4A's hears proposal for 20% commissions on spot TV. p19
Westinghouse dumps cigarettes, MM faults FCC rule. p22
Justice interest causes MCA-WNBC to drop merger designs. p37
Little Report sees resurgence in nonnetwork TV product. p66

...sure, there's a radio station with a bigger audience than WMAL--but not in Washington, D.C.*

*ARB for January-February, 1969, gives WMAL the largest audience, total persons 12+, from 6:00 am to Midnight, 1/4 hour average and cumulative, Monday thru Sunday.

wmal-radio

The Evening Star Broadcasting Co.
WASHINGTON, D.C.
News is exciting... every minute... on Chicago’s only all-news station.

A story breaks! New developments quickly add new dimensions! Conflict, drama, statements of news-makers... all demand analysis by specialists, feature treatment by experts in urban affairs, or politics, or religion, or education, or race relations or science.

Weaving all of these news elements together... blending the immediacy of fact with the depth of analysis and the reality of on-the-spot reporting, is the full-time business of WBBM NEWSRADIO 78.

The result is an ever-changing, constantly fresh news treatment that supports the claim, “Something new® every minute.”

a new® edition every minute
WBBM NEWSRADIO 78

A CBS Owned Station / Represented by CBS Radio Spot Sales
Your kind response to our request for time made possible an appropriate and fitting memorial program... a program with the quality that has brought us excellent response from both parents and students. Our thanks for the kind of help that Channel 13 has always given us in this school district.

Dear Sirs,

Thank you for presenting the program on General Eisenhower's life. The program was good, sad, and educational all at the same time.

Sincerely,
Linda Fritz

KTRK-TV
HOUSTON, TEXAS
CAPITAL CITIES
BROADCASTING CORPORATION

A tale of two letters... NETWORK coverage was great, as usual, but the LOCAL children had something to add — and, as usual, our station was called to help them do it. Working together with the school system, our local-live memorial program was telecast directly into Houston school classrooms.
WTEV grows greater in the greater Providence TV area

Channel 6 ratings in average number of homes reached prove that its audience share of the greater Providence market is definitely on the up and up. The installation of a new 1,049-foot tower provides more reach, more penetration. Programming with the feel of TODAY and specific appeal for all demographic groups attracts and holds viewers. With such spectacular growth, WTEV is far better for advertisers.

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

Antitrust Chief Richard W. McLaren has endorsed two proposals pending before FCC that are aimed at curbing what he considers network domination of television programming. Mr. McLaren isn't embracing whole package contained in so-called 50-50 proposal, which has been under consideration since 1965. But, in letter to FCC Chairman Rosel H. Hyde last week, he endorsed provision that would prohibit networks from acquiring rights in TV programs produced by others—except right of exhibition—and would bar networks from domestic syndication.

Assistant attorney general also favored Westinghouse Broadcasting Co. proposal to prohibit stations in top-50 markets served by more than three stations from taking more than three hours of network programming between 7 and 11 p.m. Both, he said, would encourage development of independent sources of programming. Mr. McLaren's letter was received in same week networks filed report defending their practices (see page 66).

Lease on life?

Chance that Rosel H. Hyde will stay on as FCC chairman beyond now-scheduled June 30 retirement date cannot yet be ruled out. Sources say White House is having trouble finding qualified replacement and, therefore, might ask chairman to remain in office while longer, to provide more time for talent hunt. However, decision on this has not yet been made. As for chairman, it's assumed he would be more than agreeable to continue in harness. Mr. Hyde, member of commission since 1946, reaches mandatory retirement age of 70 on April 12, 1970.

Some White House sources discount reports that Commissioner Robert E. Lee will be elevated to chairmanship, with Hyde successor simply coming on board as commissioner. Chairmanship is bait that can be used to attract first-rate person from outside, the sources say.

Good and bad

Bullish reports on television business and not-so-bullish reports on Washington problems will be presented at board meeting of Television Bureau of Advertising at White Sulphur Springs, W. Va., today (April 28), following advertising-agency convention there (see page 19). Spot-TV sales, which advanced in first quarter, are said to have "come alive beautifully" in April. Washington issues proliferate. Two obviously on agenda are restrictions against cigarette advertising and issue of allowing commercials on cable-TV systems.

TVB's long-range research program is also on agenda, and report in this area is slated to include news that Friday night (April 25) on research aimed at "improving audiences" for TV advertising. Part of project is to determine relative influences of commercials and their surrounding programming in selling goods.

Beat goes on

Traffic in broadcast properties, problem that absorbed major energies of House Investigations Subcommittee in last Congress, may make more headlines for panel this year. Subcommittee staffers are known to be scurrying around, as two committee sources put it, on new trafficking case. Subcommittee's usual tight security prevails, to extent that even most subcommittee members have no word on what's up. Probe comes before conclusion of final report on last big trafficking case, involving transfers by D. H. Overmyer interests.

Present investigation is said to have come as a result of direct instructions from Subcommittee Chairman Harley O. Staggers (D-W. Va.). Last week Chairman Staggers said subcommittee "had gotten completely away from that business [broadcasting matters in general]," but apparently investigators have at least one more string to their bow.

Surgical plan

Reorganization of FCC may be on list of White House things to do. At least, matter is understood to be under consideration by presidential aide. Reorganization can be sticky issue with Congress, which regards regulatory agencies as extension of its authority. But President's responsibilities in communications—and, therefore, his interest in why industry is regulated—continues to grow, particularly in international communications.

White House staffers are considering problem against background provided, in part, by report of former President Johnson's Task Force on Telecommunications Policy. President, meanwhile, is still mulling problem of whether it would be proper to release that report, since it was prepared for his predecessor. That seems to be only problem holding up publication of report, which has long since leaked to news media (Broadcasting, Dec. 16).

CloseD Circuit

Dropouts

National General Corp., Los Angeles-based theater exhibitor which has been gearing for full-scale move into TV production, commissioned Gilbert Youth Research to find out why 14-25-year-old age group watches TV less frequently than those over 50 or under 12. Capsule findings: "TV programming isn't one of the things youth wants to do. . . . For the most part [they think] it's unreal, phony, doesn't involve them, is tool of the establishment, a victim of commercial interests at the expense of artistic and philosophic integrity.''

Based on this and other studies, National General is out to create so-called "youth TV network," to be implemented eventually on nationwide basis after initial approach market-by-market. Disclosure of these developments, but no further details, is scheduled Wednesday (April 30) in New York when National General VP Malcolm C. Klein addresses advanced management research seminar in St. Regis hotel.

Added starter

Thomas P. F. Hoving, whose bias against commercial broadcasting has been well publicized via National Citizens Committee for Broadcasting, of which he is chairman, may have national platform to air his views this week. He's considered possible late entry in line-up of witnesses to testify before Senate John Pastore (D-R.I.) and his Communications Subcommittee on federal funds for noncommercial broadcasting (see page 56).

Incidentally, Mr. Hoving, who is director of New York's Metropolitan Museum of Art, is being mentioned prominently as Nixon choice for chairman of National Endowment for the Arts.

Last roundup

Station clearances for Merv Griffin Show which starts in August on CBS-TV in 11:30 p.m.-1 a.m. period are sure to be lively topic at CBS-TV affiliates general conference in New York May 20-21. Though network has 85% live clearance of show already assured, there are still number of affiliates in major cities holding back or thinking of accepting Griffin for delayed broadcast. Some of these stations, it's said, would prefer to run Griffin in some other time period and continue to run movies at 11:30—type of thinking that CBS officials wish to change.
Little Caesar wasn’t shot to death. He was rerun to death.

Edward G. Robinson was great in “Little Caesar.” But the seventeenth time around? We at Group W think something should be done about programming like that.

So we’re presenting 52 prime-time specials on our five TV stations this year. A different one every week.

We have specials on culture and the arts. News. Historical documentaries. Specials to make people think. And specials to make them laugh.

Currently, it’s “David Frost presents Tommy Cooper.” As the world’s worst magician, Tommy has been producing little, except laughter, for years. Of course, we’re taking a risk. Few people on this side of the Atlantic have ever seen Tommy. But that’s better than bringing back someone they’ve seen too often.
American Association of Advertising Agencies, proposing 5% increase in spot TV commissions for agencies, charges TV with unjustified rate hikes while praising it for boosting ad man's pay, responsibility and stature. See . . .

Should agencies get 20% for spot TV? . . . 19

Westinghouse Broadcasting decides to drop cigarette advertising on all outlets in response to FCC request to boost anti-cigarette spots during prime time. See . . .

Westinghouse dumps cigarette ads . . . 22

Metromedia bucks FCC order to WNEW-TV New York to increase anti-cigarette spots during prime time and charges that by issuing order FCC revised fairness doctrine without rulemaking. See . . .

Metromedia faults FCC fairness . . . 22

Anti-cigarette forces, led by John E. Moss (D-Calif.), concentrate on stiffer cigarette pack label warnings and extending them to all advertising, at continued hearings of House Commerce Committee. See . . .

Smoking debate heats up on Hill . . . 23

Biggest industry marriage cancellation since ABC-ITT breakup—$360 million merger of MCA and Westinghouse Electric—is called off when attempts to reach agreement with Department of Justice fail. See . . .

MCA-Westinghouse drop merger designs . . . 37

Check into relationships between WCCO-AM-TV Minneapolis and media throughout country is included in FCC inquiry into concentration of media control question included in stations' renewal applications. See . . .

FCC pinpoints media-control question . . . 49

At National Association of Broadcasters conference of state association presidents, presidential consultant Bud Wilkinson reveals plan to enlist disk jockies in anti-drug campaign. See . . .

Nixon seeks aid against drug abuse . . . 60

President of American Newspaper Publishers Association levels "serious threat to an efficient press" charge against FCC proposals to curb newspaper ownership of radio stations and CATV systems. See . . .

A blast at regulatory agencies . . . 62

Study by Arthur D. Little research firm on TV programing gives networks ammunition in demonstrating that sales outlook for competitors is optimistic and maintains FCC 50-50 proposal is unworkable. See . . .

Resurgence seen in nonnetwork product . . . 66

When House Banking and Currency Committee invites FCC to comment on proposed legislation to exert federal control over bank-based conglomerates, FCC's Johnson finds opportunity to expound on censorship. See . . .

Banks in media probed by House . . . 76

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Broadcasting

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AT 3 A.M.
THINGS ARE JUST GETTING STARTED.

While most of us are sleeping over here, a student riot might be starting in Japan. Or a volcano erupting in Italy. Or sextuplets being born in Australia.

WTOP Radio in Washington is paying attention—and reporting.

We report the news nonstop, dawn to dawn.

And because we never stop, we can report things as soon as they get started.

Whatever time it happens to be.
Late news breaks on this page and overleaf.
Complete coverage of the week begins on page 19.

AtDeadline

NBC-TV increases antismoking units
Prime-time shows will carry at least three new 30's

NBC-TV is adding three 30-second antismoking messages and one 30 on alternate weeks to its weekly prime-time schedule. NBC officials said new policy would bring ratio of cigarette commercials to antismoking spots in 7:30-11 p.m. NYT period up to five to one. Network is already carrying five one-minute antismoking spots weekly and one 30 on alternate weeks.

NBC's action Friday (April 25) was in wake of FCC policy directing stations to make effort to present antismoking spots during maximum-viewing hours (BROADCASTING, March 31) and came day after disclosure by Westinghouse Broadcasting Co. that it will no longer accept cigarette advertising on its stations after current commitments expire (see page 22).

ABC-TV said it was preparing statement on new policy on number of antismoking messages to be carried on that network in prime time. Network expects to inform affiliates of policy early this week.

CBS-TV has inaugurated its plan to provide affiliates with weekly reports on number of antismoking messages and cigarette commercials it will carry in following week. (Last Friday CBS-TV wired affiliates in such report that in current week, April 27 through May 3, network will carry 11 antismoking messages between 6-11 p.m., consisting of seven 10-second, two one-minute, one 20-second and one 30-second spots.) CBS's weekly report plan was conveyed to affiliates on April 17 (BROADCASTING, April 21).

NBC-TV now runs one-minute antismoking messages after these programs but preceding network identification promo: Huck Finn on Sunday, I Dream of Jeannie on Monday, Jerry Lewis Show on Tuesday and both Adam 12 and Get Smart on Saturday. It also runs 30-second antismoking spot on alternate weeks after The Ghost and Mrs. Muir on Saturday.

Effective May 1 (Thursday) and on Wednesdays, Thursdays and Fridays from then on, NBC will schedule additional 30-second antismoking announcements after close of Virginian on Wednesday, Dragnet on Thursday and The Saint on Friday. Also, 30-second spot after Ghost will be carried weekly instead of every other week. To accommodate new scheduling, NBC will shorten program elements.

NBC spelled out new scheduling in wire sent by Raymond T. O'Connell, director of station relations, who said it was worked out after review "in light of recent letters from the commission suggesting that a greater effort be made to place them in periods of maximum viewing." He said network believed augmentation would meet FCC's requirement, noting also that commission "has consistently declined to establish . . . an appropriate norm in ratio of commercials to antismoking cigarette spots, particularly in prime time.

Pro and con at hearing
Battle of statistics, their interpretation and validity, occupied center stage Friday (April 25) as House Commerce Committee continued hearings on cigarette advertising.

Speaking for Tobacco Institute was K. Alexander Brownlee, Fellow of Royal Statistical Society of London, who claimed conclusions from health organization reports were misleading. He also brought up previously undisclosed hypothesis that links smoking and heredity. He explained that certain people have inherent tendency to be smokers and to develop lung cancer and other diseases.

Dr. David D. Rutstein, head of department of preventive medicine, Harvard Medical School, Cambridge, Mass., reiterated public health statistics of number of deaths caused by lung cancer and other diseases. He urged Congress to enact law to make cigarette warning stronger and have it included in all advertising. He concurred with Representative Bob Eckhardt (D-Tex.) who equated advertising of cigarettes with advertising of Russian roulette.

W7-Kinney set date
Merger of Kinney National Service Inc. and Warner Bros.-Seven Arts Ltd. will become effective, for all practical purposes, if approved by shareholders of two companies June 10.

Kinney Friday (April 25) set its meeting for 2 p.m. (EST) at Summit hotel in New York and Warner Bros. for 1 p.m. (MST) in Calgary, Alberta. W7 shareholder meetings traditionally are held in Canada, since Seven Arts was incorporated there. In Securities and Exchange Commission registration of stock exchange for merger, government regulatory agencies indicated they would not raise objections to merger if approved by shareholders of both companies. Marriage has been approved by boards of both firms (BROADCASTING, March 17).

Says spot is slanderous
American Society of Bariatriics, composed of physicians who treat overweight, issued warning Friday (April 25) to radio and TV stations that have received public service spot from National Institute of Mental Health.

Society claims that one of series of "drug abuse" announcements (see page 61) "slanders physicians who specialize in treating the overweight." Spokesman said stations that broadcast announcements may be held responsible for damages. It noted that NIH TV-radio announcements, prepared by Grey Advertising, New York, are scheduled for broadcast today (April 28).

Gerald N. Kirtz, NIH communications director, said Friday that no official request had been received to withdraw overweight spot. "We feel," he said, "that the message is a responsible message and is important to the health of the people of the United States."

TV prime mover for change
Television has produced "most monumental change of all" in American social life, Leo Cherne, executive director of Research Institute of America, New York, told American Association of Advertising Agencies Friday (April 25) at annual meeting (see page 19).

Before nationwide TV, he said, individual communities had been able to preserve their own values and systems as they wanted them to be, but after advent of coast-to-coast television they could no longer do so. Television, he said, changed "the way we perceive and the way we think and, most importantly, what we think well of."

He rated change produced by nationwide television as greater than that resulting from such other developments as industrial revolution, heart transplants and "the pill."

Television, meanwhile, was given at least indirect absolution as vital factor in violence today. Dr. John P. Spiegel, director of Lemberg Center for Study of Violence, Brandeis University, told 4A's convention that despite present concern, violence now is not worst in U.S. history.

He cited six prior cycles of violence since Revolutionary War and noted that in labor unrest that started in 1890's,
Elton H. Rule, president of ABC-TV, elected group VP of ABC Inc. Mr. Rule, who will report to Simon B. Siegel, ABC executive VP, was elected network president after serving as VP and general manager of ABC-owned KABC-TV Los Angeles. He joined ABC in 1953 as general sales manager of KABC-TV; seven years later he was made general manager and in 1961 he was elected VP of ABC. Mr. Rule replaced Thomas Moore as network president in January 1968.

G. Richard Shafto, chairman of executive committee of Cosmos Broadcasting Corp., resigns chairmanship (while remaining on committee) and day-to-day direction of group operation, effective April 30. Mr. Shafto remains member of Cosmos board and is newly elected to board of parent Liberty Corp. Mr. Shafto became Cosmos chairman in 1968 after four years as president of group. He joined Cosmos’s WJS Columb-ia, S.C., in 1932 as general manager, subsequently served in several capacities before being named group president in 1964. Mr. Shafto remains president of Television Cable Co., which operates CATV’s in Myrtle Beach and Conway, both South Carolina. Charles A. Baison is president of Cosmos.

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

among other things, “it was an opportunity for us to get into a spectacular new industry on a ground-floor basis” and still stay within area “for which our know-how as an advertising agency is meaningful: franchise acquisition, promoting subscriptions and local pro-
gramming.”

He also emphasized what CATV could mean to agencies in terms of advertising and marketing-research applications and in “feedback” to agency creative people from CATV programing and experimental studio work. FC&B's is already, he said, “a successful venture—in fact, more so than required by our original objectives and specifications.”

Adler up for NCTA post

M. William Adler, CATV consultant with interests in five West Virginia cable systems, is official nominee to be national chairman of National Cable TV Association, to succeed Robert Beiss-wenger, president of Jerrold Electronics Corp., Philadelphia.

Other nominations, with election scheduled to be held at NCTA convention June 22-25 in San Francisco: Ralph L. Weir, Junction City, Kan., vice president; Monroe M. Rikfin, American Television and Communications Corp., secretary, and W. Randolph Tucker, Cypress Communications Corp., treasurer.

Nominated for eight vacancies on 21-man board of directors were Richard Gamble, National Trans-Video Inc.; G. H. Dodson, Sayre, Okla.; Glen Scallom, Communications Inc.; L. W. Kliwer, Hampton, Va. (who is vice president-operations of wvec-TV that city); A. E. Patlove, Athens Communications Corp. (Gulf and Western); Joel Smith, Na-
tion Wide Cablevision Inc.; William Brazeal, Community Television Inc.; George Barco, Meadville, Pa.; Richard Surprenant, National Teline Corp., and George Sisson, Westerly, R.I.

Burnett drops Swift

Leo Burnett Co., Chicago, Friday (April 25) resigned $2 million in Swift & Co. business which it has handled since 1958. Allsweet and Lazy Maple brand portions of account are in radio-
TV.

Telco practices due hearing

New York Telephone Co. faces FCC hearing as result of one of many com-
plaints New York state CATV systems have filed in connection with its con-
struction of CATV channel facilities.

Commission hearing is on New York Telephone’s application for approval to build channel facilities in Hyde Park and was ordered on complaint of Better
THE SESAC WORLD OF MUSIC

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One of the world's foremost music licensing organizations, SESAC INC. represents and licenses the performance, mechanical and synchronization rights in an extensive repertory of outstanding music contained in both American and International publisher catalogs. Through its world-wide activities, it promotes the works of its established affiliates and assists its new members in gaining global recognition and exposure. A member of the International Confederation of Societies, Authors and Composers, SESAC supplies the world's entertainment industry and listening audiences with a repertory unsurpassed in quality and diversification.

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Visit SESAC'S HOSPITALITY SUITE at THE A.W.R.T., April 30th through May 4th, Suite 1753, Shamrock Hilton Hotel, Houston, Texas

Eugene P. Stevens, president; Irving C. Miller, comptroller; Joseph A. Martell, associate editors. Edwin H. James, secretary and treasurer. Edward C. Morris, senior editor. Lawrence B. Taliloff, executive VP.

Datebook

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

April

April 28—Special shareholders meeting, Chatta-Craft Associates Inc. Pier 66 hotel, Fort Lauderdale, Fla.

April 28-30—Annual meeting, Canadian Association of Broadcasters. Speakers include Mark Haman, executive vice president of CATV-television network; Harry J. Boyle, vice chairman, Canadian Radio-Television Commission; Charles Templeton, editor, Maclean's magazine; Paul L'Anglais, president of the Association Canadienne de la Radio et de la Television de Langue Francaise; and Keith Campbell, vice president, marketing, CTV, MacDonald and Lacombe hotels, Edmonton, Alberta.

April 29—Ninth annual institute, with theme of "communications and the family." New York State College of Home Economics, Ithaca, N.Y.

April 29—Annual stockholders meeting, Racees Industries Inc. Roosevelt hotel, New York.

April 29—Annual stockholders meeting, Storer Broadcasting Co., Bay Harbor Theatre, Miami Beach, Fla.

April 29-May 2—Twenty-sixth annual national convention, Alpha Epsilon Phi. Speakers include Gordon McLendon, president, the McLendon Broadcasting Co.; Leon D. Simon, vice-president and planning and development, National Association of Broadcasters; Clark George, president, CBS; Charles J. Vanden, president, Radio Advertising Bureau, and Marcus Cohn, Washington attorney, Statler Hilton hotel, Detroit.

April 30—New deadline for comments on two FCC proposed rules that would permit sharing of UHF channels 14-20 with land-mobile radio, and would authorize additional land-mobile frequency space in 506-660 mc band. Previous deadline was March 31.

April 30-May 1—Meeting of National Association of Broadcasters television code board. Chicago Hilton.


May

May 1—Annual stockholders meeting, Admiral Corp., Chicago.

May 1—Annual shareholders meeting, Scripps-Howard Broadcasting Co., WCPO-TV Cincinnati.

May 1—Symposium of "The Reardon Report and the News Media," Massachusetts Bar-Press Committee and Boston University School of Law, Boston, Mass.


May 2—Deadline for comments on FCC's inquiry and rulemaking proceeding on ap- plications for channel service by telephone companies to affiliated CATV systems.

May 2—New deadline for reply comments on those portions of FCC's proposed CATV rules dealing with network origin and diversification. New deadline for reply comments on other portions of rules is July 2.

May 2—New deadline for comments on all portions of FCC's proposed CATV rules, except those dealing with program origination and diversification.

May 23—Sigma Delta Chi region 3 conference, Memphis.

May 24-25—Sigma Delta Chi region 8 conference, Lubbock, Tex.


May 5—Advanced advertising management seminar of Association of National Advertisers. Omni's Inn, Mountauk, N.Y.

May 5—New deadline for reply comments on FCC's proposed rules concerning establishment of FM translator and FM booster services.

May 5—Annual stockholders meeting, Wo- metco Enterprises Inc. Byron Theater, Miami Beach, Fla.


May 5-7—Spring convention, Kentucky Broadcasters Association. Sheraton Seabech hotel, Louisville, Ky.

May 5—Deadline for comments on FCC's proposal to ban cigarette advertising on radio and television.

May 6—Annual stockholders meeting, RCA.

TVB meetings

Television Bureau of Advertising regional sales clinics:

April 30—Hotel Roosevelt, Jacksonville, Fla.

May 2—Downtown Motor Inn, Durham, N. C.

May 5—Sheraton-Malliburn Airport Inn, Denver.

May 7—Chesire Inn, St. Louis.

May 9—Northstar Inn, Minneapolis.

May 12—Wilshire Hyatt House, Los Angeles.

May 16—Jack Tar hotel, San Francisco.

May 18—Sheraton motor Inn, Portland, Ore.

May 19—Sheraton-Beaubody hotel, Memphis.

May 20—Pick Congress hotel, Chicago.

May 21—Royal New Orleans hotel, New Orleans.

May 23—Sheraton-Biltmore hotel, Atlanta.

May 28—Sheraton-Columbus motor Inn, Syrac- use, N. Y.

June 2—Sheraton-Plaza hotel, Boston.

June 4—Sheraton-Baltimore Inn, Baltimore.

June 9—Sheraton-Gibson hotel, Cincinnati.

June 11—Stater Hilton hotel, Cleveland.

June 13—Howard Johnson motor Inn, Detroit.

BROADCASTING, April 28, 1969
Broadcasters—
Feeling the Freeze?

Defrost with Audimax and Volumax! We guarantee to increase your effective radiated power.

Are your plans for increasing power on ice? Well, here's a quick way to beat the cold; call us collect: (203) 327-2000! We'll send you Audimax and Volumax FREE for 30 days. No obligation.

Audimax is an automatic level control years ahead of the ordinary AGC. It automatically maintains appropriate volume levels and eliminates distortion, thumping and pumping.

Volumax outmodes conventional peak limiters by controlling peaks automatically without side effects. It's unconditionally guaranteed to prevent overmodulation. Volumax alone has typically provided a 4 to 1 increase of average program power.

With this winning combination, we guarantee increasing your maximum program power as much as 8 to 1. You reach a bigger audience with a more pleasant sounding program.

Why wait? Defrost with Audimax and Volumax . . . the powerful pair from CBS Laboratories.
Local TV canvassed

EDITOR: In my opinion you really tapped the local TV story in your April 14 issue ("Local TV Takes its Place in the Sun"). Over the years I’ve come to expect good reporting and crisp copy in Broadcasting—and this one was just that. With local TV (retail) growing at such a rapid clip, broadcasting will become even more necessary to those concerned with the field in order for them to keep pace.—Louis M. Strata, sales manager, HF/TV, New York.

Plaudit for CBS stance

EDITOR: CBS-TV is to be commended for its professional attitude in canceling the Smothers Brothers. Tommy may think that artists should usurp the network’s managerial authority, but those who know the legal and historical aspects of broadcasting reject that contention.

Programming by advertisers was radio’s curse of the 1930’s, when some network officials relinquished control to the whims of sponsors with limited social intelligence and even more limited understanding of broadcasting’s public-service role. Viewers and the FCC hold CBS-TV responsible for what it airs. And with responsibility goes programming authority.

Censorship has nothing to do with it. Tommy can cry on his mother’s knee. But he should do so in private, not in public.—Marvin Alisky, professor of political science, Arizona State University, Tempe, Ariz.

Takes it back

EDITOR: The story in Broadcasting, March 31, headed "Without TFE, Syndication Traffic is Good," quotes a spokesman for Paramount Television. I was that spokesman, and I did not intend to convey the dissatisfaction with the convention that your story implies. After all it was Paramount Television that instigated the initial joint studio participation with the National Association of Broadcasters.

Our relationship with the NAB has been most pleasant and the annual convention has always been worthwhile from our viewpoint.—Robert M. Newgard, vice president, Paramount Television, Hollywood.

Research credibility gap?

EDITOR: Broadcasting on Jan. 31, 1966 mentions a study by Trendex in which "Radio emerges as the dominant source of news. Radio is shown as by long odds the major source of news for people upon arising, throughout the morning and throughout the afternoon. Even from 6 p.m. to bedtime, when TV moves into top position as a news source, radio continues to outrank newspapers."

In your March 31, 1969 issue a Roper study says: "TV maintains its lead as the primary source of news, 59%, as against 49% for newspapers and 25% for radio. TV now outranks newspapers in believability by more than two to one... 44% of the respondents ranked TV most believable, 21% named newspapers, and 8% radio."

Broadcasting on March 24 this year referred to a study by the National Opinion Research Center of the University of Chicago: "Radio and television were generally seen as the first sources of spot news; radio for local, television for national. No single medium was seen as the source of news information."

Which study is the most believable?—Frank Jones, extension information specialist, radio-TV, University of California, Davis, Calif.

Rebuttal on WFMT

EDITOR: I cannot allow your misleading editorial, "The real violence in broadcasting" (Broadcasting, March 24), to go unanswered, especially since you...
picked me as the personal target for your abuse.

I was indeed an "unsuccessful bidder" for WFM(FM). I make no apologies for that, nor have I tried to hide it. It also happens that I believe strongly in preserving diverse ownership of the media. I trust that you will acknowledge that genuinely felt personal views can coincide with those that might advance one's financial interests.

Today the Citizens Committee to Save WFM filed its proposed findings of fact and conclusions of law with the FCC [BROADCASTING, April 21]. After you have read it, I look forward to your reconsideration of the statements that "the hearing adduced no evidence that would seriously question the right of WGN to buy the FM" and that our efforts represent "dilettantism at its worst."—Charles Benton, president, Films Inc., Wilmette, Ill.

(BROADCASTING stocks by its original assessment of the committee's case. Mr. Benton is a member of the committee which has asked the FCC to prohibit WGN Continental Broadcasting, commonly owned with the Chicago Tribune, from buying WFM[FM]. Chicago.)

Change in the figures

EDITOR: Rollins's recent two-for-one stock split was not reflected in your record of leading broadcast stocks (BROADCASTING, April 21) and this does a disservice to your readers. Instead of the Dec. 31 closing price for Rollins of 76%, you should have shown an adjusted 38%, which when compared with 35% at April 10 represents a downward fluctuation of only 7.9% rather than the 54% you published in two separate instances. This is about half the average of the major broadcast issues which you reported us being off 15%.

We believe that the financial community has long recognized Rollins's outstanding growth record by the price-earnings ratio afforded the company's stock.—Tim Crow, vice president, publications, Rollins Inc., Atlanta.

EDITOR: I read with great interest "Radio-TV Stocks Drop as Earnings Soar" (BROADCASTING, April 21). However, your table reporting the "record for leading broadcast stocks" is inaccurate because it does not take into account our three-for-two stock split of March 1969.

The figures (adjusted for the stock split) should show Wometco closing at 22% on Dec. 31, 21% on April 10, a —4.4% change with per-share earnings at 88 cents for 1968 and 84 cents for 1967.—Gerald F. Whaley, director of public affairs, Wometco Enterprises Inc., Miami.

(The editors regret that the two-for-one stock split of Rollins and the three-for-two split of Wometco since Jan. 1, 1969 were not reflected in the report.)
The prospects for pay TV

There have been some amazing changes in the last 30 years.

It's inconceivable that so many things could have happened in that period of time. Two major war involvements, the advent of television and transplants, computers and conglomerates, jet-powered airplanes, space flights to the moon, freedom marches, presidential assassinations and many, many other amazing episodes in our world of today.

I don't know any more than you do about what's going to happen between now and the year 2000—let alone what's going to happen next week.

But let there be no doubt. There will be some changes made, and the rate of change probably will accelerate faster than the last 30 years.

As a matter of fact, many of these changes are already underway. And most of us know it, but perhaps we aren't ready to admit it or don't recognize change. The power to recognize or to foresee is a great gift. Remember the epitaph on the grave of the hypochondriac which read: "I told you I was sick!"

When to change or how to react to change is always a perplexing problem.

Some people think that the communications industry is unchangeable, that it exists by some divine right. But the knowledgeable experts and the progressive thinkers are predicting and planning plenty of change for the not too distant future—not 30 years from now, but perhaps only 10 or 15 years from now.

Some of those experts tell us that in that fairly short period the method of newspaper delivery will change radically.

Instead of newsprint at your doorstep, the newspaper will probably get into the home via some electronic process.

These experts say that in the future all homes will have a little box, similar to a Xerox machine, and newspapers will be transmitted to the box. Then, when a reader desires a section of the paper, all he needs to do is press a button and up-to-the-minute, live news will be reproduced on a sheet of paper.

This all sounds Buck Rogerish, but 30 years ago we wouldn't have believed that, some day, practically every home would have a television set.

But what do all these predictions mean to you?

There will always be a market for news, information and entertainment. And the same applies to advertising.

The factors which will change are: the methods of gathering news, its packaging, its circulation or distribution, the collection of funds for these services and the degree of government regulation.

There will also be more segmentation of audiences, not only for specific types of news, information and entertainment, but also for specific types of advertising.

What about pay TV?

Chances are there will never be 100% subscription-paid TV with the possible exception of sports events. We don't have 100% subscription-paid newspapers or 100% subscription-paid magazines.

Obviously, radio and TV started quite differently. They have been 100% supported by advertising. And up to this date, all efforts to launch 100% pay TV have been unsuccessful.

As cable TV systems continue to evolve, however, there will be combination "pay-TV home communication centers" heavily subsidized by advertising, just the same as print communication media.

We all pay hundreds of dollars a year for print communications—for news, information, entertainment—and advertising information, too—because we want to know what's going on and what's new and available to satisfy our needs and wants.

So we pay for newspapers and magazines today. The only difference 10 or 15 years from now will be how we receive the same information, entertainment and advertising elements.

I'm sure that in the major population centers, cable TV systems will broaden their services. Today they exist to transmit local-station signals for clearer reception and to import signals of distant stations. In some cases, they are beginning to originate their own programs.

But in the future they may play their most important role yet. And that will be to rent unused channels—in common-carrier fashion—to transmit or circulate "tele-newspapers" or "tele-magazines" into the home or office.

The economic facts of life are obvious. Pay-TV or home communication centers can never pay their own way without some help or subsidy. It will come from either the government or private business.

And there are enough of us interested in the fields of marketing and communications—that I'm convinced private industry will assure the future of news and advertising communications—in one form or another.

So make certain between now and AD 2000 that you're there as a communications packager or common carrier—in one form or another.

If you plan ahead, there's a new era of excitement that awaits you in the application of electronics to your role in the communications industry.

And remember, change should not be looked upon as an adversary, but instead as an ally. Or stated in more contemporary terms, don't make war. Make love.
“We make sure kids today know more than we did”

If world events are often confusing to adults, imagine what they’re like to children. In 1964, Fetzer television stations in Lincoln and Grand Island, Nebraska decided to do something about it. They originated a series of regularly scheduled children’s newscasts to help youngsters better understand the events shaping their future.
"A significant illustration of radio's too rarely used capability of bringing understanding and illumination of the current scene. Not confining itself to the usual surface reporting of day-by-day events, NBC Radio News devoted 'Second Sunday' in 1968 to the in-depth exploration each month of an important area of revolutionary social change presented so as to develop insight and stimulate thought."

29th Annual George Foster Peabody Awards.

"Time and again, in all its program categories, 'Second Sunday' has turned its expert reportorial ear toward the issues which perplex most Americans, enabling us to hear and to better understand the revolutionary challenges and responses of contemporary times. As such, these powerful social documents comprise NBC's consistently best effort at radio education . . ."

1969 Ohio State Award.

NBC Radio Network
Should agencies get 20% for spot TV?

AAAA hears that suggestion, praise for gains by advertising and hints of business expansion

Television was alternately blamed and praised last week as the American Association of Advertising Agencies held its 52d annual meeting Thursday through Saturday (April 24-26) at the Greenbrier, White Sulphur Springs, W. Va.

It was also urged to raise the agency commission on spot-TV business from the historical 15% to 20%.

It was credited with raising the agency media man’s stature, responsibility—and pay. And it was accused of raising its own rates without justification, of operating on a rate card that is utterly negotiable and, because it has made agency media departments bigger and busier and more expensive, of helping to lower agency profits to a record bottom.

Mixed in with the praise and criticism were also a prediction that the media salesman, as such, will become extinct, and a contention that the agency use of outside media-buying organizations might eventually destroy “the whole agency process.”

The call for an increase in agency commissions on spot-TV business came from Richard A. R. Pinkham, senior vice president of Ted Bates & Co. Although he told the meeting he wanted “an armed guard” to escort him back to his room after making the suggestion, he said later he made it seriously because he saw no more realistic way for agency media departments to recoup some of the costs of doing business.

Even a 20% commission, he said, would not cover the costs of processing spot-TV advertising.

He said he did not know how the higher percentage might be achieved and that he had decided to “throw it out” at the AAAA meeting in hope support might develop for the idea. He said he had discussed it with some station representatives but they had not been overly receptive.

The proposal was not mentioned by subsequent speakers on the panel or in the question-and-answer session that followed.

The agency leaders and their advertiser and media guests also heard a critique of advertising, based on predominantly favorable findings of consumer surveys, in which the brunt of criticism seemed to fall on TV and radio commercials—and on the people who write and place them.

Other highlights of the two-and-a-half-day meeting included:

- Retiring AAAA Chairman Edward L. Bond Jr. of Young & Rubicam advised his colleagues to “stow the garbage” spread by “prophets of gloom” and “take a moment to count our blessings.” Advertising, he said, “is every boyhood dream some true—as colorful as the circus, as exciting as the rodeo, as full of promise as the road show come to town.”

- Some of the problems and perils of—but nevertheless progress in—measuring the effectiveness of advertising were presented by Paul E. J. Gerhold, president of the Advertising Research Foundation, and Benjamin Lipstein of Sullivan, Staufer, Colwell & Bayles, chairman of the AAAA research committee.

- Leo Cherne, executive director of the Research Institute of America, New York, saw the possibility of “a kind of rolling recession” later this year and into 1970. He said this was a more bearish view than he held even a few days ago and stemmed from, among other things, a newly developed fear that currently proposed controls may not disintegrate the economy sufficiently.

Mr. Pinkham’s proposal for higher commissions on spot-TV business came in a session on “straight talk from the media man,” in which he said that television had been the main reason for the rise of agency media people from “pretty much clerks” 20 years ago to roles “pivotal to planning.”

“The television,” he said, “produced an explosion of information which has required a whole new breed of media men. It generated new universes of research, and each medium produced a blizzard of research to counter the
deadly thrust. In media, we had to absorb it all and make it meaningful.

"At Bates, for example, we have more than doubled our expense for research provided by outside suppliers in the last eight years. And we have had to install a computer and a substantial EDP staff to organize this voluminous data so we can address it to our clients' problems."

Because it is "a negotiable medium," Mr. Pinkham said, TV elevated the media man's status: "Any clerk can buy media by the rate card, but in television the rate card is as obsolete as the brontosaurus. It has become the media man's function to negotiate the best deal out of his knowledge of the rates and his instinct for a bargain. Unfortunately, the price tag on a man like that can get bigger and more expensive than ever, and we are certainly one reason why agency profits have reached a low."

To improve the agency profit picture, Mr. Pinkham speculated that agencies might charge more special fees, spin off their media and planning services, increase computerization or let the client absorb more of the agencies' media functions. But he thought "most clients are too smart" to take on the expense of absorbing agency functions, and he regarded the other suggestions as "not very appetizing." Increasing TV media commissions was to him the most realistic approach.

The idea that media salesmen, as such, are destined for extinction was suggested by Lee Rich, consultant to Leo Burnett Co. and head of Lorimar Productions, who thought this would be the inevitable result of increasing computerization of media data.

"There has been a lot of talk and speculation about the establishment of electronic communications between the various media, the media research services and advertising agencies," he asserted. "While there are still a lot of problems to be solved, it is only a matter of time before any piece of information about any advertising medium will be obtainable instantaneously without having to go through a salesman intermediary. There will no longer be a need to have the media salesman per se on the other side of the desk."

"To survive, Mr. Rich said, media salesmen will have to "be idea men and marketing men first and salesmen second. As the media world becomes increasingly complex, and full of facts and figures, media representatives in the true sense of the word will be needed who can interpret the data for their individual media and help agencies solve specific marketing problems through creativity and imaginative thinking."

Other panelists seconded Mr. Rich's motion that rep salesmen in all media must be more than messengers with lists of availabilities. Some suggested that the extent to which salesmen will survive will depend on the extent to which stations and other media give them full rights and authority, so that in negotiating—whether on price, program, or position—they will not continually have to say: "I'll have to get back to you later."

An attack on agencies' use of outside media-buying services came from Herbert D. Maneloveg, vice president and media director of BBDO, New York. Agency managers who patronize such services, he said, are "concentrating only on half the job, inadvertently saying that media can be outside the agency spectrum."

"And if allowed to continue," he added, "what they're really doing is probably destroying the whole agency process."

Mr. Maneloveg also called upon agency management to give more attention to media. The message is important, he said, "but it becomes pretty much a waste if it goes to the wrong prospect or isn't heard or seen enough times in relation to competition. Allowing the agency to build campaigns without a foundation of soundly directed media weight is like fashioning artistic sand castles which can be washed away by the first wave from a rival brand."

He also stressed the importance of media in "a world beset by inflation," where brands are "proliferating faster than rabbits" and "the number of commercials on the air actually jumped 25% in just one year because of the total muddle to 30 seconds." He said:

"We're facing a public that's drawing a boredom barrier and credibility gap between themselves and advertising. To face up to these threats, it is mandatory that agency management pay more attention to getting media as a chief weapon in the arsenal of marketing."

Mr. Maneloveg said he was "frustrated" by the "lackadaisical attitude" that many agencies show toward media practices such as the raising of TV rates: "If we were in manufacturing, we'd never permit prices to rise as they have without a sound justification for same. But when network or spot television blindly pumps up prices while at the same time actually losing audience, we all look the other way."

Harold Miller, vice president and media director of Grey Advertising, New York, also had some "straight talk" to offer, dealing primarily with communications—or lack of communications—between media departments and other departments of many agencies.

"Copy people," he said, "may well be working on spreads while the media department is planning a campaign calling for single pages."

The "boredom barrier and credibility gap" that Mr. Maneloveg warned against were explored in detail in a Saturday-morning session devoted to findings of AAAA-sponsored studies of consumer attitudes conducted in 1964 and 1967 and published last year by the Harvard Business School's research division as a 474-page book titled "Advertising in America: The Consumer View" (BROADCASTING, April 27, 1964; July 15, 1968).

Although the study found that the public has nothing against advertising in general, Daniel H. Lewis of D'Arcy Advertising, New York, was slated to point out that this did not mean that people do not object to many individual commercials or prints ads.

Thus, he said in a speech prepared for delivery Saturday, 84% of the ads seen or heard "made absolutely no impression" and 29% of the rest were considered "offensive" (5%) or at least "annoying" (24%).

Worse yet, he continued, when the public listed pet annoyances, "TV and radio commercials" ranked third on the list, accounting for 8% of the mentions and topped only by "inconsiderateness" (22%) and "noise" (13%).

"Imagine," Mr. Lewis urged his audience, "unprompted top-of-mind responses resulted in a score for radio and television commercials that was roughly four times the size of world problem, 'bad roads' or 'unemployment.' Radio and television commercials bugged people twice as much as traffic problems, twice as much as cats and dogs, and even more than the government!"

In addition to commercials, "TV programs" tied for 15th place on the list of annoyances, getting 2% of the mentions.

"A great many people feel advertising needs immediate attention and change: 15% of all respondents, to be exact," Mr. Lewis continued. "Furthermore, 20% of people with a college education fall into this category—and I don't have to tell you that those are the people who matter the most to us."

What people found most annoying about ads and commercials was "intrusiveness," defined as "seen or heard too often," "interrupted something," "too loud," "too long" or "too large.

Four out of 10 complaints fell into this category. Advertising that seems untruthful or exaggerated ranked second with 26%, followed by messages that seem "silly" (11%), "offensive" (8%) and "high pressure" (6%). Miscellaneous complaints rounded out the list.

What it adds up to, Mr. Lewis continued, is that "81% of the complaints spring from factors over which we do have creative control," while 19% relate to noncreative functions such as "heard or seen too often" and "type of prod-
uct being advertised."

The product itself can be a problem. Seven categories were found responsible for 48% of all advertising held to be annoying (and most of the seven are heavy users of TV and radio).

Soaps and detergents led the list with 12% of the complaints. They were followed by cigarettes and medicines with 9% each, cleansers and cars with 5% each, and hair dressings and dental products with 4% each.

Even with these categories, however, the advertising for some products was found to be more consistently annoying than that of some of their competitors, though in the case of cigarettes, Mr. Lewis speculated that "the product category itself must be greatly responsible" for relatively high annoyance levels shown for all brands reported.

A drug advertiser whose messages were given an "annoyance factor" of 15%—as against 83% for another drug advertiser—was cited as evidence that "drug ads don't, in themselves, necessarily have to be annoying or offensive."

He did not identify the brand but said "it is noted for clever, entertaining commercials" and its sales curve "reflects the popularity of the television commercials with viewers. So contrary to beliefs in certain quarters, it is possible for a television commercial to be bright, witty, entertaining—and still sell the product."

"I just wish that the soap-and-detergent people had just one campaign, one brand, to help make this point," he continued. "They don't."

Mr. Lewis told the agency men and their guests that "I have deliberately concentrated on our frailties rather than our successes because I think some of our problems are self-created. If so, something can be done about them."

Cleo Hovel of Campbell-Mithun, Chicago, took a somewhat lighter view of the consumer-attitudes study.

"That we are not regarded as God's gift to society by the general public, and certainly by a vociferous minority, is no surprise," he said. "We're peddlers. At best, we're smart, sophisticated, highly persuasive peddlers. At our worst, we are abnoxious, annoying, deceitful and bothersome door-knockers."

But Mr. Hovel also thought "there's more good advertising today than in the past," and that "today's audience is better informed, more knowledgeable, more suspect of the phony promise, more demanding of the product performance than ever."

"The TV generation is upon us, too: kids who grew up with TV rather than radio or print as their main source of entertainment or information. Our need to understand the real rather than the imagined audience . . . is more important than ever. The old appeal of 'as good as Mom used to make' may be so much baloney to a kid brought up on TV dinners and Colonel Sanders chicken. . . ."
Westinghouse dumps cigarette ads
It says new fairness ruling is 'insoluble'; Metromedia asks FCC to reverse itself

Westinghouse Broadcasting Co. and Metromedia Inc. have reacted in dramatic, if conflicting, fashion to a new FCC policy holding that broadcasters must carry a generous amount of antitobacco spots in prime time if they are to meet their fairness-doctrine obligation to balance the tobacco commercials they carry.

WBC announced it will drop all cigarette advertising on its 11 radio and television stations as soon as possible—the third station group to take such action. The company says the problems posed by the FCC ruling are "insoluble."

Metromedia, on the other hand, said its policy of aiming antitobacco spots at children in nonprime time is a sound one which the commission should respect. Metromedia asked the commission to reconsider its decision calling on Metromedia's WNEW-TV in New York to make a "greater effort" to carry antitobacco spots in periods of "maximum viewing" (see adjacent story).

Westinghouse Broadcasting is discontinuing all cigarette advertising on its television and radio stations as soon as existing commitments end.

Westinghouse's decision was contained in a letter, dated April 18, to Rosel Hyde, chairman of the FCC, and was made public last Thursday (April 24) by the company. The letter, signed by Donald H. McGannon, president and chairman of Westinghouse Broadcasting, was written in reply to the commission's action calling on WBC-owned KPIX-TV in San Francisco to make a greater effort to carry antitobacco announcements in prime time (Broadcasting, March 31).

Mr. McGannon outlined the operational difficulties KPIX-TV faces in responding to this FCC directive and then made this revelation:
"In light of the insoluble nature of this situation, Westinghouse has no alternative but to discontinue all cigarette advertising on its stations, effective immediately.

"There will be a need to respect existing commitments and except for short-term special cases, cigarette advertising on Group W [Westinghouse] stations will be completely eliminated as expeditiously thereafter as possible. In the meantime, we will conscientiously fulfill the commission's indicated requirements irrespective of our views."

Westinghouse's decision to drop cigarette advertising, obviously made with some reluctance, was tied in apparently with the FCC directive that it present an equitable number of antitobacco spots in prime time on TV and radio. Mr. McGannon dwelt at length on the difficulty of complying with this order, stating that "prime time presents a dilemma for the local broadcaster."

"The period 7-11 p.m. in the east and Pacific time zones and 6-10 p.m. in the central time zone are, in the main, programmed by the networks," Mr. McGannon pointed out. "The only opportunity a station has (assuming no preemptions of network offerings) to present antitobacco spots is at the station break. These are limited to approximately six in number because of the 'long form' of programs (such as feature films) which have one to two hour formats.

"In addition, each station, in co-operation with the Advertising Council and other organizations, has made commitments to air other types of public-service announcements. In fulfillment of this, Group W reserves a number of positions for presentation of the public service, and if we are to increase the antitobacco announcements, we must either throw off commercial announcements or announcements on behalf of cancer, tuberculosis, Red Cross, Salvation Army, bishop's relief fund, Biafran relief, cystic fibrosis, Helen Keller fund, national internal revenue, League of Women Voters, medicaid, National Safety Council, Police Athletic League, social security, Urban America Inc., United States Air Force, U.S.O. and other announcements."

"While a local broadcaster can fulfill

Metromedia faults FCC fairness
Group says scheduling of antitobacco spots should be a decision left up to stations

Metromedia Inc. is refusing to bend to the FCC order calling on its WNEW-TV in New York to carry more antitobacco spots "during periods of maximum viewing."

Metromedia says its policy is to carry such spots at times when children are watching and adds that such a policy is a sound one which is within its discretion to adopt. The commission's decision, it says, "amounts to a drastic revision in the fairness doctrine without the benefit of rulemaking procedures."

Metromedia expressed its views in a letter in which it asked the commission to reconsider its decision in the matter and concluded that WNEW-TV has complied with the agency's cigarette advertising policy. The letter was signed by Metromedia counsel Thomas J. Dougherty.

The commission, in a letter to Metromedia last month, said that while WNEW-TV was making substantial efforts to inform listeners of the health hazards of cigarette smoking: "We nevertheless believe that greater effort is called for during the periods of maximum viewing."

Metromedia was directed to submit a statement of its future policy on carrying antitobacco spots and to report later on its implementation of that policy (Broadcasting, March 31).

But Metromedia said that compliance would be "bending to subsequent restraint—which is just as invidious as prior restraint" and would "amount to an acknowledgment that we were wrong in what we did. It would constitute a concession to the delicate balance that exists between the commission and broadcast licensees in fairness questions. But, most importantly, it would dispose of the important educational functions which could be accomplished."

The commission wrote Metromedia about the same time it was sending similar letters to WNBC-TV New York, KRON-TV San Francisco and KPIX-TV San Francisco. All four actions resulted from joint complaints filed by anti-smoking crusader John Banzhaf III of New York, and ASH (Action on Smoking and Health), which he heads.

The letters provided a refinement of the commission policy of applying the fairness doctrine to cigarette advertising. The commission had not previously indicated it believed that fairness required a heavier concentration of anti-
cigarette spots in prime time.

And the commission appeared last week to be moving toward a more formal announcement of that refinement. The chief of its renewal and transfer division, Robert Rawson, told a meeting of the state broadcasting association presidents in Washington that the commission staff is preparing a public notice which, he supposed, will render "all Banzhaf pleadings . . . rather academic" (see page 60).

He said later that what is in preparation is a public notice that would be sent to all licensees setting forth the commission policy as expressed in the letters to WNEW-TV and the three other stations. He said this would provide licensees with the "guidance" they have not had.

Metromedia, in its letter which was dated April 18 and which was made public by the company last week, said that if the commission is announcing a modification of the fairness doctrine in its letter to WNEW-TV, "basic fairness requires that the industry be heard.

"Further," it said, "any such policy change should be made explicitly for the guidance of the industry. If it is not modifying its policy, then the letter constitutes an unwarranted intrusion into an area of license discretion and is just plain wrong."

Metromedia also said "it is an unwise intrusion, since the commission cannot know individual station strength and weaknesses in individual program segments."

The mathematical equation for locally originated tobacco commercials in prime time, it is not generally possible to also counterbalance those originated by the network.

"In the case of one network, cigarette spots are fed in the ratio of five to one units, in elapsed time it is 20 to one. This is of an amount that, using all the station break time, would barely achieve the three-to-one ratio indicated informally by the commission staff. In the case of the second network, the ratio is more favorable, and it is expected that a proposal will be forthcoming that firms this up."

An informed estimate is that cigarette advertising makes up 8% of television and 6% of radio advertising revenues on the Westinghouse stations. At the outset, Mr. McGannon said that he holds to the conviction that "there is a serious jeopardy involved in smoking." But he added that the broadcaster finds himself "in a very contradictory and difficult position."

On the one hand, according to Mr. McGannon, the broadcaster is faced with the commission's order involving the "fairness doctrine" and the FCC proposal that contemplates the total prohibition of cigarette advertising.

On the other hand, he added, there is a long-standing federal subsidy for the growing of tobacco in which tax funds are expended in multi-million dollar amounts each year and the Agriculture Department, using tax funds, has produced a film for use abroad which extols the values of tobacco.

Mr. McGannon voiced the view that the two most influential factors in a person's starting or continuing to smoke are "social peer-pressure" and the smoking habits of members of the same family within a given household.

Previously the Post-Newsweek Stations and the Bonneville International group had announced they would discontinue cigarette advertising on their outlets (broadcasting, April 21, 14).

The Westinghouse broadcasting stations are WBBM-AM-TV Chicago; WINS-New York; KWW-AM-TV Philadelphia; WJZ-TV Baltimore; KDKA-AM-TV Pittsburgh; WIND Chicago; KFVB(TV) San Francisco; WOWO Fort Wayne, Ind.; and KFWB Los Angeles.

Cigarette debate heats up on Hill

No early action seen in House as splits widen

The steady parade of witnesses before the House Commerce Committee's cigarette labeling hearings continued last week as tobacco and broadcasting industry leadership alternated with federal regulators and health specialists in marathon sessions that showed no signs of coming to any early conclusion.

Witnesses were scheduled through Tuesday (April 29), but the lists for each day were so long that testimony began running behind schedule by midweek, making it likely that committee consideration of the options before it—which Chairman Harley O. Staggers (D-W. Va.) has said will be pending business shortly after the conclusion of the public hearings—will not begin until next week at the earliest.

For the first time during the sessions, antitobacco forces on the committee were heard from. But instead of straight-out opposition to all cigarette advertising, they concentrated their efforts in an attempt to toughen the warning that now appears on cigarette packs and to extend that warning to all advertising.

This view was most strongly espoused by John E. Moss (D-Calif.), who fought for a stronger warning, one which would be included in all forms of advertising, when the Congress acted in 1965, and who vowed he would fight once again. Backed by John Dingell (D-Mich.), the outspoken congressman accused tobacco representatives and their congressmen of "enticing and alluring" the youth of America into what he called a situation hazardous to their health by showing only the pleasurable aspects of cigarette smoking and ignoring the dangerous ones. He is opposed to letting the present law elapse, however, because he doesn't want to see the power to act on this matter passed into the hands of the regulatory agencies, namely the FCC and the Federal Trade Commission.

If the Cigarette Labeling Act which is now in effect is allowed to expire on June 30, 1969, and Congress takes no action to extend it or strengthen it, then the matter goes to the FCC and FTC, as well as individual state and local jurisdictions, to establish their own rules. The FCC has already promised to ban all cigarette commercials from radio and television, a situation Representative James Harvey (R-Mich.) called "the rankest form of discrimination between two media."
FTC supports the FCC proposal and, in addition, would have advertisers include a warning that “Cigarette smoking is dangerous to your health and may result in death from cancer and other diseases” in their print advertisements; a proposal that, according to tobacco and broadcast spokesmen, would be tantamount to an outright ban on cigarette advertising. Although this accord with the FCC was expressed as the majority view of the trade commission, Chairman Paul Rand Dixon, who appeared as spokesman for the FTC at the hearings, admitted that he was in the minority on this point. He said he felt a more effective program would be to continue broadcasting cigarette commercials, but to also continue a greater drive in anticigarette commercials. He called a broadcast ban “anticompetitive.”

Representative Harvey also brought up a point raised by many members, that of the constitutionality of a ban on broadcast advertising. He called it “a matter as important as health.” He was seconded by Representative Richardson Preyer (D-N. C.), who addressed himself to Dr. John L. Gompertz, president, National Tuberculosis and Respiratory Disease Association. Dr. Gompertz admitted he did not advocate prohibition of smoking, but that the public should be told the dangers of smoking along with the “benefits.” Congressman Preyer replied: “You say it is not the role of government to outlaw smoking. I say it is not the role of government to frighten people not to smoke.”

National Association of Broadcasters President Vincent T. Wasilewski agreed that advertising warnings would, in practice, have the same result as the FCC proposal to ban outright all cigarette advertising on radio and television.

Congressmen Brock Adams (D-Wash.) and Paul Rogers (D-Fla.) pressed the point in questioning, asking on what basis Mr. Wasilewski concluded that the warning would sink any advertisements it was attached to. “It’s just a surmise,” Mr. Wasilewski said, of business judgment he expected would be made.

Later in the week, Joseph Cullman III, chairman and chief executive officer of Philip Morris Inc., left no doubt that Mr. Wasilewski’s surmise was correct. Cigarette manufacturers simply would not pay for advertising that incorporated a “death” warning, he said flatly. (The clear word that cigarette interests could not accept a strong health warning in advertisements set off a backlash effort by some congressmen to find some compromise language that could be acceptable for use in commercial messages, it was understood, but no progress along this line was reported.)

NAB President Wasilewski focused on the FCC proposal to eliminate broadcast cigarette advertising. NAB, he said, challenged the validity of commission action without congressional authority; held that only the Congress “has the power to prescribe what are permissible standards of advertising in the public interest,” and noted that the legal controversy that would arise in the wake of such an FCC action “would create prolonged uncertainties for advertisers and broadcasters.”

Despite commission protestations that the proposed action against cigarettes was “unique,” the NAB president attacked the precedent that would be set if the commission’s proposal should prevail: “Many products and business activities have been the subject of reports and legislative action dealing with their relationship with health or safety.”

“Essentially, then,” he told the panel, “the commission’s assertion of authority to ban the advertising of a legal product is tantamount to a claim of power to promulgate advertising standards for all products.”

Through the broadcasting codes, Mr. Wasilewski said, the industry maintains a “continuing review of cigarette advertising on radio and television as it relates to the public interest, and it has been responsive to that interest. We believe that self-regulatory efforts have played and are playing a significant role in dealing with the issue, and that the futility of such efforts should be encouraged.”

At any rate, he observed, “the federal government should not lay the whole weight of a national problem on one segment of one industry—broadcast advertising. This is not only discriminatory but it also tends to create the illusion that this will resolve the matter.”

Congressman Rogers suggested that further attempts at self-regulation, and liaison between broadcasters and the cigarette industry, might be in order. “It would be helpful,” he said. “It is my personal belief that the two industries should get together.”

Mr. Wasilewski said that such work would go forward and that he would keep the Commerce Committee advised of any possibilities for changes in the codes. There was no discussion, however, of possibilities that specific steps might be on the agenda for this week’s Washington meeting of the NAB television code review board (see page 55).

The week’s testimony began with strong anticigarette statements from two representatives of the American Cancer Society, Drs. Sol. R. Baker, a radiologist and chairman of the ACS committee on tobacco and cancer, and Ashbel C. Williams, a surgeon who was president of the ACS in 1967.

Dr. Williams told the committee that talking about a cigarette “controversy”—implying that the case against cigarettes is not proved—is raw deception. “It added that cigarette marketers now find themselves, “through no fault of their own, in the tragic position of being merchants of death.”

Dr. Baker noted that “we of the

Dr. Williams  Chairman Dixon  Dr. Baker
It's been another rewarding year.

This year, we received:

A George Foster Peabody Award for "Kaleidoscope" with Mike Whorf. This is the most coveted award a broadcaster can earn.

A national Associated Press Award "for Outstanding Contributions to AP News Reports in 1968."

Three 1st Place Michigan Associated Press Awards:

1. For "General Excellence of Overall News Presentation." The most significant of all AP Awards.
2. For "General Excellence of Individual Reporting."
3. For "Best Hard News Documentary."

A citation and resolution of appreciation from the Southeastern Michigan Council of Governments for an "outstanding contribution to understanding of local government." This was the only award given.

A Certificate of Recognition from the National Conference of Christians and Jews for the documentary program "Psychology of Rebellion." The certificate reads: "For exemplary discharge of the responsibility of mass media . . . by making a telling contribution to the eradication of prejudice . . . through creative educational public service programming in the vital area of human relations."

We don't know what to say. Except thanks.

WJR
CBS Detroit
A Division of Capital Cities Broadcasting Corporation
Boston (WHDH-TV)
Rating 11 Share of Audience 28
Station's highest share of audience in the time period in 6 years!
Mon.-Fri. 4 PM

Providence (WTEV-TV)
Rating 15 Share of Audience 32
Share of audience 50% higher than station's prime-time line-up!
Mon.-Fri. 5 PM

Philadelphia (WBF-TV)
Rating 7 Share of Audience 14
Station's highest rated program ever! Second highest rated show on an independent in Philadelphia!
Mon.-Fri. 6:30 PM

Milwaukee (WISN-TV)
Rating 17 Share of Audience 43
No. 1 in its time period! Second highest rated program in market from sign-on to 6:30 p.m.!
Mon.-Fri. 4:30 PM

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ARB: Jan.-Mar. '69 reports. This data is presented subject to the limitations as issued in the reports used.
We're not talking science fiction.

We're talking down-to-earth facts and figures.

They show that key markets are soaring to new rating highs with Irwin Allen's futuristic all-family adventure series LOST IN SPACE.

An out-of-this-world series, ideal for stripping, with 83 exciting hours, 54 in color.

The ratings are great up here! Take a look.

Then call us collect at (212) 957-5176 for an out-of-this-world deal.

Albany, N.Y. (WEN-TV)
Rating 11 Share of Audience 37
No. 1 in its time period! Increase over lead in share—37%.
Mon.-Fri. 4 PM

San Francisco (KRON-TV)
Rating 7 Share of Audience 20
Station's highest rated program!
Highest rated syndicated program in market from sign-on to 5 P.M.
Mon.-Fri. 5 PM

Houston (KHTV-TV)
Rating 6 Share of Audience 9
Highest rated syndicated prime-time program on an independent in the market! Scored 3 times better than predecessor Mike Douglas!
Mon.-Fri. 6:30 PM
American Cancer Society are deeply indebted to the radio and television industry for the time devoted to our anti-smoking messages." But both men called for Congress to give the Federal Trade Commission and the FCC the authority to regulate cigarette advertising, under the supervision of and reporting regularly to Congress.

The public-service anticigarette spots "show very well the value of advertising," Dr. Baker observed. But it was their strong conviction, he added, "that advertising of cigarettes should be stopped." Dr. Williams agreed that radio and TV cigarette advertisements "should be ended, preferably on a voluntary basis."

The cancer society representatives, as did all anticigarette witnesses, faced extensive questioning from tobacco forces on the committee. But Representative Adams, in questioning, seemed to be intent on gathering arguments useful later in a floor fight on the legislation, indicating that opposition strategy might be shifting from the committee level to subsequent theaters of action.

Two major arguments of the anticigarette faction were volleyed back by William Kloepfer Jr., vice president-public relations, The Tobacco Institute. The first is that there actually does exist a detrimental relationship between smoking and health. Despite the much-publicized surgeon general's report and testimony from representatives of the American Heart Association and other health organizations, Mr. Kloepfer maintained that there is no undisputed medical evidence to support this theory. He stated that in hearings to come medical specialists would bear out his contention.

Secondly, Mr. Kloepfer took issue with the complaint that the public has not been adequately alerted to the dangers of smoking—the basis of the argument opposing the extension of the present warning. He cited the various forms that antismoking education had taken, including reports containing what he and his colleagues called "unrevealed statistical errors and undisclosed manipulations," and concluded his argument by quoting Dr. Daniel Horn, director of the National Clearinghouse for Smoking and Health, an anticigarette organization, who stated last November: "You could stand on a rooftop and shout 'Smoking is dangerous' at the top of your lungs and you would not be telling anyone anything they did not already know.

Hearings continue this week, leading off with testimony today (April 28) from Robert B. Meyner, former governor of New Jersey and presently administrator of the cigarette advertising code. He will be followed by various medical specialists, presenting evidence both supporting and refuting the detrimental relationship between smoking and health.

Business briefly:
Consolidated Cigar Corp., New York, will advertise on all three TV networks this summer for Dutch Masters cigars and Muriel Tipalet cigars. Included are participations in The Dick Cavett Show on ABC-TV through July 28, the Triple Crown horse races on CBS-TV, and baseball pregame shows on NBC-TV through June. Lennen & Newell handles advertising for Muriel, and David, Oksner & Mitchneck, for Dutch Masters.

Jello Division of General Foods Corp., White Plains, N. Y., is using television and print advertising in the Phoenix, Ariz., Denver and Portland, Ore., markets to support introduction of a new, layered Jell-O dessert. The product separates into layers of gelatin, chiffon and a cream topping on setting. Young & Rubicam, New York, is the agency.

specialized account arm established by Gardner

Gardner Advertising, St. Louis, has former a separate unit, Vangard, designed to serve specialized accounts. The unit, which has been operating informally for at least a year, will have a high degree of autonomy, but continue to draw upon the resources of Gardner's central division in St. Louis.

Gardner expects the Vangard unit will pool advertising skills and experience with agricultural and industrial clients. Vangard will also specialize in consumer accounts in which the dealer has heavy influence on the purchase of a product.

Initially Vangard will handle three Gardner accounts: Deer & Co., Moline, Ill., Elanco Products Co., division of Eli Lilly and Co., Indianapolis, and the Animal Chow Division of Ralston Purina, St. Louis. All three are agricultural accounts, and all three have used spot radio. Purina animal shows have made use of spot TV.

Named head of the new group, Lyle Abbott, is Gardner vice president and account supervisor. Other principals are Vice President-creative supervisor Josef Detting, creative supervisor Phener Dapron, Vice President-account supervisor Kenneth Hieronymus, Vice President-account supervisor Eugene Hahnel and account executives David Holland and Anthony Shimkus.

CBS billings move to Ally

The CBS Broadcast Group and BBDO have agreed to sever their advertising relationship effective June 30. Several elements of the group will move to Carl Ally, but BBDO will retain the account for CBS-owned KNXT(TV) Los Angeles. The components assigned to Ally include CBS-TV, CBS News, CBS Television Stations Division, CBS Radio network and other elements in the radio division. Billings are less than $2 million.

Rocky pounds out a spot for Norwich NP-27

Former middleweight boxing champion Rocky Graziano becomes a quick-change artist in a new 30-second commercial for Norwich Pharmacal's NP-27 athlete's foot remedy.

Using the split-screen technique to focus on the ex-fighter's feet and face, Norwich's agency, Benton & Bowles, has cast the fighter as a hippie, a millionaire, a cowboy, a boxer, a flamenco dancer and a "goil," all susceptible to athlete's foot. Starting May 11 the spot will appear on ABC-TV's This Is Tom Jones and The Outcasts. CBS-TV's Jonathan Winters Show and Glen Campbell's Good Time Hour, and NBC-TV's Today and Tonight shows, among other network programs.
Procter & Gamble still leads the Television Bureau of Advertising's list of the top 100 television advertisers, but its investment in 1968 declined by more than $10 million from the 1967 figure.

The packaged-goods company spent $80,944,900 in spot TV and $100,979,300 in network TV for a total of $181,924,200 in 1968, a drop of 5.3% from 1967's expenditures of $192,052,300. Last year P&G spent $12.2 million less in network TV but $2 million more in spot TV than it did in 1967.

General Foods ranks second in TVB's 1968 list with an investment about half the size of P & G's. The next six in line, Colgate-Palmolive, Bristol-Myers, American Home Products, R.J. Reynolds, Lever Bros. and American Tobacco were all in the top 10 in 1967. General Motors and Warner-Lambert Pharmaceutical, ranking ninth and tenth, respectively, in 1968, replaced Gillette and General Mills.

Among the top 10, Bristol-Myers, Reynolds and Lever decreased expenditures compared to 1967, while the rest increased their TV spending from 4% to 18%.

In the top 100, the largest dollar increase came from Colgate-Palmolive ($8,459,700). The largest percentage increase was recorded by Pan American Airways (ranked 94th) at 196.6%.

New to the top 100 in 1968 were Phillips Petroleum, McDonald Corp., General Telephone & Electronics, Volkswagen of America, Pan Am, Merck & Co. and Singer Co. Repeating companies under new corporate names are British-American Tobacco (Brown & Williamson Tobacco), Loew's Theatres (P. Lorillard), International Telephone & Telegraph (Continental Baking), Swift & Co., Inc. (Hunt Foods & Industries) and Squibb Beech-Nut (Beech-Nut Life Savers).

Papers aim at TV money

Members of the Bureau of Advertising, American Newspaper Publishers Association, meeting in New York last week (see page 62), were given reports of intensified efforts by the bureau to attract healthier budgets to the newspaper medium in 1969. And prime targets of their pitches turned out to be the TV-conscious national advertisers and the growing number of retailers which are using TV.

Leo Bogart, executive vice president and general manager of the bureau, out-
A modest miracle from RCA
(or how to get more VTR for your money...for less money)

The TR-60. The only thing modest about this unique studio and mobile VTR is the price. It's lower. But it's capable of superior performance! What's the secret? An RCA exclusive, 48 years of experience in the broadcast business. The most. With that kind of background, it's easier to make the best for less.

Only RCA could have produced a modestly priced VTR with correct color field editing carried down to a single frame (to avoid color disturbance). Plus line-by-line correction of hue and saturation error with (optional) "CAVEC" for life-like playback reproduction. Plus an erase head that makes tape scratch impossible. Plus total remote control over editing sessions. Plus in-phase dropout correction (optional) that puts the right color back in the picture. Plus reactance and resistance controls that give you more uniform color. Leave it to RCA to get all the imperfections out of the VTR color picture...and, for less money.

Get all the facts. Call your RCA Broadcast Representative or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N.J. 08102.

IMPORTANT NEWS:
The TR-60 can also be used as a master VTR with the world's first automated video cartridge tape recorder/player—the show-stopper of the 1969 NAB! Write for details.
Merger bug bites two more N.Y. agencies


The new chairman and chief executive officer of the new agency, Bruce Friedlich, promises that Friedlich, Fearon & Strohmeier "will stay on top of J. Walter Thompson." The new agency will occupy expanded space at the Friedlich headquarters atop the Graybar building, 13 stories above J. Walter Thompson offices.

Among the accounts being handled by the new agency are Piper Aircraft, from DP&S, and the New York brokerage firm of Shearson, Hammill, from Bruce Friedlich & Co. The Shearson, Hammill campaign includes both radio and TV.

William Strohmeier, president of DP&S, will be vice chairman. Robert A. Fearon is the new president and creative director, the job he held at Bruce Friedlich. David N. Stead, senior art director at Friedlich, will be senior vice president—client services.

lined the presentations the agency had made to numerous advertisers, particularly those in the automotive, gasoline and toy categories, which are TV-oriented. Mr. Bogart claimed that TV's cost efficiency is declining as the audience is becoming more fractionalized.

Without a direct mention of television, Lee B. Templeton, the bureau's senior vice president for chain and department store sales, told his audience that one of the main problems in retail advertising is that some department store managers "feel somehow that newspapers no longer seem exciting." He added that as the retailer moves into new territories, it is "vital that we keep him thinking of newspapers, making it easier for him to buy on a multi-market basis even though it might make individual newspapers uncomfortable."

The bureau announced that its budget for the next fiscal year beginning June 1 has raised to $2.9 million from $2.77 million in the year ending May 31.

Rep appointments:

- WTVY(1V) Youngstown, Ohio: Avery Knodell, New York.
- KTVV(2V) Springfield, Mo.: Blair Television, Market Division, New York.
- WSHC Jacksonville, Fla.: KOHO Honolulu, and WCSV Crossville, Tenn.: AAA Representatives, Brooklyn, N. Y.

Dixon charges Hill hampers FTC

Opposes proposal that would substitute consumer bureau; cites congressional fetters

Federal Trade Commission Chairman Paul Rand Dixon answered his agency's severest critics last week by laying the FTC's budgetary problems and legislative frustrations at the door of Congress.

In a ringing defense of the agency's performance under what he called "physical constraints imposed on us from the outside," Mr. Dixon debunked a congressional proposal that the commission be abolished. "The annual return from our efforts is many times the amount of our total budget. I think the FTC is one of the American consumer's best buys," he said.

Mr. Dixon appeared before the Senate Subcommittee on Executive Reorganization, which is conducting hearings on a proposal to abolish the FTC in favor of a Department of Consumer Affairs, a consumer protection bureau that would enjoy cabinet-level status. Mr. Dixon, in frequently stinging terms, was unalterably opposed to the idea.

"It is always a great deal easier to pass a new law reshuffling or tearing down existing institutions than to perfect them," he said. "And should the suggested new agency fail, the patient that would suffer is, of course, once again the consuming public. It would have been deceived into believing it was getting a new and better product when in fact only a new brand or wrangling had been placed on an old one."

According to Mr. Dixon, the solutions to the FTC's burdens of policing a $900-billion economy for anticompetitive and deceptive practices (what he called vital "consumer matters") reside in more resources (principally funding) and a "more powerful and sym pathetic constituency up here on the Hill." That constituency, he indicated, was lacking on several significant occasions.

In 1965 the FTC attempted "to initiate a bold program to do something about the massacre that goes on in this country under the name of cigarette smoking," Mr. Dixon cited. Before the agency could invoke a rule that would have required disclosure of health hazards associated with smoking, Mr. Dixon said Congress intervened by passing a bill that prohibited the FTC from "doing anything about cigarette advertising on TV."

In 1962 Mr. Dixon said the FTC began an inquiry "to gather some highly

Case and Krone open new shop in New York

Gene Case, formerly one of the partners at Jack Tinker & Partners, and Helmut Krone, who was senior vice president, director of special projects at Doyle Dane Bernbach, have joined to form a new agency, Case and Krone Inc. The agency will be temporarily located in the Plaza hotel, New York. It has not announced any clients. Mr. Case will be president of the new agency and Mr. Krone will be chairman.

At Tinker, Mr. Case was involved in creating campaigns for New York Governor Nelson Rockefeller, Alka-Seltzer and Gillette. Mr. Krone worked on the Volkswagen account at DDB.

Agency appointments:

- Lincoln-Mercury Dealers Association, Los Angeles district, has appointed Carson/Roberts/Inc., Los Angeles, to handle its advertising account. Current ad budget is an estimated $1.2 million.
Rona Barrett will give your news program a lift. Her secret? The secrets of the most glamorous people in the world. Rona breaks originals and exclusives from the entertainment capitals. Newspapers, magazines, and radio have built tremendous audiences with the talents of a good gossip columnist. Now a vivacious blonde with sensational eye appeal brings this attraction to television...and MPC is the first to offer these reports, or anything like them, in syndication. While Rona talks about others, The Press talks about her.

Life Magazine on Rona
"She is an asset in the rating game, a joy to a KABC deskmans in Los Angeles who points out that his station has more than doubled its rating since she came on the air...KABC, once a poor third behind CBS and NBC, now is tied with CBS for first place, although the statistics can be interpreted to give ABC No. 1 position (and in the station's sales presentations they are.) Elton Rule, who was general manager at KABC when Rona was hired and who, happily for her, has since become president of the ABC television network, confirms...that she has indeed been responsible for "a substantial increment" in ratings. And in Los Angeles, where her program originates, KABC's full-page newspaper ads feature a sketch of her angular little face and a bold come-on: RONA BARRETT—FIRST TO PUT HOLLYWOOD'S PRIVATE SECRETS ON PUBLIC RECORD."

Joan Barthel—March 21, 1969

The Los Angeles Times on Rona
"...her appeal, particularly via ratings and increased interest from advertisers, is unmistakable. Wherever Rona went the ratings went up (locally they doubled...) and advertisers lined-up." Wayne Warga—April 3, 1969

The New York Times on Rona
"The contacts and sources she took 10 years to build up are formidable: cops, agents, houseboys, Wall Street men, attorneys, detectives, studio executives, mayors, and probably a few nannies—plus a full-time legman here and one in London." John Hallowell—September 22, 1968

MPC on Rona
Rona Barrett is produced in Hollywood by Metromedia Television to fit into your news program. (Taped for chroma key insert into your own set.) You will receive five Rona Barrett news reports, 2 to 2½ minutes each, per week. We are ready to start immediately with this week's items. If you want your news to have an exciting feature that no other station in your market will be able to offer—call immediately. (212) 682-9100.
significant economic information" about the 1,000 largest U.S. corporations. Had that inquiry been allowed to proceed, Mr. Dixon claimed, the FTC "would have been much better equipped to deal with the enormous merger wave that now threatens to engulf us. What did Congress do? It not only deprived us of the funds that the Budget Bureau had approved for the inquiry, but also tacked a rider [that forbade the study] on our appropriations bill for three years running."

Mr. Dixon charged that the chief constraint on much of the agency's activity is Congress. He characterized his agency as caught between the twin blades of congressional scissors: the "ancient legislative devices of satisfying the public's demand for relief from an unhappy situation by passing a law, while simultaneously satisfying the demands of special industry groups for freedom from real regulation by the simple expedient of appropriating only token amounts of money for the actual enforcement of the law . . . ."

A Department of Consumer Affairs, he suggested, would suffer much the same fate, and he added, "it is time to stop kidding ourselves and the American public by passing consumer protection laws without also providing enough money to enforce them in a meaningful way."

**Chrysler back to NBC with sports, specials**

Chrysler Corp., Detroit, through Young & Rubicam, New York, has renewed extensive sports purchases on NBC-TV. Chrysler is already participating in the major league Baseball Game of the Week coverage, including the All-Star game, divisional playoffs and World Series, and will again sponsor American Football League regular season, all-star and championship games. Chrysler's college football package includes the Rose Bowl, Gator Bowl and Senior Bowl.

It will sponsor the 1970 Bob Hope Desert Golf Classic and nine Bob Hope specials on NBC-TV during 1969-70.

**WRG does some internal shuffling**

Stan Dragoti heads new film subsidiary; Rich departs; Mary Wells gets a raise

The directors of Wells, Rich, Greene, New York, gathered last week, and when the meeting broke up the agency had a subsidiary film company and was shy one principal.

Wells, Greene, Dragoti is the new name of the new feature film company. Stan Dragoti, who has been one of the creative forces behind WRG's campaigns for American Motors and Trans World Airlines, will be president of the movie company. Mr. Dragoti's filmmaking experience has been entirely in advertising. He will continue to make commercials for the agency.

Wells, Greene, Dragoti's new president said that although he is principally concerned with producing features for theatrical distribution, he is open to any and all ideas, including TV: "If we found a project we liked and it involved television, we'd do it." Wells, Greene, Dragoti will be a wholly owned subsidiary of Wells, Rich, Greene for the present, but 20% will later be sold to Mr. Dragoti.

At that same board meeting an agreement was reached with Richard Rich, one of the original partners and vice president and chairman of the strategy board, to sever relations with the agency. Mr. Rich, who offered no reasons for his departure, said he would be making a major announcement regarding his plans this week. Mr. Rich held 300,000 shares of agency stock when Wells, Rich went public last year and sold 75,000 shares for $1,275,000. He was paid a yearly salary of $100,000 at the agency and said he was without a contract at his own request.

Also settled at the WRG meeting were new contracts for Mary Wells, Lawrence, president, Stewart Greene, senior vice president for creative services, and Charles Moss, vice president and creative director. Mrs. Lawrence's new 10-year contract gives her a $50,000 increase bringing her annual salary to $225,000 with a deferred compensation of $25,000 a year. Mrs. Greene and Mr. Moss signed five-year contracts.

**Aired under duress**

WXYW (FM) Suffolk, Va., is supplying an editorial comment whenever it air's an antismoking spot: "The preceding announcement was broadcast without charge by wxyw under orders of the FCC, even though the product in question is perfectly legal to sell, and has not been conclusively proved to be harmful. WXYW considers this FCC order unwarranted, and one which may well open the door to more far-reaching curtailments of freedom of speech in the broadcast industry and other areas of communication."

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

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<th>Network</th>
<th>Week ended April 13</th>
<th>Cumulative to Jan. 1, 1969</th>
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<tr>
<td>ABC</td>
<td>Week 1</td>
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<td>Total</td>
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**Day parts**

- **Monday-Friday Sign-off 10 a.m.**
  - $2,242.1
  - 17,182.7
  - 5.116.0
  - 2,369.8
  - 2,770.3
  - 3,939.4
  - **Total** $7,894.8

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

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ending April 13, 1969 (net time and talent charges in thousands of dollars)

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</table>
"Vitalevision '69" is much more than just a name and a number. It symbolizes television at WWJ-TV ... where vitality works, the Detroit Way! Imaginative local programs, NEWS 4 with Michigan's largest broadcast news team, standout local personalities, NBC's hit schedule—all are basic elements of "Vitalevision '69," which brilliantly reflects the very vitality of Detroit!

George Pierrot, Detroit's nationally known world traveler, guides viewers on hour-long adventures each weekday at 5 PM ... a half-hour each Saturday and Sunday.

For goodness sake—Sonny Elliot with a real boa! Sonny, Detroit's top weatherman all week, has fun "At the Zoo" Saturdays at 1 PM.

NEWS 4's vigorous, young news, weather and sports specialists present 15 hours of clear, concise information every week. Monday through Friday at 12:30, 6-7:30 and 11 PM; Saturdays at 6 and 11 PM; Sundays at 6:30 and 11 PM.

Denny McLain levels with Sportscaster Don Kremer at the Detroit Tigers' spring training camp in Florida.

"Beat the Champ," at 1 AM, is America's only regularly scheduled weeknight bowling show. Thousands of viewers play along for valuable prizes.

Vitalevision '69 means action to the more than 2½ million young adults (18-49) in the WWJ-TV coverage area.

Detroit area sportsmen check with Mort Neff (right) and "Michigan Outdoors" Saturdays at 7 PM before planning fishing and camping trips.

WWJ-TV DETROIT

NBC AFFILIATE. OWNED AND OPERATED BY THE DETROIT NEWS. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Nobody makes "band-aids." (Not even Johnson & Johnson.)

Lots of people make adhesive bandages. So, everyone puts a brand name on his product. BAND-AID is the brand name for the adhesive bandages Johnson & Johnson makes. That's why, when you mean our bandages, please say BAND-AID Brand Adhesive Bandages. Because nobody makes "band-aids," not even Johnson & Johnson.
Another mammoth communications/entertainment industry merger collapsed last week under the strain of apparent government disapproval, as Westinghouse Electric Corp. and MCA Inc. announced mutual agreement to terminate their $360 million merger plans.

It was the biggest industry marriage to fall through since ITT called off its planned acquisition of ABC under similar circumstances on New Year's Day 1968.

The Westinghouse-MCA merger had officially been pending since July 31, 1968, when it was approved by the directors of both companies (Broadcasting, Aug. 5, 1968). In October it also was ratified by MCA stockholders.

The one ingredient that had been missing was Justice Department approval and Wall Street observers had watched the prospects for this sanction grow steadily dimmer in recent months.

Although clouds over the union had been gathering, the actual dissolution came abruptly Thursday (April 24). Announcement of the termination was made in a terse, two-sentence news release from MCA distributed to news media and brokerage houses near the close of the business day in New York.

The statement said: "Westinghouse Electric Corp. and MCA Inc. announced today that their proposed merger has been called off by mutual agreement. The companies stated that after protracted discussions, it had not proved possible to reach an agreement with the antitrust division of the Department of Justice with respect to the proposed merger."

In Hollywood, Lew Wasserman, MCA president, chief executive and a major stockholder, confirmed the action and said that the final decision had been arrived at only earlier that day (Thursday). However, he declined to say when talks with the Justice Department had been abandoned or whether MCA would seek any other possible merger partner in light of the government’s position.

Westinghouse Broadcasting Co. President and Board Chairman Donald H. McGannon embarked on a European trip as the announcement was being made, and Donald C. Burnham, president of the parent Westinghouse Electric Corp., was cloistered in a meeting of a presidential commission on income maintenance at Manchester, N.H. Had the proposed merger taken effect, Mr. McGannon would have had responsibility for MCA in addition to his duties as head of WBC. Mr. McGannon is currently head of Westinghouse Electric Corp.’s broadcasting, learning and leisure time unit, one of four units established by WEC in a reorganization of its corporate structure last January (Broadcasting, Jan. 13).

Although the announcement came after the closing of the day’s business on the New York Stock Exchange, on which both companies are traded, steadily building rumor of the collapse had obviously affected stock prices.

In a three-week decline, MCA closed Thursday at 34, a new low for the year, and Westinghouse was down to 60¾, only slightly above its year’s low of 59¾.

At the time the merger plans were announced, MCA stock was trading around 50, and Westinghouse Electric at almost 72. Under terms of the merger agreement that time, it was estimated the value of the merger would be about $360 million.

As of April 1, when the value was assessed, MCA common stock was selling at 45, with about 7.6 million shares outstanding, for a total value of about $342 million. As of last Thursday's closing price of 34, with 8.06 million shares outstanding, the MCA total market value was down to $274 million.

MCA reportedly had been resigned to collapse of the merger for some time, with the Justice Department hesitation compounded by poor recent earnings for some of its Universal Pictures releases—particularly the multi million dollar "Iadorna"—contribution to the MCA price decline and making it a less valuable merger property in the eyes of Westinghouse.

Terms of the merger, worked out between Mr. Burnham of Westinghouse and MCA Board Chairman Jules Stein, called for exchange of 5,348,600 shares of Westinghouse convertible preference $3 cumulative dividend stock for MCA’s 7.6 million shares of common stock at the rate of 0.677 share of Westinghouse convertible for each share of MCA common.

In November Mr. Wasserman announced that closing of the deal was being held up by "continuing discussions with the Department of Justice" (Broadcasting, Nov. 4, 1968).

In December, the two corporations announced indefinite extension of the original Dec. 31 merger deadline because accord still had not been reached with the Justice Department (Broadcasting, Dec. 23, 1968).

Amid mounting Wall Street concern over the stiffening regulatory climate in Washington—including the Justice Department’s announcement that it would investigate conglomerate mergers—the most ominous toll for the merger was sounded with the FCC’s granting of conditional license renewals for Westinghouse Broadcasting’s KPIX(TV) San Francisco and KHFB Los Angeles.

The renewal conditions were tied closely to the proposed merger and included the reservation that if the merger was definitely to be effected, the sta-
Nixon watches Kosygin watches Mao watches Ho watches
(Who watches Nasser watches Dayan watches DeGaulle watches Cronkite watches
And almost everybody watches Cronkite. CBS Evening News with Walter Cronkite is now in its 22nd straight month of audience leadership. For good reason. For dozens of good reasons. The whole team of correspondents we call Worldwatchers.


They know what to look for. And how to impart it with clarity and meaning.

Keep your eyes on CBS News. And watch Cronkite watch Nixon watch Kosygin watch Mao...
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WATCH THE WORLDWATCHERS CBS NEWS
Hostilities at
Collision at
Backfire at
Strife at
Disruption at
Opposition at
Semantics at
Conflict at
Revolt at
No nonsense at
What's got the students of the world in such a turmoil? We saw it start four years ago at Berkeley. And we've been working to define and illuminate the problem ever since. (With broadcasts like The Berkeley Rebels, The New Left, Sixteen in Webster Groves, and many more.)

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Paris.
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There's a fresh combination of world events every time you turn around. What's vital is how and why they connect. For this kind of understanding, millions of people turn to CBS News. Sometimes you get it in two minutes from Eric Severeid. Sometimes in an hour like Hunger in America. Sometimes in a three-hour series like The Cities.

It can take all this and more to show, for example, the direct connections between hunger, welfare, the urban crisis, inflation, and U.S. commitments abroad.

In a world where so much is happening, it's insight that makes the information meaningful. And lets you see things whole.

WATCH
THE WORLDWATCHERS
CBS NEWS
WHITE VS
WHITE VS
BLACK VS
BLACK VS
WHITE VS
YELLOW VS
YELLOW VS
BROWN VS
Our world seems racked by divisions. Color is only one. The gap between rich and poor, some say, is deeper. Between young and old, more frightening.

CBS News has been studying such collision points for a long time. In broadcasts like Who Speaks for Birmingham? in 1961; Black Power-White Backlash in 1966; the seven-part series Of Black America in 1968. We’ve called your attention to The Hippie Temptation and The Policeman’s Lot. To Vietnam: The Hawks and The Doves. Right now we’ve more than 25 new projects in work.

At a time when what divides us can destroy us, it just isn’t good enough to rush the news to you when things happen.

So we go out after the facts and background you need.

It’s a continuing effort. Toward understanding.
tions must notify the commission beforehand, with the commission reserving "the right to take such further action as may be appropriate."

Of the seven FCC commissioners, Nicholas Johnson dissented to both license renewals, primarily because of the merger situation, and Commissioners Kenneth A. Cox and H. Rex Lee, while approving the renewal grants "despite some reservations about the proposed merger," flatly predicted that "... based upon present information, it would appear unlikely that the proposed merger, in its present form, will be consummated," presumably because of the Justice Department interest (BROADCASTING, March 31).

According to some sources, as early as last November it had become apparent to officials of both Westinghouse and MCA that the Justice Department would not allow the merger to go through unchallenged.

Stock market experts interpreted the wording of Thursday's announcement as implying that the Justice Department finally told the companies it would take action if they attempted to go ahead with the deal.

The observers also viewed this latest development as further darkening the chances for any other major broadcast/entertainment amalgamations.

Another very large industry merger still pending at the moment is that of Metromedia and Transamericorp. (BROADCASTING, Jan. 6, 1969; Oct. 14, 1968), which would be even larger than the Westinghouse-MCA plan, in terms of total stock value, and second only to the cancelled ABC-ITT attempt.

The MCA-Westinghouse merger carried added problems in that until October of this year, MCA remains under a consent order from the 1962 Justice Department action which resulted in the company divesting itself of its talent representation business. Under the terms, MCA is required to get government clearance before merging with or acquiring any other major television, motion picture or phonograph production or distribution company.

If the merger had been passed it would have permitted a mating of Westinghouse, the nation's second largest electronics manufacturer, major group broadcaster, CATV systems operator, radio and station representative and program producer and distributor, with MCA, one of the biggest producers and distributors of feature films and television program, owner and operator of one of Hollywood's biggest studios, Universal City, major record company, Decca, and operator of real estate and banking interests.

Among immediate short-term effects of the merger cancellation was speculation among some observers of possible executive changes at MCA.

Changing Hands

Announced:

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

- WKNR-AM-FM Dearborn-Detroit: Sold by Nellie M. Knorr and others to John Giannetti for $5.5 million (see page 56).
- KRKD Los Angeles: Sold by the International Church of the Foursquare Gospel to John Giannetti for about $5 million (see page 56).
- WCLR Crystal Lake, Ill.: Sold by Lynn W. Renne and others to Mal Bellairs for $405,000. Mr. Bellairs is air personality for WBBM Chicago and is a freelance commercial producer. WCLR is a daytimer on 850 kc with 500 kw. Broker: John D. Stebbins Co., Lake Forest, Ill.
- WPRC Lincoln, Ill.: Sold by Ray F. Knoechel and others to James A. Mudd and others for $255,000. Mr. Mudd has interest in WLYI Centralia and WRAM Monmouth, both Illinois. WPRC is a daytimer on 1370 kc with 500 kw and has a construction permit for 1 kw.
- WMWM Wilmington, Ohio: Sold by Francis Stratman and Gene Scehkafer to Daniel W. Burton, Carl A. Cook, William McKinney and Ruth Haupt for $373,500. Buyers have interest in WBRJ Marietta, Ohio. WMWM is a daytimer on 1090 kc with 1 kw. Broker: Chapman Associates. (Correction of item April 21 in which principals were identified as Dean Shafer, Daniel W. Burgeon and Ruth Haupp).
- WFTN Franklin, N. H.: 80.2% sold by C. Edward Rowe and others to Donald E. and Dorothy H. Porter for

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BROADCASTING, April 28, 1969
$60,000. Mr. Rowe is a Franklin judge. Mr. Porter is a retired Army major and former employe of ATC Co., broadcast equipment manufacturer now owned by Gates Radio Co. WFTN is full time on 1240 kc with 250 w. Broker: Chapman Associates.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see “For the Record,” page 86):

- **KTLN Denver**: Sold by Richard B. Wheeler and others to Harrison M. Fuerst for $998,750. Mr. Wheeler is son of former Senator Burton K. Wheeler (D-Mont.). Buyer owns WSLR Akron, Ohio, and WOKO Albany, N.Y. KTLN is full time on 1280 kc with 5 kw.

- **WKID Urbana, Ill.**: Sold by Robert F. Meskill and others to L. Frank Stewart for $235,000. Mr. Stewart owns WLRW(FM) Champaign, Ill. WKID is a daytimer on 1580 kc with 250 w.

- **KACT Andrews, Tex.**: Sold by Clint and Marshall Formby to Richard A. Peterson and Gary L. Miller for $85,000. Messrs. Formby own KLTV Leveland and KXAN Hereford, and Marshall Formby has interest in KFDD Floydada, all Texas. Buyers own KBSN Crane, Tex., and Mr. Miller is KACT general manager. KACT is a daytimer on 1360 kc with 1 kw.

### Culligan adds KEIR(FM)
to its media holdings

Culligan Communications Corp., New York, has purchased a third radio station, KEIR(FM) Dallas, for a reported price of $300,000. The company's first station buys were WHY-TV Orange, Conn., and Marshall Formby's WLRW(FM) Urbana, Ill. and Marshall Formby has interest in KFDD Floydada, all Texas. Buyers own KBSN Crane, Tex., and Mr. Miller is KACT general manager. KACT is a daytimer on 1360 kc with 1 kw.

### FCC pinpoints media-control questions

**WCCO-AM-TV issues spill over to other markets; news-slinging charges in S.F. to be studied**

The FCC will look far beyond the borders of the Minneapolis-St. Paul market in inquiring into the concentration-of-control-of-media issue it included in its hearing on the renewal applications of WCCO-AM-TV and KRON-FM-TV San Francisco (BROADCASTING, March 24).

For the most part, the orders merely elaborated on the issues already announced, which in both cases involve allegations of anticompetitive activities as well as concentration of control. The KRON matter also involves a charge that the stations were used to slant the news to advance the interests of the parent Chronicle Publishing Co., which publishes the *San Francisco Chronicle*.

In discussing the concentration issue in the WCCO-AM-TV order, however, the commission said it would be necessary to consider this question in terms of a geographical basis going beyond Minneapolis and St. Paul. The stations' licensee, Midwest Radio-Television Inc., is owned by Mid-Continent Radio-TV (53%) and the Minneapolis Star and Tribune (47%).

Mid-Continent in turn is 50% owned by Northwest Publications Inc., which publishes the only two daily newspapers in St. Paul. And the Star and Tribune company publishes the only two daily newspapers in Minneapolis.

But in addition, the commission order spells out the direct and indirect interests of WCCO-AM-TV's two owners in a host of media outside the Minneapolis-St. Paul area. For the Star and Tribune, these interests involve six radio and television stations, 11 newspapers and several magazines, including Harper's magazine and Look, in seven states and Puerto Rico. And for Mid-Continent, the interests involve four radio and television stations and 13 newspapers distributed among eight states.

Many of the Star and Tribune Co.'s

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BROADCASTING, April 28, 1969 49
WCCO media ties are extensive

Interests involved range from small cable systems to 'Harper's' and 'Look'

The media interests the FCC will explore in the concentration of control issue it has designated in the hearing it ordered on the Minneapolis WCCO-AM-TV license renewal run, literally, from coast to coast, and beyond to Puerto Rico. And they range in significance from small CATV systems to prestigious national magazines.

Midwest Radio-TV Inc., the licensee, owns a CATV in Rice Lake, Wis., and is owned by Midcontinent Radio-TV and the Minneapolis Star and Tribune Co. WCCO-AM-TV are related to media on both sides of that ownership.

The Star and Tribune company publishes the only two city newspapers in Minneapolis, and owns a CATV in South Sioux City, Neb., KTVH-TV Hutchinson-Wichita, Kan. (for which an assignment applicaiton is pending); 50% of Harper's Magazine; the San Fernando Valley (Calif.) Times; the Rapid City (S.D.) Journal; and the Great Falls (Mont.) Tribune and Leader.

Furthermore the Star and Tribune is 9.9% owned by the Des Moines Register and Tribune, which publishes the Register and Tribune in Des Moines, Iowa, and has ownership links to Cowles Communications Inc. and the Fort Pierce (Fla.) News-Tribune.

CCI publishes Look magazine, Family Circle magazine, Venture magazine, the San Juan (P.R.) Star, the Gainesville (Fla.) Sun, the Lakeland (Fla.) Ledger, the Suffolk (N.Y.) Sun, the Education News, the "Cowles Comprehensive Encyclopedia," and the Paperboard Packaging magazine. CCI, in addition, owns KRTN-AM-TV Des Moines, WREC-AM-TV Memphis, and WESH-TV Orlando, Fla., and has a part interest in a CATV in Memphis and Shelby county, Tenn.

The other owner of the WCCO-AM-TV licensee is Midcontinent, owned equally by Northwest Publications Inc. and M.T.C. Properties Inc. Northwest publishes the only two papers in St. Paul, and owns the News Tribune and the Herald in Duluth, Mlna., and the Aberdeen (S.D.) American News, as well as WDSM-AM-TV Superior, Wis.-Duluth, Minn., KSSS Colorado Springs, and KSDN Aberdeen, S.D. Midcontinent also has CATV interests in Campbell and San Jose, Calif.

In addition, Northwest is 73% owned by the Ridder Publications Inc., which is controlled by the Ridder family. Ridder publishes the Grand Forks (N.D.) Herald; San Jose Mercury and News; Long Beach Independent and Press Telegram; Pasadena Star News, Santa Maria, Oranges County News, All California; and Gary (Ind.) Post Tribune, and has a minority interest in the Seattle Times.

Interests include properties with which the company is related through the Des Moines Register and Tribune, which owns 9.9% of the Minneapolis firm. The Register and Tribune has ownership links to Cowles Communications Inc. which is the publisher of Look, and of five of the newspapers, and owner of five of the radio and television stations.

The commission said that in view of these "substantial interlocking interests" in mass media, it would expand the scope of the concentration-of-control-of-media issue. It will look into such matters as the "extent of control" that the licensee of WCCO-AM-TV and companies with which it is connected have over the presentation of news and public affairs programs "in the Minneapolis-St. Paul area and any broader area." The results of that control will also be probed.

Another question is whether material for editorials, news or other programming carried on the Minneapolis stations has been subject to the review or control of other media with which they are associated.

The anticompetitive issues involve questions as to whether Midwest used its position in the newspaper field to obtain rights to broadcast sporting events in the Minneapolis-St. Paul area, and whether its newspaper ownership resulted in reciprocal advantage to Midwest, to the disadvantage of competing licensees.

These issues resulted from charges made by Garfield Clark, manager of KSTP St. Paul, at a Senate Antitrust and Monopoly Subcommittee hearing last year. And the commission last week, ordered Hubbard Broadcasting Co., licensee of KSTP-AM-FM-TV to participate in the renewal hearing ("CLOSED CIRCUIT," April 21).

The commission in the order designating the renewal applications for hearing, had named Hubbard a party. Hubbard, however, said it did not intend to file an appearance or participate as a party.

It wasn't clear last week what the commission would or could do if Hubbard boycotted the hearing. But several commission officials said that since Hubbard is a "licensee," it would be expected to participate. Some suggested the commission would take a dim view of a licensee who didn't cooperate in such a situation. There was some question, however, as to how much help would be provided by a party "ordered" into a hearing.

The anticompetitive charge in the Kron-FM-TV hearing also resulted at least in part from testimony given last year before the Senate antitrust panel. The witness was J. Hart Clinton, editor and publisher of the San Mateo (Calif.) Times.

The commission said Mr. Clinton's charges, and responses by the Chronicle company, raise a question as to whether the company used television profits in an effort to monopolize newspaper ownership or control. And if it did make such an effort, the commission added, did the Chronicle succeed to the point where the existence of competitors was threatened by an inability to obtain rights to syndicated features or to otherwise compete with its commercial practices?

The commission said that the newsslating issue was not designed to provide for a general examination of the station's programs to determine whether they have been "unfair." Rather, it said, the hearing will consider allegations that the preparation of programs was "made compatible" with Kron's outside business interests.

Most of these allegations were made by Albert Kihn, a Kron-TV cameraman for the past eight years, and had been made public earlier. A new disclosure last week was that Mr. Kihn had furnished the commission with two memorandums in which station management directed the news staff to clear stories that could be considered of a sensitive nature.

One memorandum dated Oct. 29, 1964, from the licensee's general manager (now its president, Harold P. See) said that all stories relating to the public relations image of any radio or television station, its parent company or the networks, be brought to the attention of general manager or station manager before broadcast. The same restriction was to apply to stories dealing with the Chronicle Publishing Co. The second memorandum dated April 6, 1967, was from the news director and directed the staff to clear before broadcast all stories dealing with radio-TV or local newspaper labor problems.

The licensee said both memorandums were designed to assure fairness and objectivity in the station's reporting. The first was said to be a reaction to what the licensee said was the inaccurate and one-sided reporting the station did on a strike against ABC. The second was prepared in the knowledge that most of the news employees were
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Baytown — Max Nalley, P.O. Box 3950, 77520; 713/583-5711
Bayway — Tom Gallagher, P.O. Box 222, Linden 07036; 201/474-0100
Benicia — Conrad Lemon, P.O. Box 316, 94510; 707/746-3450

Charlotte — Hank Rosenthal, P.O. Box 420, 28201; 704/523-2211
Chicago — Bill Brooks, 1211 W. 22nd., Oak Brook, 60523; 312/654-2600
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union members; management felt some might not present strike stories impartially.

Commissioner Robert E. Lee, who with Chairman Rosel H. Hyde dissented in both cases, criticized the majority for issuing hearing orders without the preliminary staff investigation he said is customary in such cases.

The document issued by the commission, he said in a statement accompanying the WCCO-AM-TV decision, is not the usual bill of particulars; "it does not reveal the fruits of any investigative process, because there was no investigation."

He called this "the crucial defect of the majority's action." The failure to have the staff conduct an investigation, he said, "forces the majority to commit the further error of deviating from our established method of proceeding in these hearing cases, of not getting into the prosecuting phase of the case."

Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson voted for the specification order, with Commissioner H. Rex Lee concurring. Commissioner James J. Wadsworth abstained. The vote line-up on the KRON-FM-TV order was the same, except that Commissioner H. Rex Lee did not participate, resulting in a 3-to-2 vote.

Freedom of entry for CATV urged

A proposal that would free cable TV from what it calls the "shackles" of local regulation has been made by the Committee on Federal Legislation of the New York Bar Association.

The committee recommended that Congress or the FCC abolish exclusive franchising by local governments in order to permit unrestricted entry of CATV entrepreneurs into any area. It also suggested that CATV systems be required to pay copyright fees.

The committee, whose chairman is New York attorney Richard A. Given, sees CATV as providing a diversity of channels for TV programs and other services but is fearful that exclusive franchises put too much power in the hands of the cable-TV owners.

Commenting on suggestions that CATV be placed under common-carrier regulation, the bar group says that cable systems are not a necessity and do not have to be treated like a monopoly service.

Exclusive franchises bar others from offering the same service—an interference with the freedom-of-the-press proviso in the First Amendment, the committee notes.

Then it concludes:

"Therefore, to encourage the growth of cable TV systems and the diversity of its services, either Congress or the FCC could abolish exclusive franchising by local government without fear that it is sacrificing a vital municipal interest. The goal of protecting over-the-air television is best served by making cable systems responsible for preserving a minimum number of broadcast signals while an amendment to the Copyright Act will eliminate the unfairness of allowing cable systems to exploit programming material without compensating the producer."

Prescreening on agenda of NAB TV code board

The National Association of Broadcasters Television Code Review Board meets in Washington this week with a full agenda. The board will hear reports and give consideration to almost every aspect of television programing and advertising.

Agenda items include an examination of commercial time standards. Results of a questionnaire sent to all stations on actual experience with interruption standards now in force for code members will be discussed.

Results of a threefold increase in code-office monitoring activity will be presented. Also, the code's new prescreening of ABC and NBC network programing, instigated by Senator John O. Pastore (D-R. 1.) during violence hearings last month (Broadcasting, March 17 et seq.), will be reviewed.

So far, Stockton Helfrich, NAB code authority director, reports no code violations in new-season programing that his office has previewed. One approach, he noted, when questions are raised, is to use liaison with appropriate professional groups for advice. As an example, he suggested that a network might want to consult with the National Education Association regarding doubtful programing matter involving school students.

He said that under previewing procedures there could be no question of prior censorship. In case of a dispute, his appeal to the code review board would follow the showing of the program on the air.

The board is also expected to review commercial approvals under the relaxed personal-products rules adopted by the NAB television board in San Juan, P.R., last January. So far, there are nine accounts involving commercials for externally applied feminine deodorant sprays, he noted. Altogether, these nine have about 17 different commercials that have been submitted for review either on film or in storyboard form.

At the January meeting the board said it wanted cigarette advertising code problems reviewed again at the May meeting. Possible additional restrictions have been urged in some quarters, such as limits on times for showing cigarette spots, so as to minimize exposure to youth, or banning on-camera smoking, as beer commercials are barred from showing actual consumption.

In addition, a complaint by the Tobacco Institute on unfair or inaccurate anticalcigarette spots will be discussed.

Other reports will be submitted on the code's revised policy of dealing with feature-film trailers. The code now provides more guidance to stations on their suitability for specific audiences, suggesting that the code office be contacted for further details on some film trailers.

Another report will be made on successful efforts to have Standard Rate and Data remove identifications of stations that are not code subscribers but say they adhere to the code anyway.

Radio sales rise at ABC O&O's

The ABC Owned Radio Station Division has increased sales 25% in the first quarter of 1969 over the like period a year ago, Harold L. Neal Jr., president of the division, announced last week.

Mr. Neal made the announcement in opening meetings in New York in which some 20 programing, research and sales executives of the owned stations participated.

During programing sessions, Robert E. Henabery, ABC director of program development, announced creation of a "talent bank" from which all seven ABC radio stations may draw for specific needs. He said the talent bank could be deployed "from promising new talent discovered in medium-size markets across the nation."

Another feature was individual sales luncheon presentations by each station's sales-programming-research people to selected advertising-agency guests and the station's sales representative.

Detroit U shows a V a thing or two

UHF television's slow climb to parity with its older VHF compatriots may be nearing on arrival. Take Kaiser Broadcasting's WKBQ-TV (ch. 50) in Detroit for example.

The independent station announced last week that it had topped its independent competition—CKLW-TV (ch. 9) Windsor, Ont.-Detroit, also not affiliated with any of the three U.S. networks—in TV households.

According to WKBQ-TV's February-March, 1969 American Research Bureau survey of the Detroit market shows Kaiser with 40,300 TV households, compared to 38,600 for CKLW-TV, from
sign on to sign off. And, in prime time (7:30-11 p.m.), WKBN-TV notes, it had 43,400 TV households, compared to CKLW-TV's 35,400.

Of course, the network affiliates in Detroit show TV households that are from three to seven times these figures. For sign on/sign off, the ARB study gives the network-affiliated stations from 109,000 to 136,900 families, and for prime time, from 246,900 to 305,600 families.

When the channel 50 station commenced operating in January 1965, only 19% of Detroit's TV households were UHF equipped, wxbd-TV notes. The latest ARB report, it says, shows that market's TV households as 76% all-channel.

Big starts on a radio string

New venturer buys AM's in Los Angeles and Detroit area

A 39-year-old Boston attorney and investor has agreed to purchase three radio stations for about $10.5 million—the first step in a plan to acquire a full complement of radio outlets in the top-10 markets.

John Giannetti, owner of a venture-capital company and former vice president of Bear, Stearns & Co., New York investment firm, will purchase WKRN-AM-FM Dearborn-Detroit, Mich., for $3.5 million and KRKD Los Angeles for about $5 million, subject to FCC approval.

WKKN-AM-FM is being sold by Knorr Broadcasting (Nellie M. Knorr, Van George Patrick Jr. and others) to Mr. Giannetti's Johns Communications Inc. Knorr previously had agreed to sell WKRN to Mission Broadcasting Co., owned by group broadcaster Jack Roth (Broadcasting, June 24, 1968). Included in that deal was ch. 18 permittee, WKNR-TV Jackson, Mich., and an option to buy WKNN-AM-FM at a later date.

A spokesman for Knorr said the deal with Mr. Roth fell through because Knorr thought the negotiations had "dragged on too long." Consequently, he said, Knorr and Mission "agreed to disagree" and called off the $5.7-million transaction.

Mrs. Knorr, owner of about 60% of Knorr Broadcasting, controls WABH-AM-FM-TV Jackson, Mich. Mr. Patrick, director of sports for the Mutual Broadcasting System, has an interest in WSRF-AM-FM Fort Lauderdale, Fla. He will sell his 18% interest in Knorr to Johns Communications for about $900,000 and has a stock purchase agreement to buy 5.5% of Johns Communications for $215,000.

WKNN is full time on 1310 kc with 5 kw; WKNN-FM is on 100.3 mc with 50 kw and with an antenna height of 370 feet above average terrain.

In addition, Mr. Giannetti's 1150 Corp. is buying KRKD from the International Church of the Foursquare Gospel for about $5 million. The church group, headed by Dr. Rolf K. McPherson, will retain KRKD-FM. Dr. McPherson is the son of the late evangelist, Aimee Semple McPherson. The church, which operated noncommercial KFPS Los Angeles as a share-time operation on the same frequency with KRKD, bought the latter operation in March 1961 for $1.5 million. It then combined the daytime KRKD with the KFPS nighttime operation and dropped the KFPS call letters. KRKD is full time on 1150 kc with 5 kw day and 1 kw night.

Mr. Giannetti was vice president for corporate finance at Bear, Stearns & Co. until last year. He became interested in broadcasting, he said, when his firm raised capital for Sonderling Broadcasting's purchase of WLKY-TV Louisville, Ky., and WAST-TV Albany, N.Y. In 1967 and 1968 he owned 8,000 of Sonderling's 90,000 shares, but has since disposed of them.

In September 1968 Mr. Giannetti resigned from the New York investment company to form Beacon Hill Investment Trust, a private venture-capital concern in Boston. He also continued practicing law, as he had in New York. He said he plans to expand his broadcast holdings by acquiring the full complement of radio stations—AM's or AM-FM combinations—all, hopefully, in the top 10 markets.

CPB to seek more than Nixon budgeted

Noncommercial broadcasting forces, girding for their appearance this week before Senator John O. Pastore (D-R.I.) and his Communications Subcommittee, have made their decision: They are going to shoot for the $20-million figure recommended for the Corp. for Public Broadcasting by former President Lyndon B. Johnson.

President Nixon has halved this amount to $10 million in his revised budget submitted to Congress two weeks ago (Broadcasting, April 21).

And, according to John W. Macy Jr., president of CPB, noncommercial broadcasting witnesses will also seek the full $5.6 million for federal educational television and radio facilities grants, also proposed by President Johnson. Mr. Nixon has cut this amount to $4 million.

Scheduled to make the noncommercial broadcasting case before the Senate committee are Mr. Macy, Jack White, retiring president of National Educational Television network; William G. Harley, president of the National Association of Educational Broadcasters; John W. Luhring, president of KNRTV (tv) Los Angeles; Hartford N. Gunn Jr., general manager of WOBI-tv Boston; and Newton Minow, former FCC chairman of Chicago's WTTW(tv).

Meanwhile, the NAEB in a report aimed at showing the need for financial aid for facilities, last week disclosed that out of 185 noncommercial, educational TV stations surveyed, only 15 were fully equipped for all types of color programing, with 22 equipped for live color, 48 for color film, 35 for color slides and 35 for network color. But, the report shows, 90 ETV stations, 51% of the group, have no color facilities at all.

The NAEB report also shows that 47% of ETV stations' antennas are "significantly" lower than commercial stations' antennas in the same areas, and that 82% of ETV stations are operating below maximum authorized visual power for their frequencies.

Justice rebuked on cable comprehension

ACTS takes exception to department's views on CATV programing

The All-Channel Television Society, apparently stung by the Justice Department's proposal that the FCC take steps to foster competition between CATV and television stations, has accused the department of being in over its depth in its discussion of the CATV problem.

ACTS, an association of UHF station owners, took exception to the department's suggestions that the commission permit CATV systems to originate programing and commercials and that it relax its limitations on the importation of distant signals.

The department, in a comment in the commission's pending rulemaking aimed at overhauling the CATV rules, said the commission should "not restrict CATV's ability to offer effective competition to television and other mass media" (Broadcasting, April 14).

In making those recommendations, ACTS said, the department did not fulfill its duty of insuring that "its statements are based on facts and a true understanding of the matter before it."

The commission's limitations on the importation of distant signals do not result from "venal concern for the economic protection of UHF stations," ACTS said, but from the recognition
CLARENCE, IS THAT YOU?

GO AWAY.

PLAYING THE OLD SHELL GAME, ARE YOU?

I'M NEVER COMING OUT. THE SHIP IS SINKING.

WHY?

POLLUTION. BAD WATER. BAD AIR. A TURTLE CAN'T WIN.

IT'S NOT ALL THAT BAD. LOOK AT U. S. STEEL FOR ONE. IN THE LAST 18 YEARS THEY'VE SPENT NEARLY A QUARTER OF A BILLION DOLLARS ON AIR AND WATER QUALITY CONTROL.

AIR AND WATER ... THAT MAKES SENSE TO AN AMPHIBIAN.

THAT'S A HUGE INVESTMENT CONSIDERING THEY DON'T GET A RED CENT RETURN ON IT. I'D CALL IT FAITH IN THE FUTURE.

I GUESS IF U. S. STEEL IS WILLING TO STICK ITS NECK OUT, I CAN, TOO.

United States Steel

BROADCASTING, April 28, 1969
that such protection is necessary to carry out the congressional directive to establish an effective over-the-air television system.

And if the department was aware of the operational aspects of CATV and television stations, ACTS said, it would realize that its suggestions would give CATV "built-in, unfair competitive advantage over television which . . . would result in the destruction of free, over-the-air local television service."

ACTS said that since CATV systems sell their service to subscribers they could undercut television stations in the sale of commercial time. This "unfairness" would be compounded by the fact that CATV systems carry at no cost the programing of the local stations with which they would compete for advertising, ACTS said.

ACTS also disputed the department contention that CATV systems represent an important potential for additional programing. ACTS said New York City CATV systems that originate programs are carrying the same type of feature films that are seen on New York television stations.

In a separate matter, ACTS wrote FCC Chairman Rosel H. Hyde, asking that he prod the commission's CATV task force to action in reducing a backlog of cases dealing with CATV system requests for waivers of compliance with the carriage and nonduplication rules.

ACTS noted that commission rules permit CATV systems seeking such waivers to operate without affording carriage or nonduplication protection until the commission acts on their requests. And some of the cases, ACTS said, have been pending since 1966.

"Despite the recognized adverse impact that noncarriage and duplication can have on local television stations," ACTS said, "many local television stations have been subjected to such treatment for some three years, merely because the CATV Task Force has failed to take prompt and expeditious action. . . ."

More phone tariffs

in FCC CATV probe

Thirty-five telephone-company tariffs for CATV channel service have been added by the FCC to its investigation of the legality of such tariffs. At the same time the FCC dismissed a petition by the National Cable Television Association asking it to reject as unlawful the wide-spectrum tariffs of United Utilities Inc.

The investigation was scheduled to follow resolution of the question of certification of telephone companies to build CATV lines under Section 214 of the Communications Act (BROADCASTING, April 7). The section requires the FCC to certify that extension of lines by common carriers is in the public interest.

And if the companies now included in the tariff investigations are certain subsidiaries of General Telephone & Electronics and United Utilities Inc.; South Central Bell Telephone Co., Birmingham, Ala., and a number of independent telephone companies.

The NCTA petition had alleged that wide-spectrum tariffs of 10 companies owned by United Utilities are unjust and that the companies, through the tariffs, are attempting to control all uses of broadband cable.

How newspapers

and CATV mix

Salt Lake City publisher

tells executives cable ownership is a 'must'

Despite "harrassment" of cable operators, "if you are now not in CATV, you must be," J. W. Gallivan, president and publisher of the Salt Lake City Tribune, told newspaper executives at a panel discussion on community antenna television during the American Newspaper Publishers Association Convention in New York (see page 62).

Mr. Gallivan and four other panelists stressed the "right" and necessity of newspaper operators to get into the cable business despite what they described as major economic and regulatory obstacles.

As publishers, Mr. Gallivan said, "I insist we have the right [to disseminate information] no matter what the medium."

Jules Twelow, of the ANPA Research Institute, said: "We believe newspapers are an integral part of CATV development because the foot on which any future communications system must rest is one of information—the ability to collect, edit and disseminate it."

Harvey Ingham, head of the Philadelphia Community Antenna Television Corp., a subsidiary of the Philadelphia Bulletin, said that "the idea of regulation is entwined with almost everything we do, and CATV is no doubt, one of the most regulated industries around."

He warned of franchise problems within the community and fine print in lease agreements for utility pole use, but added, "the real problems are with the FCC."

He attacked the FCC's proposed new rulemaking for cable television, saying that if it becomes law, "there is no question CATV is dead."

Warning of possible actions against cross-ownership of media, Mr. Ingham said: "If you have newspapers, radio and television stations in the same market, you're going to be the target of what we don't know what."

J. W. Diederich, vice president and treasurer of Landmark Communications, which owns the Norfolk-Portsmouth (Va.) newspapers, as well as eight CATV systems, said that, because of competition for prime CATV markets and restrictions on such things as importation of distant signals, "there are virtually no cities left where CATV franchises are economically viable."

In reviewing economic operations of typical CATV systems, Mr. Diederich warned that neither buying an existing system nor obtaining a franchise and building a new system "is very advisable if you're looking for an immediate and reasonable return on your investment."

He said existing systems are priced high and pay low returns and there is "so much competition for systems, particularly by publicly owned companies."

He said "competition for franchises is no less keen, and most cities are asking for competitive bids now that they have become much more knowledgeable about CATV."

Columbia Cable paying

$4.5 million for ICI

The merger of International Cablevision Inc. into Columbia Cable Systems Inc., both multiple CATV owners, has been executed in formal agreements, subject to ratification by stockholders of both companies.

The merger agreements provide for the exchange of 1.0667 shares of Columbia common for each share of International Class A common, and 0.5667 shares of Columbia common for each International Class B share. This totals 303,244 Columbia shares which, at current prices, amount to $4.5 million, according to the Columbia Cable announcement.

Columbia is also buying CATV systems in Aspen and Rifle, Colo., from the Canyon Cable Co. Upon completion of both transactions, Columbia will serve 37,500 subscribers in seven states.

Piano takes on Peach Bowl

The Peach Bowl football game, started in 1968 as a charity to aid the Light-house for the Blind, will be promoted in 1969 by Vic Piano Associates Inc., New York. The rep firm will handle all aspects of the Atlanta contest, including station clearances, radio-TV broadcasts and sponsor participations, through Miziou Productions Inc. a Vic Piano company. The first game was televised on 94 stations.
Legends have to start somewhere

And, in television, a lot of legends have started at Reeves. Now, new legends are being born at Reeves Television Studios at Lincoln Square. Reeves built its reputation on doing the impossible.

Like producing a 60-second tire commercial in one afternoon, dubbing it that night and delivering it, ready for distribution, the next morning. Or, producing six segments for a daily half-hour quiz show in one day, every week. Or, two dramatic shows, back to back.

Whether you've got a 60-minute show or a 10-second commercial, Reeves has the facilities to handle the job. The whole job. We can handle everything—from complete studio shooting facilities to the finest post-production work. All under one roof.

Lincoln Square means three shooting stages, the best equipment and engineers, and access to the most complete video post-production service in the world.

Office facilities. Two viewing rooms and two electronic editing rooms. All models of comfort and efficiency. The equipment is the best—PC 70 color cameras, VR 2000 recorders, "Little Shaver" backpack cameras and recorders. All manned by expert Reeves technicians.

The result? An unparalleled color-perfect product, ready for viewing. And if location work is part of your job, Reeves' Airmobile-Video* System is ready to leave for any place in the world—overnight.

Become a part of a legend in the making. Come to Reeves Television Studios at Lincoln Square. Have a look around. See our facilities. See our demo reels. See how Lincoln Square fits your job.
Nixon seeks aid against drug abuse

Executives at state presidents conference hear
Hyde discuss renewals, concentration, AM freeze

Broadcasting executives heard last week that they—and their disk jockeys—were assigned front-line duty in the Nixon administration's all-out effort to curb growing drug abuses. They also heard their chief regulator, FCC Chairman Rosel H. Hyde, tell them that a push toward longer licenses might be a better solution to the problem of "strike" applications than proposed legislation that would limit the commission's ability to consider competing applications at renewal time.

The executives, attending the National Association of Broadcasters' 14th annual conference of state association presidents, held in Washington April 21-23, also heard intimations of the shape of regulation to come as revealed by the FCC chairman, who made an unannounced appearance during a Wednesday "round-table" discussion session, and by several FCC staff members at a panel session on Tuesday.

The Nixon administration appeal for support in an anti-narcotics campaign came during the Tuesday luncheon, when Charles "Bud" Wilkinson, former Oklahoma football coach and presently special consultant to the President, and John Finlator, assistant director, Bureau of Narcotics, sketched the outlines of a plan to enlist broadcasting in a nationwide drive to de glamourize the use of drugs by young persons.

As a first step, broadcasters have been asked to supply breakdowns of formal of stations in their states so that the Advertising Council can prepare and schedule appropriate materials for stations' use.

Central to the campaign will be efforts by the nation's DJ's, who will be provided with factual materials and suggestions, but not canned matter, so that approaches can be tailored to individual styles. But those materials will be channeled through station management, so that management can in turn be sure that the DJ's understand the importance of the effort and the weight that management is putting on the matter.

Disk jockeys, Mr. Wilkinson noted, are "best able to communicate" with youth, having more impact than parents or teachers on certain attitudes.

FCC Chairman Hyde told the state presidents that he felt proposed legislation that would require the commission to first deny an incumbent a license before accepting competing applications for a facility to be "contrary to the present philosophy of the Communications Act," which spells out that no right should obtain to a licensee beyond the term of license.

He said he had urged that the commission "must consider the investment" of stations and also consider the disruptive effect upon the broadcasting system of accepting newcomers' promises (which cannot be checked in advance). But he said he could not support the legislative solution, now being advanced in Congress by the NAB and local broadcasters (see page 64).

"One possibility that would not run afoul of the philosophy of the act," he said, "is a longer license period. It may be a better way to provide stability than trying to get Congress to pass a law."

Later, in questioning, he said he favored a five-year term, which would also require an amendment to the act, a reform that would save the commission and broadcasters paperwork. But, he noted, he had been unable to persuade a majority on the commission on the merits of a five-year term. "It needs work by you," he told the broadcasters.

On the commission proposal to limit station ownership to one full-time outlet in a given market, the FCC chairman said he expected the matter would be "looked at very carefully in order to relate action to information on the record." He said he thought the commission's final action would be "realistic."

The commission, he said, "must not shut its eyes to realities, and should not be carried away by a theory in disregard of the facts." Diversity has been the rule under commission policies, he added, noting that less than 1% is the maximum concentration under present rules—a record, he said, he doubted could be matched by any other national industry.

"The generalizations break down," he observed, "when you look at the situation as it exists."

He also said he was aware of needs of broadcasters for investment capital, and parallel desires to "go public" by offering stocks to general ownership. He said he could see "no reason why this method of financing was contrary to the public interest."

On the AM freeze, he said he expected the commission to have a notice on a new allocations policy "within two or three weeks," but he would not speculate on what might be proposed. He did advise the broadcasters "not to expect to see a new influx" of AM allocations.

The FCC staff panel on Tuesday, featured Wallace Johnson, assistant chief, FCC Broadcast Bureau; William Ray, chief, Complaints and Compliance Division, and Robert Rawson, chief, Renewals and Transfer Division.

Mr. Rawson said the commission had a "tight schedule" for rulemaking procedures on setting a cut-off date for filing of competing applications at license-renewal time. He said he doubted that the commission would go along with a proposal that the deadline for filing be set at 90 days prior to license expiration, to make it the same for all parties.

He said the staff had discussed all ranges for the cut-off, from zero to 90 days. The proposal is for a 15-day-prior-to-expiration deadline. That would give competing applicants 75 days in which to react to an incumbent's renewal application.

Mr. Ray observed, in response to a question, that guidelines on lotteries
should be out "very shortly."

Mr. Rawson noted that a public notice is also in the works that is to deal with the question of handling anti-cigarette announcements so as to comply with the commission's fairness-doctrine ruling (see page 22).

Earlier during the Tuesday session, the state broadcasters expressed considerable interest in the possibility of gaining longer license terms. Another topic of above-average interest was the possibility of gaining post-sunset operation authority for daytime-only stations (not rated as very likely, despite provisions in the Mexican treaty now before the Senate for ratification, noted Mr. Johnson during the FCC panel). A third was the responsibility of broadcasters in hiring minority-group employees.

One legislative threat was strongly emphasized by NAB General Counsel Douglas Anello. He noted that an amendment to proposed copyright revision that would grant royalties to recording artists had a real possibility of gaining subcommittee approval, possibly in the near future.

The matter, he reminded the broadcasters, "is a serious business." The lobbying effort for the amendment involved "astronomical sums," and the amounts that broadcasters would be liable for if the amendment was included in a new copyright bill would be very much in the big leagues, too, he added.

Figuring conservatively, he said, broadcasters would have to pay between $31 million and $51 million each year.

NAB Government Affairs Vice President Paul Comstock asked broadcasters to brainstorm the need for strike-application legislation currently being sought in Congress. "People are trying to remake the whole industry," he said. Longer licenses remain a very important goal, but because of the present threat to industry stability, the legislation on renewal applications is even more important.

In his general report on matters at the FCC, Mr. Anello stressed that broadcasters must sometimes "discriminate a little in reverse" when considering minority applications for jobs. He also called broadcasters to task (seconded by George Bartlett, NAB vice president for engineering) for allowing sloppy technical operations.

Marianne Campbell, Avco Broadcasting, Cincinnati, and president, Association for Professional Broadcasting Education, told of ongoing liaison with universities in making broadcasting courses better prepare students "for the real nitty-gritty of a broadcasting job."

Stockton Helffrich, director of the NAB code authority, said a threefold increase in monitoring activities plus new arrangements with ABC and NBC to prescreen programs had led to anxiety in some quarters about "prior censorship." "Those who know me," he said, "know I'm a very reluctant censor." The previewing is proceeding, he explained, on a strictly consultative basis.

**Drug abuse target of NIMH campaign**

A nationwide information campaign on drug abuse has been launched by the National Institute of Mental Health, Washington, with eight 16mm color sound-on-film, and 60- and 30-second public-service spots mailed to over 350 TV stations last week. Six 60-second tapes for radio stations, as well as print ads for newspapers and magazines, began to go out several weeks earlier.

The media campaign is being supplemented by a national grass-roots educational program, including regional news conferences, workshops for high-school newspaper editors, exhibits at schools and state fairs, and mass distribution of factual literature and films.

The $225,000 advertising campaign was produced by Grey Advertising, New York, and has been endorsed by the Advertising Council.

**NBC newsman hit in Vietnam**

An NBC News correspondent, Jack Russell, was wounded by shrapnel from a booby trap last Thursday (April 24) while covering the Vietnam war south of Saigon. He has been covering Vietnam for NBC News for 16 months and the Far East for 10 years.

**FCC's cable regulation challenged by Stratton**

Congressman Samuel S. Stratton (D-N.Y.) last week introduced a package of legislation that would nullify the FCC's interim CATV procedures, call for a full study of cable television by the Commerce Committee, or call for the FCC to rescind its notice of proposed rulemaking on CATV regulation until the Congress has had time to review and act on the matter.

He also introduced a bill that would simply limit the authority of the commission to regulate CATV.

The bill (H.R. 10268) would reverse the commission's CATV rules, in force on an interim basis during the rulemaking procedure, on the grounds that the temporary rules themselves were not "issued in accordance with established rulemaking procedures."

A second bill (H.R. 10510) would "drastically limit the authority of the FCC to regulate cable television and would, if enacted, overturn the current restrictions on CATV operations," Congressman Stratton noted in a statement.

Two resolutions (H. Con. Res. 205 and 206) call for the Commerce Committee hearings and suggest that the commission's rules be stayed until hearings and action can be taken.

**NBC now in Berlin (N.H.)**

WQOU Berlin, N. H., on 1230 kc with 1 kw daytime and 250 w night time, will affiliate with NBC Radio May 1, dropping ABC Radio's Information network. The station is owned by White Mountain Broadcasting Co.
A blast at regulatory agencies

Publisher's president calls for curbs on grasps for power by FCC, others

The president of the American Newspaper Publishers Association sharply criticized government regulatory agency actions against the communications media last week and particularly attacked recent FCC moves against newspaper-owned broadcast station licenses.

William F. Schmick Jr., president of the ANPA and publisher of the Baltimore Sun, (WMAR-FM-TV Baltimore and WBOC-AM-FM-TV Salisbury, Md.) urged Congress and the Nixon administration to establish controls over the federal regulatory agencies. He recalled that the 1968 Republican Party platform had charged that the agencies had "increasingly usurped powers."

Though Mr. Schmick was critical of a host of regulatory agencies in his speech before the 83d annual convention of ANPA in New York at the Waldorf-Astoria hotel, he leveled his main charge against the FCC and its proposals to curb newspaper ownership of broadcasting stations and CATV systems.

Mr. Schmick asserted that several recent decisions of the FCC affect the vital interest of daily newspapers but are based on no known statute and on no expressed intent of Congress. He called these decisions "a serious threat to an effective press in this nation" and said "they can become a threat to the public interest."

He cited a proposed rule of the FCC whereby, in the future, no owner of a broadcast facility would be permitted to purchase another station in the same market. He noted this proposal was followed by a statement from the Justice Department urging that this approach cover "newspaper-broadcasting combinations," both existing as well as contemplated.

"But is the ownership of broadcasting stations by newspapers bad?" Mr. Schmick said. He observed that "anti-newspaper sentiment on the FCC has grown" and cited these examples: the commission denial of license renewal for WHDH-TV Boston, primarily because it was newspaper owned, and the call for hearings on two other license-renewal applications, KRKN-FM-TV San Francisco, and WCCG-AM-TV Minneapolis (all newspaper-owned), citing what the commission calls "media concentration."

This change in the FCC's view of newspaper ownership of broadcasting stations is wholly arbitrary and without justification," Mr. Schmick charged. "In the WHDH-TV ruling the FCC now contends that the applicant for a renewal stands in the same position as an applicant for a first license. Under this ruling, in fact, he is worse off. "The renewal applicant's record of achievement is of significance only if it 'exceeds the bounds of average performance' whereas the competition offers the FCC dreams and promises as close to perfection as their imagination will stretch but only such dreams and promises."

Mr. Schmick emphasized that if the FCC were to adopt any rule which makes newspapers ineligible for broadcast licenses, it "would be simply an illegal decision." He claimed the FCC does not have any authority to make such a decision and said the ANPA is "clearly on record to this effect with the FCC and Congress."

He also questioned another FCC proposal that would prohibit the common control of commercial TV stations and CATV's in the same market. He pointed out that this proposal also was supported by Justice, which contended further that newspapers also should be barred from owning CATV systems in the same community. Such a proposal, he stated, "fails to recognize the realities of advancing communications technology and its possible future applications to the newspaper business."

Mr. Schmick warned that the assault by administrative agencies must be stopped, and added: "It therefore call upon Congress to reclaim its constitutional duty to make the laws. This would not mean doing away with the administrative agencies; it would mean re-examining their whole role in government."

Mr. Schmick asked: "How long will Congress permit this uncertainty of principle and shifting course of action to continue," noting that on the basis of the FCC's actions on WHDH-TV, "every licensee lives and dies economically wholly at the whim of the FCC and its staff."

In pointing to the direction the newspaper industry would hope Congress would move, Mr. Schmick asked how long would it be "before Congress accepts its responsibilities and enacts an amendment to the Communications Act expressly recognizing the justifiable expectation of renewal for a licensee who has served the public interest well?"

He also reminded the Nixon administration that a portion of the Republican Party platform adopted at the national convention last August said that "an entrenched, burgeoning bureaucracy has increasingly usurped powers, unauthorized by Congress" and that "strict congressional oversight of administrative and regulatory agency compliance with the letter and spirit of the law are urgently needed to preserve personal liberty."

In its annual report to the membership, ANPA noted that a study completed in 1968 for it by Dr. Raymond Nixon of the University of Minnesota shows that competition between one newspaper and another has been supplanted today by competition with television, news-magazines and other media. He reported that while there are only 45 cities which have commercially competing local dailies, there are 1,298 daily cities with a total of 4,879 competing "media voices" (separate ownership of two or more newspapers or radio and television facilities or any combination of the three). Dr. Nixon said that the extent of intermediate competition today is "far greater" than this figure indicates. Most of the 202 "single voice" cities are suburban municipalities, close to a large central city so that the absence of any local competition is "completely meaningless," he observed.

AP board choices have broadcast ties

The AP board of directors last week re-elected its president, Paul Miller, president of Gannett Newspapers. Gannett's broadcasting holdings include WHEC-AM-TV Rochester, N.Y.; WINR-AM-TV Binghamton, N.Y.; WDN-AM-FM Danville, Ill.; WREX-TV Rockford, Ill. and WHEC-AM-FM Cohoes, N.Y.

Other re-elected officers are First Vice President Eugene C. Pulliam,
Phoenix Gazette; Second Vice President William Dwight, Holyoke (Mass.) Transcript-Telegram; secretary Harry T. Montgomery, AP Deputy General Manager, and Treasurer James F. Tomlinson.

The board also re-elected to the executive committee Messrs. Miller, Dwight, Pulliam, and James L. Knight, Miami Herald (WAKR-AM-FM-TV Akron, WONE-AM-FM Dayton, both Ohio, and KBOX-AM-FM Dallas); Richard L. Jones Jr., Tulsa (Okla.) Tribune; Gene Robb, Albany (N.Y.) Knickerbocker News and Times-Union; Otis Chandler, Los Angeles Times; and Martin S. Hayden, Detroit News and (WWJ-AM-FM-TV Detroit).

On the finance committee, in addition to Messrs. Dwight and Pulliam, are J. M. McClelland Jr., Longview (Wash.) Daily News; John Cowles Jr., Minneapolis Tribune (WCWO-AM-FM-TV Minneapolis), and James S. Copley, San Diego Union.

The AP membership re-elected five incumbent directors, Messrs. Miller, Knight, Cowles, Hayden and Robb, and elected one new member, James S. Lyon, Washington (Pa.) Observer-Reporter.

Lee warns of bias against newspapers

Applicant for an FM in Billings, Mont. owns six newspapers in state

Lee Enterprises Inc., has asked the FCC to reconsider its order designating for hearing Lee's application for an FM channel in Billings, Mont. Lee says its application could be denied after a hearing only if the commission—contrary to law—discriminates against it because of its newspaper holding.

The commission set the application for hearing on April 2 on the issue of concentration of control of mass media. Lee owns newspapers in Billings and 15 other cities and is the licensee or permittee of eight broadcast stations—WTAD-AM-FM Quincy, Ill.; KGLO-AM-TV Mason City, Iowa; KEYC-FM-TV Mankato, Minn.; WMDR(FM) Moline, Ill.; and KHQA-TV Hannibal, Mo.

However, Lee said its media scattered in small communities over a wide area, do not constitute a concentration of control of media on any level—national, regional or local. All told, Lee's broadcast and newspaper holdings have a potential audience of 3,349,329—less than 2% of the total U. S. population.

Lee also noted that Montana has "a wide diversity of voices"—13 daily newspapers, eight TV stations, 40 AM stations and four FM's. Lee owns no stations in the state—the Lee station closest closest to Billings is 750 miles away. It does own six newspapers in Montana, but it noted that the eight television stations in the state have an average circulation of 245,000 compared with the daily circulation of about 112,000 of all six papers.

And while Lee's newspaper is the only one in Billings, the community is served by five AM, two FM and two TV stations. Thus, Lee added, it does not follow that a grant of the FM would result in undue local concentration of control.

"In practical terms," it added, it is confused as to how the operation of the kind of "good music" FM station it proposes could give it "any measurable increase in economic, political or ideological power over the public it serves under any circumstances."

Accordingly, Lee said, the commis-
tion could deny the application only “by discriminating against us as a newspaper applicant contrary to law.” Lee noted that the courts and Congress have held that the commission may not discriminate against newspaper applicants for broadcasting facilities.

Commissioner Robert E. Lee, in dissenting to the order designating the application for hearing, said it masked a policy of designating any application for hearing that is filed by the only newspaper in the same community regardless of competitive factors. If this is true, the applicant said, it would be no less discriminatory than outright denial of the newspaper application.

Data field develops electronic magazine

Advertisements are to be included in semi-monthly programs issued on EVR

Plans were disclosed last week for what was best described as an “electric magazine” that would be “published” on CBS EVR (electronic video recording) cartridges and derive revenues through the sale of advertisements—in the form of commercials—injected in the EVR films between editorial features.

The disclosure was made in the April issue of Modern Data magazine, a publication in the electronic data processing field. Delta Publications Inc., Framingham, Mass., which publishes Modern Data, will be co-publisher in the venture with TeleGeneral, New York. The new journal is to be called “Computer TeleJournal” and is to be issued semi-monthly.

The plans for the new venture were confirmed also last week by CBS, which is cooperating as supplier of the EVR cartridges.

A formal announcement is expected shortly by Robert E. Brockway, president of CBS Electronic Recording Division, and by Stuart Sloves, president and chief executive officer of TeleGeneral.

“Computer TeleJournal” intends to initially distribute some 300 video-tape editions beginning this fall with the expectation that it would be expanded in the spring of 1970 to 2,000 EVR cartridges. The “magazine” would be sent free to “eligible interests” in the EDI field and revenues derived from the sale of inserted messages. Since all “articles” would be in the visual sound form, advertising messages would similarly be in the form of TV commercials.

TeleGeneral-Delta has placed an initial order for 3,000 EVR players with Motorola Inc., which is the licensee in North America for manufacture of the CBS Laboratories-developed attachment player. The CBS process permits the playing of high-resolution and miniaturized film on any television screen.

The Modern Data article announcing the new venture said “Computer TeleJournal” (475 Fifth Avenue, New York) would immediately take orders for EVR players. Motorola has priced the player at $795. Delta said delivery of the players was scheduled for July 1970.

The initial video tape will be designed for replay on a video-tape playback machine as a one-hour tape. The EVR cartridge would be available for 52-minute play, it was stated. The programming or “editorial material” would consist of industry news, technological developments, new-product demonstrations (a 10-minute section on new products has been projected), “state-of-the-art information” and EDP training.

It is contemplated that the material would be fed through closed circuit for in-plant viewing “with exposure to the maximum number of personnel,” while at the same time subscribers would be offered access to a master library of films which would be updated continually.

Strike bills get big Hill backing

Legislation attracts more sponsors in House, greater Senate support

The pace of bill introductions increased substantially in the second week of a coordinated drive by broadcasters for a legislative remedy against the current wave of “strike” applications.

The measures, based on a proposal approved by the National Association of Broadcasters and supported by state broadcasting associations and individual broadcasters, would require the FCC to first find an incumbent licensee ineligible for renewal before competing applications for the facility could be considered.

Last week, bill submissions in the House through the Thursday (April 24) session brought the total of representatives sponsoring or cosponsoring similar proposals to 27. Eight were submitted during the first week that they began to appear (BROADCASTING, April 21).

Thus far, no antistrike legislation has been introduced in the Senate, but NAB leadership stressed that there need be no concern that all the action has been thus far on the House side. Custom in the Senate, it is pointed out, is for an interested senator to wait until a chair or subcommittee chairman of the proper committee introduces a measure, then become cosponsor of the bill. The same custom does not prevail in the House.

Interest in the legislation has been reported running high in the Senate and Commerce Committee leaders have expressed support for the aims of the proposal.

Last week bills were introduced or cosponsored by Representatives Robert McClory (R-Ill.), David T. Martin (R-Neib.), Vernon C. Thompson (R-Wis.), Chester Mize, Larry Winn Jr., Garner E. Shriver and Keith Sibeliu, all Kansas Republicans, John C. Watts (D-Ky.), Jack Edwards (R-Ala.), Tom Bevill (D-Ala.), Durward G. Hall (R-Mo.), Odin Langin (R-Minn.), Manuel Lujan Jr. (R-Fla.), Paul G. Rogers (D-Fla.) and Ancher Nelson (R-Minn.), both Commerce Committee members, Robert G. Stephens Jr. (D-Ga.), Samuel S. Stratton (D-N.Y.), John J. Flynn Jr. (D-Ga.) and M.G. (Gene) Snyder R-Ky.). Mr. Snyder submitted his bill “by request,” which indicated he is not personally committed to the measure but is accommodating a constituent. The constituent, his office reported, is the Kentucky Broadcasters Association.

Typical of comments on the legislation were those of Congressman Stevens. He said that the present arrangements allow “more authority than the FCC should exercise.”

The commission, he added, “should take into consideration that an investment has been made by the people who have these broadcast licenses and without just cause the license should not be put up for grabs every time they come up for renewal. They should be judged on their performance and, if it is not what it should be, then the FCC should let it be known that the license will not be renewed and others can apply.”

A canvass of representatives who have submitted bills showed that in most cases direct contact by their state broadcasting association has triggered their cooperation. Others report they were alerted to the problem at breakfasts and lunches held in Washington by state groups.

Most, however, attribute their interest to two or three letters or phone calls from home-district broadcasters.

“The stations in my district are kind enough to play a five-minute tape I make every week or so,” commented Representative Martin. “Two of them contacted me, and I’m glad to help them out of an unfair situation.”

Congressman Bevill explained: “I just plain don’t like to see people who have been performing a public service for years arbitrarily exposed to competing bids from any group that might not even perform that service as well.”
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Resurgence seen in nonnetwork product

Little Report rebuts FCC’s 50-50 proposal,
points to growth of independents, program sources

A 210-page report on the production, procurement, distribution and scheduling of television programing was filed with the FCC last week, filled with data that the networks can use in an effort to demonstrate that the sales opportunities of their competitors in the programing field are bright, and growing brighter.

The report was prepared by the Cambridge, Mass.-based research firm, Arthur D. Little Inc., and was submitted in the commission’s four-year-old rulemaking proceeding aimed at promoting diversity of sources in programing.

In part, the document is an updating of material contained in the Little company’s first report, on the commission proposal to limit network ownership or control of programing, which was filed three years ago (Broadcasting, March 7, 1966). In indicating that trends underway then are continuing, the report affirms the first report’s central conclusion—that the commission’s “50-50 proposal” (so dubbed because its principal element would prohibit networks from owning or controlling more than 50% of their prime-time nonnews programing) is unworkable and the views on which it is based are unfounded.

But well over half of the new report contains data relevant to an alternative proposal advanced by Westinghouse Broadcasting Co., in its comment in the proceeding. WBC had proposed that the commission, as a means of opening up prime time for the offerings of independent producers (like WBC), generally prohibit stations in the top-50 TV markets served by three stations from carrying more than three hours of network programing, other than news, between 7 and 11 p.m.

And the new data collected by Little—from FCC files, the networks, American Research Bureau and Nielsen rating surveys, among other sources—suggests that the WBC proposal may be superfluous. The number of stations is on the rise, and so is the number of hours that affiliated stations are devoting to nonnetwork programing.

The WBC proposal, as well as the commission’s, was sharply criticized by CBS and NBC in their comments in the proceeding, which was initiated in March 1965 and reopened for fresh comments last September. They argued that it would limit licensees’ freedom of choice of programing. ABC, however, said the idea was worth exploring in a further proceeding (Broadcasting, June 6, 1966).

The three networks financed the first Little Report, but ABC dropped its sponsorship of the second. It did, however, cooperate to the extent of providing information.

Unlike the first Little Report, the second one contains no analysis or conclusions—just statistics. The company says in a preface that the “pressure of time” prevented its following the same approach taken in the first report. But the data provides a mine of information to be explored by those who are preparing comments, due May 17, in the proceeding.

Tables dealing with implications of the WBC proposal show that of the 616 stations now operating, 84 have gone on the air since 1965. Of these, 61 are independents, which rely on nonnetwork programing. Most of the new stations are UHF, but the report sees the total number of TV homes with UHF receivers rising from 32,900,000 in 1968 to an estimated 59,600,000 in 1973.

And the report indicates that the independent stations’ share of the audience is on the increase. It quotes an ARB report as noting that in 11 markets where there were the same number of independent and affiliated stations in 1965 and 1968, the independents’ share of prime-time television households increased from 12% to 17%. The report also showed increases for independents in 19 markets where there was one independent in both years, and in four markets where there were more than one.

Furthermore, figures show that the total number of prime-time hours that commercial stations—affiliates as well as independents—devote to nonnetwork material is increasing. All stations in the top-50 markets had 1,516 hours available for nonnetwork programing between 7 and 11 p.m. in 1958; last year, the total was 3,036.

A breakdown shows affiliated stations increasing their broadcast of nonnetwork programing in prime time from 844 hours to 1,020. On a weekly average, those stations decreased their carriage of network programing by seven-tenths of an hour, from 21.7 to 21 hours, between 7 and 11 p.m., over the 10 years. Another table puts the top-50-market affiliated stations’ performance this way: In 1968, 39.4% of those stations broadcast between eight and nine hours of nonnetwork material between 7 and 11 p.m. in a given week; 37.4% of them failed to clear network programing between six and seven hours of the week. All but 4.1% of the remainder carried at least four hours of nonnetwork programing.

Much of the time thus made available is filled with off-network programs, at least in the larger markets.

However, the latest data in the report—for a week in 1969—indicates that the popularity of first-run syndicated material is making a comeback. Affiliated and independent stations in the

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**Weekly station hours: Hours not programed by networks and hours of network programs offered and not carried by affiliated stations.**

<table>
<thead>
<tr>
<th>Year</th>
<th>Hours not programed</th>
<th>Hours offered and not carried by affiliates</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1962</td>
<td>330.0</td>
<td>93.5</td>
<td>423.5</td>
</tr>
<tr>
<td>1963</td>
<td>315.0</td>
<td>97.0</td>
<td>412.0</td>
</tr>
<tr>
<td>1964</td>
<td>360.0</td>
<td>89.0</td>
<td>449.0</td>
</tr>
<tr>
<td>1965</td>
<td>285.0</td>
<td>106.0</td>
<td>391.0</td>
</tr>
<tr>
<td>1966</td>
<td>270.0</td>
<td>117.0</td>
<td>387.0</td>
</tr>
<tr>
<td>1967</td>
<td>285.0</td>
<td>138.0</td>
<td>423.0</td>
</tr>
<tr>
<td>1968</td>
<td>270.0</td>
<td>141.0</td>
<td>411.0</td>
</tr>
</tbody>
</table>

1 Based on the number of affiliate station half-hours per week not programed by the networks in the Nielsen 30-market multinetwork area.

2 This includes hours not programed or programed with sustaining programs. This Nielsen survey does not differentiate between hours not programed and hours in which sustaining programs were offered. Also, this survey uniformly treats the networks’ early evening news programs as being carried at 6:30 p.m. even though some stations may carry them at 7 p.m.

3 This figure does not include 30 ABC affiliate station half-hours on Saturday from 10:30-11 p.m., which were normally not programed by ABC, but on this night carried an NCAA basketball game.

The News / Syndication

The Little Report Three years ago disputed the contention in the commission notice that the networks force producers to give them subsidiary rights in programs they want to present. Little noted that the $8 million received in subsidiary rights contributed relatively little to covering program costs. And the updated report indicates that subsidiary rights yielded networks about the same amount in 1967.

It also showed that the range of network revenues for network-produced and packaged-licensed programs continues to vary considerably. The median range of revenue during a sample week in July 1968 was $90,000 to $99,000 per program for 136 half-hour units, but 106 units were below the median. In 1964, 65 units were below the same median.

Three years ago, Little said that, with subsidiary revenues counting for less than 1% of total revenues and with the wide variations in revenue among different programs, it would be "unreasonable" for a network to give "less weight to its prediction of program success than to its possession of subsidiary rights."

The report also indicated that the average network profit shares in regularly scheduled entertainment series in 1967 were 27.4%; last year it was 24.2%. The comparable figures for foreign profit shares were 27.8% and 24.2%.

Another point disputed by the Little Report was that the networks occupy a dominant role in the domestic and foreign syndication markets. It noted that in 1958, the networks accounted for 12% of that market, down from a high of 25% in 1958. The networks had 14% of the market in 1965 and 1966, according to the second Little Report, and 13% last year.

The report also indicates the syndication market remains sufficiently attractive to lure producers in sizeable numbers. Forty-six producers were represented by new first-run syndicated series in 1968, and of these, 23 were new. In 1964, 30 producers, including 13 new ones, had new series in first-run syndication. However, the peak year was 1967, when 55 producers were represented by first-run series.

In preparing their new comments on the basis of the second Little Report, the networks may feel obliged to take care to defend the objectivity of the first report. When it was issued, many in the industry felt it had demolished the basis of the commission's rule. However, the commission staff was reported to have submitted a memorandum to the commission, contending that the report's conclusions are "forced and polemic" and designed to coincide with the position taken by the networks. The staff said the statistical material was correct—but that it supported the contentions underlying the commission's proposal.

Syndication costs are broken down

The average price of an episode of syndicated programming can vary from $32 to $1,460. It depends on the size of the market involved and, generally, the length of the episode.

Average syndicated program costs are among the plethora of information provided in the second Arthur D. Little Inc. report, which was filed last week in the FCC rulemaking proceeding aimed at curbing network stakes in programing (see page 66).

The Little Report shows that for a 30-minute episode of a first-run syndication series, stations in the smallest markets (below 2,000) last year paid $32. Stations in the top-five markets, on the other hand, paid $445. Comparable average figures for off-network programing are $26 for stations in markets 176-200 (those in smaller markets managed to pay a higher average price—$42) and $471.

For 60-minute, first-run syndicated programs, the stations in the smallest markets paid $88 per episode, while those in markets 6-10 paid $469 (there were no 60-minute syndicated series sold in the top-10 markets). Off-network 60-minute programs attracted from $785 per episode, on the average, in the top-five markets, and to $35 in the smallest markets.

Ninety-minute episodes in first-run syndication—there were none in off-network syndication—cost on the average $1,460 in the top-five markets, but only $450 in the next five markets and $761 in markets 11-20. The smallest stations to buy them were in markets 126-150; they paid $85 per episode.
TV on a psychologist's couch

Violence-probe chief, Eli Rubinstein, sees spin-off of other inquiries after year-long study

True to his calling as a social scientist, Dr. Eli A. Rubinstein, the man who directed the recent study of the National Institute of Mental Health on TV violence (BROADCASTING, April 21) avows no predispositions.

He admits there has been a lot of talk and some studies that link TV violence and antisocial behavior. On the other hand, he feels that the final results of the NIMH project may not be all bad for TV.

There could be, he said the other day, positive attributes to TV violence that are helpful to watchers. He spoke of the "catharsis" theory that people who watch violence on TV or in the movies actually get rid of their hostilities in this vicarious manner.

Dr. Rubinstein, a native of New York, who celebrated his 50th birthday yesterday (April 27), is the NIMH specialist in the behavioral sciences. He has been given the job of recruiting a professional staff that will do the detail work under the general eyes of an advisory committee that is yet to be named (see page 69).

NIMH is part of the Department of Health Education and Welfare, with an over-all budget of $375 million. The TV study was imposed on HEW by Senator John O. Pastore (D-R.I.), the chairman of the Senate Commerce Committee's Communications Subcommittee (BROADCASTING, March 10 et seq). The cost was estimated at about $1 million, and the time, one year, although HEW sources privately have expressed doubts. These sources think both are too conservative.

One thing is obvious. Dr. Rubinstein is plainly excited at the opportunity of putting TV on the psychologist's couch. As a professional psychologist and a social behaviorist, he sees the TV study as a potential mother lode that may well inspire numerous other inquiries by his professional brethren in and out of government. To a scientist, that's heady wine.

How the mass media affect people is no recent interest of Dr. Rubinstein. Last year he was one of 19 behavioral scientists who, calling for a study of student unrest, stressed the need to look also at the nature of the media during and after such protests, and the media's role in demonstrations. This call for research came from a group at the Center for the Study of Behavioral Science at Stanford University in California, where Dr. Rubinstein spent the year.

Early this year, Dr. Rubinstein, still intrigued with the college violence phenomenon, amplified his thoughts on the subject. In a paper, "Paradoxes of Student Protest," published in the February issue of the American Psychologist, he had this to say about the communications media:

"Not only are we in a period of rapid social change, but the effects of violence on TV and the effect on the viewing public. This leaves the focus pretty open-ended, although, he agreed, there is explicit reference to the effect on young children.

Cautious, like most professional scientists, Dr. Rubinstein is not quite certain that the definitive answer can come from the project he will be directing. He feels, however, that some kind of a report—perhaps several—covering aspects of the question can be delivered in the year's time promised by HEW Secretary Robert H. Finch and Surgeon General William H. Stewart to Senator Pastore last month.

But it is problematical, he fears, that a final, all-encompassing document can result. "We will, though, have a clearer idea of TV's influence on people, especially children," he said.

He is well aware, too, that unlike the cigarette smoking-and-health study, the TV project is more concerned with intangibles and, in the larger view, with subjective judgments. But, he noted, that is the province of the social scientist.

Dr. Rubinstein's interest in TV is average, he says. He likes to watch news programs, specials, and old movies (the last "for relaxation").

He received a degree in social science from the City College of New York in 1939; a master's degree (1948) and a Ph. D. (1951), from Catholic University in Washington. For 10 years, beginning in 1947, he was with the Veterans Administration—reaching the post of assistant director of VA's neuropsychiatric laboratory. He transferred to NIMH in 1958 and for the last 10 years has had administrative posts in training and manpower resources.

In 1965, as director of manpower and training programs, he was responsible for some $100 million in grants and programs.

He was named to his present post last year.

He served in the Navy in World War II, retiring in 1967 as a commander in the reserves. He is a fellow of the American Psychological Association and of the American Association for the Advancement of Science. He has written extensively for professional journals—on childhood mental diseases to his most recent on student protests.

At the moment he is forming the staff for the TV study—a small highly professional group, he said; that will number about a dozen people. There will be consultants for special research, and some of the studies may be contracted out to universities or nonprofit organizations.

There's no doubt that the TV study may well be the social scientist's dream assignment for the next year—"or the.
Likely candidates for violence group

Who are the men who will constitute the 15-member professional advisory committee to Surgeon General William H. Stewart for his soon-to-be-initiated study on TV violence and its effect on viewers?

Their names may be known in another week or so, when Dr. Stewart receives replies to his April 18 letter asking for recommendations. The letter went to the four principal professional societies—American Psychological Association, American Psychiatric Association, American Sociological Association, American Sociological Association—and the three networks.

Some ideas of the panel’s membership may be anticipated, however, from those social scientists who have testified before, or submitted reports to, the National Commission on the Causes and Prevention of Violence (the Eisenhower Commission): Albert Bandura, Wilbur Schramm, Alberta Siegal, all of Stanford University; Leonard Berkowitz, University of Wisconsin; George Gerbner, University of Pennsylvania; Otto Larson, University of Washington, and Joseph Klapper, CBS.

Copyright office backs performers’ rights

The copyright office last week put itself on record for the first time as favoring the inclusion of performers’ rights in the over-all revision bill now pending in the Senate. The office had previously indicated its support for the principle of copyright protection and payment for artists who record music as well as for composers who write it, but in past years took the position for compulsory licensing fees.

Most observers have expected, however, that the realities of the situation would forever preclude a separate performers’ bill from being enacted. Last week’s turnabout for the copyright office gave ammunition to the performers’ rights groups who have mounted an intensive lobbying effort to have artists’ fees incorporated in a bill that does have a good chance of passage.

But the copyright office’s position, set forth in letters to proponents for the artists’ royalties, was hedged with provisions that specific legislation must, in order to be acceptable to the copyright office, also be acceptable to broadcasters.

The letters, signed by Register of Copyrights Abraham L. Kaminstein, say the revised amendment (Amendment 9) to the pending copyright revision bill (S. 543) submitted by Senator Harrison Williams (D-N.J.) earlier this month (Broadcasting, April 7), is not acceptable as it now stands, a position also taken by Copyright Subcommittee Chairman John L. McClellan (D-Ark.) (Broadcasting, April 14).

Specifically, the letters suggest the proposed percentage of broadcasters’ gross receipts called for in the Williams amendment for a compulsory license (3.5%) is too high. The letters say it appears that the percentage is somewhat higher than that now paid to composers and publishers under existing law.

“It will, we believe,” the Kaminstein letters say, “be essential for you to arrive at a compulsory licensing fee that not only represents reasonable compensation but is also one that broadcasters and other users can reasonably pay.”

Sindlinger finds Oscar audience falling

The television audience for the April 14 Academy Awards presentation on ABC-TV, declined for the third year in a row, according to a survey released by Sindlinger & Co. last week.

Sindlinger estimated 38.6% of the U.S. adults watched the program (projected 50.1 million) compared with 44.1% (56.5 million) in 1968 and 52.5% (65.1 million) in 1967.

Of those that watched, says Sindlinger, 39.8% (projected 19.9 million) saw the whole program, and only 36.6% rated the presentation as “good” or “best.”

The rest called it “fair,” “poor” or had no opinion. The research company also determined that the majority of the audience was female.

Sponsor identification was high, however, Sindlinger reported. Over 37% (projected 18.8 million) correctly identified Kodak as the advertiser on the show.

NBC seeks film talent for television special

NBC plans to institute a worldwide search for talented young film makers and present a major television special in prime time based on their work, it was announced last week by Julian Goodman, NBC president.

Mr. Goodman, who disclosed this project during a talk before the Confederation of British Industry in London, voiced the hope that out of this undertaking “will come some of the forms, themes and techniques for television of the 70’s.” He said NBC is planning to invite nonprofessional film makers from all over the world to sub-
Program notes:

Second time around - *Newsroom*, a nightly news show on noncommercial *KQED(TV)* San Francisco has received its second Ford Foundation grant of more than $700,000. The program first was aired as *Newspaper of the Air* during the 1968 San Francisco newspaper strike. The Ford Foundation also has given noncommercial WETA-TV Washington a $749,126 grant to create a local news show "to be patterned after the successful ... *KQED* program."

International opera - National Educational Television has signed with the Canadian Broadcasting Corp. and the British Broadcasting Corp. to co-produce operas in groups of three. The first NET production, *From the House of the Dead*, by Leo Janacek, and the first BBC contribution, *Peter Grimes*, by Benjamin Britten, are expected to be broadcast during the 1969-70 season. The CBS production of *Riel*, by Harry Somers, is expected to be completed by mid-1970.

Resurrection - inscription - *Avco* Broadcasting Corp., Cincinnati, has produced *Whose Home—This Holy Land*, a one-hour documentary about the average Israeli citizens affected in the political maneuvering of the Middle East. The special will be carried on all Avco-owned stations and will be released for syndication by Avco Embassy Films.

Joint venture - National Teleproductions, Indianapolis, and Broadcasters Television Systems, Cleveland, will produce a group of television programs for syndication in 1969 and 1970. The first series will be *Sun Country*, a half-hour country music program. Projected productions include a group of specials filmed in major American and foreign cities and a series shot on major U.S. college campuses.

Rodeo debut - The California rodeo in Salinas July 17-20 will be televised for the first time in a half-hour special produced by Triangle Stations for syndication to around 175 markets. Broadcasts begin Sept. 15, sponsored by Levi Strauss & Co., through Honig-Cooper & Harrington.

*Anderson & Co.* preview - NBC-TV will broadcast a pilot of a proposed new comedy series, *Anderson & Co.*, at 8-8:30 p.m. Monday, May 12. *NBC Monday Night at the Movies* will be moved up one-half hour that night to fill the other half of the time period normally allotted *Laugh-In, Anderson & Co.*, being developed by 20th Century-Fox for possible use in the 1970-71 season, stars Fred Gwynne and Abby Dalton as parents of a 10-member family at the turn of the century in New York.

*Tele-Color expands* - *Tele-Color Productions, Inc.*, Alexandria, Va., has formed a TV program division. Tele-Color has also set up a facility for the conversion of color video tape to Super 8 film cartridges.

Another from Westinghouse - The Westinghouse Broadcasting Co. will offer *A Pride of Guitars*, a TV special during the week of May 12. Noted guitarists Carlos Montoya, Jim Hall, Richie Havens and Larry Coryell will appear as soloists on the program, which features the guitar ensemble of the Peabody Conservatory of Baltimore.

O'Malley debut - A group of California high school seniors has formed OMPC-O'Malley Radio & TV Productions. Tim O'Malley, 18-year-old company president, announced that planned objectives include the production of radio-television programs, educational pictures, and records. The neophyte firm has already recorded an interview with California Governor Ronald Reagan focusing on youth problems. Company's address is 1250 Sanford Avenue, #3, San Pablo, Calif. 94806, (415) 234-6954.

Cowboy awards - An episode on an NBC-TV series and a locally produced historical program by *KRON-TV* San Francisco were among the Western movies and television programs that last week received National Cowboy Hall of Fame Western Heritage Awards at the annual ceremony held in Oklahoma City. The winners of the ninth competition were "Will Penny," a theatrical motion picture; "Born to Buck," a documentary film; "The Buffalo Soldiers," an episode of NBC-TV's *The High Chaparral* series, and "The Bonanza Years," a factual program produced by *KRON-TV*.

mit their product and will assemble it into a special program. The quality and amount of the material that is obtained will determine the length of the program be added.

He told the meeting that the project had its beginning in a recent cooperative venture between NBC and Fordham University in New York. He said some of the efforts of several American film makers were assembled into a special TV program and presented as part of the *NBC Experiment in Television* series.

Mr. Goodman was in London to attend NBC International's eighth annual World Conference, which coincided with the official opening of NBCI's new British headquarters in the RCA House there.

Lewron moves west

Lewron Television, video-tape production firm organized in 1965 in Baltimore, is shifting its headquarters to the Samuel Goldwyn Studios in Hollywood. Ron Spangler, president of Lewron, who previously has been primarily active in the firm's East Coast activities, also will shift his base to the West Coast. Sherman Adler, formerly president of both McArthur Productions and Ivan Tors Television, has been named to head the New York operation for Lewron.

**Discouraging words bring appeal for FCC action**

Sixty-nine residents of a Tacoma, Wash., suburb, calling themselves the Puget Sound Committee for Good Broadcasting, haven't liked what they have heard on *KAYE* Puyallup in recent months, so they have asked the FCC to deny a renewal of license for the station.

Principal allegations regarding the station's programming practices involve contentions that the station failed to comply on numerous occasions with the notification procedures of the commission's personal attack rules. The Puget Sound group further claims that *KAYE* has devoted "a large part of its programming to the presentation of the views of James Nichols, the station's owner-manager, on local issues, particularly on issues of concern to residents of the city of Tacoma, rather than to issues of concern to residents of Puyallup."

Mr. Nichols was said to have dispensed "dangerous and misleading medical information" on the air, stating that "honey in the eyes will cure gout; that omitting dairy products from one's diet has cured skin cancer; that a hospital in Missouri not operated by 'AMA controlled doctors' can cure various types of cancer in a short time."

And the group said three defamation suits against *KAYE* (one of which was said to be a $17,500 judgment against the station) have already been instituted. Other allegations include charges of manipulation of phone-in programs, false rating claims and false statements by *KAYE* to the commission.

Announcement of the filing of the Puget Sound petition came from the United Church of Christ in New York. The church noted in a news release that the filing was an outgrowth of its program "to assist citizen groups in opposing the broadcast of one-sided extremist views without adequate opportunity to reply."
Changes wrought in Sloan awards

The Alfred P. Sloan Radio-TV Awards for Highway Safety, scheduled for presentation on June 3 in New York, have undergone several important changes. The awards for outstanding writing, production and programming during 1968 will be under the full sponsorship this year of the Automotive Safety Foundation, Washington. Previously, they were sponsored by the Sloan Foundation and administered by ASF.

Another notable change is that the awards in the writers’ and producers’ category will now total $8,000: four cash awards of $2,000 each. Previously they were $1,000 each.

Other categories for radio and TV stations and networks have also been realigned to reflect size of markets. In all, the bronze plaques will be awarded in 13 categories. In addition, special awards will be given to advertisers for “exceptionally meritorious service in safety through programing sponsorship and related promotional activities.”

Closing date for nominations is May 19. Judging is scheduled for May 23.

Two college football series set by Tel Ra Productions

Tel Ra Productions, Philadelphia, will produce two college football series for local telecast next fall.

One series will be Big Ten Football Highlights, a 12-week 30-minute package with 10 weekly highlights, a preview and review. The second series, College Football Highlights, will run 13 weeks, with 11 highlights, preview and review. Each series, scheduled to start Sept. 15, will include portions of five games per week.

Tel Ra has given an oil company an option for sponsorship in 16 Midwest markets, and is looking for a national spot advertiser.

‘Japanese’ high rating follows good reviews

National Arbitron ratings on the first CBS-TV program screened for critics in advance of telecast, The Japanese (cast Wednesday, 10-11 p.m.), showed the program registered ahead of its network competition, a repeat of The Outsider on NBC-TV and a repeat movie, “John Goldfarb, Please Come Home,” on ABC-TV.

The Japanese scored a 15.9 rating, 33 share, to NBC’s 11.6, 24 share and ABC’s 10.3, 21 share. The documentary had received generally favorable reviews throughout the U.S.

National Nielsens for the two-week period ending April 6 give CBS the lead in over-all averages—a 20.5 rating, as compared with NBC’s 19.3 and ABC’s 16.1. The usual comedy series dominated the ratings.

Riot news curbs sought in California

The California senate last week passed a bill that would make it a misdemeanor for newsmen to stage news events or broadcast or publish false information about riots. Newsmen guilty of these charges would be subject to criminal penalties. The bill, which is opposed by the California Broadcasters Association and the California Newspaper Publishers Association, was sent to the state assembly for further screening.

The legislation would make it a misdemeanor for persons to urge unlawful acts of force or violence with intent to publish or broadcast a report thereon—at a time and place which produces a clear and present danger of a breach of the peace. It also would be a misdemeanor to publish or broadcast any statement concerning a breach of the peace which is known, or should reasonably be known, to be false and misleading.

The bill passed by a 21-10 vote, the bare majority required for approval in the 40-member California senate.

Boggs, Eckhardt on tap for RTNDA Houston meet

Representatives Hale Boggs (D-La.) and Bob Eckhardt (D-Tex.) will participate in a panel discussion on “Credibility and How to Get It,” at the first 1969 regional conference of the Radio-Television News Directors Association being held in Houston’s Astrodrome Saturday (May 3).

Also on the panel will be Eddie Barker of KRLD-TV Dallas-Fort Worth, president of RTNDA, and J. W. Roberts of Time-Life in Washington, RTNDA first vice president.

The Houston meeting, which includes a discussion “Covering the Space Beat” with Astronaut James McDivitt, precedes other regional conferences: June 7 in Denver and Seattle, June 14 in Miami, June 21 in New York, June 28 in San Diego and Louisville, Ky., and July 19 in Duluth, Minn.

Hundreds of our salesmen earned over $25,000 last year.

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An Equal Opportunity Employer, M/F
New training ground for young directors

The Directors Guild of America and the Film Producers Association of New York have announced that they are establishing a program to train applicants to become assistant directors in the film field. Those chosen will be trained for two years on salary with TV commercials, industrial films, TV program series and motion-picture feature-production companies.

Additional information on the program, which begins this fall, can be obtained from the Directors Guild of America—Producers Training Trust Fund, 165 West 46th Street, Room 912, New York 10036.

Transmedia on the road

Transmedia International Corp., 538 Madison Avenue, New York, has been formed to operate and lease mobile television broadcast equipment and take units and to package and produce for TV and motion pictures. Stuart Ross, former chief counsel of Allied Artists, is president, and William Schwing is vice president in charge of sales.

Access to government sought in Connecticut

Connecticut news media have voiced support during hearings held on a bill in the state's general assembly that would allow the courts to issue an injunction immediately to enforce compliance with local laws permitting state government meetings to be broadcast.

The new provision, which would amend the general statutes relating to the broadcast of meetings, permits the circuit court of the district in which the meeting in question is being held to issue a pre-emptory injunction "upon affidavit without the issuance of rule to show cause or the posting of a bond to enforce compliance. . ." A court hearing would be held if the party enjoined requested that the injunction be dissolved or modified.

At present, broadcasters have recourse in the courts but, it was pointed out by news media, the process can be time consuming.

'Casey' in syndication

ABC Films has placed the one-hour Ben Casey series into syndication and has completed sales in nine markets. The series of 153 black-and-white episodes, was on ABC-TV from 1961-1966. It has been bought by Kaiser's WKBG-TV Cambridge-Boston, WKBF-TV Cleveland, WKBG-TV Detroit, KBHK-TV San Francisco and WKBS-TV Burlington, N. J., Philadelphia, and Cox's WHIO-TV Dayton, Ohio; WSO-C-TV Charlotte, N. C.; WSB-TV Atlanta, and WHIC-TV Pittsburgh.

Equipment & Engineering

For FCC 770 is unlucky number

In 28-year-old case agency tries another rulemaking

The FCC has revised the rulemaking it had announced it was proposing as a means of cleaning up the 28-year-old KOB Albuquerque, N. M., case. The rulemaking itself needed some clearing up.

The commission, in a news release issued on April 17, said it was proposing the reopening of the clear-channel proceeding for the limited purpose of permitting KOB to operate on 770 kc without interference to WABC New York (Broadcasting, April 21). It noted that KOB, owned by Hubbard Broadcasting Co., now operates essentially like a Class II station on 770 kc, on which ABC's WABC is the I-A outlet.

The proposal marked another effort on the part of the commission to resolve a dispute between Hubbard and ABC that has its origins in a commission decision in 1941 to assign KOB to 770 kc on a "temporary basis." Ever since then ABC has been trying to move KOB off the frequency or to require it to protect WABC's nondirectional signal at night.

The commission in its April 17 announcement said it was proposing to leave KOB as a full-time class II station on 770 kc which would protect WABC's nondirectional signal. The notice said 770 kc would be added to the list of 11 clear channels on which the commission, in its 1961 clear-channel decision, said it would permit second stations to operate at night as long as they protected the dominant station.

The commission, however, also said that Hubbard may, if it wishes, apply for authority to operate with 50 kw at night, "instead of its present 25 kw, if it can afford the required degree of protection to WABC."

After the news release was issued but before the notice of proposed rulemaking was published, the commission staff discovered that KOB has been operating with 50 kw at night since 1963. The power increase, from 25 kw, was granted in accord with a 1958 decision in the case, in which the commission held that KOB and WABC should both operate as I-B's, each station's signal to be directionalized at night to protect the other's. WABC, however, has continued to operate with a nondirectional pattern.

After the oversight was brought to its attention, the commission rewrote and readopted the order, which had not been released as of Thursday (April 24).

But the news release describing the new order—without pointing out the changes—said the commission "noted that in 1963 KOB was given program test authority (although not a license) to operate with 50 kw directionalized at night, and stated that this operation would be permitted to continue during the pendency of this matter."

The news release two weeks ago said that no one presently receiving service from KOB would lose it as a result of the commission's proposal. The release describing the revised notice of rulemaking does not contain that statement.

Earth spurts out low-frequency signals

A radio astronomy satellite, sent into space to measure low-frequency radio signals that normally cannot penetrate the earth's ionosphere, has revealed that the earth itself radiates low-frequency radio signals—with the most intense radiations in the AM broadcast band.

The report of earth's radio signals was made by Dr. Robert G. Stone, project scientist for the National Aeronautics and Space Administration's first Radio Astronomy Explorer (RAE), which was launched July 4, 1968. Dr. Stone disclosed the news last week at the opening session of the spring meeting of the U. S. National Committee of the International Union of Radio Science in Washington.

The satellite, orbiting 3,640 miles above earth with 1,500-foot antennas stretching taller than the Empire State Building, detected the earth emitting sporadic low-frequency radio signals in the 200 kc to 9,000 kc band, with the most intensive bursts coming in the

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Broadcasting, April 28, 1969
Colorful look at Luna planned for Apollo 10

Color TV from outer space is on the program when Apollo 10 astronauts go for a moon orbit next month. Officials of the National Aeronautics and Space Administration said there would be 11 color TV transmissions from the spacecraft during the eight-day lunar mission May 18-26 ("Closed Circuit," April 7).

Under development by Westinghouse Electric Corp. is a small camera that will incorporate a field-sequential, color scanning wheel to provide color views of the moon and of the earth as seen by the three astronauts on their way to and during lunar orbit and on their return to earth. The color-wheel principle is similar to the device developed by Dr. Peter Goldmark and proposed by CBS during the color TV hearings held by the FCC in the late 1940's and early 1950's. The FCC finally adopted compatible color TV standards recommended by the National TV System Committee.

The Westinghouse camera, using the company's low-light-level secondary electron conduction (SEC) imaging tube, will be about 17 inches long, including lens, and 10 inches high. The 10-pound camera will draw about 3 w of power.

In an unusual step, Westinghouse also is building a tiny monitor to go aboard Apollo 10 so that the astronauts can view the camera's targets. The monitor will be about 6 by 3 3/4 inches in size, weigh about four pounds and carry a 2 by 2 5/8 inch screen.

The color views will be transmitted on a slow-scan mode. Both the color and the slow-scan will be converted into commercial U.S. color and frame standards for use by the television networks, principally at the NASA Goldstone earth station in California.

As a reserve, the Apollo 10 astronauts will also have aboard an RCA-built black-and-white camera.

Color TV sales rise while b&w sales fall

Color TV sales to dealers continued up for February and for the two months of the year, the Electronic Industries Association reported last week.

The EIA report showed, however, that radio sales seem to be sliding. Sales were down for February and for the January-February period of the year—although radio sets with FM remained slightly up for the two-month period.

During February, color TV sales were up by 6.1%, and for the year, up by 15.8%. Black and white TV sales for February, however, dropped by 12.8%, and for the year by 4%.

Total home radio set sales slumped by 16.4% in February and by 8.3% for the two-month period. Sets with FM were down 12.3% in February, but up a spare 1.6% for the year. Automobile radio sales, continuing a long-time up movement, was plus 16.3% in February, and up 20.2% for the two-month period.

For the first two months of the year:

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<tr>
<td>Total</td>
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Sharper vertical comes from Corning unit

A method of improving vertical resolution of a television picture is reported by the Electronic Products Division of Corning Glass Works, Raleigh, N. C.

The vertical enhancement technique, using a glass acoustic delay line supplied by Corning, compares three successive lines of a normal video signal and generates a correction signal which is subtracted from the line currently on display. The result, Corning says, is a sharpening of the vertical edge response by making dark areas darker and light areas lighter.

In sight: fast way to make tape copies

A method of duplicating TV video tapes—like making a contact print from a photographic negative—was reported last week to the Society of Motion Picture and Television Engineers meeting in Miami.

The technique, which promises to make tape duplication fast and economical, was announced by Dr. Racine Vandenberg of the IBM Research Laboratories. He explained that IBM
had developed a method of duplicating a one-hour tape in three minutes with virtually undetectable loss in fidelity. A heavily coated master tape is passed through a high-frequency field, he explained, and impresses the program on the duplicate that is clamped to the master.

When the system is commercially developed, it is expected to radically increase the use of video tape for commercials and syndicated programs, which now must be duplicated by re-recording. At present, it's estimated that only about 25% of such material is on tape; the rest is on film.

FCC looks toward scrambled ETV

A plan to permit educational television stations to televise scrambled programming for special audiences during part of the broadcast day has been suggested by the FCC in a notice of proposed rulemaking.

The proposal followed a Nov. 1, 1968, petition by Community Television of Southern California, licensee of noncommercial KCET-TV (ch. 28) Los Angeles, requesting that the commission allow ETV stations to transmit scrambled programs on a limited basis for instructing doctors, nurses and law-enforcement personnel.

Community Television suggested that the scrambled transmissions be limited to a maximum of seven hours weekly, and not more than two hours in any day. The commission's notice proposed these limitations and also proposed that scrambling in prime time be prohibited.

In its petition, Community Television cited the need for transmitting new medical information from laboratories and research centers to doctors and nurses in hospitals and offices. It said the subject matter would be disagreeable to most people; hence the need for scrambling the transmissions.

The FCC said the need for such programs has merit, but pointed out that broadcast bands were set aside for public reception, and that uses such as this, of a more limited nature, are really a point-to-point service.

Deadline for comments on the proposed rulemaking is June 2; reply comments are due June 12.

Technical briefs:
AEL Coast representative * American Electronics Laboratories Inc., Colmar, Pa., has appointed Don Clark Associates, Hollywood, as AEL sales representative in southern Oregon, California, Nevada and Hawaii.

Donation * WFBM-AM-FM-TV Indianapolis, have contributed two TRT-1B color video-tape machines and spare parts equipment to the Metropolitan Indianapolis Television Association. MITA, a noncommercial group, has applied for channel 20, Indianapolis.

AGC unit * Gates Radio Co., Quincy, Ill., announces the availability of the Solid Statesman AGC amplifier M-6629, said to be engineered for a wide range of control, with adjustable attack/recovery time.

More light * Century Lighting Inc., Clifton, N.J., has available a series of newly designed tungsten-halogen spotlights. The spots feature six-to-12-inch heat resistant stepped lenses.

West Coast shift * Visual Electronics Corp., New York, has moved its Southern California offices to 6464 Sunset Boulevard, Hollywood. Telephone: (213) 466-6417.

Lease agreements * RCA Commercial Electronic Systems Division, Camden, N.J., and Systems Capital Corp., Philadelphia, have agreed to make RCA radio and TV equipment lines available under long-term leasing arrangements. The companies said RCA will sell individual units or packages of broadcast equipment to SCC, which will arrange long-term leasing to station operators. SCC said Philadelphia-based group UHF TV owner, U.S. Communications Corp., has already completed leasing arrangements with SCC for about $9 million worth of TV equipment and facilities.

New lighting system * Reeves Video, New York, has signed an agreement with Unixlux to incorporate the Unixlux 500 system in its production of tape commercials. The system works on the principle of an electronic flash.

New ad tax in Britain

Higher levy on receipts of programming companies proposed by Exchequer

An additional annual levy of $7.2 million on advertising receipts was the bitter pill prescribed for Britain's program companies in the latest budget.

The new rates, which come into force in July, will exempt the first $1.2 million receipts; place 7% on the next $2.4 million; 25% on the next $6 million; 35% on the next $14.4 million and 47% on the remainder. Previous rates exempted the first $3.6 million; placed 25% on the next $14.4 million, and 45% on the remainder.

A spokesman for the programming companies stressed that the levy was on advertising revenue, and not on profits. Between them, the companies have a total revenue from advertising of about $240 million, on which they paid the government last year $61.2 million.

David Dutton, president of the Institute of Practitioners in Advertising, criticized the Chancellor of the Exchequer for having made "a grave mistake" in the budget proposal. The only justification that Mr. Dutton could see was that the companies were running their businesses well and getting a return on assets which the chancellor thought was rather high.

"We as advertising agencies," Mr. Dutton said, "are looking to the TV companies to make a major investment in color and produce programs to compete with the British Broadcasting Corp." He added: "It seems to me that it is almost a discouragement of the competition the BBC are going to have. The chancellor is making it easier for the BBC to compete by pressing down hard on the competition which TV companies give."

It is understood that the programming companies will be seeking an urgent meeting with the chancellor to plead for the removal of the new levy.

Muddied start for color in Britain causes flap

Ever since Paul Fox, controller of the British Broadcasting Corp.'s TV1, announced last May that Britain's full color-TV service would begin on Nov. 15, 1969, it has generally been accepted as the target date.

For almost a year television manufacturers have been producing color sets in hopeful anticipation of a minor boom next fall, since two-thirds of their annual turnover is accounted for in the three months to Christmas, and independent programmers have been busily taping and stockpiling color programs in readiness.

The latest word that the color service may not begin on Nov. 15, and the General Post Office's claim that no such date has ever been officially agreed upon, has aroused a cry of anguish from all quarters of the television industry.

Set manufacturers are particularly incensed since the GPO, which is re-
sponsible for installation of the connecting links between stations, says it will not be ready with a fully operational color service before early 1970. Such a delay, in the words of one leading set manufacturer, would be "disastrous."

The muddle in starting dates, according to broadcast sources, was a matter of "bad communications between industry, Independent Television Authority, BBC and GPO. It's the old story of the left hand not knowing what the right is doing."

Postmaster-general John Stonehouse reiterated the GPO's claim that it had never proposed the target date of Nov. 15. He said, however, "I have discussed this with the industry and told them we want to do our best. I am personally very keen to meet this date because the Japanese are stocking up to invade our market and our industry could lose a hell of a lot."

**Swafford says TV, jets 'homogenize' the world**

The combination of television and the jet airplane is "homogenizing and Americanizing" the world, thus expanding opportunities for international marketing and advertising, according to Thomas J. Swafford, vice president of the CBS Television Services Division.

Speaking before the 38th national packaging conference of the American Management Association in Chicago, Mr. Swafford disagreed with some packaging experts who feel the world will continue to comprise separate markets despite expanding satellite TV coverage and the rising flood of tourists both abroad and here.

He noted that already American-produced programs are viewed in over 100 countries and the number of foreign-made shows aired here is increasing. The result, he indicated, is hamburgers in Paris and pizza parlors in Edinburgh.

"It's no secret that American products and services are becoming increasingly committed to overseas interests and markets," Mr. Swafford said, pointing out that television is the medium being used to bring these products into the living rooms "in what used to be far-away places."

Some advertisers are using their U.S. commercials with voice-over in the applicable language, he said, and this form is the least difficult. More expensive and more difficult, he added, are U.S. spots with the foreign dialogue lip-synched. More effective but still more expensive, he said, are new commercials made with the actors speaking the language.

The best form of all, Mr. Swafford said, is the commercial that can be used in any country: "Product and package are readily identifiable and the product is demonstrated in such a way that really no sound track—other than the music—is necessary."

**Violent reaction felt at ITA over 'Hog'**

Britain's Independent Television Authority is planning to introduce stricter control of independent TV programs, following strong protests by viewers and TV critics against the violence in the first episode of Big Breadwinner Hog, a new crime series being shown by Granada Television.

ITA chiefs apologized and promised that offending scenes in subsequent episodes would be cut or the whole episode dropped. What brought most of the outcry was a scene where a young thug throws acid into a man's face and a detailed close-up of the acid doing its work.

Robin Chapman, who has written and produced Hog, says he will resist any interference with the remaining episodes, and claims that "if you show violence, it must be as something that causes pain and hurts people." He added: "The immoral programs are those which show violence as easy and glamorous. like The Avengers."

Apparently no one at ITA saw the first episode before it was screened, although Granada had submitted a synopsis. Despite the apprehension of some ITA officials, the episode was passed for viewing. In future, if a synopsis shows any sign of possible offense the ITA will demand a full script and, if necessary, a preview of the program as well as mandatory cuts.

It is understood, however, that the future episodes of Hog are unlikely to produce the same reactions as the first. The authority says it is reluctant to drop the series which it describes as "well produced, well acted and compulsive viewing."

**Nunez elected**

Carlos Nunez of the Mexican communications and transportation department has been elected chairman of the Interim Communications Satellite Committee, the governing body of the International Telecommunications Satellite Consortium (Intelsat) of 68 nations. Mr. Nunez has been a delegate to the committee since 1966, and served as vice chairman last year. He assumes his new office June 1. John A. Johnson of the Communications Satellite Corp. will be vice chairman.

**ITU's May Day**

The International Telecommunications Union will be the theme of the first World Telecommunication Day May 17. The ITU dates its founding to May 17, 1865 when the first international telegraph convention was signed in Paris. The ITU is a specialized agency of the United Nations for telecommunications. It has 135 member countries and its headquarters are in Geneva.

**Abroad in brief:**

**Canadian expansion** Audio Productions, New York and Hollywood, producer of TV commercials and industrial films, has purchased two Montreal production companies, Omega Productions and Stellart Ltd. and merged them under the name of Stellart-Drage-Audio. Last fall Audio formed Drego-Audio Ltd., Toronto.

**European subsidiary** Tokyo Shibaura Electric Co., Tokyo, Japan, has established Toshiba Europa GmbH, with headquarters in Dusseldorf, West Germany. The new European subsidiary will handle sales of Tokyo Shibaura's consumer products. Tokyo Shibaura is one of Japan's largest electric and electronic manufacturers. The company now has four foreign subsidiaries including the new one in Germany. The others are Toshiba America Inc., New York; Toshiba International Corporation of San Francisco and Toshiba Hawaii Inc., Honolulu.

BROADCASTING, April 28, 1969
Banks in media probed by House

FCC supports broader ownership reports; Johnson sees 'dangerous' power concentration

The House Banking and Currency Committee received an earful from the FCC last week regarding proposed legislation that would put one-bank holding companies—bank-based conglomerates with diverse business interests—under federal control.

The committee was invited by the commission to discuss the proposed bill, and in hearings held last week, a letter signed by Chairman Rosel Hyde was inserted into the record reflecting the commission's concern with the frequency of arm's length ownership of and influence on mass media—and to conjure the prospects of corporate censorship in such network shows as the now-defunct Smothers Brothers Comedy Hour.

In its letter the commission addressed itself to one section of the proposed bill that would require banks to file quarterly statements with the Securities and Exchange Commission detailing the descriptions and amounts of the securities the banks hold in a trusteeship capacity.

The commission frankly admitted in the letter that "because of the absence of adequate information concerning the ownership (beneficial and of record, which are often different) of shares of widely held, publicly traded corporations which are broadcast licensees, the commission in recent years has encountered difficulty in determining compliance with its multiple-ownership rules."

Part of the problem, the commission said, lies in determining "the proper attribution of ownership" where record and beneficial ownership were different. It cited examples where banks serve as nominees for mutual funds, and where banks serve as trustees for beneficial owners.

The commission said it had resolved this problem under its so-called 3% rule for mutual funds adopted last June (BROADCASTING, June 17, 1968). At that time the commission specified that the party voting the stock of a licensee corporation would be considered the owner of the stock, whether, in fact, the party was the owner of record. Accordingly, there would be no limit on the amount of stock that banks could hold for mutual funds. And the commission also said it was going to strictly enforce the beneficial-ownership reporting requirements in the rules.

What the commission said it found lacking in the committee's bill was "a degree of breakdown" that would reflect "the bank's power with respect to..."
told the committee.

Frequently the commission has run into "blank walls," Commissioner Johnson claimed, in seeking the identity of nominees for which a bank holds a percentage of stock in a group stockholder. "Persons exercising ownership controls through their power to vote their stock in a broadcasting corporation should not be allowed to hide behind the facade of banking inscrutability," he charged.

The ownership issue proved to be a small segment of far-ranging testimony from the commissioner that linked various bank ownership of media to allegations of concentration of control of mass media, control of and distortions in news dissemination, anticompetitive practices, concentration of economic power, diffusion of ownership responsibilities and the breakdown of the decision-making process. In the process network censorship and the Smoother Brothers Comedy Hour cancellation received a full airing.

Commissioner Johnson claimed several ways in which banks could exercise "power and influence" over the mass media. Ownership of broadcast stations "could present a dangerous concentration of power," he said. Since banks provide indispensable financial services, they can often "dominate the economic and political life of a community. When this power is supplemented with control over information and opinion, there may be a serious loss of diverse views on local issues," he said.

Commissioner Johnson cited, as examples from a House subcommittee study last year (BROADCASTING, July 15, 1968), KAVI-AM-FM Rocky Ford, Colo., which is owned by the Rocky Ford Investment Corp. That company, in turn, owns the Rocky Ford National Bank, and has a 25% interest in the Travois Trailer Manufacturing Co. Another example he cited was the A. S. Abell Co. (Baltimore Sun, Evening Sun, WSNR-FM-TV Baltimore, WGR-C-FM-TV Salisbury, Md.), which is 61.3% owned by the Mercantile-Safe Deposit and Trust Co. of Baltimore. Mercantile exercises the sole voting rights of 27% of the Abell stock.

"How does the FCC respond to situations like these?" he asked. The licenses for KAVI-AM-FM were renewed "at staff level as routine with no mention of the bank ownership question," he said. WMAR acquired its FM, he noted, "again with no mention" of the ownership question.

Another way banks may exercise influence, the commissioner claimed, is through corporate directorships. He cited Taft Broadcasting Co. (6.6% of the stock which is held by the Bank of America in the name of 29 different nominees, 3.7% of the stock is held by the Bankers Trust Co. of New York in the name of eight different nominees), which has as its board chairman, David Ingalls. Mr. Ingalls is also a director of the First National Bank of Cincinnati, the First Ohio Savings Association, the Ohio Valley Financial Corp., and the Inter-Ocean Insurance Co., Cincinnati. Another Taft director, Roger Drackett, was cited as a director of the United Trust Co. and Equitable Insurance Co., both Cincinnati.

Commissioner Johnson also raised the specter (the "potentiality," not the "reality") of anticompetitive practices, where the sole bank in a community which owns the only stations and newspapers in that community contrives to stifle competition through a variety of means—highly restrictive loans to potential competitors, and favorable credit to bank-owned media. The commissioner suggested that if the committee decided to grandfather existing one-bank holding companies, or to permit their limited expansion, then "such entities (should) be prohibited from owning mass media at least in the market area where the bank does business."

But the focal point of his testimony appeared to be the possibility ("abuse is hard to show," he said) of bank-owned media distorting, however subtilely, the news. "If a bank owns newspapers or broadcast stations the interests of the bank in urban renewal, community planning and government . . . and a host of other issues may very well substantially affect what the people of the community will know about those issues," he said.

The question of corporate censorship was injected when he referred to a pre-emption incident involving the National Educational Television network last month (BROADCASTING, March 17). NET, which had planned a program for national distribution on the antiballistic-missile system, was prevented from airing the show because AT&T on six hours notice pre-empted the lines for a regional hook-up for National Collegiate Athletic Association basketball coverage. Parenthetically, Commissioner Johnson noted AT&T is "the prime contractor for the ABM."

"Now, I want to make very clear that I am not charging AT&T did this because it is the prime ABM contractor. I have no evidence that would indicate that to be the case," he said. "All I am saying is that there is a potential conflict."

RCA was also cited by the commis-

**Taft pays $6.5 million for amusement park**

Taft Broadcasting Co., Cincinnati-based group broadcaster, has reached a preliminary agreement to acquire amusement park operator Coney Island Inc., Cincinnati, for about $6.5 million in Taft common stock.

The transaction is subject to approval of Coney Island shareholders. The two companies previously announced plans to build a major amusement park and leisure time complex near Kings Mills, Ohio, 20 miles from Cincinnati (BROADCASTING, March 31).

Charles Sawyer, chairman of Coney Island Inc., is president of the Air Trails stations—WKLO-AM-FM Louisville, Ky.; WING Dayton, WCOL-AM-FM Columbus and WIZE Springfield, All Ohio, and WRIT-AM-FM Milwaukee.


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BROADCASTING, April 28, 1969 77
sioner as having the status of a major defense contractor and a "major beneficiary" of the ABM contract. It also owns and controls NBC, Commissioner Johnson noted, and "many Americans will know what they know about the ABM because they learned it from NBC. I am not charging that there has been any deliberate suppression of information or misrepresentation of views by NBC in the service of the broader corporate interests of RCA. All I am saying is that this potential conflict exists; the power exists if they wish to exercise it," he noted.

Commissioner Johnson further said he would "find out as much as I can" about a particular cancellation of one of the Smothers Brothers shows. "I think it puts us in an almost untenable position internationally when a nation like Canada takes the shows [a Smothers episode] that CBS finds unfit for Americans and shows them to Canadians. But then, of course, it was Canada that carried the reports of American troops' involvement in chemical-biological warfare on Canadian television news programs at a time when that information was kept from the American people by the American television networks also. So... perhaps CBS's next effort will be to cancel the whole country of Canada," he said.

**Cox revenues, income up on broadcast increase**

Cox Broadcasting Corp., Atlanta, reported a 26% increase in revenues and a 6% rise in net income for the three months ended March 31. J. Leonard Reinsch, Cox president, said broadcasting division revenues showed an increase of 17% over the previous year, continuing the uptrend of recent quarters.

Mr. Reinsch said the favorable first-quarter results reflected continued growth of all the company's divisions except the program production and distribution division. He added that sales of game shows in the television syndication operation continued to decline during the period, but that a favorable outcome of the Federal Trade Commission's study of game shows, he looked for an upturn in sales later in the year.

Commenting on the controversy over cigarette advertising on radio and TV, Mr. Reinsch said that, in view of the number of new products being advertised for the first time on the Cox stations, "We foresee no difficulty in replacing cigarette advertising in the event a ban should be imposed." Revenues from cigarette advertising last year represented 5% of the company's total revenues.

In addition to its multiple broadcast holdings and program production and distributing activities, Cox is engaged in technical publishing and the auto

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**The Broadcasting stock index**

A weekly summary of market activity in the shares of 81 companies associated with broadcasting, compiled by Roth Gerard & Co.

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<tr>
<td>ABC</td>
<td>N</td>
<td>69</td>
<td>68½</td>
<td>64½</td>
<td>76¼</td>
<td>56½</td>
<td>3,709</td>
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<tr>
<td>Atlantic States</td>
<td>O</td>
<td>3½</td>
<td>3¾</td>
<td>3¾</td>
<td>4½</td>
<td>3½</td>
<td>134</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>N</td>
<td>72</td>
<td>69½</td>
<td>66</td>
<td>79</td>
<td>62½</td>
<td>2,811</td>
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<tr>
<td>CBS</td>
<td>N</td>
<td>54½</td>
<td>52½</td>
<td>51½</td>
<td>54½</td>
<td>44½</td>
<td>24,138</td>
</tr>
<tr>
<td>Corinthian</td>
<td>N</td>
<td>92½</td>
<td>92½</td>
<td>91½</td>
<td>92½</td>
<td>44½</td>
<td>3,384</td>
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<tr>
<td>Cox</td>
<td>N</td>
<td>45</td>
<td>45</td>
<td>43</td>
<td>59</td>
<td>32½</td>
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<tr>
<td>Gross Telecasting*</td>
<td>O</td>
<td>17½</td>
<td>18½</td>
<td>18½</td>
<td>19½</td>
<td>17½</td>
<td>400</td>
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<tr>
<td>Metromedia</td>
<td>N</td>
<td>36½</td>
<td>41½</td>
<td>43½</td>
<td>53½</td>
<td>36½</td>
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<tr>
<td>Pacific &amp; Southern</td>
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<td>23</td>
<td>23½</td>
<td>23½</td>
<td>23½</td>
<td>19½</td>
<td>1,616</td>
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<td>Reeves Broadcasting</td>
<td>A</td>
<td>22¾</td>
<td>23½</td>
<td>22½</td>
<td>23½</td>
<td>19½</td>
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<tr>
<td>Scripps-Howard</td>
<td>A</td>
<td>27</td>
<td>27</td>
<td>26</td>
<td>31½</td>
<td>26</td>
<td>3,589</td>
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<tr>
<td>Sonderling</td>
<td>N</td>
<td>39</td>
<td>38½</td>
<td>39½</td>
<td>40½</td>
<td>32½</td>
<td>693</td>
</tr>
<tr>
<td>Taft</td>
<td>N</td>
<td>36½</td>
<td>36</td>
<td>37</td>
<td>40½</td>
<td>34½</td>
<td>3,363</td>
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Total 56,154 2,014,700

---

**Broadcasting with other major interests**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing April 24</th>
<th>Closing April 17</th>
<th>Closing April 10</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avco</td>
<td>N</td>
<td>33¼</td>
<td>33¼</td>
<td>35¼</td>
<td>49¾</td>
<td>32½</td>
<td>12,535</td>
</tr>
<tr>
<td>Bartell Media</td>
<td>N</td>
<td>16½</td>
<td>16½</td>
<td>16½</td>
<td>22½</td>
<td>14</td>
<td>1,106</td>
</tr>
<tr>
<td>Boston Herald-Traveler</td>
<td>O</td>
<td>38</td>
<td>38</td>
<td>40½</td>
<td>71</td>
<td>38</td>
<td>574</td>
</tr>
<tr>
<td>Chris-Craft</td>
<td>N</td>
<td>41</td>
<td>45½</td>
<td>45½</td>
<td>58¼</td>
<td>38½</td>
<td>1,395</td>
</tr>
<tr>
<td>Cowles Communications</td>
<td>C</td>
<td>12½</td>
<td>14½</td>
<td>13½</td>
<td>17½</td>
<td>13½</td>
<td>1,620</td>
</tr>
<tr>
<td>Fossett</td>
<td>O</td>
<td>42½</td>
<td>42½</td>
<td>39</td>
<td>47</td>
<td>34</td>
<td>3,781</td>
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<tr>
<td>Gannett</td>
<td>N</td>
<td>37½</td>
<td>38½</td>
<td>38½</td>
<td>40½</td>
<td>37</td>
<td>5,322</td>
</tr>
<tr>
<td>General Tire</td>
<td>N</td>
<td>25½</td>
<td>25½</td>
<td>25½</td>
<td>34½</td>
<td>24</td>
<td>17,402</td>
</tr>
<tr>
<td>Gray Communications</td>
<td>O</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>12½</td>
<td>9½</td>
<td>475</td>
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<tr>
<td>Lamb Communications</td>
<td>O</td>
<td>6½</td>
<td>5½</td>
<td>5½</td>
<td>10</td>
<td>5½</td>
<td>2,668</td>
</tr>
<tr>
<td>Liberty Corp.</td>
<td>N</td>
<td>18½</td>
<td>18½</td>
<td>18½</td>
<td>23½</td>
<td>17½</td>
<td>7,036</td>
</tr>
<tr>
<td>Lin</td>
<td>N</td>
<td>13</td>
<td>14½</td>
<td>14½</td>
<td>20½</td>
<td>13</td>
<td>1,415</td>
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<tr>
<td>Meredith Corp.</td>
<td>N</td>
<td>50½</td>
<td>52½</td>
<td>52½</td>
<td>59½</td>
<td>47½</td>
<td>2,744</td>
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<tr>
<td>The Outdoor Co.</td>
<td>O</td>
<td>25½</td>
<td>22½</td>
<td>22½</td>
<td>30½</td>
<td>25½</td>
<td>2,221</td>
</tr>
<tr>
<td>Plough Inc.</td>
<td>N</td>
<td>66½</td>
<td>65½</td>
<td>66</td>
<td>72½</td>
<td>62½</td>
<td>6,761</td>
</tr>
<tr>
<td>Post Corp.</td>
<td>N</td>
<td>23</td>
<td>23</td>
<td>22</td>
<td>40</td>
<td>37</td>
<td>566</td>
</tr>
<tr>
<td>Rolins</td>
<td>N</td>
<td>35½</td>
<td>35½</td>
<td>35½</td>
<td>38½</td>
<td>30½</td>
<td>7,947</td>
</tr>
<tr>
<td>Rust Craft</td>
<td>N</td>
<td>31½</td>
<td>31½</td>
<td>30½</td>
<td>38½</td>
<td>29½</td>
<td>1,169</td>
</tr>
<tr>
<td>Sidero</td>
<td>N</td>
<td>45</td>
<td>45</td>
<td>45</td>
<td>62</td>
<td>41½</td>
<td>4,194</td>
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<tr>
<td>Time Inc.</td>
<td>N</td>
<td>69</td>
<td>71</td>
<td>83½</td>
<td>100%</td>
<td>61½</td>
<td>7,211</td>
</tr>
<tr>
<td>Wometco</td>
<td>N</td>
<td>22½</td>
<td>23½</td>
<td>21½</td>
<td>23½</td>
<td>19½</td>
<td>5,723</td>
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Total 95,673 3,467,700

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**CATV**

<table>
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<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing April 24</th>
<th>Closing April 17</th>
<th>Closing April 10</th>
<th>High</th>
<th>Low</th>
<th>Approx. Shares Out (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ameco</td>
<td>A</td>
<td>11½</td>
<td>11½</td>
<td>12½</td>
<td>14½</td>
<td>10½</td>
<td>1,200</td>
</tr>
<tr>
<td>Columbia Cable</td>
<td>O</td>
<td>14½</td>
<td>14½</td>
<td>14½</td>
<td>14½</td>
<td>10½</td>
<td>1,200</td>
</tr>
<tr>
<td>Cox Cable Communications</td>
<td>O</td>
<td>18½</td>
<td>19½</td>
<td>18½</td>
<td>20</td>
<td>16½</td>
<td>2,500</td>
</tr>
<tr>
<td>Cypress Communications</td>
<td>O</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>23</td>
<td>12</td>
<td>808</td>
</tr>
<tr>
<td>Entron</td>
<td>N</td>
<td>5½</td>
<td>5½</td>
<td>5½</td>
<td>10</td>
<td>5½</td>
<td>607</td>
</tr>
<tr>
<td>H &amp; B American</td>
<td>HBA</td>
<td>15½</td>
<td>16½</td>
<td>17½</td>
<td>20</td>
<td>13½</td>
<td>4,973</td>
</tr>
<tr>
<td>Sterling Communications</td>
<td>O</td>
<td>8½</td>
<td>9½</td>
<td>7½</td>
<td>10</td>
<td>6½</td>
<td>500</td>
</tr>
<tr>
<td>Teleprompter</td>
<td>O</td>
<td>55</td>
<td>54½</td>
<td>54½</td>
<td>66½</td>
<td>46½</td>
<td>999</td>
</tr>
<tr>
<td>Television Communications</td>
<td>V</td>
<td>14½</td>
<td>14</td>
<td>12½</td>
<td>17½</td>
<td>12½</td>
<td>2,091</td>
</tr>
<tr>
<td>Viko</td>
<td>V</td>
<td>26½</td>
<td>28</td>
<td>27½</td>
<td>33½</td>
<td>23½</td>
<td>1,573</td>
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Total 15,826 2,779,900

---

87 (FOCUS ON FINANCE)
FC&B shows increased earnings, lower billings

Foote, Cone & Belding, New York, released a three-month 1969 report at an annual stockholders meeting last week showing a decrease in gross billings but an increase in net income.

The stockholders approved an employees’ qualified stock option plan, and an amendment to the plan providing for additional shares to be made available under the plan, and re-elected 16 directors.

The agency reported in the prospectus for the meeting the remunerations received by 18 of its directors and executive officers in 1968 totaling $1,060,611 plus accruals from the profit sharing plan. Founder Fairfax Cone received the highest salary, $95,000, with Chairman Richard W. Tully and President Charles S. Winston Jr. each receiving $90,000. Retired Executive Vice President William E. Chambers Jr. was paid $81,580; Robert F. Carney, chairman of the finance committee, $65,000; Frank E. Delano, vice chairman of the board, $80,000; and Brian F. MacCabe, vice chairman of the board, $70,100.

For the three months ended March 31:

<table>
<thead>
<tr>
<th>Shares outstanding</th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares outstanding</td>
<td>2,986,000</td>
<td>2,880,000</td>
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</tbody>
</table>

Storer earnings cut by rising expenses

Storer Broadcasting Co., Miami Beach-based group broadcaster, reported a decline in net income for the first quarter of 1969.

Revenues for its broadcast properties were virtually identical to the record first quarter of 1968, but increased expenses resulted in lower profits.

Storer’s 86.1%-owned subsidiary, Northeast Airlines, was similarly down in profits—$1,719,000 in 1969 compared to $2,521,000 in the 1968 period. The dip in profits was due to major cost increases, although the airline’s gross revenues increased 15.3% to $36 million.

For the first quarter of 1969:

<table>
<thead>
<tr>
<th>Shares outstanding</th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares outstanding</td>
<td>4,191,120</td>
<td>4,110,256</td>
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</tbody>
</table>

Stock Price and Earnings per Share — Triples Shares

<table>
<thead>
<tr>
<th>Shares outstanding</th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares outstanding</td>
<td>3,500,000</td>
<td>3,500,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shares outstanding</th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares outstanding</td>
<td>3,500,000</td>
<td>3,500,000</td>
</tr>
</tbody>
</table>

For the three months ended March 31:

<table>
<thead>
<tr>
<th>Gross Billings</th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Billings</td>
<td>$6,750,000</td>
<td>$6,297,000</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Income</th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Income</td>
<td>$4,000</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shares outstanding</th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares outstanding</td>
<td>3,500,000</td>
<td>3,500,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shares outstanding</th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares outstanding</td>
<td>3,500,000</td>
<td>3,500,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shares outstanding</th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares outstanding</td>
<td>3,500,000</td>
<td>3,500,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shares outstanding</th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shares outstanding</td>
<td>3,500,000</td>
<td>3,500,000</td>
</tr>
</tbody>
</table>
**Teleprompter offers $10-million debentures**

Teleprompter Corp., New York, which had previously announced it was considering a debentures-offering (Broadcasting, April 7), has filed a registration statement with the Securities and Exchange Commission offering $10 million of 20-year convertible subordinated debentures through White, Weid & Co., New York.

Teleprompter, a multiple CATV owner, operates 24 cable systems, including eight in various stages of construction. Of the net proceeds of the debentures sale, $2.5 million will be used to prepay a short-term bank loan made in connection with the purchase of a Newburgh, N.Y., CATV system from Time-Life Broadcast Inc. ("Closed Circuit", March 31).

The balance of the proceeds will be added to the company's general funds and will be available for working capital and for capital expenditures (an estimated $5.5 million) for the next two years.

Teleprompter has 1,006,604 shares outstanding, of which Hughes Aircraft Corp. owns 17% and management officials, as a group, 15%.

**Financial notes:**
- Foote, Cone & Belding has voted a regular quarterly dividend of 20 cents a share of common stock payable June 10 to shareholders of record May 20.
- Four Star International Inc., Culver City, Calif., reported a decline in gross income but a reduction of its net loss for the 26 weeks ended Dec. 28, 1968. Gross income in 1968 was $4,618,654 compared to $4,979,052 the previous year. Net loss for the 1968 period amounted to $267,730 as contrasted with a 1967 loss of $361,813.
- Gray Communications Systems Inc., Albany, Ga.-based group broadcaster, newspaper publisher and multiple CATV owner, reported unaudited net income of $243,717.30 or 51 cents per share, for the nine months ended March 31, on revenues of $3,579,639.92. Gray also declared a quarterly dividend of 7½ cents per share, payable May 15 to stockholders of record May 2.

**Company reports:**

Signal Co.'s Inc., Los Angeles, multi-industry group with 49.9% interest in Golden West Broadcasters reported record earnings for the first quarter of 1969, ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.77</td>
<td>$368,000,000</td>
<td>$352,000,000</td>
</tr>
<tr>
<td>1968</td>
<td>$0.37</td>
<td>$305,000,000</td>
<td>$217,000,000</td>
</tr>
</tbody>
</table>

**Trans-Lux Corp.** had record gross revenues and income for any first quarter during the first three months of 1969, stockholders were told at the company's annual meeting in New York last Thursday (April 24).

For the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Gross revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.53</td>
<td>$2,931,758</td>
<td>$1,942,100</td>
</tr>
<tr>
<td>1968</td>
<td>$0.33</td>
<td>$2,002,113</td>
<td>$179,346</td>
</tr>
</tbody>
</table>

**Transamerica Corp.,** San Francisco, diversified parent company of United Artists Corp., and whose proposed merger with Metromedia Inc. is still pending, reported an 11% increase in per share earnings for the quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Net earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.60</td>
<td>$24,620,750</td>
</tr>
<tr>
<td>1968</td>
<td>$0.54</td>
<td>$21,942,100</td>
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</tbody>
</table>

**Outlet Co.,** Providence, R. I., department store chain and group broadcaster, reported record sales and broadcasting revenues but a slight decline in net income for the year ended Jan. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Sales and broadcasting revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$1.40</td>
<td>$63,846,670</td>
<td>$1,944,399</td>
</tr>
<tr>
<td>1968</td>
<td>$1.70</td>
<td>$56,447,985</td>
<td>$1,944,399</td>
</tr>
</tbody>
</table>

**Cox Cable Communications Inc.,** Atlanta-based group CATV owner and subsidiary of Cox Broadcasting Corp., reported a 47% increase in net income and a 16% increase in revenues for the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.88</td>
<td>$1,383,392</td>
<td>$1,180,480</td>
</tr>
<tr>
<td>1968</td>
<td>$0.74</td>
<td>$1,286,695</td>
<td>$1,093,177</td>
</tr>
</tbody>
</table>

**ABC maintains its upward momentum**

Company reports rise in 1st-quarter earnings and big demand for TV time

ABC's improved earnings, reported for 1968, are continuing this year. The company said last week that first-quarter earnings were up 86% over the 1968 period.

Leonard H. Goldenson, ABC president, said earnings for the quarter this year were $3.9 million or 81 cents a share, up from $2.1 million or 45 cents a share in the 1968 quarter. Including capital and non-recurring gains, earnings were $5,725,000 or $1.19 a share compared with $5.2 million or $1.11 a share in first quarter of 1968.

Among the contributing factors cited by Mr. Goldenson for the earnings gain in the January-March period:
- An improvement in operations of the ABC broadcast division.
- A strong advertiser demand in television. This, he said, was also reflected in a virtual sellout of both daytime and night-time availability on ABC-TV for the second quarter.

Mr. Goldenson said that earnings for the company's theater division were good "although not equal to last year's first-quarter results" when several "exceptionally popular movies were in release."

ABC had reported earnings up 6.4% and revenues up 10% in 1968 to a new record level (Broadcasting, March 18).

Mr. Goldenson explained that the first quarter 1969 capital gains of $1,825,000, or 38 cents a share, were realized principally from the sale of the company's interest in a foreign television company, and that the capital gains of $3,100,000, or 66 cents a share, in the like period of 1968 were principally from the sale of the company's interest in Microwave Associates Inc.

ABC directors also declared the second-quarter dividend of 40 cents per share on outstanding common stock, payable June 14 to holders of record on May 16.

For the quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Operating income</th>
<th>Net capital and non-recurring gains</th>
<th>Net earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$1.19*</td>
<td>3,900,000</td>
<td>1,825,000</td>
<td>5,725,000</td>
</tr>
<tr>
<td>1968</td>
<td>$1.11</td>
<td>2,100,000</td>
<td>1,000,000</td>
<td>3,100,000</td>
</tr>
</tbody>
</table>

Notes: 1968 figures restated for 10% tax.

* Assuming full conversion of convertible debentures and exercise of all stock options, pro forma net earnings would be 74 cents and $1.06.
Who traded stock during March

The Securities and Exchange Commission has reported the following stock transactions of officers and directors of public companies during March, holding more than 10% of the流通 or allied companies in its Official Summary for March (all common stock unless otherwise indicated):

- ABC—Samuel H. Clark sold $30,000 of 5% convertible subordinated debentures, leaving none.
- Ameco Inc.—Bruce Murrill sold 12,000 shares, leaving 107,345 held personally and 40,000 held as a trustee.
- Ampex Corp.—Robert L. Pappas exercised option to buy 128,160 shares, giving him a total of 3,500. Mrs. William E. Roberts bought 200 shares, giving him a total of 3,200. William E. Roberts as trusts bought 600 shares, giving him a total of 7,268 held in trusts and 12,062 held personally.
- C.A. Steinberg exercised option to buy 128,160 shares, giving him a total of 3,200. Walter P. Weber exercised option to buy 1,075 shares, giving him a total of 1,362. L. Weiland exercised option to buy 250 shares A common, giving him a total of 780 A common shares. Robert J. Weismann exercised option to buy 1,900 A common shares, giving him a total of 4,500 A common shares.
- Arco Corp.—James Bruce exchanged 1,500 shares for 750 of 1.20 preferred shares, giving him a total of 1,200. James R. Kerr exchanged 12,638 shares sold 2,000 shares, giving him a total of 12,037 of 3.20 preferred shares. Frank I. Lundstrom exchanged 1,903 of 3.20 preferred shares, giving him a total of 2,400 of 3.20 preferred shares.
- John Blair & Co.—W.W. Wellesre bought 644 shares for American Printers & Lithographers stock, giving him a total of 800 held personally and 800 held by wife and children.
- Boston Herald-Tribune—Harold E. Clancy bought 7,270 shares, giving him a total of 13,429 held personally and 1,900 held by wife.
- Capital Cities Broadcasting Corp.—Thomas S. Murphy exercised option to buy 1,800 shares, giving him a total of 26,072. Donald A. Pels exercised option to buy 1,950 shares, giving him a total of 2,950 held personally and 200 held by wife and 200 held by children. J. G. Sommer sold 500 shares, leaving 1,400.
- CBS—Robert O. Anderson bought 1,000 shares, giving him a total of 1,264.
- Cofinexplo—Armand G. Erpf bought $200,000 of 6% convertible debentures.
- Corinthian Broadcasting—Whitcome Investment bought 521,967 shares, giving it a total of 21,156,579.
- Cowles Communications—A.L. Lee bought 1,000 shares, giving him a total of 1,164 of 500 shares.
- Cotula—David Graham as trading account bought 4,017 shares and sold 2,700 shares, giving him a total of 48,999 held as trading account and 1,193 held personally.
- Walt Disney Productions—Issac W. Fowler exercised option to buy 1,000 shares, giving him a total of 2,700通风 H. Tatsum sold 500 shares, leaving 2,800.
- Harris-Intertype Corp.—Cleveland, owner of Gates Radio Co., broadcast equipment manufacturer, reported a 15% increase in sales and an increase in net income for the nine months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$1.25</td>
<td>8,075,000</td>
<td>620,000</td>
</tr>
<tr>
<td>1969</td>
<td>$1.00</td>
<td>7,951,000</td>
<td>523,000</td>
</tr>
</tbody>
</table>
- Chris-Craft Industries Inc., New York, boat manufacturer and group TV-station owner, reported increases in revenues and net income for the six months ended Feb. 28:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$.70</td>
<td>2,830,000</td>
<td>149,000</td>
</tr>
<tr>
<td>1969</td>
<td>$.60</td>
<td>3,000,000</td>
<td>155,000</td>
</tr>
</tbody>
</table>
- Capital Cities Broadcasting Corp., New York, group broadcaster and publisher, reported a 33% increase in net income and a rise in per-share earnings for the first quarter. President Thomas S. Murphy cited increases in national television sales and "continued progress" at its subsidiary, Fairchild Publications Inc.

- National Video Corp.—Robert Frenehck bought 1,336 shares, giving him a total of 1,400.
- A.C. Nielsen Co.—George E. Biechel sold 620 class A common shares, leaving 1,480 class A common shares.
- Ogn, giving him the total.
- Papert, Koenig, Lois Inc.—A. Costenino sold 450 class A common shares, leaving 15 class A common shares. Pappas sold 500 class A common shares, leaving 30 class A common shares held personally and 300 held by his wife.
- Norman, Grichel sold 1,200 class A common shares, leaving 39,263 class A common shares held personally and 8,510 class A common shares held by his family. Judd Leftoght bought 200 shares, giving him a total of 450 shares. Robert L. Jones exercised option to buy 279 shares, giving him a total of 729.
- Gulf & Western Industries—John H. DeRies bought 474 shares, giving him a total of 25,711. Don F. Gaetton exercised option to buy 3,545 shares, giving him a total of 17,278. Robert L. Jones exercised option to buy 279 shares, giving him a total of 729. Judd Leftoght bought 200 shares, giving him a total of 450 shares. Robert L. Jones exercised option to buy 279 shares, giving him a total of 729.
- Gulf & Western Industries—Robert L. Jones exercised option to buy 279 shares, giving him a total of 729.

BROADCASTING, April 28, 1969
Communications Satellite Corp., Washington, reported a decline in net income, but record revenues for the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.15</td>
<td>$10,222,000</td>
<td>$1,325,000</td>
</tr>
<tr>
<td>1968</td>
<td>$0.16</td>
<td>$10,122,000</td>
<td>$1,798,000</td>
</tr>
</tbody>
</table>

Rust Craft Greeting Cards Inc., Dedham, Mass., greeting-card publisher, group broadcaster and multiple CATV owner, reported a 23% jump in net income and an increase in net sales for the year ended March 2:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Net sales</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.30</td>
<td>$47,525,332</td>
<td>$2,693,722</td>
</tr>
<tr>
<td>1968</td>
<td>$0.67</td>
<td>$44,386,513</td>
<td>$1,953,606</td>
</tr>
</tbody>
</table>

Notes: Earned-per-share figures reflect a three-for-two stock split on Oct. 31, 1968. Net income for 1969 includes extraordinary income of $286,099 or 24 cents per share from sale of minority interest in a CATV system.

Scripps-Howard Broadcasting Co., New York, group station owner, reported increases in net revenues and net income for the 12 weeks ended March 22:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Net revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$0.70</td>
<td>$4,757,222</td>
<td>$1,028,265</td>
</tr>
<tr>
<td>1968</td>
<td>$0.30</td>
<td>$4,905,907</td>
<td>$950,535</td>
</tr>
</tbody>
</table>

CCC seeks to sell 400,000 shares

Combined Communications Corp., Phoenix-based group broadcaster, has filed a registration statement with the Securities and Exchange Commission offering 400,000 common shares for public sale through Hamblett & Quist, San Francisco, at $12.50 per share maximum. Also included in the registration statement are 40,000 shares to be offered through the company's employe stock option plan. Net proceeds of the stock sale will be used to pay a portion of the $13 million purchase price of Naegele Outdoor Advertising of Detroit Inc.

The CCC broadcast properties, KAR-FM-TV Phoenix, KYUM Yuma, KYCA Prescott, all Arizona, are owned 24.51% by John J. Louis; 19.7% by Karl Eller, and 22.98% by Henrietta J. Louis. KBLU Yuma, owned by Mr. Eller and associates, will be assigned to Arizona Western College and its KBLU-TV will be assigned to CCC. KYUM is to be sold.

CCC, which has 1,398,052 shares outstanding, also owns a sign company, two magazines, two outdoor advertising companies and operates a Muzak background music franchise.

STV files large public offering

Subscription Television Inc., New York, has filed a registration statement with the Securities and Exchange Commission offering 800,000 common shares and 160,000 common-stock purchase warrants for public sale. The offering is being made in units—five shares and one warrant to a unit—through Goodbody & Co. and Robert Fleming Inc., both New York, at an estimated $50 per unit maximum.

STV develops, manufactures and sells specialized electronic components and data acquisition and recording equipment and systems. It also develops and manufactures specialty farm equipment, primarily for transporting and applying agricultural chemicals.

Of the net proceeds from the sale of its stock, STV will use $2,125,000 to pay the balance of a 5.4% note of a wholly owned subsidiary; $800,000 to prepay two 8% promissory notes issued to United Control Corp., a subsidiary of Sundstrand Corp., in connection with STV's acquisition of the Winston Division of United Control. The balance, to be added to general funds, will in part be used for product development.

STV has 7,353,447 common shares outstanding, of which management officials own 18.7%. George L. Ohrstrom is board chairman and Kenneth F. Julin, president.

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Fates & Fortunes

Broadcast advertising

Edward Papazian, VP and associate media director, BBDO, New York, named VP and manager of media department.


Al Sarasohn, VP and associate creative director of Grey Advertising Inc., New York, named VP and creative director.

Robert B. MacDonald, associate media director for BBDO, New York, joins Erwin Wasey Inc., Los Angeles office, as VP, media.
Robert O. Bach, senior VP and director of creative services for Philadelphia region, N. W. Ayer & Son, Philadelphia, named senior VP for creative services. Theodore M. Regan Jr., VP and creative director, succeeds Mr. Bach.

William H. Curtwright, manager of Detroit office of Edward Petry Co., elected VP.

Henry I. Sherry, head of Atlanta office of McCann-Erickson, joins The Marschalk Co., New York, as senior VP and manager of Atlanta office. Sidney B. McAllister, managing director of product development workshop, Pritchard Wood Associates Inc., New York, joins McCann-Erickson as senior VP and succeeds Mr. Sherry as manager of Atlanta office.

John H. Brinkerhoff, VP and account supervisor, J. Walter Thompson, New York, named VP of JWT's Deltakos division, with responsibility for all of its advertising services. Bert Peller, associate media director, and John H. Stevens, account supervisor, Deltakos division, named VP's.

Herbert C. Upson, account supervisor, Ted Bates & Co., New York, named VP.

Jerome Zarin, with Smith/Greenland Co., New York, joins Daniel & Charles Inc. there as VP of marketing research.


John Matthews, senior VP and executive creative director, Leo Burnett Co., Chicago, resigns. No future plans announced.

Norman Posen, general manager, KONE Reno, becomes national sales director for parent Lotus Theater Group, whose other properties are KWWK Pasadena, Calif., and KENO Las Vegas.

Henry D. Weiss, account executive, Blair Television, Los Angeles, named sales manager for KBIG Avalon-Santa Catalina, Calif.

John W. Britten, account executive, Savalli/Gates Inc., New York, joins WABC there as director of research and sales development. Fred J. Harberle, in charge of merchandising and sales development at WABC, named director of marketing and merchandising.

George Gibilisco, with Adam Young-VTM Inc., Los Angeles, joins KXGS Los Angeles, as general sales manager.

Donald W. Meyers, VP and general manager, WAKY Louisville, Ky., joins WJRZ Hackensack, N. J., as general sales manager. Both are LIN Broadcasting stations.

Robert E. Dwan, with Fred A. Niles Communications Centers Inc., Chicago, appointed VP/producer and writer-director.

Dick Smith, radio-television director, Aylin Advertising Agency Inc., Houston, elected assistant VP and director of radio and television.

John A. McRae, general sales manager, KRAK Sacramento, Calif., appointed VP, sales.

Talbert Rippes, VP and associate research director, Dancer - Fitzgerald-Sample, New York, rejoins Kenyon & Eckhardt there in same capacity.

Theodore A. Schurdel, account supervisor, Co., Cleveland, elected VP.

Eugene B. Jacobson, senior VP-administration and systems, North Advertising, Chicago, joins Bloom Advertising Inc., Dallas, as senior VP and treasurer.

Charles Bailey, with KVIL-AM-FM High Parker (Dallas), Tex., appointed sales manager. He succeeds Dick Morrison, who joins HartWest Productions, New York.

William B. Bishop, director of advertising, Household Finance Corp., Chicago, named VP.

ANPA ad bureau elects


John G. Noonan, with H-R Television and H-R Representatives, New York, appointed controller.

Fred Broitman, media director, Grant Wright & Baker Inc., Chicago, elected VP, media.

Cyril Larsen, sales executive, KHVN Honolulu, appointed sales manager.

Jack Gipson, sales manager, WBAF-FM Fort Worth, joins Dick Tipson Advertising Productions Inc. there as VP and account executive.

William Rismiller, account executive, Apeco Radio Television Sales, Chicago, joins Apeco's WLIW(TV) Indianapolis, as local sales manager. He succeeds Ray Byt'as, who assumes new sales responsibilities.

Media

William Schnaudt, acting president, WNJU-TV Linden-Newark, N.J., elected president.

Kenneth W. Heady, general manager, KPHO-AM-TV Phoenix, also named VP.

Gordon King, deputy auditor general, Inter-American Development Bank, Washington, joins Post-Newsweek Stations as business manager.


David E. Olsen, with WJMD(FM) Bemidji, Md., appointed operations director.

Richard S. Korsen, VP and general manager, WWTI Minneapolis-St. Paul, named executive VP of parent Buckley Broadcasting Corp.

Ronald Westby, general manager, KOKX Keokuk, Iowa, named executive VP.

Joseph E. Schmidt Jr., business manager, KDKA-AM-TV Pittsburgh, joins WATL-TV Atlanta, as general manager. Station has Aug. 1 target date.

Sanford Paul, with KGUI Honolulu, appointed operations manager.

Robert B. Beull, sales manager, WTWO (TV) Terre Haute, Ind., also appointed assistant general manager.

Thomas P. Shelburne, general manager, WNEP-TV Scranton-Wilkes-Barre, Pa., named VP.

Programming

Fred Silverman, VP-daytime programs, CBS-TV, New York, assigned additional responsibilities in area of long-range nighttime program planning.

Carl Russell, VP-sales, moves from Atlanta office of MCA TV to Chicago to head up sales office there as VP, central region. Carl Range moves from Charlotte, N.C., office to Atlanta as VP, southeast region.
Harry J. Wiest Jr., production manager, WNAC-TV Boston, joins WPRI-TV Providence, R.I., as program and production manager.

Ralph Riskin, head of own commercial production firm, Stylists Unlimited, Los Angeles, joins MGM Television, Culver City, Calif., as general program executive.


Pat Patterson, program director, WLW Cincinnati, resigns to join Adironack Visual Advertising, Washington, as general manager.

Jack Baigelman, midwestern sales manager, Technicolor Inc., Hollywood, named to newly created position of national audio visual sales manager for commercial and educational division.

Dale Andrews, assistant program director and air personality, WCBM Baltimore, appointed program director.

Dean Tyler, with WTMR Camden, N.J., appointed program director.

Jack Daniels, salesman-producer with Pelican Films, New York, joins CBS Electronic Video Recording Division there as regional sales manager.

John Reeves, with WOEE Richmond, Va., appointed program director.

W. K. Witherbee, with WAVE-TV Louisville, Ky., appointed head of program development. Pat O'Hara, with program department, and Conrad Cagle, director, appointed coordinator of operations and production manager, respectively.

Chuck Manno, with VPI, New York, joins Dimension Productions Ltd. there as VP and general manager.

John Dorkin, producer-director, KWW- TV Philadelphia, joins WTOP-TV Washington, as assistant program manager.

Joey Jay, assistant program director, WCWR Tarpon Springs, Fla., appointed program director.

Stanley Adams re-elected president of American Society of Composers, Authors and Publishers.


News

Stephen Fentress, senior producer, West Coast, NBC News, named executive producer. He succeeds Bill Hill, who moves to NBC News' First Tuesday as West Coast producer.

Jim Brooker, with CKLW Windsor, Ont.-Detroit, joins WKNR Dearborn-Detroit, as news editor-reporter.

Dan Daniels, sports caster, WTOP-AM-FM-TV Washington, joins University of Maryland, College Park, Md., as sports information director.

Carol Colby, with WITI-TV Milwaukee, appointed women's editor of noon news program.

William H. Johnson Jr., news director, KLIX Dallas, joins WLS Chicago as news editor and newscaster.

By Williams, newscaster, WICT-TV Pittsburgh, named news director. Bob Nasikas, with news department, appointed executive news producer.

Richard S. Carter, news writer, WLWD (TV) Dayton, Ohio, also appointed newscaster.

Ron Davis, local newscaster, WOL Washington, joins WTOP there as newscaster.

Promotion

Ernest H. Otto, with NBC press department, New York, appointed co-ordinator, NBC Radio Information.

Yustine J. Wallrapp, PR group director, N. W. Ayer & Son, New York, elected VP and director of PR division. He succeeds Robert Van Ripper, who will devote full time to account management duties in New York region.

Arthur L. Desmond, former head of own PR firm, joins Burton Browne Advertising, Chicago, as VP in PR division.

Ron Fagan, product service director, KFI Los Angeles, appointed to newly created post of director of promotion and merchandising.

Jackson Ross, production and continuity manager, KDWB St. Paul, appointed promotion and merchandising manager.

Equipment & Engineering

Dr. Harry Nyquist, former Bell Telephone Laboratories scientist, named recipient of fourth Founders Medal of National Academy of Engineering. Dr. Nyquist invented vestigial sideband transmission system now widely used in television.


Allied fields

Barrett H. Geoghegan, general sales manager, WBAC-TV New York, joins Daniel Starch & Staff Inc., Mamaroneck, N.Y., as executive VP. His responsibilities will include development of new programs in area of television commercial effectiveness.

Robert B. Jones Jr., who retired Dec. 1, 1967, as VP and general manager of WFPK Baltimore, becomes franchise holder there for Fund Services Inc., which provides equipment and prizes for fund-raising events.

F. M. Randolph, manager for print media, advertising and promotion branch, U.S. Savings Bonds division, U.S. Treasury Department, Washington, appointed radio-TV director.

Deaths

H. Earl Rettig, 65, former NBC and motion picture-TV executive, died April 17 in St. Joseph's hospital, Burbank, Calif., following long illness. Mr. Rettig joined NBC in 1950 as operations manager for network on West Coast; prior to that he worked for several major film studios. He became a VP and treasurer of NBC in 1956 and next year became president of California National Productions, NBC subsidiary. He retired in 1963. Mr. Rettig is survived by his wife, Rosalie, and three sons, one of whom, Rick, is administrator, broadcast advertising, NBC West Coast.

Abe M. Weisman, 44, coordinator of sports publicity for NBC-TV in New York, died April 20 at North Shore hospital, Manhasset, N.Y. Mr. Weisman joined NBC in 1966 after working in sports publicity for ABC-TV and as television and projects coordinator for American Football League. He is survived by his wife, Dorothy, two sons and daughter.
ForTheRecord

As compiled by Broadcasting, April 16 through April 23 and based on filings, authorizations and other FCC actions.

**Abbreviations:** Ann.—announced, ant.—antenna, aural.—aural, CATV—community television, CH.—critical hours, CP.—construction permit, D.—day, D.R.—decision record, F.—filed, f.—foot, Geo.—geographic coordinates, h.—height, I.—installation, R.—review, Sec.—Secretary, S.B.—special authorization, T.—trans., TV—television, V.—vol., W.—watts.

**New TV stations**

**Applications**

- Del Rio, Tex.—Inter-American Televising Corp. seeks VHF ch. 10 (138-138.9 kc); ERP 257.7 kw vis. 25.9 kw aur. Ant. height above average terrain 948.120 ft.; ant. height above ground 1,825 ft. P.O. address: c/o Don Rennault, Box 1094, Del Rio 78840. Estimated construction cost $10,000; first-year operating cost $62,000; revenue $600,000. Geographic coordinates 30° 1' 19" north lat.; 106° 23' 02" west long. Type trans. RCA TT25EH(LA). Type ant. Jamgon JATV 1201V, HD. Legal counsel D. Gardner, Renauls, Washington. Consultant engineer Joel E. Wharton. Principals: Carl Don Rennault, president; Marvin Hanz (15%) and al. Mr. Rennault owns KWDK Del Rio radio and TV legal service and engineering service. Mr. Hanz owns JER of KXFS San Angelo, Texas, and is attorney. Apr. 4.
- Grandview, W. Va.—West Virginia Educational Broadcasting Authority seeks VHF ch. 9 (186-192.9 kc); ERP 291.1 kw vis. 58.22 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 682.8 ft. P.O. address: c/o Harry M. Brower, 103 Quarrer Street, Room 701, Charleston. W. Va., 25301. Estimated construction cost $549,711; first-year operating cost $141,650; revenue none. Geographic coordinates 37° 57' 45" north lat.; 82° 37' 21" west long. Type trans. RCA TT25EH. Type ant. RCA TW15AH-L. Legal counsel Forbes W. Blair. Wesley H. Miller; consulting engineer Billman, Moffet & Kowalski, both Washington, D.C. Principals: Reg. M. Smith, chairman; principals, al. Principals control WWMU-TV, WVWA and WTVW. Type trans. WVVU-TV Morgantown and WVVW-FM Buckhannon. all West Virginia. Apr. 4.

**Final Actions**

- Las Vegas—Telmac Inc. FCC granted VHF ch. 13, ERP 104.2 kw vis. 20.84 kw aur. Ant. height above average terrain 3,883 ft.; ant. height above ground 148 ft. P.O. address: 116 South Fourth Street, Las Vegas 89101. Estimated construction cost $1,214,950; first-year operating cost $643,000; revenue not available. Geographic coordinates 35° 57' 54" north lat.; 114° 41' 13" west long. Type trans. RCA TT11-AH. Type ant. RCA TF-125H. Legal counsel Koezen & Burt; consulting engineers Kennedy, both Washington, Principals: Alan K. Abner, president; John M. Laxalt (11%) and R. Kent Gram, treasurer (18%), et al. Mr. Abner is chairman of state regulatory agency. Mr. Laxalt is attorney and representative for petroleum corporation. Mr. Gram is owner of coin collection company and vice president and stockholder of real estate. Action Apr. 16.
- Belton, Tex.—Central Texas College Broadcasting Bureau granted UHF ch. 46; ERP 160 kw vis. 23.3 kw aur. Ant. height above average terrain 1,261 ft.; ant. height above ground 1,316 ft. P.O. address: c/o Philip R. Swartz, Box 948, Killeen, Tex. 76541. Estimated construction cost $387,285; first-year operating cost $62,100; revenue none. Geographic coordinates 30° 59' 12" north lat.; 97° 37' 47" west long. Type trans. RCA TTU-12A. Type ant. RCA TFU-241DM. Consulting engineer N. W. Willett, Austin, Tex. Principals: Central Texas College board of regents. William S. Biskham, president, et al. Action Apr. 16.

**Other Actions**


**Call letter applications**

- Channel 3 Inc., Salem, Ore. Requests KVVDU-TV.
- Reading TV Broadcasters, Reading, Pa. Requests WRPA-TV.

**Designated for hearing**

- FCC set for hearing application North Dakota Broadcasting Co. for new VHF TV ch. on at Jamestown. N. D. Proposed to operate station as satellite of KXBB-Valley City, N. D. Action Apr. 23.

**Existing TV stations**

**Final Actions**

- KOGO-TV San Diego, Calif.—Broadcast Bureau granted renewal of license. Action Apr. 17.
- FCC denied petition for acceptance of second application for extension of time filed by St. Anthony Television Corp., peremptive of Huamao, L.A. and St. Anthony's tendered applications for extension of time to complete construction and for changes in authorized facilities have been returned. Action Apr. 16.
- WWHO-TV Jackson, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 16. Action Apr. 16.

**Other actions**

- FCC set as applications by Bernard Rapaport, permittee of WLPR-FM, to extend license for more time to build and to assign CP to Seven Arts Broadcasting Co. Extension application designated for hearing. Action Apr. 16.

**Actions on motions**

- Hearing Examiner Isadore A. Honig in Newark, N.J. (Atlantic Video Corp. [WTVT-TV], Viacom Broadcasting Corp. and Ultra-Casting Inc.), TV proceeding, granted modification of petition by WLVA Inc. for leave to amend to transfer ownership of WLVA of (previously vesting in Viacom) of two CATV systems owned by Rockland cablevision, Haverford, Pa., and to assign CP to Viacom. Application designated for hearing. Action Apr. 16.
- Hearing Examiner Chester F. Naumburg in Lynchburg, Va. (WLVA Inc., WLTV) TV proceeding, granted petition by WLVA Inc. for leave to amend to transfer ownership of WLVA to (previously vesting in Viacom) of two CATV systems owned by Rockland Cablevision, Haverford, Pa., and to assign CP to Viacom. Action Apr. 16.

**Call letter actions**

- WBMO-TV, U.S. Communications of Georgia, Atlanta, Granted WATL-TV.

**New AM stations**

**Application**

- Ridgefield, Conn.—Radio Ridgefield Inc. seeks 850 kc. 1 kw-D. D.A.-D. P.O. address: Box 655, Ridgefield 06877. Estimated construction cost $71,938.48; first-year operating cost $13,000; revenue $15,000. Principals: Anthony J. Laxalt, president; Bartholomew T. Salerno, vice president (32.8%), and Paul A. Christo, vice president (10.6%); Mr. Salerno is president of Rame distribution firm. Mr. Christo is employee of Honeymoon Computer Co. Apr. 16.

**Start authorized**

- KUAD Windsor, Colo.—Authorized program operation on 1170 kw., 1 kw-D. Action Apr. 11.

**Final action**

- Hohenwald, Tenn.—Lehman County Broadcasting Co. FCC granted 1540 kc. 250 kw-D. P.O. address: c/o Revis V. Hobbs, 209 Cromwell Dr., Nashville, 37215. Estimated construction cost $80,000; revenue $100,000. Principals: Revis V. Hobbs, president; and James H. Hayes (each 33 1/3%); Mr. Moore is insurance agent. Mr. Hobbs is TV transmitter; Mr. Hayes is co-owner of WYhz, WZV Tn., and is employee of Citizens Computer Co. Apr. 16.

**Initial decisions**

- Mobile, Ala.—Mobile Broadtrn Service Inc. Hearing Examiner Chester F. Naumburg in initial decision, granted CP to 1 kw-D (WMOW Mobile facilities). P.O. address: Box 177, First National Bank, Mobile 36602. Estimated construction cost $22,900; first-year operating cost $80,000; revenue not indicated. Principals: Robert A. How ard Smith (32.8%), Howard L. Smith, principal; Walter H. Moore, owner (33.33%); Mr. Bancroft (each 11.11%); Mr. Moore is insurance agent. Mr. Bancroft has interest in Electronics World Inc., General Horizons Co., World Wide Motors and is partner in West End Motor.
Existent AM stations

Application


Final actions

- Broadcast Bureau granted mod. of CP's to extend completion dates for following:
  - KGMR Jacksonville, Ark., to Sept. 29.
  - KVON Norwalk, Calif., to June 30.
  - KLIV San Jose, Calif., to June 30.
  - WIRL Peru, Ill., to Sept. 2, 1974.
  - WJCT N. C., to June 15.
  - WMNJ M. Carmel, Pa., to May 15.
  - WRAC San Juan, P. R., to Aug. 29.
  - WNBK Breckenridge, Tex., to Aug. 16.
  - WSMT Madison, Wis., to Oct. 28. Actions April 21.

- KHOS Port Hueneme, Calif., granted mod. of CP to extend completion date to May 31. Action April 17.


- WPOK Pontiac. Ill., - Broadcast Bureau granted CP to increase MEOV. Action April 17.

- WDEA Ellsworth, Me., - Broadcast Bureau granted license covering permit which authorizes changes in hours of operation to U. S. 5 kw., DA-23 change anti-system; delete remote computing locations; License granting license covering CP which changes auxiliary transmitter; License granting control for auxiliary trans.; Install new auxiliary trans. Action April 17.

Actions on motions


- Chief Hearing Examiner Arthur A. Gladstone in Medford Ore. and Alturas Calif. (Medford Broadcasting Co.'s (KDOV), W. H. Hansen, Radio Medford Inc. and R. W. Hansen (KCNQ)). AM-FM proceeding, order pending hearing examiner authorized to hold hearing sessions at Medford, Calif., and Medford Ore, respectively. (Docs. 18349-53). Action April 16.


- Hearing Examiner David I. Kraushaar in Medford Ore. and Alturas Calif. (Medford Broadcasting Co.'s (KDOV), W. H. Hansen, Radio Medford Inc. and R. W. Hansen (KCNQ)). AM-FM proceeding. examiner, desiring to make it clear that the record that Alturas hearing sessions have been sched. for consideration at local Alturas residents who have signified their willingness to testify in regard to KNYA Alturas license, modified April 11 prehearing commit. to limited extent that local residents of Alturas not parties to any of applications, are to be heard during Alturas hearing sessions. After local residents of Alturas are heard from it examiner's intention to reconvene hearing in Medford, and the two renewal of license applicants will then testify first, on own behalf, as originally filed, if any party objects and is prepared to request. Additionally that this proce. change will operate to the serious detriment of public interest, he should file motion for further prehearing conference for reconsideration not later than April 22. (Docs. 18330-3). Actions April 16.

- Hearing Examiner Chester Naumowicz Jr. in Alamogordo and Ruidoso, both New Mexico (Fred Kayshar and Sierra Blanca Broadcasting Co. (KRRR)). AM proceeding, ordered further hearing to commence on May 22. (Docs. 17924-5). Action April 17.

Fines


- KSPO Spokane, Wash., FCC notified of apparent liability forfeiture of $700 for violation of rules including failure to have required operator's signature on operating log failure to show logs and failure of operator on duty to sign daily logs. Action April 16.

- WMNT Manati, P. R., FCC notified of apparent liability forfeiture of $15 for failure of CP's to have required log. Action April 16.

Rulemaking petition

- FCC in notice of proposed rulemaking proposed reopening clear channel proceeding for limited purpose. (K lov. Albuquerque, N. M., to operate a class II classification on ch. 770 ac without interference to WABC New York. Action April 16.

Call letter applications

- KTQLN Action Radio Inc., Denver. Requests KTQL.

- WKFD Adman Radio Co., Wickford, R. I. Requests WED.

Call letter action

- KZIX Fort Collins Broadcasting Co., Fort Collins. Colo. Granted KEWE.

New FM stations

Applications

- Bath, Me.—Catherine Porter. Seeks 95.3 MHz FM on WTFO (Lebanon, Pa., and Catonsville, Md.) and renewal of license for station WISE to FCC for new AM and FM in Lebanon and by Lee Atlas. CP for new AM in Bonneil, both Missouri. Action April 22.

Other actions

- Review board in Boynton Beach, Fla. (AM Broadcasting Co.), action, he examiner has scheduled further board action.


Summary of broadcasting
Compiled by BROADCASTING, Apr. 28, 1969

On Air Licensed CPs' Total On Air Not On Air CPs' Total Authorized

| Comercial AM | 4,241 | 9 | 4,240 | 62 | 4,312 |
| Commercial FM | 3,034 | 37 | 3,071 | 15 | 3,168 |
| Commercial TV-VHF | 496 | 10 | 506 | 14 | 520 |
| Commercial UHF | 121 | 3 | 124 | 13 | 137 |
| Educational FM | 63 | 0 | 63 | 0 | 63 |
| Educational TV-VHF | 7 | 0 | 7 | 0 | 7 |
| Total | 4,323 | 19 | 4,314 | 38 | 4,352 |

Station boxscore
Compiled by FCC, Apr. 1, 1969

<table>
<thead>
<tr>
<th>Com#1 AM</th>
<th>Com#1 FM</th>
<th>Com#1 TV</th>
<th>Edu Fm</th>
<th>Edu TV</th>
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<tr>
<td>4,243</td>
<td>1,364</td>
<td>618</td>
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<tr>
<td>4,385</td>
<td>2,149</td>
<td>642</td>
<td>403</td>
<td>189</td>
</tr>
</tbody>
</table>

Licensces deleted
1 0 0 0 0

CPs' deleted
0 1 2 0 0

1 Includes three AM's operating with Special Temporary Authorization, and 25 educational AM's.
2 Includes two VHF's operating with STA's, and two licensed UHF's that are not on air.

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Existing FM stations
Application

*WVCY(FM) Covington, Ky.—Seeks CP renewal, requests FRB to take expired for new station. Action April 21.

Final actions

*Broadcast Bureau granted mod. of CP's to extend completion dates for following: KUOD(FM) Livermore, Calif. — to Sept. 15; *KPCS(FM) Pasadena, Calif. — to June 30; *KPOP(FM) Roseville, Calif. — to Nov. 24; *KRTN-FM Des Moines, Iowa, to Oct. 1; *KBIA-FM Columbia, Mo. — to Oct. 14; *KBMM-FM St. Louis to Oct. 12. Actions Apr. 17.

KAB-FM San Francisco—Broadcast Bureau granted mod. of SCA to make changes in programming. Action April 17.

WCCO-FM Hartford, Conn.—Broadcast Bureau granted license covering actions. Action April 17.


WBAI(FM) New York City—Broadcast Bureau granted mod. of CP to install new station. Action April 15.


KPOP Radio, Roseville, Calif.—Broadcast Bureau granted CP to install new station. Action April 15.

Requests amendment to CP's for new station: WMRV(FM) to refile petition; WCVN(FM) to file letter applications. Action April 14.


KAB-FM San Francisco—Broadcast Bureau granted mod. of SCA to make changes in programming. Action April 17.

WCCO-FM Hartford, Conn.—Broadcast Bureau granted license covering actions. Action April 17.

WWJ-FM Detroit—Broadcast Bureau granted CP to install alternate main trans. Action April 15.


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WWJ-FM Detroit—Broadcast Bureau granted CP to install alternate main trans. Action April 15.
Classified Advertising

Payable in advance. Check or money order only.

Situations Wanted $25 per word—$250 minimum.

Applicants: If tapes or films are submitted, please send $1.00 for each rackake to cover forwarding charges. Forward remittance separately, as addressed to box numbers are not sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for its custody or return.

Help Wanted 30¢ per word—$250 minimum.

Radio Help Wanted

Manager, Hard working, Aggressive. 1st phone and eventual managerial ability would be advantageous. Salary for right man. Box D-17, BROADCASTING.

Aggressive experienced manager salesman for major Georgia station. Open house. Salary, plus draw against commissions. All other classifications 35¢ per word. No charge for blind box number. Address replies to c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20006.

Sales

Executive level position opportunity. All phases, including sales, service, delivery, and order taking. Excellent opportunity for promotion, salary increase. Must have complete knowledge of sales, including in-person work. Complete remittance received by Monday after noon. Box D-193, BROADCASTING.

Southern location. Experienced creative salesman, Management and announcing background. Box D-249, BROADCASTING.

Executive capable of administrating group of radio stations with variety of formats. Prefer about 10 years experience, but with thorough knowledge of sales, programming, budget control. Box D-302, BROADCASTING.

Washington D.C.'s hottest new contemporary station seeks young professional salesman, will eventually move to corporate position. Must have aggressive, knowledgeable sales approach. Man should earn $15,000 first year. Box D-187, BROADCASTING.

Will guarantee you what you are worth. Will consider salesman or experienced radioman wishing sales position. Dale Low, KLSF/KSMN, Mankato, Iowa 56001.

Professional time salesman needed at once. Good salary and commission for right man. Excellent opportunities for eventual management position. Write or Call Sales Manager, KPRI, San Diego, California 92139-1385.

Experienced time salesman for ethnic daytimer. Contact Manager, KZEY, Tyler, Texas.

Metromedia Radio's — WASH in Washington is seeking a new, agency-oriented, creative salesman to help us do a better job of reaching the nation's capital with our message. A winning personality and good sales ability are the requisites. Bring your best letter and resume to WASH, Washington, D.C. 20016. No phone calls.

Immediate opening for experienced Sales Manager and Salesman in growing operation. Salary, commission, bonus. Great potential. Send complete details today to: Richard F. Palmquist, General Manager, WRRG, Racine, Wisconsin 53405.

Versatility pays — WXKX needs good combo man — salesman/announcer — salesmen/chief engineer... top dollars for right man's base plus excellent benefits. We're in the hospitalization — competitive market — ARB: $17, sharp commission, good prospects. New studio under construction. Buddy Van Cleave, WXKX, send resume, tape and references. Box 471, Hatfield, Minn. 55441. 601-583-2618.

Announcers

Position opened for top 40 personality with production ability at a 50 kw major market operation. Top pay. Reply immediately. Send aircheck and resume to Box C-420, BROADCASTING.

Needed: Two top real 40 pros to join 1 ratel metro Kentucky station. Right man has chance for advancement. Rush resume, tape and pic to Box D-187, BROADCASTING.

Idaho medium market 1 ratel station wants good announcer to handleProgramming director duties. Know things Agricultural, mix with Agriculture commuting. Must be able to handle news. Use tape and resume. Must work off site. Will work a board shift and help build specialized farm programming. Send tape with resume. No phone calls. Box D-141, BROADCASTING.

Deadline for pay: Must be received by Monday for publication next Monday. Deadline for $125.00 per inch, received at our office by 2:00 p.m. local time. Missing is a loss. Agency commission only on display space. All ads must have the word "payable." No charge for blind box number.

Announcers continued

First Class License, Chicago. Permanent. Immediate. All details, requirements, first letter please. Box D-156, BROADCASTING.

Versatile country announcer. Pleasant West Virginia college graduate. We have previous experience with men still our employees. Mature, steady, chatter. Copy writing, and should be good salesman. Resume and salary. Limited experience considered if potential family man preferred. Box D-162, BROADCASTING.

Pro-top 40, Afternoon drive. 5 kw z1 in Tri-City area. You better be good. Tapes. Box D-221, BROADCASTING.

Attention Bilingual Spanish speaking announcers, or first phone combo men (need not be bilingual). Interested in working a market with summer weather all year around and the greatest beaches in the hemisphere? If you'd be interested in working a market where Latin-American and African can markets write Box D-224, BROADCASTING.

Drake format, top 25 market rocker needs production pro who can also handle a short houseswive shift. First phone mandatory to maintain coverage. Great opportunity to learn major market radio and move up. Call, write or phone, 10-3 p.m. shift Sun.-Fri., $145/wk. plus outside gigs guaranteed. Box D-255, BROADCASTING.

Afternoon drive personality at swell east coast rocker. z1 in every way. Very neat staff. You'd be happy here. Send tape. Box D-263, BROADCASTING.

Race Track announcer. Good job for a quick thinking sports announcer. Year-round work with a fast-growing company, Excellent side benefits. Knowledge of horse racing and sports desirable. Good chance for advancement. All replies confidential. Write Box D-275, BROADCASTING.

Morning man with production or sales opportunities in expanding 2 station 150,000 market. Benefits and security. Box D-276, BROADCASTING.

Announcer qualified for writing and commercial production. Sales possible: active market, non-metropolitan, fulltime station. Box D-307, BROADCASTING.

Swinging 100,000 market midwest station looking for good, aggressive sales-announcer-production combination. Good salary and sales background. Box D-334, BROADCASTING.

Successful and growing midwestern chain of modern country stations. Permanent, long range future. Fast paced personality with first phone, no maintenance involved. The individual who will join our ranks in Lincoln, Nebraska, a market of 200,000, and the home of the University of Nebraska. He will work with young broadcast pros in a position that offers unequal stability. The starting salary is $150 a week. Our opening is immediate. Rush air check and resume to Fred L. Scott, General Manager, KECK Radio, P.O. Box 6006, Lincoln, Nebraska 68506 or telephone 402-489-6575.

Tired of cold winters? Come to Southern California, break into Los Angeles-Long Beach market. KNAC (FM) expanding programing, needs two experienced announcers (MOR and Underground) rock and roll resume, tape, photo, 666 E. Ocean Boulevard, Long Beach, California 90802.

KODO, Omaha, Nebraska, has opening for first phone position. Starting salary is $150 per week. Send air check and resume immediately to Jim Treat, general manager, KODO, 273 W. 30th, Omaha, Nebraska 68105.

Experienced Announcer with 3rd Phone-production ability helpful. Regional Farm Station, soon 50,000 watts. Immediate reply resume and tape to KRVN, Lexington, Nebraska.

Seal jockey. First phone, for Ethnic radio station. Contact Manager, KZYE, Tyler, Texas.

Experienced announcer, first phone, no maintenance, unlimited opportunities. Send resume and tape, if desired. Send photo, resume, wax copy, Box J-59, Lexington, Ky. 606-254-8518.

Announcers continued

Wisconsin AM/FM in northern Milwaukee metro area. Combo: Some countrywestern, Production, news or sales an asset. Mr. Krakut, WBKY, West Bend.

Weekend announcer MOR format, 3rd phone required. WMBE, Milwaukee. Mr. DF915. Send tape—receive reply.

24 hour top 40 needs First class license with good air voice. Permanent. Send tape, picture. Picture is required.

Country western announcer. WEET Radio, Box 6955, Richmond, Va.

If you are top rated in small or medium market and looking for a great job send MOR air check, resume and salary requirements to: Program Director, WIRN AM-TV, Binghamton, New York 13902.

Authoritative voice for daily MOR show. Opportunity for future production work. Benefits and security with established operation. Rick Bennett, Manager, WJIL Radio, Njarga Falls, N.D.

Immediate opening for experienced MOR announcer. Hospitalization, life insurance, salary continuation, and other benefits. Send tape, photo and resume to Jim Carrigan, Radio Station WKRM, P.O. Box 113, Columbus, Ohio.


Immediate opening: Enthusiastic, adult personality. MOR, Tape, resume, salary to Bob MacCallum, WLVA, Box 238, Lynchburg, Va. 24505.

Immediate opening—Radio Station WNF. We pay a living wage. Send tape—receive reply. Excellent working conditions, top fringe benefits and security. Send tape, resume, photo and salary requirements to Hugh Boice, Jr., General Manager, WNF, Box 51, Green Bay, Wis. 54301.

Immediate opening for experienced staff announcer at 5 Kw full-time CBS station established in 1921. Will host MOR DJ shows with opportunities for TV experience on full color CBS-TV. Send resume, picture and audio tape to Program Director, WFSB, New Britain, CT.

Ohio MOR needs announcer. Will consider limited experience or qualified beginner. Must have 3rd Phone. Write Program Director, WTNS, Coshocton, Ohio 43821.

Wanted: Announcer with first phone ticket, empha-

Great hunting, fishing and job opportunity. If you can announce, sell, and gather news, and like small town living with medium to large market pay, send tape, photo and resume immediately. Must be married with no problems. Prefer ex-GIs. Moreland, P.O. Box 471, Reedsport, Ore. 97477. Must be a pro.

Rare opportunity in major Florida market. Established 50,000 watt Modern C DJ needs bright, sounding professional who can handle air and production shifts. First phone preferred but not necessary. Salary $2500. Write to: Glenn Hall, Program Director, at 904-354-450.

Technical

Chief Engineer. East $235 weekly to start. Resume, references and current pic required. Box D-24, BROADCASTING.

Combination engineer-play-by-play, or combination engineer, morning man. Start $600 plus monthly. West-mid-west area. Write Box D-159, BROADCASTING.

Immediate opening for experienced studio/audio engineer in large Miami Radio station. Send resume and photo of you. Box D-298, BROADCASTING.

Engineer-Announcer for S.C. daytime in resort area. Short skipwire. Write Box D-278, BROADCASTING.

BROADCASTING, April 28, 1969
Technical continued

Southern California opportunity for chief engineer-an-"anytime". Four AM/FM facilities. Must have excellent references, strong contemporary background. Top money, working conditions. Air mail resume and air check to: Normal W. Loftus, KDES, Palm Springs, California 92262.

First Class Engineer with maintenance experience for suburban AM-FM station. Rapid promotion to Chief Engineer. Good resume and references required to C. Dingman, above.

Versatile first class engineer. Full maintenance of AM radio station and CATV program origination stations. Responsible to operate and maintain CATV local channel with local faces, ideas. A challenge for stable, creative man. Send resume with letter, WCLM, St. Cloud, Minn. All applicants will be thoroughly checked.

First phase immediately announcing-engineer. Michigan Top 40 AM-FM. Call WFKR, 964-7173.

Versatility pays off. WXXX needs good combo chief engineer/announcer in news. Vacancy created by promotion to GM. Local morning and noon newscast. Direct replies. Excellent for pro. Box D-195, BROADCASTING.

Ohio radio station needs news director. We are a highly paced respected news operation. Personal interview a must. Send tape and resume. Box D-297, BROADCASTING.

Excellent opportunity—Immediate opening for news director. Send tape and resume as soon as possible. KEWI, 700 Kansas, Topeka, Kansas 66603.

Will consider all applications for News Director. This is a very beneficial opportunity. Handle local morning and noon newscast. Direct replies. Excellent for pro. Box D-211, BROADCASTING.

Well-rounded newswoman/woman. Read well, report, write. 34th market-decent pay. Apply to Bill Burke, Next Director. WAVI-WDAO, Dayton, Ohio.

Have position open for News Department staff member, full time. Experience must be available. Starting salary $1000. 6-day week, 3-week vacation, hospital benefit. Apply in person to KAM Radio, Shenandoah, Iowa 51603.


Needed immediately, experienced newsmen, 1st phone preferred. No beginners. Single station market. Experience and full 500k picture. Box P-177, Rochelle, Illinois 61068.

Program, Production, Others

Need experienced afternoon traffic di for Pulse rated 21 Mod country in medium Gulf Coast market. Must be creative production man. Non-union, almost all paid. Profit sharing and Xmas bonus. Minimum to start $500 a month, resume and picture to Box D-260, BROADCASTING.

24 hour top 40 needs good production man with on-air experience. Direct mail, sales, tape, picture. No phone calls. Permanent. WCLS, Columbus, Georgia.

Situations Wanted Management

Promotion manager with creative imagination. Directly involved in broadcasting and advertising background. Excellent references. Resume will tell all. Box D-149, BROADCASTING.

Management continued

10 year in radio. Looking to return to radio. Assistant director position in Philadelphia, Pennsylvania. Metro voice MOR. Prefer spot as program director. Contact this group if interested. Write Box D-256, BROADCASTING.

General Management position desired in good town with radio family atmosphere, opportunity for lifetime situation. Box D-277, BROADCASTING.

St. Louis broadcaster seeks managers-sites managers position. Box D-314, BROADCASTING.

Successful manager desires change. Prefer Southwest. All other regions experienced. In all phases. Box D-321, BROADCASTING.

All around experienced radio man available. Sale of station, MGR, sales, news, sports, DJ. Relocate. Box D-329, BROADCASTING.

Sales

Available June—experienced sales manager. Eighteen years radio and television. Can train and develop staff plus carry personal billing. Box D-322, BROADCASTING.


Announcers

Personality Personified—no brag, just facts—Radio and/or TV—any format or Talk—creditentials unlimited. Box D-2, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone endorsed, beginner. Box D-31, BROADCASTING.

Small and medium market managers: Be number one! Switch to this sales and music format! For contact: Bill Drake, C/O Drake-Channels Associates, Los Angeles—or—save that exorbitant consultant fee and let me program your station. Even on a limited budget, I’ll make your sleeping station a winner! Send resume and picture with full originations, ratings and revenue everywhere. In addition to establishing and maintaining this consistently profitable station, I also offer the following plusses: I will immediately analyze your station to cash in on your best money, put fine work force into play. If necessary, I can go on the air myself, I’ll run a tight, bright, alive show. I have a first class license. I may be a “synthetic” Drake, but I’m also a genuine bargain. Let me make your station a winner! Box D-316, BROADCASTING.

Third phone, DJ, tight board, solid news, commercials. Box D-117, BROADCASTING.

California: CWG, top rated announcer, experienced in morning and afternoon time slots. Third endorsed, college. Box D-127, BROADCASTING.

Congenial DJ-announcer, commanding newscaster. 3rd endorsed, MOR-top 40—imaginative, versatile, tight board. Box D-29, Long Beach, Calif. family relocate. Box D-173, BROADCASTING.

 Experienced dj-announcer-newscaster. 3rd endorsed. Married. Need a man. I’m your man! Box D-197, BROADCASTING.

Experienced DJ, music/direction director, MOR-top 40, modern CWG, single, 24, draft exempt. Available June 1st. Box D-211, BROADCASTING.

College grad, with degree in broadcasting 3 yrs. Prefer women. Will consider any offer. Box D-226, BROADCASTING.

1st phone announcer wants to move to West Coast, Rock or Easy Listening, Full board, P.O. No maintenance. Box D-237, BROADCASTING.

Newscaster—Announcer-DJ; prefer CWG or MOR format. Good worker. Box D-239, BROADCASTING.

Sharp CWG personality. Young, deals radio music first. Low Engle. Name is handicap at MOR stations. Morale is guaranteed. Major market. State salary offer first letter. Box D-246, BROADCASTING.

Stayed in small market 35 yrs to get full, varied radio background so I could be selective when I move. I’m ready now! Want bright MOR personality phone production. Maturé voice, inventive, single veteran, Medium market; pay negotiable. Prefer Rockies or far west. Box D-264, BROADCASTING.

Teen Bopper Appeal—22, 9 months experience, college, altar plans will relocate, desires Top 40—MOR. Box D-265, BROADCASTING.

Announcers continued

1st Phone—Announcer, 6 years experience, 4 years at station. Medium market, Moves quickly. Prefer country or middle of road format. Box D-266, BROADCASTING.


Position wanted—Young Top 40 and MOR personality with 5 yrs. experience, looking for chance in West Coast. Box D-283, BROADCASTING.

Up-Tempo MOR jock also sports radio schl. grad. 1st phone, 1st exp. Married—29 yrs; give me a chance. Box D-283, BROADCASTING.

First Phone announcer—salesman. Broad experience, presently in fourth California market, seeking advancement. Box D-290, BROADCASTING.

Fantastic R & B DJ now available. Eight years experience. Prefer 3rd Class ticket, Tight board. Sensational in production and promotions. Family man but will move where there’s a groove. Inquire Now. Box D-293, BROADCASTING.

Aggressive sportscaster wants challenging sports position . . . 2 years sportsperson . . . 5 years play-by-play . . . journalism degree . . . married with one son . . . 1st year TV . . . will consider all offers. Send resume to Box D-905, BROADCASTING.

DJ-Announcer, recent grad broadcast school. 3rd endorsed, married, wants permanent position—interested in sales, newscast and control board. Box D-303, BROADCASTING.

Fine experienced air personality. Minimum $750 acceptable if also permitted to tell on commission. Box D-315, BROADCASTING.

College Student majoring in broadcasting desires summer employment in advertising, promotion, producer, Sports, some sales. Prefer North Central States, 6 yrs experience, 3rd endorsed. Box D-318, BROADCASTING.

Broadcasting School Graduate, first phone, majoring in public relations, excellent personality, reasonable offer accepted. Box D-325, BROADCASTING.

DJ—Newscaster, mature voiced school student seeks college board, MOR, or MOR format. Will relocate deferred, will travel. Box D-328, BROADCASTING.

Nordy, beginner, top 40, RGB DJ; Broadcast School Graduate. MCA endorsed, c/o 1354 Euclid, Cleveland, Ohio.


The ne. 1 jock in the 57th market for 2 years, is looking for a higher top-40 market. 5 yrs experience. Marries a child (it will be one child soon). 413-729-6889.

First phone; intelligent, ambitious young man with first phone and B/A degree, desires position in announcing. Call Harry Cain Harrison, B-174-9CR- 7998.


Just graduated from Broadcast School. 3rd endorsed. I am a beginner and I don’t believe it is a handicap, but just that—a beginning of something I have taken a long time to get the fundamentals. All I need is that first break. Tape and resume to Box D-703, H. R. Swenson, 822 Hudson St., Hartford, Conn. 06101.

Announcers continued


Young, announcing school graduate, third an- nouncing. with some background in radio voice, has desire to start in radio. Desires MOR format. Contact: Don Drew, 223 Jones Drive, Bridgeville, Pa. 16028.

1st Phone/Experienced/Performer/Not a singer: Loves to do news and production. Desire an aggressive position with a chance to do a light maintenance. Objective: chief engineer. Phone: 213-333-4731.

- Personality with a good voice and love for radio. Limited, but exceptional experience. Stephen Ostrow, 148-15 231 St., Rosedale, N. Y. 11413, 212-723-9141.

D/J/Announcer/accept graduate of Broadcasting School—needs start. Tight board, third phone en- dorsed. Pleasant, but strong voice. Single, draft exempt, would like to return to college. R. Ray St., New Castle, Penna. Phone: 412-654-1478.

Technical

Engineering Supervisor. Extensive AM directional antenna experience. Exp. transmitting and receiver experience. Would like to deal directly with FCC for present employer. Supervisor. Salary, all inclusive, $11,700 but outgrown bachelor's degree. Market: Box D-162, BROADCASTING.

Rochester or Buffalo. Student with first phone, com- petent, dependable. Part or full time. Box D-289, BROADCASTING.

First phone engineer. Presently chief midwest AM, 20 years experience. Can handle board in Chicago Southwelt or S. Calif. Availability. 90 days. Box D-320, BROADCASTING.


NEWS

Experienced, aggressive college junior wants news, announcing, sales or related summer work in California. Available May-June. Box D-259, BROAD- CASTING.


News Director seeking new market, 5 years ex- perience. Will consider talk show. Like to work for TV News-tape and resume available. Box D-267, BROADCASTING.

Aggressive college major in broadcasting journalism desires summer position with news organization. Any market. 7 years experience in FM radio as reporter, announcer, sportscaster. Box D-272, BROADCASTING.

Draft Deferred, college graduate seeks on air posi- tion in News. Presently working N.Y. City News De- partment. Prefer Northeast—accept any offer. This is my 2nd year. Box D-292, BROADCASTING.

D/J/Announcer/seek news direction—23, married, 3 years news. 1 year TV. Always in the know. Looking for minimum salary $1900. Box D-296, BROADCASTING.

- Need a good summer newsman! 1 1/2 years experi- ence, good writing. Box D-308, BROADCASTING.


Progr., Prod., Others—(cont'd)

Producer / director seeking imaginative creative position with progressive station. Extensive back- ground in film. Excellent references. Box D-150, BROADCASTING.

Radio copywriter, production skills, third phone, college graduate. Seeking position in Nevada, Colorado, New Mexico, or Arizona. Box D-190, BROADCASTING.

Tired of being "25 in 4-station market" take-charge, format genius. P.D. will program Top-40, contemporary-MOR, modern-CGW, or anything in- between if needed. Must hang in the last Pulse, and you need talent and drive more than "years of experience." I'm yours for $350wk. Cur- rently P. D. at nation's greatest commercial student- station. I-yr grad; available July 1st. Box D-261, BROADCASTING.

Girl Friday. Log, traffic, statements, and keeping salesmen straightened out. Experienced in major and minor market stations but market will go where the work is. Box D-286, BROADCASTING.

Production Companies: One of the Northwest's finest voices and personalitieS is seeking a secure position with a growth company. $10,000-4 considered. Resume and tape available. Box D-313, BROADCASTING.

P. D./Administrator also who functions as air personal- ity, crack, copywriter and production man, is promotional minded sales conscious, and has a first phone call. Can build building or develop building. sound you can sell. Full charge only. Dial 216-998-3435.

TELEVISION—Help Wanted

MANAGEMENT

CATV Manager for large community CATV sys- tem in Midwest. Must have experience and personal background and salary desired. Send snapshot: Box D-241, BROADCASTING.

Manager-Sales Manager-experienced, loyal sober, re- liable, Unified, TV. Real challenge, top wages and benefits. Position row open, please apply to Box D-311, BROADCASTING.

Sales

Great opportunity for experienced and successful TV salesmen. WTCN TV, Minneapolis, has an attractive offer for a proven producer. Generous pay, plus commission with plenty of fringe benefits including stock option. If you qualify, send resume to Norm Page, WTCN TV, Minneapolis, Minn.

Unparalleled opportunity. A young public company in the communications-entertainment field has im- mediate need for sales personnel with extensive experience to sell its color video-tape production facilities to network, advertising agencies, production companies, networks, etc. Company also needs personnel with experience in TV syndica- tion to purchase and protect. Unlimited chance for advancement, stock options, and retirement benefits. Send resume with complete information to Box D-274, BROADCASTING. All inquiries will be treated con- fidentially.

Unemployed announcer. Limited experience in broadcast journalism desires summer position with news organization. Any market. 7 years experience in FM radio as reporter, announcer, sportscaster. Box D-226, BROADCASTING.

Draft Deferred, college graduate seeks on air posi- tion in News. Presently working N.Y. City News De- partment. Prefer Northeast—accept any offer. This is my 2nd year. Box D-292, BROADCASTING.

Former news director seeks news direction—23, married, 3 years news, 1 year TV. Always in the know. Looking for minimum salary $1900. Box D-296, BROADCASTING.

- Need a good summer newsman! 1 1/2 years experi- ence, good writing. Box D-308, BROADCASTING.

Chief Engineer for large CATV system. Reply giving complete details and experience required. En- ceptible position. Box D-243, BROADCASTING.

Maintenance/Operation technician—northern Wis- consin. Currently working staff will pay for enviro's. Send resume to Box D-271, BROADCASTING.

Immediate opening for First Phone Engineer able to operate all new RCA color equipment. Contact Bob Martin, Chief Engineer KMIR-TV, Palm Springs, Calif. Phone: 714-371-2051.

New York—Binghamton. Dependent person with first class license. Call: to handle transmitter and studio equipment. Must be quiet and intelligent.Salary commensurate with experience. Call Chief Engineer, WBJA-TV, Binghamton, N.Y. 772-1122.

Technical continued

Feltzer TV needs engineers with first class license for WWTV, Cadillac, Michigan and WWPJ TV, Sparkill, New York. Michigan opening is a company move but not essential. Diversified operation. Good pay and benefits. Cadillac, Michigan or call Michael, 616-775-34.

Engineers for studio and transmitter operations—rapidly expanding, full-color state network. New building, new equipment. Begin at $10,200 with fringe benefits and retirement plan. Advance in 6 years to $13,000. Send resume to: Maryland Center for Public Broad- casting, 801 1st Ave., 5th Floor, Baltimore, Md. 21211.

NEWS

Fourth Market has opening for staff writer/producer News Department. Experience and references. Contact Box D-111, BROADCASTING.

Photographer reporter, silent, sound on film Upper Midwest. Reply giving brief description of experience and requirements to Box D-166, BROADCASTING.

Wanted: News Director for major Midwest TV mar- ket in university town. Must be aggressive, not too cautious, salary open. Box D-288, BROADCASTING.

California CBS-TV affiliate seeking News Director. Full color operation. Will anchor early evening one-hour local newscast. Send complete background, VTR and resume to John Wrad, Manager, KBAX-TV, Box 2926, Bakersfield, Calif. 93305.

Immediate opening for experienced news writer/producer on camera work. Controllable, diverse fringe benefits, ideal working conditions. NBC TV. Send a recent photo to Ken Grant. Vice President, Box D-292, BROADCASTING. All equal opportunity employer (M/F)

Programming, Production, Others

Market major station wants creative camera- man/editor for TV commercial unit. Only those with real film production experience need apply. Box D-170, BROADCASTING.

TV floorman-director—need some experience on floor, but will train in directing. Good chance for young man to grow, good Midwest market, all color station, lots of production growth. Send full in- formation to Box D-252, BROADCASTING. Or call Env. 319-364-4194.

Film Photographer—Creative—16mm SCF and silent wanted by Special Projects Dept. of award-winning NBC Midwest top-40 market station. Chance to work for commercial TV. Send film for screening and commercial film shooting. Editing experience necessary. Send VTR sample with resume. Box D-270, BROADCASTING.

Midwest VHF NET affiliate. Immediate opening for experienced positive, hard working, creative people, be creative. Send resume and salary requirements. Box D-219, BROADCASTING.

Technical assistant. The position refers to one station in a major market has a great opportunity on the weekend news team for a meteorologist or experienced weatherman who can also be an enthusiastic host on class public affairs programs. Some staff an- nouncing, duties involved, too. This is a network owned station so the opportunities, conditions, bene- fits and standards are first cabin. Put your personal- ity in a letter along with your resume and immediately send to Box D-305, BROADCASTING.

TELEVISION

Situations Wanted Management

Fremar Executive ordiently employed denies new market experienced. Excellent references. Box D-260, BROAD- CASTING.

Sales

T.V. Sales Manager—Eastern market preferred 11 years experience as sales manager, account execu- tive. College degree. Family man. Box D-291, BROADCASTING.

Ver, very successful radio salesman would like to make switch to TV—if there's more money & a future, Box D-300, BROADCASTING.

Announcers

Currently announcer-writer, with experience with good production talent and copywriting skills. Recent writing seeks better opportunity elsewhere. Would move to major market. Will consider all offers. Box D-282, BROADCASTING.
**Technical**

TV Engineer, first phone, 3-year technical graduate, experienced, available now. Box D-235, BROADCASTING.

10 years experience all facets TV engineering, including field engineer for major manufacturer. Experienced chief. Strong on planning—construction. Disciplined not on TV chief. Not a yes man. Will run technical operation the right way. Box D-284, BROADCASTING.

First phone AM-TV experience 22 years electronics. Box D-304, BROADCASTING.

**NEWS**

Outstanding interviewer and newscaster seeks major market. Currently employed major Eastern market. Radio talk show considered, 38 Telephone 716-816-9388. Box D-43, BROADCASTING.

Nebraska native, midwestern raised, anchor slot major market. Experienced, solid network background, radio and TV news or will consider news director salary. Box D-215, BROADCASTING.


I'm a sports nut, I cover as many events as possible. Have interviewed top names and know background and future of all players, and even some of today's news. Experienced in all phases of sports reporting on television and radio. Box D-312, BROADCASTING.

**Programing, Production, Others**

Television host with own show in top ten market. Host of nationally syndicated radio show. 31 years of broadcasting. 100,000 plus weeks new challenge. Box D-257, BROADCASTING.

Producer/Director: Age 29, 3 years experience in variety of live/taped production in top ten market. Entering most productive years, take advantage of ambition. Box D-273, BROADCASTING.

Girl Friday. Logs, traffic, statements, and keeping salesmen straightened out. Experienced in major market operations. Prefer East Coast but will go where the work is. Box D-287, BROADCASTING.

New Station: Key to success is key people. Experienced, young production manager will hire, organize, train dynamic team. Box D-298, BROADCASTING.

Creative young talent. Draft exempt. N.Y.C. station credits as producer, director, writer, film-maker, disk jockeying. Excellent position of broadcasting B.A., M.S. in TV, Salary and position now available. Box D-301, BROADCASTING.

Young, fast moving producer of The Today Show already out of college. Can create background-plus Progressive organization and opportun ty major considerations—more than the "wants." All replies answered. Full background and details Box D-317, BROADCASTING.

Television production manager/continuity director, 35, family man, desires Nebraska or "West of Mississipi" small to medium market. Thirteen years radio-TV experience, Cautiously, production operations, semi satellite management—Short course 1st phone. Box D-319, BROADCASTING.

**WANTED TO BUY—Equipment**

We need used 250, 500, 1 kW & 10 kW AM and FM transmitters. No reserve. Guarantee Radio Supply Corp., 1314 Hurbide St., Laredo, Texas 78040.

**WANTED to Buy—Equipmen t—cont’d**

Need low priced 1 kw AM transmitter, also G. R. Mod. 916-A bridge, priced right for immediate cash purchase. Box D-249, BROADCASTING.


**FOR SALE—Equipment**


Western Electric, 506 B-2, 10 kw FM Transmitter with Gates M554 exciter and Gates M568 sub carrier inserter. Available approximately June 1st. Contact Carl Williams (513) 472-3625.

Share Memories. Fm. Turner, AKG, Vega, Fairchild, Langevin, Pahrei, Universal Audio, B&H deals, Audiovox, Box 1067-59, Miami, Florida 33153.

Every day returns. Monday & Friday. 9:00. Box 372-6071.

**MISCELLANEOUS**

Uf 

11,000 classified gag lines. $10.00. Unconditionally guaranteed. Comedy cartoon free. (Edmund O'Neil). Box D-280, BROADCASTING.

**INSTRUCTIONS**

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for all FCC Schools. 150, 175, 200, 225, N. Western Ave., Hollywood, California 90027.

New Orleans now has Elkins famous 12-week broadcast course. Please furnish latest, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana. 70130.

Enrolling April 1st for the nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the loop. Elkins Institute, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks, fully approved for Veterans Training. Accredited by the State of Illinois for Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Chicago, Illinois 60614.


The Masters: Elkins Radio License School of Atlanta offers the highest success rate of all First Class License schools approved for Veterans Training. Elkins Institute on 139-Spring Street, Atlanta, Georgia 30309.

Be prepared, First Class FCC license in six weeks. Top quality theory and laboratory instruction, fully approved for veterans training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Arizona and New Mexico area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

**INSTRUCTIONS continued**

See our display ad under instruction on page 94. Don Martin School of Radio & TV, 1653 No. Cherokee Blvd., Oklahoma City, Oklahoma 73107.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st class Radio Telephone License. Total tuition $360. Class begins at all R.E.I. Schools May 26. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Saratoga, the home office 1336 Main Street, Saratoga, Florida 33577. Call (813) 955-3632.


R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6177.

R.E.I. in Majestic Frederickburg at 809 Caroline St., Frederickburg, Va. 22401. Call (703) 373-1441.

New York City's first phone for people who cannot afford to make mistakes. Proven results. April 68 graduating class passed FCC 2nd class examination, passed programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 48th St., N.Y.C. Phonograph Training for Technicians, announcers and announcers.

Since 1946. Original course for FCC first class radio telegraph operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Schedule now for fall course, information, references and reservations, write William B. Opton, Radio Engineering Operational School, 2079 Warner Avenue, Huntington Beach, California 92647, Information, Burbank, California.

Broadcasting is passing their first phone exams in six to twelve weeks. Can receive lessons at home, plus one week personal instruction. During 1962, one week sessions were held in Memphis, Seattle, Minneapolis, Washington, D. C., Portland and Denver. An outstanding success rate has brought expansion in 1969 to Boston, Detroit, Atlanta, Denver and New Orleans. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 10600, Duncan, Manchester Building, Ogden, Utah 84402. Telephone your nearest school, 2-6281.

Fellow the leader to a fast first phone, the Nation's original four week accelerated course with results proved. Tuition $295.00. Room $8.00 weekly. Next class May 12, Tennessee Institute of Broadcasting, 2106-A, 8th Ave., South, Nashville, Tennessee.

Go First Class! Prepare for your first class FCC License Examination (in 4 weeks or less) at TEI. Only $295.00. Highly recognized and fully guaranteed. Classes begin the first and third Monday of each month. Reserve your place now. Call Tennessee Electric License Institute, 121 Fairfax Avenue, Nashville, Tennessee 37203. Phone (615) 291-2713.


First Class License in 4 weeks guaranteed $225.00. Dixie Radio Institute, c/o Diplomat Inn, Huntsville, Alabama 35801.

Announcing, producing, programming, newscasting, sports casting, console operation, disk jockeying and all phase of radio. Complete FCC course will be taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the State of Alabama. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75225.

Radio Group P.

Expanding group has an exceptional opportunity for a broad broadcasting capable of assuming total responsibility for 7 radio stations. Our client wants the right man under 40 years of age with a proven record of achievement. Southeast base and a minimum $35,000.00.

Call Ron Curtis 312 337-5318

Nationwide Management Consultants
645 North Michigan Avenue, Chicago, Illinois 60611

Specialists in Executive Recruitment
RADIO

Help Wanted—Management

Are You the #2 Man?

Established young multiple owner broadcasting firm with excellent growth record is now further diversifying, considering public offering. Company needs talented man as backup preferably with broad background including sales knowhow, proven administrative ability, general broadcast sensitivity, love of challenge and hard work. Key man stock options and compensation plan depends on you. Resume please.

Box D-169, Broadcasting.

MANAGER (RADIO)
UP TO $25,000.

Ours is a Smaller Eastern Market, off the beaten path. No glamour, no bright lights. We need a super-human selling manager who sells like the Devil Our Daytime AM and Fulltime FM are completely separate, approximately 3 miles apart and to keep the billing above the $300,000 level involves putting in about 12 hours a day on the part of the selling manager. Formats are “Good Music” on the AM and “Modern Country” on the FM. Our demands are rough. We require stability, loyalty, sobriety, and complete teamwork with the home office and a guy who will earn his $32,000 salary. Our Employees know of this ad. Write me, the group Vice President, full and complete details if you think you are our man. A recent snapshot will be appreciated.

Box D-333, Broadcasting.

Announcers

Major

Top 10 market station looking for exceptional talents. To qualify, you must have a solid background, humor, warmth, and a special style that will set you apart. Money will not be the object if your talent and qualifications impress us.

Box D-299, Broadcasting.

BRIGHT ARTICULATE DJ

with something to say who can pick up the phone and talk, capable of holding conversation ranging from social science to sex. First ticket help-rui but not essential. Reply:

Box D-332, Broadcasting.

Program, Production, Others

WANTED—LICENSED PROGRAM—PERSONNEL

Accepting applications for Producer-Directors and other program personnel w/ FCC first phone. Send full details to Box D-143, Broadcasting.

For Best Results
You Can’t Top A
CLASSIFIED AD
in Broadcasting

Situations Wanted

NEWS

********** PRO WANTS NEWS

Now Assi. P.D. at No. 1 Suburbs in Top 10, 25 College. Four Years All Phases Radio-TV, Positive Delivery, Top Writer. Interviews, Phone Shows, Documentaries. Prefer N.Y.C. Area or N.E.

Box D-310, Broadcasting.

**********

Att: Kentucky, Indiana & Ohio
Metro-Market Veteran Announcer desires Program Director-Announcer or News position with solid, progressive organization. Market size not important. Personal interview required.

Box D-330, Broadcasting.

STATION FOR SALE?

You Can’t Top A
CLASSIFIED AD
in Broadcasting

Video

T & I Engineer

BSEE or equivalent. Prefer video signal, video camera, or VTR experience. Will work with Development Engineers to determine specifications and test procedures on new video product. Duties include some black box design, capital equipment recommendations, and first-run test on prototypes.

Located on the San Francisco Peninsula. Relocation assistance provided. Excellent fringe benefits. An equal opportunity employer.

Send resume in confidence to:
Mr. Harlyn Prouty, 2655 Bay Road, Redwood City, Calif. 94063

AMPEx

Help Wanted Overseas Director Engineer

Mature dependable engineer first class license maintenance experience in TV Transmitters, Video Tape 600 machines, plus AM broadcast Transmitters, and Automation Systems. Job requires training and detail supervision of local technicians. Operation covers two TV stations, AM and FM. Three year minimum contact, housing and transportation. Salary commensurate with experience. Send full detail resume. William Nielsen—KUAM. P.O. Box 360. Agana, Guam.

BROADCAST SALES ENGINEER

Exclusive territory for sale of rapidly expanding line of broadcast equipment requires highly motivated, sales-minded individual with strong technical knowledge of equipment primarily to AM, FM, and TV stations. Leading company with history of high profit and rapid growth.

Salary plus commission—with full fringe benefits and travel expenses paid.

Send resume or call Robert T. Flent, Assistant Personnel Manager, 128 Hampshire, 217-222-8200.

GATES RADIO COMPANY

A subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS 62301

An equal opportunity employer (EEO)
TV Help Wanted

Program, Production, Others

WANTED: Photographer/lab Co-ordinator to supervise small laboratory staff and coordinate photo services. Still and 16mm. photographic ability necessary. Masters degree desirable, but the right man can qualify with a B.A. and experience. Salary $6,500 for 12 month contract. For further information contact: Gregory K. Schubert, Station Manager, WBGU-TV, Bowling Green State University, Bowling Green, Ohio 43402. Bowling Green State University is an equal opportunity employer, and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

WANTED—LICENSED PROGRAM-PERSONNEL

Accepting applications for Producer, Directors and other program personnel with FCC first phone. Send full details to Box D-168, Broadcasting.

WANTED:

Director of Continuing Education to be responsible for the development and implementation of programming in this area. Prefer applicants with Masters Degree and some experience in the production, either closed-circuit or on-air, or adult in-service, or continuing education program. Salary $10,000 per year on a twelve month contract. For further information contact: Gregory K. Schubert, Station Manager, WBGU-TV, Bowling Green State University, Bowling Green, Ohio 43402. Bowling Green State University is an equal opportunity employer, and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

MONEY IS SECONDARY

To opportunity . . . young TV sportscaster wants to move into sports production with large organization . . . experienced in radio and TV but anxious to learn more . . . married . . . military completed . . . 1st phone . . . full details first reply to Box D-266, Broadcasting.

WRITER PRODUCER

For Documentary Film Unit

Top-ten market network owned station. Must be experienced, at home with all phases and types of production. Please send resume, references & salary requirements to Box D-261, Broadcasting. 

An Equal Opportunity Employer

ASSOCIATE PRODUCER

For Documentary Film Unit

Top-ten market network owned station. MA in communications, or equivalent experience required. Please send resume, references & salary requirements to Box D-262, Broadcasting.

An Equal Opportunity Employer

INSTRUCTIONS

F.C.C. 1st PHONE in six weeks

- EDUCATION
- COMPREHENSION
- KNOWLEDGE

F. Finest Instructors
   - Year of practical experience
L. Intensive Methods
   - Animated Electronic Films
R. Reasonable Costs
   - Only one charge to completion
S. Selected Accommodations
   - Student rates at Hollywood-Plaza Hotel
T. Top Results
   - Our students obtain their Ists.

LEARN

at the Nation's oldest and most respected
School of Broadcast Training
D.O.N MARTIN SCHOOL OF RADIO & TV
(established 1937)

Next Accelerated Class Starts June 16

for additional information call or write:
D.O.N MARTIN SCHOOL OF RADIO & TV
1653 No. Cherokee, Hollywood, Calif. 90028

MISCELLANEOUS

Soul News Network

- Providing Relevant News to a Greater Portion of the BLACK AUDIENCE

Voice reports actualities 40-60 second combinations

Automated

For information contact:

CHRIS CUTTER

202-544-7487 or write:

635 C St., N.E., Wash., D. C. 20002

C H A P M A N A S S O C I A T E S

2045 Peachtree Road
Atlanta, Ga. 30309

BROADCASTING, April 28, 1969
Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following VHF translators:
  - KOJ9IU and KOJ9IU(B) Bothell, Wash., covering Carbon, Franklin Counties, Washington.
  - W13AP all Wellsburg, W. Va., covering Mason County, West Virginia.

- Broadcast Bureau granted renewal of licenses for following stations and their co-
  ponding auxiliaries:
  - KDIU-KU (AM-FM) Lima, Ohio, covering Allen County, Ohio.

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- Broadcast Bureau granted renewal of licenses for following stations and their co-
  ponding auxiliaries:
  - KDIU-KU (AM-FM) Lima, Ohio, covering Allen County, Ohio.
to it give protection to KTLA-TV Tucsan, Tc., within 30 days. Action April 23.

FCC denied request by Staunton Video Co., for license to operate KVTJ-TV in Staunton, Virginia, and to serve Staunton and surrounding area. The commission cited the fact that the station's antenna would interfere with the service of existing stations in the broadcast band. Action April 23.

FCC denied request of Tomah State Wide T.V. Commission to operate a low power television station in Tomah, Wis., system ordered to give protection to WSVA-TV in Staunton, Va., and to comply with requirements of Act and the Commission. Action April 23.

FCC denied request of Tomah State Wide T.V. Commission to operate a low power television station in Tomah, Wis., system ordered to give protection to WKBV-TV La Crosse, Wis., within 30 days of release date. Action April 9.

Community-antenna activities

The following are activities in community-antenna television reported to the Commission. Action April 23. Re-ports include applications for permission to install or operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants shown in italics.

Centerfield, Ia.—Continental Transmission Co. has filed several applications for CATV franchises in Boone, Iowa, with a minimum rate of $7.50 per month. Monthy rates would be approximately $7.50 and installation fees would be about $5.

Thurmont, Md.—American Telecast Serv-ices, Inc., of New York, has been granted license to operate CATV franchise. Monthly rates would be $7.50 and installation fees would be $7.

Falmouth, Mass.—Bayside Television and Appliance Co. has filed an application for new CATV franchise. The company would pay 3% of its gross receipts and would provide free service to schools.

Osage, Mich.—Alleghen-Cable-Inter-City. Inc., has applied for an exclusive CATV franchise. The company would pay 4% of its gross receipts and would provide free service to schools.

Plainwell, Mich.—Alleghen-Cable-Inter-City. Inc., has applied for an exclusive CATV franchise. The company would pay 4% of its gross receipts and would provide free service to schools.

Paralipam, N. J.—WRAN Dover. N. J., has applied for a franchise.

Mount Kisco, N. Y.—Broad- cast Bureau granted assignment of license from Tower Broadcasting Co., of New York, to Tower Broadcasting Co., for $75,000. (see Notice, April 16, for further information.)

New Castle, N. Y.—New Castle Cable TV Corp. has applied for a franchise. The company would pay 4% of its gross receipts and would provide free service to schools.

Minerva, Ohio—Two firms have applied for CATV franchises in Minerva, Ohio. The Upson Co., and Lithcon Cable Television. New television service would pro-vide a 12-channel system.

Nazarpan, Pa.—DJ Television Cable Co. has filed an application for CATV franchise. Daniel Nazarpan, vice president of the firm, the company will provide 12 channels for $3.50 monthly.

Scranton, Pa.—Nine applicants have requested a franchise: Dr. Joseph Friedman, president of the firm. The company would provide 12 channels for $3.50 monthly.

Wrightsville Beach, N. C.—Two firms have applied for CATV franchises in Wrightsville Beach, N. C. One is owned by the Atlantic Broadcasting Co., and the other by the Sullivan Broadcasting Co. The company would provide 12 channels for $3.50 monthly.

Worcester, Mass.—Two firms have applied for CATV franchises in Worcester, Mass. One is owned by the Atlantic Broadcasting Co., and the other by the Sullivan Broadcasting Co. The company would provide 12 channels for $3.50 monthly.
Mary Dorr is a go-go girl. Oh, not the topless dancer kind, of course. What would a mother of five, the national president of the highly professional American Women in Radio and Television Inc., be doing communicating on only one channel? No, Mary Dorr is a go-go girl who goes anywhere and everywhere on behalf of stereophonic communications — communications among all peoples.

Read her notices: the press blurbs noting an accomplishment, sketches of her career. Vibrant is an adjective that keeps appearing. And vibrant she surely is.

A femme fatale for the CIA? You could make a case for it by her dossier. There was Korea, Japan, Thailand, the Philippines in 1963; Honolulu in both 1966 and 1967; around the world in 29 days two years ago: Mexico City and Toronto in the past year. But Mary Dorr works for no reaper. Instead, she plants the seeds of better communications wherever she goes. Consider the various auspices under which she travels: as a delegate to the Asian-American Women Broadcasters' and Writers' Conference; in hopes of organizing a "World Congress of Women in Radio and Television" on the invitation of a foreign friend made through the Educational Foundation of AWRT as a speaker for the broadcast industry forums of American Women in Radio and Television.

Indeed, it has been primarily for AWRT that she has crossed this country—West Coast to East Coast—some 30 times in the last year (twice in one particularly flitting period). She makes another trip this week, from her smart apartment on a quiet, palm-lined street in Santa Monica to the space-age Shamrock Hilton hotel in Houston. On Thursday night (May 1) she'll preside at the opening banquet of the 18th annual AWRT convention. The next morning she's scheduled to deliver a sort of state of the union report. She'll tell the some 600 delegates expected for the five-day annual meeting (April 30-May 4) that there are now more AWRT chapters than ever before, with four organized during her administration and four more in the process of joining (AWRT totals currently are 53 chapters and about 2,200 members). There'll be more remarks about the internal structure of AWRT and then, for practical purposes, Mary Dorr will step down as national president to be succeeded by Marion Corwell, producer, writer and performer for the Ford Motor Co.

"What kind of a year has it been?" she's asked. It's comparable to asking a man if he loves his children. How do you answer? What can you say that can even hint at the pain, disappointments, the hard work, the patience and the boundless joys that are involved?

Mary Dorr: AWRT's woman on the go

"It has been an exciting year," she says, "challenging but rewarding." But Mary Dorr's face is more eloquent. It radiates when she answers. All in all, it must have been a good year.

And now that it's over, what? There's not much time in Mary Dorr's way of things for lingering over sweet things past. She's a go-go girl, remember? So with her AWRT ship of state sinking slowly into the sunset, she'll devote even more of her time to what has become a major cause, dreams of establishing a "World Congress of Women in Radio and Television." She has been actively organizing and will continue to advise the prospective international body, which may meet for the first time in world session next year in conjunction with the 19th AWRT convention, both to be held in London.

Then, too, on June 1, Mary Dorr, who has been committed to no one employer since 1959, will settle down on the professional staff of the Western Pacific region of the American Bible Society in Los Angeles. She'll be in charge of women's activities for the nonprofit group that distributes and encourages the use of the Bible.

This will add still another job position on a 32-year career resume that already reads as it would if the swallows got lost on their way back to Capistrano. Born in Megargel, Tex., the youngest of four girls in a family of five children, she grew up and went to school in Long Beach, Calif. The move must have made a sizeable dent in Megargel's population because that northern Texas town, about 60 miles south of Wichita Falls, only had a population of 123. Ever since, Mary Dorr has exuded the small-town virtues in a big-town package.

Starting with her years in Berkeley, Calif., majoring in public speaking at the University of California, she crisscrossed the nation for more than 20 years working as newscaster, commentator, interviewer, program hostess, public service coordinator, women's director and commercial announcer for some 15 radio and TV stations in markets big and small—from San Francisco to Philadelphia; from Salem, Ore., to White Plains, N. Y. More recently she has been doing voice-over commercials, and book dramatizations for women's clubs.

Along this circuitous route, Mary Dorr found time to marry John Dorr, a union now 30 years strong, blessed with five offspring. It's Mr. Dorr who spurred Mary Dorr's job hoppings. First as a U.S. Navy pilot during World War II, then as long-time executive for IBM Corp. (he's now manager of personnel for the western region of the U.S.), John Dorr constantly has been in situations where transfers are standard operating procedure. From his Navy days he retains a love for flying, a passion shared by his entire family. From Diana Jeanne, the eldest at 23, down on to John Jr. and Denny and finally to Donny and Kenny, the 11-year-old twins, and most certainly including mother Mary (she's a star example), all of the Dorr's fly. They own the "Golden Goose," a 65-foot-long PBY Catalina flying boat, which has been converted into an up, up and away home away from home for family camping or fishing excursions.

It proves again that opening statement about Mary Dorr. Even when she relaxes, she is a go-go girl.
Welcome aboard

The newspaper establishment has at last turned against an FCC whose antics it thought amusing as long as they roughed up radio and television without harming the printed press. In addressing the annual convention of the American Newspaper Publishers Association last week, William F. Schmick Jr., president of the organization, called upon Congress and the Nixon administration to prevent such agencies as the FCC from taking the law into their own hands.

A year ago, two years ago, while the FCC was still concentrating its meddling on programming matters or advertising content, an ANPA president who went to the broadcasters’ defense would have been laughed off the podium. Now things have changed.

Mr. Schmick made his speech in a week that also produced FCC orders specifying issues on which license renewals for KRON-FM-TV San Francisco, owned by the San Francisco Chronicle, and WCCO-AM-TV Minneapolis, linked in ownership with the Minneapolis Star and Tribune and the St. Paul Dispatch and Pioneer Press, had been set for hearing. He referred in his speech to the earlier lifting of the license of WHDH-TV Boston, owned by the Boston Herald-Traveler. It is understandable that Mr. Schmick would feel some sympathy for the principals in those cases. He is publisher of the Baltimore Sun which is associated in ownership with WMAR-FM-TV Baltimore and WBIC-AM-FM-TV Salisbury, Md.

It is also understandable that a good many members of Mr. Schmick’s audience listened intently to his remarks. All told, some 400 newspapers are linked in ownership with radio or television stations. All of those holdings have been made less secure by recent decisions of the FCC.

In deciding to give WHDH-TV’s facility to a rival applicant without other media holdings in Boston and in setting KRON and WCCO for hearing on, among other issues, the question of combinations of media control, the FCC is making standards by ad hoc proceedings. Case by case it is writing the kind of administrative law that more properly is the responsibility of Congress.

Mr. Schmick is, of course, correct in pointing out that Congress has passed no law disenfranchising newspapers from broadcast ownership. He would have been equally correct if he had recalled that the Congress had as much as forbidden the FCC years ago to disqualify newspaper applicants for broadcast facilities. The question now is whether the publishers and broadcasters, acting jointly, can persuade the Congress to establish broadcast-ownership policy in an orderly way.

There is no doubt that they have the power to do so, if they exercise it wisely. Neither is there doubt that they are owed a sympathetic audience in the White House, which has the power to make personnel changes that could bring the FCC back under rational control.

Closing the gap

It would be hard to imagine a more useful service for disk jockeys to perform than the one assigned to them last week by Charles (Bud) Wilkinson, special consultant to the President, and John Finlator, associate director of the Bureau of Narcotics and Dangerous Drugs. The DJ’s were asked to join in the effort to reduce the use of drugs by the young.

The plan, as described elsewhere in this issue, is to enlist all kinds of DJ’s using all kinds of formats in an informational campaign. As the Messrs. Wilkinson and Finlator explained, a favorite disk jockey may be in closer communication with the young than parents or teachers or other adults. Indeed, said Mr. Wilkinson, the DJ’s have a “unique relationship” with the youth of America.

The plan is to be executed by state associations of broadcasters, the National Association of Broadcasters and the Advertising Council. Along the way the professional advice of the DJ’s themselves will, we trust, be solicited.

Gravy train

Recording artists and producers are pursuing their campaign to get a form of copyright protection for their work. If they succeed, they will be paid royalties for the broadcast of records as composers and publishers are paid now.

In the Senate, where copyright revision is now under consideration, the performers and manufacturers have attracted strong support. Senator Harrison Williams Jr. (D-N.J.), who has been their man all along, has introduced a proposal to fix their royalties at 3.5% of the broadcasters’ gross receipts and has claimed support from a number of influential colleagues (Broadcasting, April 14).

There are still some senators whom the performers have so far failed to beguile. One is Senator John L. McClellan (D-Ark.), chairman of the Senate Copyright Subcommittee, who has said he has reservations about the Williams bill. These senators and others who are still uncommitted must be made aware that there is no justification for the expansion of a copyright law to include performances and reproductions along with original works.

Artists can now make fortunes from the sales of a hit record, and those sales, it is not irrelevant to mention, are largely stimulated by exposure of the record on the air. Nonfeatured musicians are well paid for their performances on records, in accord with contracts worked out by their union. The record manufacturers must be doing well. If they were not, there would not be so many of them. None of the petitioning interests are subjected to a hardship that needs to be corrected by doubling the broadcasters’ music-royalty bill.
This month WRC-TV and the NBC Owned Stations launch a ten year project concerning life in the 70's. During May, we'll explore the quality of urban life—devoting more than 20 programs to the problems and changes our cities face in the coming decade. Virtually all of our regularly scheduled public affairs programs, a number of specials with NBC's Ron Nessen and a prime-time hour (produced jointly by all 5 NBC Owned Stations) will be dedicated to developing a better understanding of urban environment. We're taking an enormous amount of time in May . . . because we believe our viewers will take time to face up to the critical problems confronting our cities.
If you lived in San Francisco...

...you'd be sold on KRON-TV