common shares outstanding include 240,819 shares issuable upon conversion of series A preferred stock, Grosset & Dunlap Inc. and Bantam Books Inc., its subsidiary, and Great American Holding Corp., and subsidiaries were purchased in March and September 1968, respectively, and are not included in the above results of operations.

Storer 1968 earnings show increase of 66%

Storer Broadcasting Co., Miami Beach, group station owner, reported a record 66.7% increase in net earnings for 1968.

Storer attributed the improvement to a significant ($9 million) increase in broadcast revenues and a substantial improvement in the year's results of Northeast Airlines, an 86.1%-owned subsidiary. Northeast's 1968 loss of $2.1 million was less than half the 1967 loss of $4.8 million.

For 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.75</td>
<td>$1.65</td>
</tr>
<tr>
<td>Gross revenues from broadcast operations</td>
<td>65,182,787</td>
<td>56,519,107</td>
</tr>
<tr>
<td>Income before income taxes</td>
<td>20,836,497</td>
<td>16,290,759</td>
</tr>
<tr>
<td>Pretax income</td>
<td>16,363,985</td>
<td>10,023,361</td>
</tr>
<tr>
<td>Income from operations</td>
<td>11,541,230</td>
<td>7,703,752</td>
</tr>
<tr>
<td>Net income</td>
<td>11,541,230</td>
<td>6,864,988</td>
</tr>
</tbody>
</table>

* Excludes nonbroadcast related subsidiaries.

Kinney National refigures W7 offer

Kinney National Service Inc. announced last Thursday (Feb. 20) technical revisions in its Feb. 10 offer to
acquire Warner Bros.-Seven Arts Ltd. (BROADCASTING, Feb. 17). The revisions were made, a spokesman said, to adjust to the two-for-one split of Kinney common stock on Feb. 19, but do not affect the financial dimensions of the latest offer.

Kinney is wying with Commonwealth United Corp., Beverly Hills, Calif., for the purchase of W7, and in recent weeks each of the companies has raised its offer. The board of directors of W7 has formed a committee to evaluate all offers and to decide the course of action the company should take. A meeting of the company's board of directors is scheduled to be held in New York today (Feb. 24).

Company reports:
Metromedia Inc., New York, reported record gross revenues and net income for the year Dec. 28, 1968:

<table>
<thead>
<tr>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.75</td>
</tr>
<tr>
<td>Net income</td>
<td>9,138,485</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>182,837,930</td>
</tr>
</tbody>
</table>

Warner Bros.-Seven Arts reported increased net earnings and sales for six-month period ended Dec. 28, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.45</td>
<td>$1.04</td>
</tr>
<tr>
<td>Net earnings</td>
<td>5,856,000</td>
<td>5,360,000</td>
</tr>
<tr>
<td>Net sales</td>
<td>112,136,000</td>
<td>69,123,000</td>
</tr>
</tbody>
</table>

Gross Telecasting Inc., owner of WJIM-AM-FM-TV Lansing, Mich., reported an increase in gross revenues and net earnings for 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.24</td>
<td>$2.02</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>3,593,400</td>
<td>3,080,086</td>
</tr>
<tr>
<td>Net earnings</td>
<td>895,017</td>
<td>806,244</td>
</tr>
</tbody>
</table>

John Blair & Co., New York, reported record net earnings and revenue 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>$1.45</td>
<td>$1.04</td>
</tr>
<tr>
<td>Net earnings</td>
<td>3,290,000</td>
<td>2,408,000</td>
</tr>
<tr>
<td>Revenues</td>
<td>31,530,000</td>
<td>27,107,000</td>
</tr>
</tbody>
</table>

Foote, Cone & Belding, New York reported an increase in operating results for the year ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross billings</td>
<td>261,213,983</td>
<td>228,548,182</td>
</tr>
<tr>
<td>Operating income</td>
<td>40,673,771</td>
<td>38,926,711</td>
</tr>
<tr>
<td>Net income</td>
<td>1,992,070</td>
<td>1,718,569</td>
</tr>
</tbody>
</table>

* Does not reflect currency devaluations abroad which reduced 1967 net income to $1,529,486. or 71 cents per share.

Amplex Corp., Redwood City, Calif., broadcast equipment manufacturer, reported a record 21% increase in sales and a 22% rise in net earnings for the nine months ended Jan. 25:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.77</td>
<td>$0.63</td>
</tr>
<tr>
<td>Revenues</td>
<td>207,954,000</td>
<td>171,015,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>9,620,000</td>
<td>7,915,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>5,952,043</td>
<td>5,990,478</td>
</tr>
</tbody>
</table>

Visual Electronics Corp., New York, reported a decline in sales and earnings for the nine months 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>$1.01</td>
<td>$1.07</td>
</tr>
<tr>
<td>Net income</td>
<td>639,000</td>
<td>905,000</td>
</tr>
<tr>
<td>Net sales</td>
<td>17,000,000</td>
<td>19,380,000</td>
</tr>
</tbody>
</table>

Westinghouse Electric Corp., parent of group-owner Westinghouse Broadcasting Co., reported an operating increase for the year ended Dec. 31, 1968:

<table>
<thead>
<tr>
<th></th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>3,296,147,000</td>
<td>2,900,698,000</td>
</tr>
<tr>
<td>Cost and expenses</td>
<td>3,214,376,451</td>
<td>2,822,624,963</td>
</tr>
<tr>
<td>Net income</td>
<td>81,765,549</td>
<td>124,140,037</td>
</tr>
<tr>
<td>Total</td>
<td>59,815,000</td>
<td>2,897,590,500</td>
</tr>
</tbody>
</table>

The Broadcasting stock index
A weekly summary of market activity in the shares of 79 companies associated with broadcasting, compiled by Roth Gerard & Co.

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

Broadcasting

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

Broadcasting with other major interests

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

CATV

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

76 (FOCUS ON FINANCE)
Chris-Craft Industries Inc., New York, boat manufacturer and group broadcaster, reported a 47% jump in net income and an 11% increase in sales in its statement for the first quarter ended Nov. 30, 1968:

- 1968 1967
- **Earnings per share** $0.73 $0.51
- **Sales** 23,292,000 20,914,000
- **Income before income taxes** 2,788,000 1,636,000
- **Net Income** 1,349,000 917,000

**Technicolor Inc.**, Hollywood, film processor, reported a sharp decline in net earnings for the year ended Dec. 31, 1968:

- 1968 1967
- **Earnings per share** $1.00 $1.87
- **Revenues** 116,163,000 101,189,200
- **Net earnings** 3,548,000 6,429,028

Notes: For 1968 the company had an extraordinary charge of $500,000 or 14 cents per share; for 1967 it had an extraordinary credit of $1,382,178 or 48 cents per share.

**Financial notes:**

- Fuqua Industries, Atlanta-based diversified firm with multiple broadcast holdings, will acquire Thunderbird Products Co. for an undisclosed amount of cash. Thunderbird is a major manufacturer of motorboats and houseboats and the company had 1968 sales of $19 million.
- Wometo Enterprises Inc., Miami, has agreed in principle to acquire the remaining interest in Roanoke Coca-Cola Bottling Works Inc., Roanoke, Va., for Wometo class A common stock and cash. Wometo acquired 37% of the company in April 1968 for about $1 million. Wometo, through its Outdoor Media subsidiary will acquire Electro Outdoor Advertising, Miami, for an undisclosed sum, according to a company announcement.
- Shareholders of Consolidated Electronic Industries Corp., at a special meeting in Wilmington, Del., have approved a previously announced statutory merger with North American Philips Co. U.S. Philips Trust, which owns all the stock of North American Philips, had owned about 35% of Concelo common stock and will now own about 66% under terms of the transaction, which involved issuance of 4.1 million shares of Concelo common stock in exchange for substantially all operating assets of North American Philips. The merged company will retain the North American Philips name.
- The Telegraph Press, owner of WHP-AM-FM-TV Harrisburg, Pa., and its subsidiaries have formed a holding company—Commonwealth Communications Services Inc. The Telegraph Press publishes books and prints magazines.
- Scantlin Electronics Inc., Los Angeles, manufacturer of data processing machines for brokerage houses and creator and distributor of “The Stock Market Observer,” a business news package for TV stations, will hold a special stockholders meeting Feb. 26 to vote on increasing its common stock from three million to five million shares. Purpose of the increase is to underwrite a proposed public offering of $6 million of convertible subordinated debentures.
Broadcast advertising

C. Milton Monroee Jr., account supervisor, Young & Rubicam, New York, named VP.
Lawrence J. Killian and Donald A. Michelson, art supervisors, Ted Bates & Co., New York, named VP.

Mr. Monroe

Richard T. O'Reilly, executive VP, Sullivan, Stauffer, Colwell & Bayles, New York, joins Wells, Rich, Greene Inc. there as senior VP and manager of account operations.

Dixie Lee Fortis, copywriter, Needham, Harper & Steers, New York, elected VP. Thomas L. Harris, PR director, North Advertising, Chicago, rejoins NH&S there as VP, account supervisor and PR director for Chicago office. Toni Dewey, account executive, succeeds Mr. Harris at North.

John J. McCarthy, account executive, Doremus & Co., New York, elected VP. James J. Moore, creative group, and Elmer M. Shankland, account executive in PR department, also elected VP's. Don Sheldon, VP and management supervisor, Duncan-Brooks Inc., Garden City, N. Y., joins Doremus as VP and account supervisor.

Darrell Anderson, account executive, ABC TV Spot Sales, New York, joins KGO-TV San Francisco, as sales manager. He succeeds Ken Flower, who joins ABC-TV, New York, as sports sales manager.

David Boffey, formerly with J. Walter Thompson and McCann-Erickson, New York, joins Massius, Wynne-Williams, Street & Finney Inc. there in newly created position of senior VP/creative director.

Joseph McCarthy, associate media director, Sullivan, Stauffer, Colwell & Bayles, New York, joins J. M. Mathes Inc. there as VP and director of media.

Gerald H. Murphy, management supervisor, Compton Advertising, New York, elected VP.

John F. McManus, with Doyle Dane Bernbach, New York, joins Smith Greenland Co. there as senior VP and management supervisor.

Ronald L. Gleason, director of sales research and sales promotion, KABC-TV Los Angeles, joins ABC-TV, New York, as director of sales promotion.

Joe R. Reed, manager of sales planning, named director of sales proposals. Both are newly created positions.

Joe Hogan, eastern sales manager, Katz Television, Chicago, named sales manager, western sales staff, Chicago. He is succeeded by Vic Ferrante, eastsouth sales staff, Chicago.

Robert C. Burris, with KFRC San Francisco, joins KEMO-TV there as national sales manager. Don C. Feil, merchandising director, KRON-TV San Francisco, joins KEMO-TV as director of merchandising. Cyrus Weiss and Dick Heckencamp, account executives for KEMO-TV, appointed retail sales manager and regional sales manager, respectively.

William G. T. Hyer, broadcast supervisor, Foote, Cone & Belding, Chicago, named VP. Jack Ditton named VP and associate director of account service.

Ronald K. Olson, president, Colle & McVoy, Minneapolis, elected chairman and chief executive officer. Clarence Thompson, executive VP, elected president. Mr. Olson succeeds Alfred Colle, who retires from active management.

J. Jay Goshen, account executive, WJW-TV Cleveland, joins KHKR-TV San Francisco, as sales manager.

Dick Coulter, regional sales manager, WOL-TV Toledo, Ohio, appointed national/regional sales manager.

Richard Yancey, sales manager, WUBE Cincinnati, named WICR Indianapolis, as local sales manager.

Jim Richards, with KFMB-TV San Diego, appointed local sales director.

Media

Jack Rose, manager, program budgets, West Coast, NBC, Burbank, Calif., appointed manager, business affairs and program administration, West Coast.

Edward J. Hanessian, who was deputy attorney general for California, Los Angeles, joins NBC as manager, compliance and practices, West Coast.

Aaron Katz, corporate VP, U. S. Communications Corp., Philadelphia, resigns to join Communications Financial Corp. there as president. CFC is holding company with entertainment and communications interests.

Laurence E. Richardson, president, Post-Newsweek Stations, Washington, resigns to acquire ownership interest in broadcast properties. Larry Israel is chairman and chief executive officer of Post-Newsweek, post he has held since August 1968. Daniel E. Gold, with Westinghouse Broadcasting Co., New York, joins Post-Newsweek as VP for business affairs. James A. Hudgens, VP, Post-Newsweek, joins Washington law firm of Fly, Shuebruk, Blume & Guaine.

Tracy A. Westen, associate of Washington law firm of Covington and Burling, joins staff of FCC Commissioner Nicholas Johnson, as legal assistant.

Walter E. Duka, public affairs-press relations executive, Young & Rubicam, New York, joins Corp. for Public Broadcasting there as manager of national program information.

William J. Benton, president and general manager, KUTV Glendale, Calif., elected chairman of Southern California Broadcasters Association.

Robert H. Temple, station manager, KUTV(TV) Salt Lake City, named VP and general manager.

Richard F. Schlinger, account executive, WHAM Rochester, N. Y., joins WPTR Albany, N. Y., as station manag-
er and general sales manager.

Mildred K. Roberts, chief of ownership section of FCC's Broadcast Bureau, retires Feb. 28 after 30 years of service with commission.

Lawrence R. Graham, promotion assistant for broadcast media, WMAL-TV Washington, named director of business services, WMAL-AM-FM-TV.

Robert C. Harnack, station manager, WDOM-FM Salem, Ohio, named VP.

Bill Hudson, music director, WVCQ Coral Gables, Fla., appointed operations manager.

John P. Gwin, president, Robinson TV Cable Co., Robinson, Ill., joins Cox Cablevision Corp., Atlanta, as Midwest regional manager.

Doug Cole, with WTRY Troy, N. Y., appointed operations manager.

Programming

Marvin Grieve, general sales manager, Krantz Films Inc., New York, named VP-sales.


Thomas L. Miller, assistant to executive VP-production, Paramount Television, New York, appointed director of program development.

Norman B. Katz, executive VP, Warner Bros.-Seven Arts International, New York, also named chief executive officer, effective April 1. He succeeds Wolfe Cohen, who retires that date.

Ian Harrower, WWJ-TV Detroit, elected president of National Association of Television Program Executives. Others elected: Herb Victor, WABC-TV New York, first VP, and Sam Gifford, WHAT-TV Louisville, Ky., second VP.

Ward Byron, account executive and writer-producer, Gotham Recording Studios, New York, joins Broadway Recording Studios there as VP and general manager.

David Kusilfer, program director, WVL New Orleans, joins WNOE-FM there as director of programing. Station is due to begin broadcasting in March.

James O'Brien, air personality, WOR-FM New York, joins CKLW Windsor, Ont., Detroit, as program director. He succeeds Ted Atkins, who joins KFRC-AM-FM San Francisco as director of programing. All are RKO General stations.

John Fox, with WPLD-FM Atlanta, appointed program director.

Mike Mansfield, copy chief, WSUB Groton, Conn., appointed program director. He succeeds Armand Bernard, who becomes assistant station manager.

News

Dan Blackburn, assistant news bureau chief, Metromedia Radio, Washington, appointed bureau chief.

Daniel Perkes, chief, AP bureau, Des Moines, Iowa, appointed general editor, AP Newsfeatures, succeeding M. J. Wing, who retires; Robert H. Johnson Jr., bureau chief, Dallas, named executive assistant to general news editor, New York; James W. Mangan, bureau chief, New Orleans, succeeds Mr. Johnson at Dallas; Ed Tunstall, bureau chief, Charleston, W. Va., succeeds Mr. Mangan at New Orleans; James M. Ragsdale, news editor, Seattle bureau, succeeds Mr. Tunstall at Charleston; and Gavin Scott, correspondent, Omaha, succeeds Mr. Perkes in Des Moines.


Frank Whitelis, security specialist, Department of Defense, joins as member of news staff.

Cliff Wells, general manager, Metropolitan Burglar Alarm Co., Washington, joins WASH(FM) there as member of news staff.

Paul Reece, with WJAR-TV Providence, R. I., appointed reporter-announcer.

Flora Lewis, syndicated political columnist, joins Westinghouse Broadcasting Co., New York, as commentator.

Bill Applegate, editor-reporter, WKNR Dearborn, Mich., joins WKBK-TV Detroit, as overnight news editor.

Gene Wike, anchorman, KING-TV Seattle, appointed news editor. He succeeds Ted Bryant, who resigns.


Don Allen, newscaster, WTOP-TV Washington, joins WMAL-TV there as reporter-newscaster.

Rod Carr, news director, WTRY Troy, N. Y., becomes managing editor of WTRY and WDKC(FM) Albany, N. Y. Both are Kops-Monahan stations.

Phil Riesen, with KVOO Tulsa, Okla., joins Intermountain Network Inc., Salt Lake City, as news director.


Charleye Wright, news director, KTRH Houston, joins KLAC Los Angeles, as member of news staff.

John L. Christian, air personality, WAMO Pittsburgh, joins WJIC-TV there as member of news staff.

Bob Cudmore, with WCAU Cambridge, Mass., joins WBEC Pittsfield, Mass., as member of news staff.

Promotion

Joseph R. Dawson, promotion manager, WIS-TV Columbus, S. C., joins parent Cosmos Broadcasting Corp., there in same capacity.

Irv Lichtenstein, business development manager, WTOP Washington, appointed promotion director.

Spotmaster

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

Broadcast Electronics Inc.

8910 Brookville Road
Silver Spring, Maryland 20910

Area Code 301 - 888-4983

**Equipment & engineering**

Joseph P. Gill Jr., chief engineer, WISTV Columbia, S. C., joins parent Cosmos Broadcasting Corp. as director of engineering.

Bill Buford, with KMDV-TV Midland-Odessa, Tex., joins Gravo Sales Inc., Los Angeles, as regional sales manager of new Dallas office.

Armand Belmaris-Sarabia, project engineer, Rosner Television Systems Inc., New York, joins Teletronics International there as engineering supervisor.

Ronald Phillips, director of programming and production, Independent Television Corp., New York, joins Screen Gems there as director of technical services.


Ron Brown, with Recording Studios Inc., New York, appointed chief engineer.


William L. North, engineering assistant to FCC Commissioner Kenneth A. Cox, retires Feb. 28 after 30 years of FCC service.

**Allied fields**

George H. Revercomb, Washington attorney and one-time FCC staff member, named associate deputy attorney general and chief aide to deputy attorney general Richard D. Kleindienst. Mr. Revercomb was legal assistant to then Commissioner Frederick W. Ford from January 1958 to September 1959.


William Nudorf, field services, BBDO, New York, joins Grudin/Appel Research Corp., that city, as director of field and sampling services.

**International**

Townsend Griffin, managing director, Benton & Bowles Ltd., London, named chairman.

Raymond G. Blomquist, sports producer, joins Montreal Expos baseball team as director of radio-TV operations.

**Deaths**

Donald D. Hoover, 65, retired chairman of Bozell & Jacobs, New York, and former newspaper editor, died Feb. 18 in Kent, Conn. Mr. Hoover was city editor of Indianapolis News when paper won 1931 Pulitzer Prize, and was later associate editor of Indianapolis Times. He is survived by his wife, Pauline and daughter.

Madge Blake, 69, TV-motion picture actress, died Feb. 19 in Pasadena, Calif., of heart attack. Miss Blake played role of aunt on ABC-TV's Batman series and had numerous TV character roles. She is survived by two sons.

David Miller, 36, engineer and air personality, WTAQ LaGrange, Ill., died Feb. 16 in LaGrange from abdominal stab wounds. His wife, Barbara, has been charged with voluntary manslaughter.

---

**For The Record**

As compiled by Broadcasting, Feb. 12 through Feb. 19 and based on filings, authorizations and other FCC actions.


**New TV stations**

Final actions
- Kennewick, Wash.—Apple Valley Broadcasting Inc. FCC granted UHF ch. 42 (538-kec.) to Apple Valley Broadcasting Inc., 1000 E. Fourth St., Kennewick, Wash. Address: West 100 Boorne Avenue, Spokane. Wash. 99201. Estimated construction cost $300,000; first-year operating cost $600,000; revenue $125,000. Geographic coordinates 46° 06' north lat., 119° 07' west long. Type trans. RCA-TFFA-10A. Type ant. RCA-TFFA-140M. Legal counsel Arthur Stambler; consulting engineer Jules Cohen & Associates, both Washington, Principals: Northern Television and Broadcasting, Joint Venture of Chinook Broadcasting Co. and Liberty Televison Inc., and The Evening Telegram Co. of Superior, Wis. Inc. et al.

---

**Advertising**

**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 212-827-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164

---

**For The Record**

As compiled by Broadcasting, Feb. 12 through Feb. 19 and based on filings, authorizations and other FCC actions.


**New TV stations**

Final actions
- Kennewick, Wash.—Apple Valley Broadcasting Inc. FCC granted UHF ch. 42 (538-kec.) to Apple Valley Broadcasting Inc., 1000 E. Fourth St., Kennewick, Wash. Address: West 100 Boorne Avenue, Spokane. Wash. 99201. Estimated construction cost $300,000; first-year operating cost $600,000; revenue $125,000. Geographic coordinates 46° 06' north lat., 119° 07' west long. Type trans. RCA-TFFA-10A. Type ant. RCA-TFFA-140M. Legal counsel Arthur Stambler; consulting engineer Jules Cohen & Associates, both Washington, Principals: Northern Television and Broadcasting, Joint Venture of Chinook Broadcasting Co. and Liberty Televison Inc., and The Evening Telegram Co. of Superior, Wis. Inc. et al.
which it holds CP. Action Feb. 12.

Other actions


- Review board in Moline, Ill. TV proceeding, Docs. 18378-80, denied petition to enlarge issues filed Dec. 18 by Snake Valley Television Inc. Action Feb. 10.

- Review board in Minneapolis, TV proceeding, Doc. 18381-82, granted request filed Feb. 17 by Calvary Temple Evangelistic Association, extended to Feb. 28 time to file reply to oppositions and comments to its petition to enlarge and modify issues and to petition for deletion of issues. Action Feb. 19.


Action on motion

- Hearing Examiner David I. Kraushaar in Terre Haute, Ind. (Terre Haute Broadcasting Company v. WTVU TV, 280) for Harrison County Broadcasting Corp. Inc., TV proceeding, granted petitions by Alpha Broadcasting Corp. for leave to amend applications to file new financial statements and supplement financial information previously filed, and one of its stockholders, and by Terre Haute Broadcasting Company to amend its petition to reflect amendment to its corporate by-laws to provide for assistant-secretary, the election of 11% stock subscriber to new corporate office, and subscription to 30 shares ($25,000) of stock by Mrs. Marilyn S. Allen who is thereby assuming obligation as her husband who died Dec. 24 leaving Mrs. Allen as his sole beneficiary. (18321-2). Action Feb. 18.

Rulemaking petitions


- Charles K. Irby and Sam H. Sanders, both Columbus, Miss.—Requests amendment of rules to assign ch. 27 to Columbus. Ann. Feb. 14.

Call letter application

- Midwestern Broadcasting Co., Toledo, Ohio—Requests WHOH-TV.

Call letter actions

- Christian Broadcasting Network, Atlanta—Granted petition.

- Flint Television Corp., Flint, Mich.—Granted WHAF-TV.

Existing TV stations

Final actions


Actions on motions

- Hearing Examiner Thomas H. Donnhus in Gannan City, Fla. (Bay Video Inc. [WBVI-TV]) TV proceeding, granted proceeding, grantees license to Broadcast Bureau and extended to Feb. 28 time to file proposed findings (Doc. 18301). Action Feb. 11.


- Hearing Examiner David J. Kraushaar in Mobile, Ala. (WQAD-TV) and Community Telecasting Corp. [WTVU TV] TV proceeding, granted proceeding to Broadcast Bureau and accepted its proposed findings (Docs. 17993-4). Action Feb. 10.

- Hearing Examiner Chester F. Naumowicz Jr. in Lynchburg, Va. (WLVA Inc. [WLVA-TV]) TV proceeding, granted petition by Reeves Broadcasting Corp. to intervene and made it party to proceeding (Doc. 18444) Action Feb. 14.

Rulemaking action


New AM stations

Applications

- Calhoun, Ga.—Progressive Broadcasting Corp. Inc. seeks 920 kc. 1 kw. P.O. address: c/o Donald G. Gil- day, 917 East Sahara Avenue, Las Vegas, Nev. Estimated construction cost $29,990; first-year operating cost $29,990; revenue $29,990. Principals: Kenneth Sutherland, president, Jack R. Davis, vice president, and Edward W. Duffey, secretary-treasurer (each 33 1/3%). Mr. Sutherland is employer of finance company. Mr. Davis is employee of aircraft manufacturing company. Mr. Duffey owns bookkeeping agency, warehouse, truck terminal and motel. Ann. Feb. 13.

- Las Vegas—Gilday Realty Inc. seeks 1050 kc. 500 kw. P.O. address: c/o Donald G. Gil- day, 917 East Sahara Avenue, Las Vegas, Nev. Estimated construction cost $25,990; first-year operating cost $25,990; revenue $25,990. Principals: Donald S. Gilday, sole owner. Mr. Gilday owns KRGF (FM) Las Vegas, 100% of real estate brokerage firm and is also hotel owner. Ann. Feb. 18.

- Starts authorized


- WBKC Chardon, Ohio—Authorized program operation on 1560 kc. 1 kw D-A. Action Feb. 12.

Initial decision


Other actions

- Review board in St. Louis, AM proceeding, Docs. 17210-12, 17217 & 17218, granted request filed Feb. 12 by eight applicants, extended to Feb. 24 time to file reply to Broadcast Bureau's opposition filed Feb. 3. Action Feb. 13.


Actions on motions

- Chief Hearing Examiner James D. Cun- ningham in Sumiton and Cullman, Ala. (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.) AM proceeding, on letter request of counsel for intervenors, ordered Hudson Millar Jr. and James Jerdan Bullard. intervenors shall...
Summary of broadcasting

Compiled by BROADCASTING, Feb. 20, 1969

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV-VHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Air</td>
<td>Licensed</td>
<td>CP's</td>
<td>Total on air</td>
</tr>
<tr>
<td>4,236</td>
<td>32</td>
<td>1,966</td>
<td>77</td>
</tr>
</tbody>
</table>

Station boxscore Complied by FCC, Feb. 3, 1969

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV-VHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Com't AM</td>
<td>Com't FM</td>
<td>Com't TV</td>
<td>Educ FM</td>
</tr>
<tr>
<td>4,225</td>
<td>1,191</td>
<td>61</td>
<td>357</td>
</tr>
</tbody>
</table>

have until Feb. 20 to seek authority to file petition for reconsideration of ruling by presiding officer, to file petition for reconsideration if authority to request same is granted by presiding officer and to file appeal from presiding officer's ruling, should authority to file petition for reconsideration be denied; further ordered that presiding officer's ruling of Feb. 6 is hereby stays pending Feb. 20, to : intervenors' reconsideration and appellate rights herein (Docs. 18204-5). Action Feb. 15.

Chief Hearing Examiner James D. Cunningham in Graham, Asheboro, Rose Hill, Greensboro, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina Inc. RCR Ltd., Duplin County Broadcasters, WEAL Inc. and Blue Ridge Broadcasting), AM proceeding, designated Hearing Examiner

BARTLETT M. COOPER to serve as presiding officer; scheduled prehearing conference for March 19 hearing on April 26 (Docs. 18445-1). Action Feb. 12.


Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcastering Inc.), AM proceeding, certifying review board for such action as it seems proper. Action Feb. 12.

Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcastering Inc.), AM proceeding, certifying review board for such action as it seems proper. Action Feb. 12.


Hearing Examiner Chester F. Naumovitz Jr. in Corvallis, Central Point and Gold Beach, Ore. (Radio Broadcasters Inc. and James L. Humphries, AM and FM proceeding, informal request of Broadcast Bureau continued to Feb. 25 date for filing proposed findings (Docs. 18079-84). Action Feb. 13.

Existing AM stations Application

KCGO Cheyenne, Wyo.—FCC notified of apparent liability of $600 for operating with improperly licensed operators on duty and below authorized power. Action Feb. 12.

WIOO Carlisle, Pa.—FCC notified of apparent liability of $400 for operating with improperly licensed operators on duty and below authorized power. Action Feb. 12.

WLJZ Bayamon, P.R.—FCC notified of apparent liability of $100 for failure to change frequency in time, date and place specified by the FCC. Action Feb. 12.

WVVA Huntington, W. Va.—FCC notified of apparent liability of $200 for failure to change frequency in time, date and place specified by the FCC. Action Feb. 12.

WVCRC Charlottesville, Va.—FCC notified of apparent liability of $200 for failure to change frequency in time, date and place specified by the FCC. Action Feb. 12.

WTKI, Stuart, Florida, Brevard, WCCR.
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 - 296-6400
Member APFOB

COMMERCIAL RADIO
BROADCASTING, P.O. Box 856
Everett, Washington, Washington, 98203

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D.C. 20006
Member APFOB

JAMES C. MCNARY
Consulting Engineer
National Press Bldg.
Wash., D.C. 20004
Telephone District 7-1205
Member APFOB

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N.W. 298-6550
WASHINGTON, D.C. 20006
Member APFOB

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington, D.C. 20004
Member APFOB

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member APFOB

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
783-5111
Washington, D.C. 20004
Member APFOB

Lohnes & Culver
Munsey Building District 7-8215
Washington, D.C. 20004
Member APFOB

SILLIMAN, MOFFET & KOWALSKI
211 14th St., N.W.
Republic 7-6646
Washington, D.C. 20005
Member APFOB

JOHN B. HEFFELFINGER
9208 Wyoming Pt. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television Communications-Electronics
2029 K St., N.W., 4th Floor
Washington, D.C. 20006
Telephone: (202) 223-4664
Member APFOB

KEAN, SKLOM & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-371-2601
Member APFOB

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 63, International Airport
San Francisco, California 94128
(415) 342-5208
Member APFOB

S. L. BAILEY
CONSULTING RADIO ENGINEER
116 E. 57th St.
New York, New York

JAMES X. JANSKY
CONSULTING ENGINEERS
Radio-Television Communications-Electronics
2229 K St., N.W., 4th Floor
Washington, D.C. 20006
Telephone: (202) 223-4664
Member APFOB

P. E. JOHNSON
CONSULTING RADIO-ENGINEER
P.O. Box 4918
304-525-6281
Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas 75901
634-9558
632-2821

R. W. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—60206
Phone: (Area Code 303) 333-5562
TMX 910-911-3014
DENVER, COLORADO
Member APFOB

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member APFOB

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F
Austintex, Texas 78731
(512) 454-7014

ERNIE P. TOWNSEND
CONSULTING ENGINEERS
Radio-Television Communications-Electronics
2229 K St., N.W., 4th Floor
Washington, D.C. 20006
Telephone: (202) 223-4664
Member APFOB

RAYMOND E. ROHRER
Consulting Radio Engineers
317 Wyatt Bldg.
Washington, D.C. 20005
Phone: 347-9061
Member APFOB

Serving The SOUTHEAST
FREDERICK A. SMITH, P.E.
Consulting Engineer
5 Exchange St.
Charleston, S.C. 29401
A/C 603 273-4775

E. H. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

JOHN H. MULANEY
and ASSOCIATES
Suite 7L
1150 Connecticut Ave., N.W.
Washington, D.C. 20036
Phone 202-223-1180
Member APFOB

TERREL W. KIRKSEY
Consulting Engineer
5210 Avenue F
Austin, Texas 78731
(512) 454-7014

ROSENFELD TELEVISION
SYSTEMS
ENGINEERS
CONTRACTORS
120 E. 56 St.
25 South Mall
New York
Plainview
N.Y. 10022
N.Y. 11803

ORRIN T. WATSON
Consulting Engineer
1100 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673

COMMERCIAL RADIO
MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St., Lee's Summit, Mo.
Phone Kansas City, Leadede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
415 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

Telecommunication Consultants
International, Inc. (TCI)
Offer Consulting Services in Telecommunications & Data Handling Systems
Gerald C. Gross, President
1028 Conn. Ave., NW, Wash., 20036
Phone: (202) 631-1155

TELCOM, INC.
Offering The Services Of Its Registered Structural Engineers
8027 Leesburg Pike
McLean Va. 22101
(703) 993-7700

SERVICE DIRECTORY

BROADCASTING, Feb. 24, 1969
New FM stations

Applications


- Fulton, Mo.—KFAL Inc. Seeks 97.7 mc, ch. 249, 3 kw. Ant. height above terrain 500 ft., F.O. address: Rte. 1, Box 1, Fulton, Mo. First-year operating cost: $24,800; revenue: $6,000, Principal: V. W. Gash, sole owner. Feb. 18.


- Urbana, Ohio—Urbana City Board of Education Seeks 91.1 mc, ch. 267, 3 kw. Ant. height above terrain 75 ft., F.O. address: Urbana, Ohio. First-year construction cost: $4,000; first-year operating cost: $2,000; revenue: $1,500. Principals: Board of Education. Feb. 18.

Other actions


- Review board in Medford, Ore., F.M. proceeding, granted to extend indicated and denied in all other respects petition to reconsider filed Dec. 17 by Radio Medford Inc. Action Feb. 18.

- Review board in San Antonio, Tex., F.M. proceeding, granted request to file additional pleading filed Feb. 14 by Bear Broadcasting Co.; granted to extend indicated and denied in all other respects motion to enlarge issues filed Jan. 28 by Turner Broadcasting Corp. Action Feb. 18.

- Chief, Broadcast Bureau extended to April 17 time for filing comments, and to May 5 time for filing reply comments, in matter of amendment to Commission's rules and regulations to permit operation of low-power FM stations in certain market areas (Dockets 17159, RM-990). Action Feb. 14.


- Hearing Examiner Thomas H. Donahue in Aurora, Ill. (KODA,KCOZ, Aurora County Broadcasters, and Grepeco Inc.), F.M. proceeding, ordered certain changes in procedural dates (Docket 17189). Action Feb. 10.

- Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Dearborn County Broadcasters and Grepeco Inc.) F.M. proceeding, following conference, continued hearing to March 25 (Docket 18384-9). Action Feb. 11.

- Hearing Examiner John O. Peete in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), F.M. proceeding, set certain changes in procedural dates and scheduled further hearing for April 9 (Docket 179167). Action Feb. 11.

- Hearing Examiner H. Gifford Irton in Eufaula, Ala. (Dixie Radio Inc. and Bluff City Broadcasters Co.), F.M. proceeding, continued further prehearing conference to March 10 (Docket 18620). Action Feb. 12.

- Hearing Examiner Herbert Shartman in Flora and Salem, both Illinois (Flora Broadcast Corp. and Doyle and Salem Broadcasting Co.), F.M. proceeding, on unopposed oral request of counsel for Salem, ordered certain changes in procedural dates (Docket 12828-90). Action Feb. 12.

- Rulemaking petitions

- Francis X. Mahony and Associates—Request institution of F.M. rulemaking proceeding to assist ch. 221A or 295A to Freeport, Ill. Action Feb. 11.


CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.

Situation Wanted $25 per word—$2.00 minimum.

Applicants: If tapes or films are submitted, please send with $1.00 for each package. All other classifications, phone numbers, etc., addressed to box numbers are sent at owner’s risk. BROADCASTING is not responsible for mailing or return.

Help Wanted 30¢ per word—$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ad rates: $25.00 per inch, $250.00 per column inch, plus 20% Agency commission only. All other classifications, phone numbers, etc., addressed to box numbers are sent at owner’s risk. Broadcasting is not responsible for mailing or return.

RADIO—Help Wanted

Management


Growing group seeks radio station manager with ability to plan and produce increasing profits for full operation in major market. Describe your management qualifications, career objectives. Box B-241, BROADCASTING.

Major market—sales oriented general manager for group covering entire New England and Western markets. Strong experience and incentive plan. Our employees know of this ad will want to join our winning team. Full time position. Salary, bonus. Box B-244, BROADCASTING.

Will guarantee you what you are worth. Will consider salesman or experienced promotion manager. Dale Low, KLSI/KSMN, Mason City, Iowa 50401.

Immediate opening for salesman, qualifications: Writing to work hard, learn lots, get top level reward from your young, dynamic growing group. Ability more important than experience. Send resume and picture to Mr. W. Kunz, Wausau, Wisconsin 54403. For further information phone 414-324-4441. 7:4 to 4-6 pm.

Salesman-sales manager. We are a high-billing, successful and expanding group seeking an experienced sales manager with his own sales manager. We now need a qualified Sales manager to help him run the business. Join a clean, stick-to-the-rate card station as an experienced sales manager or a top salesman, who will get along with further advancement possible. A growth market (right in the middle of a large metropolitan area) is one reason. Let us hear from you at once. Mail information plus owners who know radio make this a career opportunity. Contact Arnold Lerner, WLLOW, Lowell, Massachusetts 617-456-8458.

$1,000 a month—possibilities for men who can sell contemporary radio. Top gross producer (NAB) in competitive seven station market. Base plus commission if you are sales/announcer or sales/engineering position. Opportunity to handle account list, development of new accounts. Contact John Smith, WTVT, Tampa, Florida.

Oklahoma's greatest small market radio station needs a experienced, full-time, well-organized sales manager. Must have sales experience, and look forward to an opportunity to grow with a growing group. Send resume and picture immediately to Box B-279, BROADCASTING.

 announcers—(cont’d)

Mature, experienced, modern format, country music personality with major market track record. Tape, picture, references and salary expected to Box B-125, BROADCASTING.

Country and Western leader in Michigan's second largest market. Ultimate opportunity for someone. Network affiliated station has large FM affiliate as well. Looking for top quality men who are ready to step up to major market in solid market. Box B-157, BROADCASTING.

A person who is an announcer and sportscaster. Will be in charge of the winter no job01 or steeving in the summer. Excellent facilities. High school sports. Town of 50,000. Must be a newscaster, announcer, sportscaster. Write in full. Do not send tape. You'll like living in the middle of a major market, surrounded by employment standards. Box B-173, BROADCASTING.

Middle west market, adult oriented top 40, strong ratings, studio in youngest growth area. Tape, resume and picture immediately to Box B-174, BROADCASTING.

First phone announcer, preferably experienced, for Wisconsin AM-FM full time operations. Send aircheck and resume. Box B-285, BROADCASTING.

Northwest 50 kw has opening for experienced di. first phone contact. Must have excellent resume and tape and resume. Box B-298, BROADCASTING.

Midwestern country and western music seeking sharp newscaster. Excellent working conditions and benefits in solid market. Give details and expected salary in first letter. Also send resume and tape. Box B-310, BROADCASTING.


Medium market in Southeast. 24-hour Top 40. Immediate opening. The year round. Must be strong in production, Resume, photo and tape to WAIR, P.O. Box 2099, Winston-Salem, N. Carolina 27102.

No calls.


Wisconsin AM-FM, EXPERIENCED combined to learn part time sales and assist news. WBKV, West Bend.

First phase top 40 announcer—Can and on ground floor of a great operator. Start as permanent. Station Jim Burns. WCIT, Lima.

Wanted—Evelyn personality for regional NBC-MOR station opening in early March. Professional stable man. Send resume requirements and tape to Program Manager, WCOA, Pensacola. Florida 32502.

WDLR Radio, Delaware, Ohio has immediate opening for announcer with 1st ticket. No maintenance required. Experience not necessary. Call Robert A. Kincade, Vice President-Gen. Mgr., 263-1107.

Chicago suburban: 1st class. Complete information and tape to WIND, WIND, WIND, WIND, WIND.

WGCH-FM has an opening for an announcer for evening shift. Six nights a week—several week's vacation—kicks. Must be an excellent reader but good voice and reading ability is required. Starting salary $30 a week. Apply H. M. Thayer, WGCH, Kingston, New York.

Hard-working, imaginative pro with big voice wanted for 9 watt NBC MOR in heart of the Action Center of Florida. Please send tape and resume to Glenn Smith, WKIS Radio, Box 1353, Orlando, Florida.

Innovator needs communicator. Top man to draft. Opening March 3. 5 days per week, 5 days full extension 321. We are an equal opportunity employer.

Announcers

Expanding mid-west station needs mature, experienced and creative announcer. We are a well-known station, with a strong morning drive personality. Good salary based on experience and talents of the individual. Write for additional information. Box B-219, BROADCASTING.

Announcers—(cont’d)

Southern New Jersey AM-FM MOR morning man. Production know-how. Hard work will bring a great future, large growth group. Send resume and picture immediately to Box B-279, BROADCASTING.

Our morning man must return home for family reasons. Can you handle his competitive morning format in this competitive six-station surveyed market? Your air check is important. Send with resume to WRTA, Altoona, Pennsylvania. All tapes returned.

Immediate opening for reasonable guy with superior sense of humor. Modern country signal covers 250,000 suburban Washington area. Based on experience. Send tape, resume and picture to WRCW, Chaska, Minnesota.

Announcers—(cont’d)

Situations Wanted

CLASSIFIED ADVERTISING

-282, BROADCASTING.

Announcer. BROADCASTING.

-217, BROADCASTING.

We arecard applicants, who would like to be part of AM-FM's CATV group. Must have good antenna, transmitter, audio background. Send resume, references and current picture to Box B-200, BROADCASTING.

Engineers—if you can build new studios—install all equipment—maintain it after installation and be your own supervisor—your services are needed by the new owners of an old established station in major market. Pay is great! Box B-218, BROADCASTING.

Immediate opening experienced chief engineer. 100 kw. Full direction. Must be capable and experienced engineer capable of handling all phases of engineering for operation. Box B-116, BROADCASTING.

Metropolitan area, Midwest. Experienced radio engineer having first class. 40 kw. AM-FM. Vacations. Profit sharing. Only those with experience need apply. Box B-170, BROADCASTING.

Announcer, Up to $300 weekly. Looking for right man to represent our western Michigan affiliate in Detroit's AM-FM market. Photo, tape and resume to Arthur L. Martin, Box 518, Marion, Ohio.

Technical

Chief engineer needed for northeast full-time 5 kw operation. Must have an idea of a professional engineer capable of handling all phases of engineering for operation. Box B-116, BROADCASTING.

Chief engineer. Requires college degree in Electronics. Must be able to take direction. Good or older, but bright and cheerful. $120,000 per week.

Chief engineer: To $200 weekly. Looking for right man to represent our western Michigan affiliate in Detroit's AM-FM market. Photo, tape and resume to Arthur L. Martin, Box 518, Marion, Ohio.

Chief engineer wanted for 1 kw AM operation. If you are a competent engineer, tired of filling in as an announcer, salesman or janitor, and would be happier with full time repair and maintenance contact Box B-272, BROADCASTING.

Needed immediately working Chief for AM-FM and Background Music . . . operation. Send full details first letter to Box B-291, BROADCASTING.

First Class Engineer needed for West Coast FM. Good pay, good benefits. We can do small amount of announcing. Good Staging, fringe. Box B-292, BROADCASTING. Or call 813-235-0315.
Technical—(cont’d)

Chief engineer for 50 kw—6 tower directional array. Write Dick, Kasten, KXEN, Box 28, St. Louis, Missouri 63116.

Immediate opening. Transmitter engineer: Age no barrier. WAMD, Aberdeen, Md. 21010.

Wanted—Experienced Chief Engineer, full time AM/FM central Ohio station, ideal working conditions, top salaries. Send resume, call or write to WLEX, Box 244, Chillicothe, Ohio 45601.


Leading TV radio station, midwest, 125 miles north of Chicago. Technical position. First class license AM/FM/TV operations and maintenance. May lead to assistant manager position. Try Chief Engineer, AC 317-222-6840, WCEM-AM/FM-TV, Quincy, Illinois 62251.

First phone maintenance engineer wanted for permanent full time position at WGRD, Grand Rapids, Michigan. Only thoroughly experienced applicants considered. Write to Ron Marston, Pro- gram director at area code 616-419-4111.


Somewhere there is an inexperienced engineer who wants to learn engineering. We will train you to become our chief, WJAZ, Albany, Georgia.

Chief engineer—Studio and transmitter maintenance for daytime. Excellent staff, good opportunity to grow, competitive salary. Write to Chief, WHCN, Spartanburg, South Carolina 29307.

Are you the experienced administrator we are seek- ing to guide our company’s well-established communication product line, to plan and direct future expansion into related fields of your selection? Our outstanding engineering staff is standing by to ac- cept your direction for product design and development. This completely autonomous key executive position will report to our vice-president—marketing. We appreciate your interest, your resume will be held in complete confidence. Please contact: C. D. Haven, (402) 342-2753.

NEWS

Immediate opening for news director. Applicant must have good voice, be able to gather, and report news. Experience a prime requisite. Pleasing working conditions and excellent salary for experienced and able. Tape and resume to H. W. Brandes, KDRO Radio, Sedalia, Missouri.

Experienced, mature sounding newswoman needed at once for central Florida’s leading radio news team. Send tape, photo, resumé and salary requirements to Bob Raymond, News Director, WDBO, P. O. Box 1833, Orlando, Florida.

Top rated MOR—NBC affiliate winner of six con- secutive ICPS awards for outstanding news coverage has immediate opening for experi- enced reporter. Must be able to write and deliver a top notch air job a must. Excellent salary, working conditions and a full range of company benefits. Send tape and resume to Joe Prentice, WEXT, Easton, Penna., or call 1-215-258-6131 for further details.

Immediate opening: Net, sounding newsmen; NBC QG, Cont.—Richman Chamberlain, WJAS Radio, Pittsburgh, Pennsylvania.


Programming, Production, Others

Wanted: Experienced combination copy writer and traffic director. Good working conditions, good sal- ary. Send resume to group. Call or write giving name, disability insurance. Send resume, references, and photo to John J. Bates, General Manager, Radio Station KVOO, Inc., P. O. Box 289, Swainsboro, Georgia 30401.

Situations Wanted— Management

St. Louis Broadcasters, Sales oriented, seeks man- agers position—all offers considered. Box B-103, BROADCASTING.

General Manager with ten years management ex- perience wants to relocate, preferably to Midwest. Will manage a $30,000 per year, to Box B-211, BROADCASTING.

Established, successful general manager wishes to move from the East Coast, preferably to Midwest. Will manage a $30,000 per year, to Box B-211, BROADCASTING.

Contest producer, sales manager, and live events to George, Dial 43-324-2431.

Immediate employment. Transmitter engineer. Age no barrier. WAMU, Aberdeen, Md. 21010.

Wanted—Experienced Chief Engineer, full time AM/FM central Ohio station, ideal working conditions, top salaries. WLEX, Box 244, Chillicothe, Ohio 45601.

First phone maintenance engineer wanted for permanent full time position at WGRD, Grand Rapids, Michigan. Only thoroughly experienced applicants considered. WLEX, Box 244, Chillicothe, Ohio 45601.

First ticket chief engineer with strong maintenance experience needed immediately for top rated FM stereo station in aggressive market position. All new transmission or headend facilities. Phone, WJWX, Detroit, 313-567-8220.

Are you the experienced administrator we are seek- ing to guide our company’s well-established communication product line, to plan and direct future expansion into related fields of your selection? Our outstanding engineering staff is standing by to ac- cept your direction for product design and development. This completely autonomous key executive position will report to our vice-president—marketing. We appreciate your interest, your resume will be held in complete confidence. Please contact: C. D. Haven, (402) 342-2753.

Immediate opening for news director. Applicant must have good voice, be able to gather, and report news. Experience a prime requisite. Pleasing working conditions and excellent salary for experienced and able. Tape and resume to H. W. Brandes, KDRO Radio, Sedalia, Missouri.

Experienced, mature sounding newswoman needed at once for central Florida’s leading radio news team. Send tape, photo, resumé and salary requirements to Bob Raymond, News Director, WDBO, P. O. Box 1833, Orlando, Florida.

Top rated MOR—NBC affiliate winner of six con- secutive ICPS awards for outstanding news coverage has immediate opening for experi- enced reporter. Must be able to write and deliver a top notch air job a must. Excellent salary, working conditions and a full range of company benefits. Send tape and resume to Joe Prentice, WEXT, Easton, Penna., or call 1-215-258-6131 for further details.

Immediate opening: Net, sounding newsmen; NBC QG, Cont.—Richman Chamberlain, WJAS Radio, Pittsburgh, Pennsylvania.


Programming, Production, Others

Wanted: Experienced combination copy writer and traffic director. Good working conditions, good sal- ary. Send resume to group. Call or write giving name, disability insurance. Send resume, references, and photo to John J. Bates, General Manager, Radio Station KVOO, Inc., P. O. Box 289, Swainsboro, Georgia 30401.

Situations Wanted— Management

St. Louis Broadcasters, Sales oriented, seeks man- age...
Announcers—(cont’d)

22 yrs. old Canadian (no ticket) with creative ideas and can work in AM or FM stations. Looks promising in graduate in announcing, news, prod., sales, and sales promotion in radio. Will relocate anywhere. Brad Miller, 214-464-5186.


Broadcast school grad. 3rd endorsed, single, draft extender. Will relocate anywhere. Larry Spalluto, Spring Street, Windsor Locks, Conn. 06096.

Professional broadcaster—eight years experience. Single, college graduate. Will relocate anywhere. Box 502, Morning Talk, 234 Crescent Street, New Haven, Conn. 06352.

Astrologer—Announcer—10 years experience, excellent background! Major market track record! Opening at Box 503, WAMO, Savannah, Georgia 31407.

Managers Attention!!! Programming in a slump? Sales ideas lacking? Programming creativity stalled? Ratings slipping? Management shy? Employees unenthusiastic? On-the-air long and short of professionalism? If "yes" answer one or more questions, you're not alone! We believe operating full time and willing to reciprocate monatarily. Call 404-622-2590 and write TOT Productions, 723 Delmar Ave., S.E., Atlanta, Georgia 30312 "Now."

Talk-show moderater. Highly diversified background. Good, since single, draft extender. Available now. J. Fribley (504) 523-7669 or Box 308, Orleans, Florida 33934.

TELEVISION—Help Wanted

Management

CATV Programming origination. Young, aggressive opening for CATV program origination manager. Experience not necessary—good personality and hard work needed for a new origination program. Radio and TV experience essential. Outstanding opportunity for dependable person in college community. Full details including salary required in first letter. Box B-92, BROADCASTING.

Local Sales Manager: Established, progressive Middle Atlantic and Northeastern Stations need experienced man to head department. Liberal base and other liberal benefits. Complete resume and photograph. Box B-101, BROADCASTING.

Announcer

Major market Midwest station has immediate opening for staff announcer. Radio or TV experience essential. Outstanding opportunity for dependable person in college community. Full details including salary required in first letter. Box B-92, BROADCASTING.

Where are the young, eager, go-get people...the newcomers...those who want to locate with an organization that is building a new position in a top Eastern "V" market? We are looking for announcers Copy Writers, Newsman, Directors/switchers, Promotional Director, Artist. Send Complete details first reply to Box B-103, BROADCASTING.

Assistant Chief Engineer position available in a combined AM-FM-TV facility located in moderately sized Minnesota market. Box B-105, BROADCASTING.

Opportunity for reliable, well-qualified assistant Chief Engineer. Texas VHF. Box B-278, BROADCASTING.

Experienced TV engineers. Move up a fast growing "U" in the center of wonderful Wisconsin. We like it here and so will you—fresh air, plenty of recreational opportunities, excellent family community. Minimum two years experience mandatory. Top pay, all expenses paid, for interview call today; Will Darcy, KFIZ-TV, Fon Du Lac, Wisconsin 419-934-3717.

TV Technician for new station. First phone, experienced in TV technician position. Contact KMTG, P.O. Box 34172, Springfield, Mo. 65804.

California VHF TV group needs TV engineer with experience in switching, maintenance, and Ampex TV. Company is operating in CATV. Outstanding opportunity. Major medical and life insurance plan plus three weeks vacation after 5 years employment. Excellent opportunity. Contact KMTG, P.O. Box 34172, Springfield, Mo. 65804.

New York—Binghampton...Dependable person with first class license...to handle UHF transmitter and studio equipment...plus $1000 a year for the right person. Salary commensurate with experience. Call Chief Engineer, WBAJ-TV, Binghampton, N.Y. 772-1722.

Technical—(cont’d)

TV studio technicians. Two years operation and maintenance experience. Color TV studio equipment and color cameras. Salaries $25-30 per week with 40 hour weeks. Regular six month increases. Non-stripping. Assistant General Manager or NBC Engineer. WCCO-TV, Minneapolis, Minn. 55402 forwarding resume of education and experience.

Immediate openings—the two studio engineers. We're going live—try us out, expect the best. Experience available with advancement opportunities. Call WCCH—1671-888-3800. X-894.

Wanted—TV Engineer—experience available with education on maintenance of color equipment. Contact Chief Engineer, WPTV, Channel 5, Palm Beach, Florida 33405.

Assistant Chief—for growing UHF expanding to new color facility. Must have experience in studio and transmitter maintenance. VTR experience helpful or will train. Send or call complete resume to; Robert W. Faulkner, Chief Engineer, WTAJ-TV, Marion, Indiana 317-664-9066.

WTOC-AM-FM-TV needs technicians with first class F.C.C. license. Reply by letter to Chief Engineer, WTOC, P.O. Box 888, Savannah, Georgia 31402.

Studio superviser—must have first phone license and be thoroughly familiar with operation of live five color cameras, color video tape machines, and color recording equipment. Contact John Schulte, Chief Engineer, WTVI-TV, Evansville, Indiana—phone 812-412-1112.

Television network positions—Maintenance and operations. FCC radio television first class license required. Resume box return by Friday, January 1, 2715 Packard Road, Ann Arbor, Michigan 48104.

Television technicians—must have 5 years TV experience. Pay range $5.00 to $6.50 per hour; excellent working conditions. Normal working hours, 9:30 a.m. to 5:30 p.m. Monday through Friday. Jobs located in Washington, D.C. Send resume, standard form 171, obtainable from local U.S. Post Office or Recruitment Office, Washington, D.C. 20547. An equal opportunity employer.


NEWS

News reporter—We’re expanding our number one news operation. Need two aggressive TV reporters with good experience and professional attitude. If you can build a story from the ground up working with camera and sound recorder this is your chance. Come on in at the opportunity to put in long, arduous hours, basis the capital city of midwest and see if you could be the man we’re after. Good pay, good benefits. If you don’t meet the above requirements... don’t bother. Film is not required. Send picture and detailed resume with first response. Box B-180, BROADCASTING.

News Director—Number One news operation needs a pro to keep it that way. If you’re the man you’ll run the combined radio TV news operation and if that isn’t enough you’ll also anchor our 6 and 11 p.m. TV news. Tired already? Then forget it. But, if you’re still interested, and if your background clearly qualifies you for the job, then you’ll find it a job worth going after. Medium, midwest capital city market—top pay, top benefits. VOR or picture and audio tape, with first reply. Box B-203, BROADCASTING.

Midwest radio-TV news operation seeks experienced man to gather news, write copy, and train qualified radio newsmen for future TV. Send photo, resume to Box B-500, BROADCASTING.

Anchorman assignment editor. Experienced editor to coordinate daily coverage by 16 man staff. Also write and air early evening report. Send complete resume and air check to news director WMAY-TV Drawer 22041, Greensboro, N. C.

Expanding news department needs television anchor-man for evening over 4 years experience or more important, along with ability to write and enthusiastic. Call AM, WTVF, TV Radio Broadcasting Company, Cadillac, Mich., 616-775-3478.

Programing, Production, Others

Assistant TV traffic coordinator. Desire experienced traffic coordinator for major market network affiliate. Excellent salary, working conditions and benefits. Box B-120, BROADCASTING.

FM Rock. A unique programing service by major market PD. Box B-212, BROADCASTING.

Modern country programing consultant! Extensive background! Major market track record! All inquiries promptly acknowledged! Box B-220, BROADCASTING.

PD/Operations director—top 40—11 years experience, employed in present position, top 15 market over 700 people. Excellent working conditions, too 50, consider all. Write Box B-233, BROADCASTING.
**News**

**News (cont'd)**

Experienced announcer, 27, four years radio, one year television, veteran, three years college, voice music, desire television news. $7,000 yearly. H. Brian Highfield, 460 North Margin Avenue, Columbus, Ohio 43204. 614-279-6772.

Programming, Production, Others

Directs station news which covers major news events both locally and nationally. Send resume and VTR if available. Will return VTR's Box B-319, BROADCASTING.

Program/Operations Manager, experienced in Net-Affiliate stations. Knows ratings and sales and able to handle people. Small market. Send resume, salary requirements to Box B-330, BROADCASTING.

Penna. station needs man with creative ideas in staging commercials and new programs. Experience required. Box B-304, BROADCASTING.

Film director-excellent position in established market for thoroughly trained film man with administrative and supervisory ability. Send complete resume to operations manager, WIBR TV, Wilkes-Barre, Penn. 18703.

TELEVISION

Situations Wanted—Management

**News**

Television Salesman 8 yrs. this medium large market. 50% net increase. 20 years broadcasting. Organizer desires relocation. Box B-239, BROADCASTING.


Announcer

Mouth for hire—Dynamic young number one rated San Francisco radio personality with background in talk, sports, and music wants a major move in radio and television. Box B-257, BROADCASTING.

Conscientious/versatile—sportscaster, announcer, newscaster, writer weathercaster, interview, photography, writer—correspondent, sales, 10 years television/radio. Desire permanent, rewarding opportunities in Los Angeles. Box B-214, BROADCASTING.

Technical

Do you need a Chief? Perhaps I can help you. Over 20 years and last 5 as leader, Western States preferred. Write Box B-260, BROADCASTING.

Young technician, Married, draft exempt—TV studio production and technical experience. Has worked for Major networks—will relocate. Box B-274, BROADCASTING.

1st phase, experienced studio equipment, transmitter operators and some maintenance. Florida area. Box B-288, BROADCASTING.

Professional TV Graphic Artist, 15 years experience. 6 colors color including top 50 market. Versatile. Knows D.C. Ogins. Ongoing advertising, design and construction. Portfolio and comprehensive reference. All inquiries answered Box B-294, BROADCASTING.

**News**

Sporstcaster—fine write and interpretive reporter can be answered Box B-196, BROADCASTING.


**News**

Newspaper, public affairs professional. Excellent background, including international experience. Thorough background in all phases of production, booking, promotion, advertising, in-depth delivery. Advanced degree, married, early 30s. VTR tape, complete resume from Box B-307, BROADCASTING.

**MISCELLANEOUS**

Deejay 11,000 classified gig lines, $10.00 Unpublished. Send name and address. Catalog free. Edmund Orr, Mariposa, Calif. 95338.

Top the competition! Wholesale deal for a price. $12,300 retail. W. N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins' famous 12-week broadcast course. Professional staff. First top-notch licensing program in New Orleans. Box 829, BROADCASTING.


Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75285.


The Masters, Elkins Radio License School of Atlanta, offers and the highest success rate in First Class License Schools. Fully approved for Veterans Training. WABC Radio License School of New Orleans, 333 Charles Street. New Orleans, Louisiana 70130.


Announcing, programming, producing, newscasting, technical work, complimentary! Send full details. All phases of radio and TV broadcasting. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75285.


Save time/save money—first class license in only four weeks $295.00, Guaranteed results; ... and all phases of radio and TV broadcasting. All taught by the most qualified professional instructors in the nation's newest, finest and most complete facilities. License your own station—KEI Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75285.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, passed FCC 1st class exams. Proven new program methods and same while you learn; Job placements. Contact Elkins Institute, 519 W. 54th Street. New York City 10019.

Since 1946, Original course for FCC first class radio operators licenses trained in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead available. Enrolling now for April 2, July 9, Oct. 1. For information, references and reservations write William B. Ogden, Radio Operating Engineering School, 5073 Union Avenue. Huntington Beach, California 92647. (Formerly of Burbank, Calif.)

Radio Engineering Incorporated Schools has the fastest most complete First Class Radio Telephone License (famous 5 week course) in the United States. Contact Mr. J. E. Submitted, All 1st Class Operators contact Mr. J. E. Submitted, All 1st Class Operators contact School Mar 17. Apply, or call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Ave. Sarasota, Florida 33577 Call (312) 955-6922.


R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

BROADCASTING, Feb. 24, 1969
ANNOUNCER—SALESMAN

Are you looking for a permanent—well-paying position, in a location where the air is clean, and countryside is breathtaking? Would you like to live and work in one of the nation's most famous resort areas in the beautiful Finger Lakes of New York State? Would you like to raise your children in a town with an outstanding school system? Do you have a mature voice, and are you willing to play good, new and middle of the road music? Are you aggressive enough in sales to make a top dollar? If you can answer "yes" to all of these questions, then you may be looking for us—because we are looking for you. Contact Mr. Squiers.

WGFM RADIO
WATKINS GLEN, N.Y.
497-330-2779

FREE LANCE ANOUNCERS

Philadelphia based recording company has frequent free lance job opportunities for professional announcers in area. Interested, please send name, address, credits and sample tape to:

Box 85

Radnor, Pennsylvania

RADIO BROADCAST TECHNICIANS

The Voice of America, U. S. Information Agency, has positions available for RADIO Broadcast Technicians in Washington, D.C. These positions require a minimum of five years progressively responsible experience in both studio and recording activities. Starting salary is $6 per hour. Under Civil Service Applications (CSC Form 171), available at local Post Office or other Federal offices should be sent to:


An Equal Opportunity Employer

Announcers

MORNING MAN

Experienced MOR DJ with third phone for number One Station, full fringe benefits plus profit sharing. Send resume, aircheck, salary to:

WACX

Lowell, Mass. 01852

BOXING, Feb. 24, 1969

190266,
listener
develop
to

Fredericksburg, Va. 22401, (703) 373-141.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Minneapolis, Los Angeles. Proven results. Our 17th year reaching 100,000, Bob Johnson Radio License Training. 10600 Duncan, Manhattan Beach, Calif. 90266, 213-579-4611.

One week personal instruction for first phone in Atlantic City. Contact: Bob Johnson Radio License Training, 10600 Duncan, Manhattan Beach, Calif. 90266.

Broadcasting Institute offers university-level, State accredited instruction in our own commercial station, WRNQ. By broadcasters, for broadcasters. Not a trade school! Box 607, New Orleans.

FCC first phase quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Inst., P.O. Box 6665, Milwaukee, Wisconsin 53216.

What are the needs of the Broadcast Industry??? Employees who have a good basic understanding of all station operations, with flexibleannonceability, 1st class contracts, can run tight boards, able to help develop good commercial material, can develop good Sponsor relationships, can obtain listeners, respond to complaints. This type of extensive training is the reason Don Martin graduates are always in demand. For new brochure call or write: Don Martin School of Radio O-TO, 10773-1635 N. Cherokee, Hollywood, Calif. 90232-281.

RADIO—Help Wanted

Management

RADIO MGR.
Illinois full-time Radio station growing approximately $20,000 per year has immediate opening for a General Manager. Qualifications must include previous sales experience and management ability. Our client would like to have applicants in the 25-35 age category. Salary $15,000 plus incentive. New automobile furnished. Option will be given to purchase 15% of station to right individual. Resume to:

RON CURTIS, NATIONWIDE MANAGEMENT CONSULTANTS, 645 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS 60611.

WANTED:
Dynamic manager for west Texas middle of the road in city over 80,000 due to absentee ownership. This facility has suffered from lack of guidance, leadership and direction. Looking for a sales oriented radio man who is well rounded in all phases of broadcasting. Must provide irrefutable references. Must be prepared to move into and become an active part of the local community. Wonderful living conditions. The station, to be truly successful, must require hard work and dedication. FULLTIME manager. The right man will be responsible for maintaining a positive, total station billing, as well as Sudoku, etc. Stock options will be made available if you can deliver. In short, the right man, within reason, can practically write his own ticket. Challenging opportunity. Real estate confidential.

Box B-281, Broadcasting.

Announcers

MORNIN G MAN

Experienced MOR DJ with third phone for number One Station, full fringe benefits plus profit sharing. Send resume, aircheck, salary to:

WACX

Lowell, Mass. 01852

WDUZ

Green Bay's number one contemporary station needs experienced news director capable of gathering and writing, with excellent on-the-air delivery. Salary commensurate with ability. Contact Hugh Johnston, Station Manager, 9am-6pm, 414-433-8331, or rush tape and resume to WDUZ, Box 46, Green Bay, Wisconsin.

NEWS

Radio Newsman

CBS owned station needs top newsman with strong delivery and heavy experience in news writing and street work. Top salary, fees and fringe benefits. Rush tape and resume to:

News Director

WEEI Radio

Boston, Massachusetts 02199

MAJORS

Top 20 market PD/Jock looking for the right move. Salary must be high, but you'll get your money's worth. Would consider PD or Jock or both. Rock or MOR.

Box B-283, Broadcasting.

Office Manager for Calif. Television station. Must be familiar with television operations and able to run staff of 4-5 people effectively. Send salary requirements and resume to:

Box B-295, Broadcasting.

Situation Wanted—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 free service to our graduates and 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)

— ANNOUNCER—SALESMAN

-- WASH, Washington, one of nation's fastest growing popular formatted FM stations is seeking talented MOR personality. Opportunity for creative, hard working on-air personality. Send tape, resume, salary requirements immediately to WASH, 515 Wisconsin Avenue, N.W., Washington, D.C. 20016. No phone calls.

METROMEDIA RADIOS

-- WASH, Washington, one of nation's fastest growing popular formatted FM stations is seeking talented MOR personality. Opportunity for creative, hard working on-air personality. Send tape, resume, salary requirements immediately to WASH, 515 Wisconsin Avenue, N.W., Washington, D.C. 20016. No phone calls.

ANNOUNCER—SALESMAN

Are you looking for a permanent—well-paying position, in a location where the air is clean, and countryside is breathtaking? Would you like to live and work in one of the nation's most famous resort areas in the beautiful Finger Lakes of New York State? Would you like to raise your children in a town with an outstanding school system? Do you have a mature voice, and are you willing to play good, new and middle of the road music? Are you aggressive enough in sales to make a top dollar? If you can answer "yes" to all of these questions, then you may be looking for us—because we are looking for you. Contact Mr. Squiers.

WGFM RADIO
WATKINS GLEN, N.Y.
497-330-2779

FREE LANCE ANOUNCERS

Philadelphia based recording company has frequent free lance job opportunities for professional announcers in area. Interested, please send name, address, credits and sample tape to:

Box 85

Radnor, Pennsylvania

RADIO BROADCAST TECHNICIANS

The Voice of America, U. S. Information Agency, has positions available for RADIO Broadcast Technicians in Washington, D.C. These positions require a minimum of five years progressively responsible experience in both studio and recording activities. Starting salary is $6 per hour. Under Civil Service Applications (CSC Form 171), available at local Post Office or other Federal offices should be sent to:


An Equal Opportunity Employer

Announcers

MORNIN G MAN

Experienced MOR DJ with third phone for number One Station, full fringe benefits plus profit sharing. Send resume, aircheck, salary to:

WACX

Lowell, Mass. 01852

WDUZ

Green Bay's number one contemporary station needs experienced news director capable of gathering and writing, with excellent on-the-air delivery. Salary commensurate with ability. Contact Hugh Johnston, Station Manager, 9am-6pm, 414-433-8331, or rush tape and resume to WDUZ, Box 46, Green Bay, Wisconsin.

NEWS

Radio Newsman

CBS owned station needs top newsman with strong delivery and heavy experience in news writing and street work. Top salary, fees and fringe benefits. Rush tape and resume to:

News Director

WEEI Radio

Boston, Massachusetts 02199

MAJORS

Top 20 market PD/Jock looking for the right move. Salary must be high, but you'll get your money's worth. Would consider PD or Jock or both. Rock or MOR.

Box B-283, Broadcasting.

Office Manager for Calif. Television station. Must be familiar with television operations and able to run staff of 4-5 people effectively. Send salary requirements and resume to:

Box B-295, Broadcasting.

Situation Wanted—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 free service to our graduates and 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)
TELEVISION

Help Wanted
Program, Production, Others

Sales Promotion
Major midwest market station offers excellent
managerial opportunity to aggressive, creative,
self-starter with several years experience in pro-
motion and advertising and TV operations.
Excellent benefits and salary commensurate with
experience and potential. Reply in confidence.
Furnishing full personal data, salary history.
and promotion sample to:
Box B-36, Broadcasting.
Equal Opportunity Employer

ARE YOU A TOP TEN
PROMOTION MANAGER?
Major market, east coast, TV Station requires
aggressive, professional promotion manager. He
should be experienced in all phases of broadcast
publicity and advertising with emphasis on cre-
ativity. His work, both on-air and in print,
should compare with the best in the industry.
Taste, flair, and quality are evident in every-
thing he teaches. We want a leader and a doer
who can back up his fresh ideas with action.
Great opportunity for the right man with a pro-
gressive group operation.
Send resume and salary range, plus six samples of various print work to:
Box B-227, Broadcasting.

VERSATILE ART DIRECTOR
Drawing board & camera, creative grasp of
TV station graphics, for design and produc-
tion of sales and audience promotion mate-
rials on and off the air. Salary open. Re-
sume and samples (RETURNED) to Russ
Tilford, WETV, 7th & Ash, San Diego, Calif.
714-234-8431.

MISSCENAEUS

GOLF TELEPHONE NETWORK
Now available, live reports from all the
40 + major Professional Golf tourna-
ments throughout the year. Jim Kent, is
your man on the tour, and will call your
station from the tournament site with live
reports, personalized for your market.
Jim will use your call letters, billboard
your sponsors, and even present your live
copy from the tournament site. You
choose the time of day, and the length,
for 30 seconds to 4 minutes.
Write GOLF TELEPHONE NETWORK today
for information & a sample tape
GOLF TELEPHONE NETWORK
POST OFFICE BOX 4
INDIANAPOLIS, INDIANA 46206

FOR SALE—Stations

Station Station
KQOT
1550Kc-1KW-D
Bellingham, Washington
Trustee in Bankruptcy will accept Sealed
T. B. Asmundson, Trustee
Bellingham National Bank Building
Bellingham, Washington 98225
Tel: 733-3370

WHY BUY AN FM?
Build your own.
Hundreds of stations frequency. Operate $1,000
no. Fixed expense using our unique plan. If
you have capital call 310-990-6000, or write:
Topo Networks, Inc.
12146 Victory Blvd.
North Hollywood, Calif. 91606

WANTED TO BUY
CATV

CATV
Franchises and systems wanted. "35
Miles" restriction no obstacle. Minimum
potential required, 4,000 homes. Call
or write:
Bernard E. Karlen
Northeast
Management & Development Co.
630 5th Avenue, N.Y., N.Y.10020
212-247-6529

FOR SALE Independent UHF-TV station. $600,000,
No down payment. 1% over prime . . .
10 year payout. High Power, excellent
studios and equipment, fully staffed. Owner
has other interests. Buyer must be experi-
cenced and have operating capital. Princi-
pals only . . . write Box B-265, Broadcast-
ing, giving interest and qualifications.

CONFIDENTIAL LISTINGS
RADIO—TV—CATV
N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 703
Hollywood, California 90028 213/469-1171
BROKERS-CONSULTANTS

NEW YORK METRO FM
A profitable station. New equipment.
Modern building. Number 1 growth area.
$350,000.00. Half cash. Principals only.
Box B-303, Broadcasting.

CHAPMAN ASSOCIATES
media brokerage service
2045 Peachtree Road
Atlanta, Ga. 30309

GIVE UNITED CEREBRAL PALSY

BROADCASTING, Feb. 24, 1969
Bob Graham will make over $48,000 this year.

Bob owns a Columbia School of Broadcasting franchise. He has over 4 years of broadcast education experience and a university degree. He is the caliber of individual that has made Columbia School of Broadcasting No. 1 in the Broadcast Education field.

We have remaining a few major markets in which we have no enrollment facilities. These areas are available to qualified broadcast principal only. We require a minimum of 5 years broadcast experience, impeccable moral character and a sincere desire to help young men enter broadcasting.

If you feel you meet these requirements, we suggest you write to us, on company letterhead, asking for our free booklet entitled A COLUMBIA SCHOOL OF BROADCASTING FRANCHISE. It's free and tells the whole remarkable story of the No. 1 broadcast school in the country.

The minimum investment required begins at fifteen thousand dollars.

Please attach coupon to letterhead.

To: Mr. Wm. A. Anderson, President Columbia School of Broadcasting
4444 Geary Boulevard
San Francisco, CA 94118

Please forward a copy of: A Columbia School of Broadcasting franchise.

Name.

Street.

City.

State.

Zip.

Not affiliated with Columbia Broadcasting System, Inc. Or any other institution.

(Continued from page 84)

- WOUB-FM Athens, Ohio - Broadcast Bureau granted mod. of CP to extend completion date to June 30, Action Feb. 14.
- KINK(FM) Portland, Ore. - Broadcast Bureau granted license covering new station; specify study changes and station location to Washington Hall, Upper College Road, Kingston; remote control permitted. Action Feb. 13.

Action on motion


Call letter application

- WNEM-FM, Gerity Broadcasting Co., Bay City, Mich. Requests WGER-FM. Call letter action
- WJCC(FM), James A. Chase, Angola, Ind. Granted WAFM(FM).

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for 100,000 stations: pending auxiliary applications: KAHL Honolulu, KBBR North Bend and KERG Eugene, both Oregon; KGNU Santa Clara, Calif.; KKAT Rosewell, N. M.; KLAM Cordova, Alaska: KMPK(FM) San Francisco; KNUI Makawao, Hawaii; KPAL Palm Springs, Calif.; KKRR Albany and KQTV Ontario, both Oregon; KXOT Big Bear Lake, Calif.; KTTT Columbus, Neb.; KWKQ-FM, Granite Lake as KVQL, WAGQ, Atlanta; KZIN Yuba City, Calif. Action Feb. 14.
- Broadcast Bureau granted renewal of licenses for following UHF and VHF transmitters: K899(FM) and K1367 both Ainsworth, Neb.; K1695A, News County, Tex.; K988D Matador and Roaring Springs, both Texas. Actions Feb. 14.

Other actions, all services

- FCC, acting on complaint, by John F. Bannish II that WFBM-AM-FM Indianapolis failed to comply with fairness doctrine in presenting opposing CP on cigarette advertising, has asked station license how it will achieve compliance. Action Feb. 12.

Processing line, all stations


Transmitter actions

- K90PH Ainsworth, Neb. - Broadcast Bureau granted CP to change trans., location of VHF transmitter to .7 mile southeast of Ainsworth city limits; make changes in ant. system. Action Feb. 14.
- K31EH Ainsworth, Neb. - Broadcast Bureau granted CP to change trans., location of VHF transmitter to .50 ft. north of city limits of Ainsworth; make changes in ant. system. Action Feb. 12.
- W6MEX Drexel, Vadville and Morganton, all North Carolina - Broadcast Bureau granted CP to change trans., location of VHF transmitter to .50 ft. north of city limits of Ainsworth; make changes in ant. system. Action Feb. 12.

CATV applications


Other action

- Office of Opinions and Review in Toledo, Ohio (Buckeye Cablevision Inc.), CATV program, granted major changes; M. Johnson Jr. (WXON-TV), and extended to Feb. 20 time to file opposition to petition for order to show cause filed Jan. 24 by D. Overreyer Telecasting Co. (Doc. 19825). Action Feb. 11.

Actions on motions

- Chief Hearing Examiner James D. Cunningham in Morrisonville, N. Y. (Dimension Cable TV Inc.) petition to stay construction or operation of a CATV system in locality of E. Marion; to stay WTV Cable Television Corp. and Ausable Communications Inc. both Keeseville, N. Y. designated Hearing Examiner Herbert Sharman to serve as hearing officer; scheduled pre-hearing conference for March 3 and hearing for March 26 (Doc. 18435). Action Feb. 12.
- Hearing Examiner Thomas H. Donahue in Fresno, Madera and Clovis, all California (Fresno Cable TV Co.) CATV proceeding in Fresno, Salinas and Monterey, all California; DTV markets, pursuant to commission directive to hold hearing and consider findings, notice of proposed rulemaking and notice of inquiry (Doc. 13538), vacated order of examiner establishing procedural steps in proceeding, continuing hearing indefinitely (Docs. 18382-3), Action Feb. 10.

Ownership changes

- WDRN(FM) Norwalk, Conn., Requests assignment of license from Foremost Broadcasting Inc. to Norcross Broadcasting Inc. for purpose of corporate reorganization.
WE WILL BUY CATV FRANCHISES WITHIN 35 MILES OF MINOR-MARKET TV STATIONS

Despite the recently proposed FCC rules which severely limit the importation of distant signals into smaller-market systems, we are prepared to offer cash (or minority stock participation in special cases) for minor-market CATV franchises. We are one of the top thirty national CATV companies. All replies will be handled in careful confidence and will be promptly answered. Call 517-742-8265 or write to President, Box B-323, BROADCASTING.

(For the Record)

Community-antenna activities

The following are activities in community-antenna television reported to BROADCASTING, through Feb. 19. Reports include applications for permits to import CATV franchises and grants of CATV franchises and sales of existing installations.

Franchise grants shown in italics.

Brestwood, Calif.—Triangle Cable Co. of Oakdale, Calif., has been awarded a 20-year franchise. The franchise, for a new CATV system, is subject to automatic review of CATV rates every five years.

Marysville, Calif.—The transfer of the franchise of Orvillo Communications Co. (Orco) to Nor Cal Cable Inc. has been approved by city council. Nor Cal is owned by CBS, McClatchy Newspapers and a Pennsylvania partnership.

San Diego—Penasquito Antenna System Inc. has applied for a 15-year franchise for the Rancho Los Penasquitos area.

Yuba City, Calif.—The transfer of the franchise of a proposed CATV system to Orco (Nor Cal Cable Inc.) has been approved by city council. Nor Cal is owned by CBS, McClatchy Newspapers and a Pennsylvania partnership.

Dania, Fla.—Two firms have applied for a nonexclusive franchise: International Telemeter Co. and Broward Cablevision Inc. It is expected that 7% of its gross yearly income and Broward Cablevision would pay 10% to the city. Broward would charge $9.95 for installation and $4.95 monthly.

Fort Worth, Mass.—American Teleservice Inc., Chey Cha, Md., has applied for a franchise.

Pascagoula, Miss.—Crest Broadcasting Co. (WMPM-AM-FM) Pascagoula-Moss Point, Miss.) has been awarded a franchise. Crest will pay 6% of its annual gross receipts. An unsuccessful applicant was Pascagoula TV Cable Co. of Mobile, Ala.

Mount Kisco, N.Y.—Micro Video Corp. has applied for a franchise.

Catasauqua, Pa.—Service Electric Cable TV Co. has been granted permission to operate a cable system. Twin County Cable TV Co. of Northampton, Pa., will pay 10% of its gross profits.

Temple, Pa.—Berks TV Cable Co. has been granted a franchise.

Fort Mill, S.C.—Construction is scheduled to begin this month on the cable service of Poinsett County Cable Television. The 10-channel service, including a local 24-hour time-weather-and-background music channel.

Mondovi, Wis.—Henry Niehoff of Durand, Wis., has applied for a franchise.
Executive with an enthusiastic bias toward radio

vision production and programming and minored in business administration.

Subsequently, Mr. Croninger enrolled in law school, three times. "Each time, after about four weeks, after buying all the books, I'd win some audition to do commercials at night, and I needed the money."

In 1953, Mr. Croninger moved to Kansas City, Mo., where he served for two years as an announcer at KCMO. KCMO-TV was then a new station. "This was at the time people were sounding the death knell for radio," relates Mr. Croninger. Television-station licenses were going largely to the owners of radio stations and many of the radio operations "were left to flounder."

Mr. Croninger started on KCMO radio "to let one of the old-timers go into TV," but it was only a few months before he was moved into television.

It was at KCMO that Mr. Croninger first met Todd Storz, a "brilliant" broadcaster for whom he developed a lasting admiration. But the man who founded Storz Stations and who developed the top-40 format made a singularly poor first impression on Dave Croninger.

"He was about four feet, 16 inches tall and not a very imposing man," Mr. Croninger remembers jokingly "When I departed I said 'good luck' because I thought he was an announcer looking for a job."

Initial meeting notwithstanding, Mr. Croninger soon joined Todd Storz's WHB in Kansas City, Mo., as an on-the-air radio personality. His first job as a program director followed in 1955 at Storz' WTXN New Orleans. When Storz took over WQAM Miami, Mr. Croninger was named program director at that station. "I haven't been on the air since," he adds.

In 1956, the Croninger family made another big move, this time to Chicago, where he joined Westinghouse Broadcasting Co. as program director of WIND.

In 1958, Dave Croninger "got together with a man who had a little bit of money, and I convinced him I had a little bit of smarts" and he bought WTAC Flint, Mich. It was in Flint that Mr. Croninger acquired one of his more favorite hobbies, flying.

Mr. Croninger joined Metromedia in 1961 when he opened the company's Detroit sales office, which subsequently became part of Metro Radio Sales. Later in 1961 he was named vice president and general manager of KMBK Kansas City, Mo. (now KMBZ), when the AM station was acquired by Metromedia. The following year he established KMBK-FM (now KMBKFM).

In January 1963, Mr. Croninger was transferred by Metromedia Radio to WIP Philadelphia where he was vice president and general manager until 1968, when he joined WNEW New York in the same capacity.

A man with little spare time but a remarkable number of spare-time activities, Mr. Croninger plays squash "when I can find a partner," golf, scuba dives "though it's difficult to scuba dive around here," and skis. The Croningers are currently planning a vacation trip to Aspen, Colo., for skiing, a sport they enjoy as a family.

The Croningers now live in Greenwich, Conn. Eleven-year-old Kimberly Croninger is as good a skier as her father, but without all the lessons, he says with mock resentment. Everyone calls her "Kim," says Mr. Croninger, but he calls her "Berly."

Weeks Profile

Dave Cherrington Croninger—president of Metromedia Radio division; b. April 15, 1931, Kansas City, Mo.; son of David Cherrington and Mildred Croninger; He is the only broadcaster in the family.

Mr. Croninger makes his home in Miami, he continues to manage the business at home, and is a community leader.

In a voice that after broadcast training is free of the regionalisms of his Oklahoma origins, but with a sense of humor that is definitely not Eastern, he quips: "I had a lot of fun when I lived in Florida. People asked me if I was a native and I said yes."

His family encouraged him to go to college—if he could figure a way to finance it. Mr. Croninger applied for a scholarship at the University of Tulsa. He failed to win it, but was so impressed with the head of the broadcasting department that he managed to get his schooling anyway.

While studying at Tulsa, he began his radio career as part-time announcer for Tulsa stations KOME (now KCMW), KTUL (now KELI) and KRMG. In 1952 he graduated with a bachelor of arts degree, having majored in radio-television programing and minored in business administration.

Subsequently, Mr. Croninger enrolled in law school, three times. "Each time, after about four weeks, after buying all the books, I'd win some audition to do commercials at night, and I needed the money."

In 1953, Mr. Croninger moved to Kansas City, Mo., where he served for two years as an announcer at KCMO. KCMO-TV was then a new station. "This was at the time people were sounding the death knell for radio," relates Mr. Croninger. Television-station licenses were going largely to the owners of radio stations and many of the radio operations "were left to flounder."

Mr. Croninger started on KCMO radio "to let one of the old-timers go into TV," but it was only a few months before he was moved into television. It was at KCMO that Mr. Croninger first met Todd Storz, a "brilliant" broadcaster for whom he developed a lasting admiration. But the man who founded Storz Stations and who developed the top-40 format made a singularly poor first impression on Dave Croninger.

"He was about four feet, 16 inches tall and not a very imposing man," Mr. Croninger remembers jokingly "When I departed I said 'good luck' because I thought he was an announcer looking for a job."
The case against Nicholas Johnson

A review of public utterances by FCC Commissioner Nicholas Johnson persuades us that he has disqualified himself from voting on a number of cases now pending before the agency. Not only that, we are convinced that many of the major broadcasters in this country are entitled to obtain his disqualification in any renewals or transfers of their licenses or acquisitions of new broadcast properties.

All of the licensees we have in mind have been publicly named by Mr. Johnson as occupying undesirable categories of broadcast ownership. All have been identified by him as vulnerable to the protests or the competing applications that he has repeatedly urged the public to file against existing licensees. In short, Mr. Johnson has so clearly prejudged so many cases in existing licensees' disfavor that he has disenfranchised himself from official proceedings involving any of their holdings.

In the June 1968 issue of The Atlantic Mr. Johnson's byline was on an article, "The Media Barons and the Public Interest," which constituted an attack on what he called "local and regional monopolies, growing concentrations of control of the most profitable and powerful television stations in the major markets, broadcasting-publishing combines, and so forth." Explicitly identified in that article were RKO General, Metromedia, Westinghouse, Storer, Avco, Rust Craft, Chris-Craft, Kaiser, Kerr-McGee, the Chicago Tribune Co. and the television networks. In the same piece he also referred to broadcast ownerships linked with the publishers of magazines "as popular and diverse as Time, Newsweek, Look, Parade, Harper's, TV Guide, Family Circle, Vogue, Good Housekeeping and Popular Mechanics." Thus by implication Mr. Johnson added Time-Life Broadcast, Post-Newsweek Stations, Cowies Broadcasting, Corinthian Broadcasting, Triangle stations, Hearst stations and WCCO-AM-FM-TV Minneapolis to his list of targets of the "sustained attack on concentration" that the article proposed.

In the September 1968 issue of the AFL-CIO American Federationist, Mr. Johnson's byline was on an article encouraging the public to intercede in license-renewal proceedings. The same theme was amplified in "What You Can Do to Improve TV," an article bearing Mr. Johnson's byline in the February 1969 issue of Harper's. In the Harper's piece Mr. Johnson commended the following: John Banzhaf for petitioning the FCC to invoke the fairness doctrine in cigarette advertising and for subsequently protesting the renewal of licenses of stations that failed, in Mr. Banzhaf's judgment, to comply; the United Church of Christ for opposing the license renewal of WLBV-TV Jackson, Miss.; local groups for opposing the renewal of WXUR Media, Pa.; the William Simon group for applying for channel 9, Los Angeles, now occupied by KHJ-TV, and the "good music lovers" in Chicago for opposing the transfer of WFMF(FM) Chicago to WGN Continental, associated in ownership with the Chicago Tribune.

Mr. Johnson's purposes were made the more explicit in his statement explaining why he voted with a three-member majority to give channel 5 in Boston, now occupied by the Boston Herald-Traveler, to a competing applicant. Mr. Johnson said the decision meant that "the door is thus opened for local citizens to challenge media giants in their local community at renewal time with some hope for success before the licensing agency where previously the only response had been a blind reaffirmation of the present licensee holder."

Here we have one of seven members of the FCC identify-
When the kickoff whistle sounds in the Cotton Bowl each New Year's day, 75,000 excited fans witness in person the clash of two of the nation's greatest football teams. Most of these same fans also witness daily events reported by WBAP-TV on "News at Six" and "News at Ten" — both news periods rated No. 1 in their time segments. In this exciting market of more than one million television households, WBAP-TV has pioneered News, Weather, Sports, Color, and Original Design.

If you sell a product or a service, put WBAP-TV to work for you.

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.