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156 TV CARTOONS
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GANNETT moves to strengthen broadcasting division . . .

FOR IMMEDIATE RELEASE

ROCHESTER, N.Y. (GNS) -- Grover C. Cobb, who began a career in broadcasting as a college undergraduate in Kansas and rose to chairman of the board of the National Association of Broadcasters, has been named to a new post of Vice President/Broadcasting for Gannett Co. Inc., Rochester-based national communications group.

Paul Miller, president of Gannett, announced Cobb's appointment, effective in August.

"We searched the country for a man of national stature and proved leadership ability to direct further improvement and expansion.

"Under Grover Cobb, broadcasting will be an increasingly important part of our total operations."

The Gannett Group has radio and television facilities in Rochester and Binghamton, N.Y.; radio stations in Danville, Ill. and Cocoa, Fla., and recently announced agreement to sell its television station in Rockford, III.


In addition to this role as board chairman of NAB in its Washington headquarters, Cobb, 47, is vice president and general manager of radio station KVGB in Great Bend, Kansas, and an officer and director of two banks.

He is secretary-treasurer and director of radio station KLSI in Salina, Kansas, and president of Cobb and Associates Inc., which operates cable television systems in three Kansas communities.

GANNETT CO. INC.
Newspapers/Radio/Television • Rochester, New York
Man's Journey: From Genesis Through Tomorrow

Broadcasters should be aware of an historically significant half-hour program filmed in Houston this past April at the semi-annual meeting of the National Conference of Catholic Bishops. It is an unprecedented dialogue between the press and the hierarchy of the Catholic Church in America.

Capital Cities Broadcasting Corporation documented it in "Man's Journey: From Genesis Through Tomorrow." The color program is available free from us or by contacting the National Catholic Office For Radio and Television (NCORT).

ktrk-tv
Houston, Texas
Capital Cities Broadcasting Corporation
Represented by Blair
Alert and running, Channel 8 should be the first choice in this high-ranking market. It delivers more viewers than all other stations in the market combined*. Its out-front 40% color penetration* rounds out its splendid sales potential for your products.

WGAL-TV
Channel 8 • Lancaster, Pa.
Representative: The MEEKER Company, Inc,
New York • Chicago • Los Angeles • San Francisco

*Based on Feb.-Mar. 1969 ARB estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.
Girl talk

Latest prospect for one of those FCC vacancies: Congresswoman Charlotte T. Reid, 55, (Republican, Aurora, Ill.) who succeeded her late husband in House in 1962 and has been reelected each two years since. Mrs. Reid was featured vocalist (as Annette King) on Don McNeill's Breakfast Club out of Chicago, 1936-39. She's member of Important Appropriations Committee.

Only woman ever to serve on FCC was Frieda B. Henneck, Democrat of New York. Late Miss Henneck, lawyer, served from 1948 to 1955 and, while ardent and sometimes emotional crusader for educational broadcasting, she was highly regarded for excellence of her opinions—frequently in minority.

Buying time

There's growing belief among influential broadcasters that most realistic approach to cigarette problem may be phasing out of cigarette advertising while other advertising sources are developed as substitute. National Association of Broadcasters' codes could be used as phase-out instruments. For example, codes might set diminishing limits on proportion of youngsters in audiences eligible for cigarette placement—eventually reaching point at which virtually no program would be available. This kind of approach is expected to get serious study this week at meetings of NAB code boards (see story page 28).

Are cigarette makers beginning to count on early abandonment of broadcasting? That's question raised by heavy plunge into couponing by Liggett & Myers for Chesterfield, L&M, Lark, Duke and Oasis. It's recalled that after British cigarette makers were denied access to commercial television, they embarked on couponing spree as means of brand promotion.

Segregation

Whatever short-range outcome of armed truce between warring factions within National Association of Broadcasters over cable-television issue, long-range portent seems toward separation into two distinct groups—radio (representing essentially smaller, less affluent licensees) and TV. Latter might be built on base of Association of Maximum Service Telecasters. At least that's way some insiders are talking these days.

NAB's joint board of directors of 44 members is made up of 29 from radio and 15 from TV. MST which has had single purpose of protecting sanctity and coverage of television licensees, has only few conflicts among its members. NAB, on other hand, being mix of licensees at all levels in both aural and video, has been torn with internal conflicts trying to be all things to all people. Immediate crisis was averted at board meeting last month resulting in appointment of new top-level negotiating committee on cable issue, but if accommodation isn't reached in reasonable time, important people believe almost anything can happen and that search may be on for new leadership.

Gloom thickens

Supreme Court decision upholding FCC fairness doctrine could turn out to be even more troublesome for broadcasters than it seemed at first—and that was considerable. Commission officials are pointing to language in opinion which states that duty to provide all sides of controversial issue must be met by programming obtained at "licensee's own initiative if available from no other source." Some communications lawyers say this has always been part of fairness doctrine and adds nothing new. But commission officials say FCC has not used language like that in explaining licensee's fairness obligations at least since 1964.

In case that year involving WRAL-TV Raleigh, N.C., commission held that station was meeting fairness obligations in connection with its editorials if it broadcast tagline inviting persons who disagreed to send views, and if it mailed copies of editorials with invitations to reply to appropriate spokesmen for opposing views (Broadcasting, Aug. 3, 1964). Commission's general counsel's office is preparing memorandum designed to apprise commissioners of any changes opinion might require in fairness policy.

Where to start

One of thousands of addressees who got fund-raising letter from Thomas P. F. Hoving's National Citizens Committee for Broadcasting (Broadcasting, June 23) was Armisted J. Maupin, prominent attorney of Raleigh, N.C. Mr. Maupin, noticing friend's name on Hoving committee membership, wrote as follows to Jonathan Daniels, editor of Raleigh News and Observer:

"Dear Jonathan: I have today received a letter from the National Citizens Committee for Broadcasting, which claims to seek to clean up the airways. Your name appears on the letterhead as a member. Don't you think you could better spend your time cleaning up the News and Observer?"

Open for business

While FCC will encourage employees and commissioners to take vacations during normally slow summer, there won't be formal recess this August as in some years past. FCC Chairman Rosel Hyde, who banished so-called "August hiatus" when he assumed chairmanship in 1966, concluded there could be no recess when there are backlogs. Meetings will be held for balance of summer whenever necessary, with expectation that at least quorum (four) of FCC members will be available.

On the trail?

House Investigations Subcommittee staffers appear intrigued with twists and turns in commission's handling of WPIX-TV New York (see page 60). Few weeks ago they picked up all commission documents related to proceeding—presumably including those touching on staff renewal of WPIX, filing of competing application of Forum Communications Inc., and Commissioner Nicholas Johnson's disclosure of letter charging news distortion on part of WPIX—of which occurred on May 22 (Broadcasting, June 23).

Since then three House investigators made at least one other visit to commission. They questioned various staff members and presumably Commissioner Johnson, in effort to sort out what happened when, and why. Question investigators' interest raises but doesn't answer is whether Investigations Subcommittee, which has taken pleasure in roasting commission in recent past, will hold hearings on WPIX case.

Spot angel

Another example of growing interest of advertisers in sponsorship of syndicated television series on national or regional basis is financing of pilot by American Dairy Association, Chicago, of projected youth-oriented weekly variety program, Something Else. ADA's plans are to sponsor half-hour series in about 100 markets if pilot lives up to expectations. Petersen Productions, Los Angeles, is producer. ADA agency is Compton Advertising, Chicago.
The John Hancock Mutual Life Insurance Company is owner-developer of John Hancock Center.

The John Hancock Center, soaring 1,000 feet above the city. Tall testimony to Chicago's restless, daring drive to innovate. Elevate. Get things done in a big way. This, in all ways, is the credo of WGN Television. No wonder, then, that our transmitting antenna will top the Hancock Building. No wonder we continuously search for new ways to serve our city even better. So in the future, as in the proud past, we can say with pride...

WGN IS CHICAGO
the most respected call letters in broadcasting
A WGN Continental Group Station
CBS readies grand entrance for Merv Griffin, network's entry in late-night viewing derby. Contest for supremacy with NBC, ABC escalates as Carson's salary is upped, Bishop is backed all the way. See...

Struggle for late-night survival...23

Cigarette issue is squarely in lap of NAB radio-TV code boards this week, with Senate, tobacco industry and regulatory agencies watching. FTC, meanwhile, holds hearings on so-called 'death' warning in advertising. See...

Can codes save cigarette billings?...28

American Advertising Convention in New York hears of plans for advertising to forge stronger links with public, improve relationships with government. Delegates told of urgent need for effective self-regulation. See...

AAF theme: Let the buyer be told...36

License renewal application of Triangle's WFIL-TV Philadelphia challenged by Milton Shapp, former head of Jerrold Electronics, who alleges concentration of media control, 'news monopoly.' See...

Shapp wants WFIL-TV license lifted...42

FCC should leave regulation of CATV licensing and franchising to state and local authorities, AT&T says in written comments on commission's inquiry into telephone company-CATV relationships. See...

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Appellate court upholds FCC import-rule waiver despite reservations about vagueness of commission's order. Present tangle of CATV regulation necessitates "flexible standard of judicial review," court says. See...

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Article in 'Harvard Law Review' sees FCC's action in WHDH case as 'lurch to left' which is 'neither just nor constructive.' Law professor says decision jeopardizes multimedia-owned stations worth $3 billion. See...

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U. S. Advisory Commission on Information says government stints on information services; urges larger budget and voice for USIA, more influence for agency in foreign policy decision plans. See...

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Senator McClellan urges agreement among broadcast, CATV interests on cable regulation by Aug. 31; NCTA's Ford, in reply letter, says that's 'ample time'; new NAB committee ponders its next move this week. See...

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WPIX(TV) letter instrumental in FCC's decision to set aside station's license renewal is released by commission. Station news producer rebuts most of allegations of news distortion by former employee. See...

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Broadcasting

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At WPIX, we New Yorkers are trying to make everybody care about a city that's fouled by air pollution, full of rats, burdened by welfare and torn by student riots.

Are we asking too much?

We want every New Yorker to think of our city not as a big, inhuman machine — beyond anyone's power to change or influence — but as a community.

With problems, sure. But ones we New Yorkers can understand. And do something about.

So every month we pick out 200 different community leaders. We ask them what concerns them about our city.

And they reply to us:

“What makes Hippies?”
“What can we do about crime in the streets?”
“Dope addicts — what can we do?”

These become our subjects on “New York Close-up.” A half-hour prime time program produced by WPIX each week to create a dialogue between the experts and their fellow New Yorkers.

We hope this dialogue will bring a new understanding of our community, and a new community spirit. With New Yorkers working together to make their home a place to be proud of.

We don't think that's too much to ask.

Nobody does more for New York than we New Yorkers.

WPIX-TV NEW YORK
Back to courtroom
FCC and WLBT(TV) Jackson, Miss., will ask U.S. Court of Appeals for District of Columbia today (July 7) for rehearing of case in which court ordered station’s license vacated (BROADCASTING, June 30).
Both parties will also suggest that court rehear case en banc—that is by all nine members—instead of by panel that heard case originally.
Member of that three-judge panel is new chief justice, Warren E. Burger, who wrote opinion thunderously dismissing commission's fairness doctrine. Case involves charges of fraud or deception against group-owner of United Church of Christ that station was guilty of racial discrimination in its programming.
If, appeals court denies parties' request for rehearing, it is assumed WLBT, and possibly commission as well, will appeal case to Supreme Court.
In requesting rehearing, commission is expected to argue that case should be remanded for further proceedings in light of views expressed in court opinion. Commission will argue court should not have taken extraordinary step it did of taking decision out of commission's hands.
WLBT is expected to assert that court had reached incorrect conclusion and should have affirmed commission decision granting renewal of license.

Gardner gets Rexall
Rexall Drug Co.'s $5.5 million account, which had been at BBDO, Los Angeles, since 1946, has been shifted to Gardner Advertising, St. Louis. About $3 million billings are in broadcast.
BBDO resigned account because Rexall, now Los Angeles-based firm, plans to move headquarters to St. Louis and BBDO does not have office there.
BBDO spokesman said study showed Rexall could not have been handled "efficiently or profitably" from Los Angeles.

State looking at Ohio Radio
Ohio's Commerce Department on Thursday (July 3) suspended stock sale permit of group-owner Ohio Radio Inc. pending outcome of investigation into charges of fraud or deception in firm's disposition of funds from public sale of stock. Hearing on charges has been scheduled for July 14.
Ohio Radio chairman is state's former Governor Michael DiSalle, and president is Robert W. Rieder. Firm is licensee of WAWW-FM Bowling Green; WTKN-FM Kenton; WLKR-AM-FM Norwalk, and WWRR-FM Port Clinton, all Ohio, and has option to purchase one-third of Cleveland UHF, WOAB(TV).
State charges that firm violated agreement on which its stock sale permit is based, by failing to use funds for debt retirement and payment of other obligations as it had promised.

Private eyes at work?
Key witnesses in KRON-FM-TV San Francisco license-renewal hearing want FCC to inquire into whether licensee, Chronicle Publishing Co., has hired private investigators to harass them.
Albert Kihn, former cameraman at KRON-TV, and Blanche Streeter, former Chronicle employee who is party to one of three antitrust suits filed against company, have asked that hearing issues be enlarged to include one providing for such inquiry.
Mr. Kihn and Mrs. Streeter say investigators have been checking into their backgrounds and interests. Mr. Kihn said his ex-wife and his present wife's husband have been questioned. Mrs. Streeter said her investigator has talked to ex-mother-in-law and former husband. Mr. Kihn, in addition, says he has been followed by radio-equipped cars at times.
Mr. Kihn and Mrs. Streeter, whose charges figured importantly in commission decision to hold hearing, says alleged harassment began after hearing order was issued, on March 20.

FCC gets thank-you note
Fred J. Cook, writer whose complaint to FCC triggered case, has added friendly postscript to Supreme Court decision upholding constitutionality of commission's fairness doctrine.
Mr. Cook sent commission copy of letter in which he declined, with thanks, offer of free time made by WGBB Red Lion, Pa., to respond to attack made on him over station in November 1964. Until landmark decision, WGBB had maintained commission had no authority to require free time for reply.
In covering letter to commission, Mr. Cook expressed his gratitude to commission and its staff "for seeing that I received equal time in this case and for fighting the case to the U.S. Supreme Court."
Court's ruling, he added. "should remove all doubt from the mind of any radio station owner of what he should do in cases like this in future, and it should be extremely beneficial to others who find themselves in similar situations."

The Rev. John M. Norris, who owns WGBB, wrote Mr. Cook on June 19, 10 days after Supreme Court decision in case, offering him 15 minutes more than he had requested.
In declining offer, Mr. Cook cited passage of time; "I cannot see much point at this late date in raking up and rehashing the entire episode." He also noted that other stations that had carried attack, in syndicated broadcast of Billy James Hargis, had long since provided him time—some after being directed to do so by commission.

Ex-PBL staffer got letter
Letter which figured prominently in FCC decision to set aside license-renewal grant to WPX(TV) New York was originally sent to Arthur Alpert, former TV producer and writer.
Nancy McCarthy, former WPX(TV) news staff member who wrote letter, divulged her name Thursday (July 3), after commission released letter, although with salutation blanked out.
Mr. Alpert was with Public Broadcasting Laboratory in December, when he received letter which accused station of distorting news by—among other things—using mislabeled film clips (see page 60). He forwarded copies to FCC Commissioner Nicholas Johnson and members of Congress.
Miss McCarthy identified Mr. Alpert as friend to whom she sent letter after indicating she had been embarrassed by commission releasing her letter without deleting names of three former colleagues whom she had mentioned as being in sympathy with her views.
Two of those former colleagues endorsed her letter Thursday, Colin Gibson, now writer with WNEW-TV New York news, said letter is "substantially correct" but declined further comment in view of continuing commission investigation of matter.

Jerry Nadel, news editor at WINS New York, said he had no part in sending letter to commission but that after it leaked he did not deny charges against WPX because "I wasn't about to sit by and see anybody debase my profession."
He also said he and colleagues tried three times to settle differences with management, but failed. He said he left WPX when he felt that what he and associates considered bad journalistic practices were not going to be remedied.
Jim Fusca, only one of four still with WPX, was one who did not share others'
Week's Headlines

Ned Doyle, one of three founders of Doyle Dane Bernbach, New York, will retire Oct. 31. He has already turned over title of chairman of executive committee to Maxwell Doyle, a fellow founder. Mr. Doyle will hold honorary title of founder, and will remain on board. He was advertising manager of Look Magazine (1937-42); and VP, account executive at Grey Advertising 1945-49, when he left to help form DDB. Company, meanwhile, is purchasing 173,389 shares of common stock, from Mr. Doyle, his wife, Doyle Foundation and other family trusts to have shares available for its acquisition program. Agency said Mr. Doyle will retain "substantial block" of stock in DDB.

Roland Smith Tremble, VP for financial planning, General Signal Corp., New York, elected to new corporate ABC position of financial VP. Simon B. Siegel, executive VP, ABC Inc., said Mr. Tremble's selection "is part of present and long range reorganization plans that we have placed into operation." Under those plans, Martin Brown and John H. Regazzi, respectively treasurer and comptroller of ABC Inc., will report to Mr. Tremble. Mr. Tremble has also held executive posts with Consolidated Electronics Industries, Philips Electronics and Pharmaceutical Industries Corp.

Gordon Davis, VP of Westinghouse's KFWB Los Angeles, named area VP, Los Angeles, by Westinghouse Broadcasting Co. Arthur A. Schreiber, assistant general manager of KFWB, was named general manager. Serving Westinghouse in many capacities, Mr. Davis has been at KFWB since March 1968. Earlier, he was VP for news in New York, and general manager of WBC's KYW Cleveland (now WKYC), and WIND Chicago. He was also general manager of WBC Productions Inc.

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

sentiments. He said that he had not seen letter but understood incidents it describes predated his arrival at WPXI, in second week of October, and so disclaimed knowledge of them. He also said that, at request of Miss McCarthy, he had offered number of suggestions for improvements in handling news—and saw "nine-tenths" of them accepted sooner or later, in one form or other.

He said differences he has had with superiors are of kind to be found in most news rooms—and he insists he was never asked to do anything unethical.

News award goes to WHDH-TV

WHDH-TV Boston was honored as "top TV newsfilm station of the year" Thursday (July 3) at annual convention of National Press Photographers Association in Miami. Steve Stanford, ABC-TV news bureau, Miami, named by NPPA as "newsfilm cameraman of year" for second time.

Ernie Crisp, WFMB-TV Indianapolis, elected NPPA president succeeding Sam Pierson of Houston Chronicle. NPPA has total membership of 3,700 of which 497 now are TV newsfilm cameramen, group's fastest growing category. Mr. Crisp is only second broadcaster to head organization. Jim Bennett, KTVN-TV Denver, was president some years ago.

Q and A for Apollo flight

ABC-TV will take advantage of 30 hours of continuous coverage of Apollo 11 moon landing to make own survey of who is watching network's feed. Network will be accepting call-in questions from viewers with answers being given by newsmen and space experts.

From noon Sunday, July 20, to 6 p.m. Monday, July 21, viewers will be able to make local calls, which will go directly to network's New York Apollo flight headquarters.

Callers will be asked names and addresses, and youngsters will be asked ages.

NCTA after phone Co.'s.

National Cable Television Association last week expressed fear that certain telephone companies are abusing control over coaxial cable.

NCTA, in comments on FCC inquiry into CATV-phone company relationship (see page 48), singled out General Telephone and United Utilities as being especially aggressive in acquire outright ownership of CATV systems and requiring independent systems to use lease-back rather than pole attachment arrangements in effort to discourage competition. If FCC decides two companies should be permitted to continue CATV operations, NCTA said, stringent controls should be maintained.

Generally, NCTA recommended that telephone companies be allowed CATV activity only if it is shown that they are not engaged in unfair competition. It said ample notice in trade magazines, newspapers should be required when companies apply for certification to operate CATV channel, to give independent competitors opportunity to demonstrate such operation is not in public convenience or necessity. Also, it said, certification should be denied to companies without previously obtained local authorization for franchise.

NCTA also said any telephone company refusing to permit independent CATV company use of community poles, as it alleges General and United do, should be "barred from CATV operations."

W7 takeover tomorrow

Kinney National Service Inc. and Warner Bros.-Seven Arts announced Thursday (July 3) that closing of transaction to merge W7 into Kinney is scheduled for Tuesday (July 8) in Edmonton, Alberta. Date was set following Internal Revenue Service ruling that acquisition will constitute tax-free transaction.

G. R. Swift dies at 57

Funeral services were to be held last Friday (July 4) for G. Richard Swift, 57, vice president of Doubleday Broadcasting and general manager of KROD El Paso, who died of cerebral hemorrhage. Mr. Swift spent 15 years with CBS, last part as manager of WCCN New York, was later with Bolling Co., station representative, joined KROD in 1964.

Back in business

Atlantic satellite service, which had been knocked out Sunday (June 29) before investiture of Prince Charles, was more than 90% restored by last Thursday (July 3), according to Communications Satellite Corp. (see page 54). Comsat said 470 circuits were available excluding Puerto Rico, compared with 504 circuits under normal conditions.

Of 470 circuits, Early Bird was providing 300 while Atlantic Intelsat II was providing 170. Comsat brought Early Bird back into service when revolving antenna on Atlantic Intelsat III locked into place. Comsat is expected to launch another satellite in Intelsat III series to replace its malfunctioning satellite.
A new series of twenty-six one-minute featurettes based on patriotic and inspirational themes from America's musical heritage — produced and distributed without cost as a public service of STORER BROADCASTING COMPANY. ☆ ☆ ☆ A tape copy of the series may be obtained free of charge by any broadcaster who writes to Storer Broadcasting Co., 1177 Kane Concourse, Bay Harbor Islands, Miami Beach, Florida 33154.
WDBO-TV's new antenna and transmitter facility delivers the greatest television coverage in Central Florida. From its lofty tower 1,549 feet above sea level, the antenna beams a clear, powerful signal into 376,000 TV homes in the metro triangle of Orlando, Daytona Beach, and the Cape Kennedy area.

The new tower — the tallest structure in Florida — puts more power into your advertising messages as it adds 75,000 more TV homes in both the Grade A and Grade B coverage areas of WDBO-TV. Tower Power programming—highly rated WDBO-TV and CBS shows — provide the right atmosphere and audience for your advertising.

*TV Homes based on American Research Bureau estimates of U.S. TV Households, Sept. '68 - Aug. '69

Aug. 14-16 — Annual convention, Rocky Mountain Cable TV Association, Durango, Colo.


Aug. 18 — Deadline for reply comments on FCC's proposed rule that would ban radio- TV cigarette advertising. Previous deadline was Aug. 7.


Aug. 26 — Annual stockholders meeting, Rollins Inc. Atlanta.


Datebook

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

### July


**July 10** — Special stockholders meeting. Films Inc. Hotel Berkshire, New York.


**July 14** — Deadline for comments on FCC's proposed rulemaking on chances in station identification requirements for TV transmitters of more than 1 w power.

**July 17** — Deadline for comments on FCC's proposed rule that would ban radio TV cigarette advertising. Previous deadline was July 7.

**July 18** — Board of directors meeting, Institute of Broadcasting Financial Management, WGN Continental Broadcasting Co. Chicago.

**July 18** — Deadline for reply comments on FCC's proposed rule relating to application of telephone companies for Section 214 certificates for channel facilities furnished to affiliated CATV systems.

**July 19** — Radio-Television News Directors Association regional conference. Duluth, Minn.

**July 20-22** — Annual summer convention of South Carolina Broadcasters Association. Latal Inn, Fripp Island.

**July 21** — New date for oral argument before FCC on its proposal to prohibit networks from owning or controlling more than 50% of their non-news prime-time programming, and to limit their participation in syndication activities. Previous date for oral argument was May 15.

**July 21-22** — Hearings before Senate Subcommittee for Consumer, on bill (H.R. 5643) to extend until 1975 present prohibition of required health warnings in cigarette advertising, and to prevent regulatory agencies from further regulation of such advertising. Washington.

**July 24** — Deadline for reply comments on FCC's proposed rulemaking on changes in station-identification requirements for TV translators of more than 1 w power.

**July 30** — Special stockholders meeting. Foote, Cone & Belding to vote on corporate structure changes. Sheraton-Chicago hotel.

### August

**Aug. 1** — New deadline for comments on Part Five of FCC's notice of proposed rulemaking dealing with CATV policy. Previous deadline was June 16.


**Aug. 6-7** — Continued hearings before Senate Subcommittee for Consumer, on bill (H. R. 5643) to extend until 1975 present prohibition of required health warnings in cigarette advertising, and to prevent regulatory agencies from further regulation of such advertising. Initial hearings are scheduled for July 21-22, Washington.

**Aug. 14-16** — Annual convention, Rocky Mountain Cable TV Association, Durango, Colo.


**Aug. 18** — Deadline for reply comments on FCC's proposed rule that would ban radio- TV cigarette advertising. Previous deadline was Aug. 7.


**Aug. 26** — Annual stockholders meeting, Rollins Inc. Atlanta.


### September

**Sept. 5** — New deadline for reply comments on all portions of FCC's CATV rules except certain sections dealing with origina- tion, diversification and reporting requirements. Previous deadline for reply comments was July 2.

**Sept. 5** — New deadline for reply comments on FCC's further notice of proposed rulemaking issued May 15, in which commission revised certain sections of its earlier pro- posed rulemaking dealing with CATV policy. Previous deadline for reply comments was July 18.


**Sept. 11-13** — Annual fall convention of Louisana Association of Broadcasters, Monteleone hotel, New Orleans.

**Sept. 11-13** — Annual fall meeting of Minnesota Broadcasters Association. Holiday Inn, Duluth.


**Sept. 18-20** — Annual broadcasting symposium, sponsored by Grow on Broadcasting, Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

**Sept. 22-23** — Annual National Broadcast Editorial Conference. Detroit.

**Sept. 23** — Annual meeting of Radio-Television News Directors Association of Canada. Detroit.

**Sept. 23-25** — Annual fall meeting, Pennsylvania Community Antenna Television Association. The David Mead, Meadville.


**Sept. 26-27** — Annual fall meeting of Utah Broadcasters Association. Rodeway Inn,

The Outlet Company

Orlando, Florida

Represented by Edward Petry & Co.
People forget that America was born poor

If Americans take a lot for granted, it’s only natural. We’ve forgotten how far we’ve come.

Think back. With few exceptions, the people who came to America were those lacking in wealth, education, or highly developed skills. Many had been denied opportunities because of their religious or political beliefs. Or simply because they were poor.

Nothing happened overnight. Generations of American people worked themselves to death just eking out a living in this country. The skills came painfully. And, at the expense of luxuries, people saved a little of what they earned. It wasn’t much. But it was enough.

When Drake struck oil in Pennsylvania in 1859, people used their skills and savings and turned the flow of oil into a torrent. Oil and gas discoveries spread throughout Pennsylvania. Then west to Texas and beyond. America had brought in one of its most precious resources—the fuel to ignite our industrial revolution.

It was the development of resources such as oil and gas that led to the creation of Republic Steel Corporation. Today, Republic tubular products reach deep into the earth for oil and gas, pipeline them cross-country, help to refine thousands of fuels, lubricants, and petrochemicals.

Serving so many American businesses and industries, we can see the importance of oil and gas to the prosperity of this nation. Think back, Picture America as it was.

You Can Take the Pulse of Progress at

REPUBLIC STEEL
CLEVELAND, OHIO 44101
Salt Lake City.
Sept. 28-30—Annual fall meeting of Nebraska Association of Broadcasters, Holiday Inn, Grand Island.

San Mo. 64105; details you, and we'll afford

October

Oct. 1—New deadline for reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Aug. 14.


Oct. 2—Japan Electronics Show, Electronic Industries Association of Japan, Osaka.


Oct. 9-11—Meeting of International Film, TV Film and Documentary Market, Milan. Italy. Trading on worldwide scale. For information and bookings, contact MIPEF—Largo Domodossola 1, 20145 Milan, Italy.

Oct. 11-12—Annual fall convention of Texas Association ofBroadcasters. Koko and Villa inns, Lubbock.


Carolina Association of Broadcasters. Nell House, Columbus.

Nov. 29-31—Annual fall convention of Illinois Association of Broadcasters. Drake-Oakbrook hotel, Oakbrook.

November

Nov. 5-6—Association of National Advertisers workshop. DeMonton's hotel, New York.

Nov. 9-12—Annual convention, National Association of Educational Broadcasters. Sheraton-Park hotel, Washington.

Nov. 9-12—Annual seminar of Broadcasters Promotion Association. Marriott motor hotel, Philadelphia.


Nov. 21-Annual fall management seminar, Kansas Association of Broadcasters. Ramada Inn., Lawrence.

December


The announcements were received from the following sources: BROADCAST ELECTRONICS, INC., Peachtree, N.E.; Tape Timer with minute and second calibration optional and extra. Installed on winder as accessory. TP-1A is $99.50, with Tape Timer $114.50. Write or wire for complete details.

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It was cable customers only

EDITOR: Re your story, "Back to Negotiations on Cable" in the June 23 issue, the quotation of Bruce Hebenstreit's letter about the Los Angeles stations' share of audience in Bakersfield may leave readers with false impressions. His letter to the industry claimed a 66% share of Los Angeles stations in Bakersfield [in prime time] but failed to qualify it as a figure from a survey of CATV homes only.

Actually the regular ARB of November 1968 shows "outside viewing" in the Bakersfield market to range from a low of 12% 9-10 p.m. to as high as 24% 5-7:30 p.m. What percentage of the "outside viewing" is to Los Angeles signals via CATV is not known since there has always been some penetration of Fresno and Los Angeles signals off-air.—Kenneth R. Croes, vice president-generat manager, KERO-TV Bakersfield, Calif.

(BROADCASTING's story was careful to explain that the survey quoted by Mr. Hebenstreit, of KGEG-TV Albuquerque, N.M., was confined to "cable customers.")

Defines charity

EDITOR: If by [your June 23 headline] "Charity Toward None" you meant no back-petting or bouquet-throwing, there was none at the National Conference of Christian Broadcasters. Our charity is a different brand. Without malice we will keep supplying communities and their stations with more than 60,000 individual programs this year—in many formats and on many subjects. And we want our industry (communication and media) to be profitable—if it can be prophetic, as we hope. We expect it to grow mature enough to welcome the wild flowers of knowing criticism in the field of broadcasting, as well as the nosegays of approbation.—Lois J. Anderson, director of promotion and distribution, National Council of the Churches of Christ in the U.S.A., New York.

(The story concerned with the headline was a report on the NCCB seminar in New York where critics of broadcasting were unreservedly just that.)

Competitors but friends

EDITOR: There IS good will and friendly comradeship between broadcasters in the same market.

As stated in BROADCASTING, June 16, George H. Haskell, Wayne McIntosh and Leslie Proctor, veteran employees of KNEB AM-FM, Scottsbluff, Neb., have purchased the station.

Les Hilliard and Russ Hilliard, owners and operators of KOLT Scottsbluff, purchased time on KNEB to extend their best wishes. The announcements were also broadcast on KOLT.—George H. Maskell, general manager KNEB AM-FM Scottsbluff, Neb.

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Struggle for late-night survival

NBC ups Carson's salary, ABC vows to back Bishop as CBS prepares splashy introduction for Griffin

Within the next couple of weeks the CBS Television Network will begin broadcasting a series of promotional spots with the theme, "Give the kid a break." The spots' stars, ranging from comedian Jackie Leonard to movie siren Raquel Welch, will be drumming up audience for the new Merv Griffin Show, which starts on the network Aug. 18.

It is the opening public gun in what may come to be known as the great late-night desk-and-couch war. Already the preliminary strategy and maneuvering have been on for some time—especially in such network areas as production planning and sales—as CBS for the first time joins head-on competition with ABC and NBC for the increasingly lucrative post-prime-time audience.

Even livelier than the backstage scrambling has been the industry speculation. Is CBS, far from "giving the kid a break," instead leading him—and possibly itself—to some sort of drumming against well-entrenched opposition? Will CBS possibly destroy the tenuous balance of the entire late-night market by fragmentizing existing audiences with a glut of similar programing on all three networks?

Could there come some stunned, silent night late next spring when a television viewer spins the dial only to find the hosts of the three network shows and their announcer/foils sitting mute, their couches empty with every articulate personality in the nation already gobbled up in the devouring scramble for glib guests?

The questions have been mounting since CBS announced last August that it was signing Mr. Griffin to a six-year contract after the entertainer reached an impasse in negotiations with Westinghouse Broadcasting Corp.'s subsidiary, WBC Productions, for which Mr. Griffin had been doing a similar talk show in syndication for three and a half years (Broadcasting, Aug. 12, 1968.)

At the time, CBS-TV officials said they long had been under pressure from affiliates to provide a late-night network service to replace the venerable feature-film shows on individual stations. While acknowledging the increased pressures of feature-film shortage and the flood of prime-time movies, many observers continue to question the wisdom of settling on live entertainment programming that so closely resembles that of the competition.

The only answers that count, so far as the network is concerned, will have to wait until the competition is met on the air and audience and advertiser reactions are in. But as the opening blasts are prepared for firing, there is a wealth of logistical data that Broadcasting has studied, and there are the postures of the combatants themselves on the eve of their fight, that give some indications of how the campaigns may go.

Everyone—including Mr. Griffin—concedes that it is the newcomer who will have to worry, at least in the opening rounds. "All of these shows are habits," he acknowledges. "We know it takes time to build a steady audience, and unfortunately, NBC has an 11-year jump on us." But to balance this he maintains that "CBS is in business to stay, from the look of things," and he cites the network's heavy initial investment in the show and what he terms a "firm first two years of my contract to get off the ground."

Pushing up the starting date of the Griffin show to Aug. 18—several weeks before the rest of the new-season schedule begins—was an obvious effort by CBS to get a head-start in an uphill fight. "That's our biggest advantage, really," says Mr. Griffin. "We'll be able to take advantage of heavy promotion without getting all mixed up in the new season."

And it is obvious that by starting as number three, Mr. Griffin is going to have to try harder: For a while, at least, no vacations, no cancellations of the show unless for major news or public advertising (at present asking prices of $17,000 a minute) in Mr. Carson's Tonight Show each week to break even on the star's overhead. There are positions for 36 network minutes a week. NBC is sold out through third quarter.

Johnny Carson last week signed a new NBC contract that will pay him $23,000 a week in salary, insurance and deferred compensation. That means that NBC salesmen will have to sell roughly a minute and a half of national ad-
events. Although he does have the contractual right to refuse to do the program any night it is shoved behind its normal 11:30 p.m. NYT (10:30 p.m. West Coast time) schedule, Mr. Griffin says, "even if it is 10 minute late or a half-hour late, it is my intention to do the show."

Then, with a nod to Johnny Carson, he adds, "of course, maybe when I get into my fourth year I'll feel differently." As king of the late-night hill (see page 25), it is NBC's Tonight Show with Johnny Carson that would appear most secure in the new contest. In fact, with the aloofness that has become one of his trademarks, Mr. Carson refuses any discussion of his new competition, maintaining that the "Tonight Show will continue with business as usual—absolutely no changes."

Rivals point out that beneath the un-ruffled exterior, it is obvious that the Tonight staff keeps a close eye on what is going on all channels. They point out, for example, that since the CBS-Griffin contract was announced, NBC's studio 6-B, from which the Tonight Show originates, has been completely refurbished—for the first time since it was converted to color in 1960. It also is expected that Mr. Carson once again will journey to Hollywood before the start of the new season to herd through guest appearances of all the network's stars to the studio both as promotion and as competition against Mr. Griffin and ABC's Joey Bishop.

The Joey Bishop Show, in the middle of the post-prime-time squeeze, appears ready to battle as tenaciously as necessary. Winning a successful late-night position after two earlier failures and a long, tough battle for Mr. Bishop, the network has been highly vocal about its efforts to maintain its position in the 11:30 p.m.-1 a.m. slot.

One ringing evidence of this was the special fight talk given the ABC-TV network affiliates meeting in San Francisco by I. Martin Pompadur, vice president and general manager of the network (BROADCASTING, June 2). After noting the heavy opening attacks that could be expected from Mr. Griffin and Mr. Carson in the early fall, he pledged to keep the network slugging it out in late-night, successfully and profitably.

Mr. Bishop himself is even more forceful—and utterly candid—in assessing his position in the talk-show triangle. At the moment, he says: "The guy who has to worry is Griffin—just as I had to worry when I first came on. I've already experienced the competition. They act like we're not even on. But now, I'm established and Griffin is the guy who's gambling. It could be any tougher for me than it has been. Everything we've got we've had to work for."

At the same time, Mr. Bishop also acknowledges that from the standpoint of network backstopping, "quite frankly now, I think I'm in the least enviable position. The other networks have stables. On any given night, if Carson gets in trouble he can pull in anybody that NBC has: Debbie Reynolds, Andy Williams, Bill Cosby. Griffin can have Doris Day, Glen Campbell, Carol Burnett. My biggest draw would be Monty Hall. "Who's going to promote me?" Mr. Bishop says, "My wife's promotion is to give people a good show."

He also points out a lead-in disadvantage from prime time (prior to the 11 p.m. station-news bridge to latenight). "I've suffered because most of ABC's 10-11 p.m. shows are cancelled each season," he said. "I've never had a consistent audience inheritance. What kind of an inheritance did I get on Monday nights from Big Valley?"

In fact, Mr. Bishop also expressed acceptance of ABC's 1970 Monday night pro-football package—which could sometimes cut into his show. "I've got no inheritance now. Maybe I'll like pro football," he said. "This network really has gambled with me. They took a hell of a chance. I don't stand in judgment of whether they succeeded, but ABC tries. They really try—and they have the least safety to gamble. If they have one less gamble with football, that's fine with me."

Whether it was from pride or the desire to get a promotional jump on his rivals, it is interesting—although embarrassing to ABC officials—that Mr. Bishop recently announced on his show the third renewal of his contract as soon as it had been tentatively worked out with network officials. The contract, which expires Oct. 10, was renewed for 65 weeks, through January 1971. The public announcement was embarrassing for the network because it still required formal approval by the ABC board and most brass were caught unaware of it.

In evaluating the form sheets on how the three talk shows will stack up against one another, it is necessary to match how much each network has invested—or is gambling—on the board. In most areas, NBC's long-run Tonight Show is biggest.

The Tonight Show goes into the fall with about 190 stations lined up, down slightly from last year's 204. (Although there's no accurate count, presumably Mr. Griffin will take a few stations away from the potential for both Mr. Carson and Mr. Bishop, as CBS primary affiliates drop their secondary pickups of these shows in favor of their primary network's offering.)

The Bishop Show, which started slightly over two years ago with 44 stations, will have just over 160 this fall. Despite the Griffin competition, that's up from last fall's 156 stations.

Production staffs on both the Carson and Bishop shows maintain there are no changes in staff size for the fall. Carson is biggest, with 75 persons, including one producer, one associate producer, five talent coordinators, five writers, one director and one assistant director. The rest are secretaries and technical personnel—and Doc Severenssen's 16-piece orchestra.

Bishop is smaller, with one producer, five talent coordinators, three writers—one of whom doubles as associate producer—one production assistant, one director, one assistant director, only five office staff members, and Johnny Mann's 15-piece orchestra.

NBC sources estimate the Tonight Show budget at about $20,000 per night (on a five-night basis). The Bishop Show is slightly less, about $17,000-$20,000 per night.

The Griffin Show goes on with CBS sources now estimating it will run in the range of $110,000-$115,000 a week—about $22,000-$23,000 a night—the highest of the three. None of these figures includes the star's salary (see page 25).

Mr. Griffin will carry over his entire 20-member production staff from WBC Productions, with the addition of two writers (giving a total of three) and "slight extra secretarial help." His orchestra, under Mort Lindsay, also will come along, but enlarged from 11 pieces to 18.

Perhaps CBS's most significant investment in the Griffin Show has been in providing a setting for it. It has leased (for four years with a renewal option for two more) a legitimate Broadway theater—the Cort—and completely refurbished it, at a total claimed investment of $2 million.

Mr. Griffin insisted on the theater setting. He says that the network "argued strongly" with him to work out of CBS's broadcast-center complex on West 59th Street, removed from the Broadway area, but he held out "because I've seen the unemployment line and I don't want to stand in it."

He maintains that not only did he want "the feeling of a Broadway theater," but that the proper setting and mood for his audience are essential since he uses the audience a great deal in his show.

Mr. Griffin complains that he and producer Bob Shanks "went through every theater on Broadway; we can tell you how many toilets there are in every one." He says they settled on the Cort primarily because it has superior audience sight lines. "There's not a seat in the house that doesn't have a perfect view of the stage."

Use of the theater will give Mr. Griffin a larger live audience for his show each night. (Even in doing his
Facing new competition, Carson gets a raise

In the midst of preparations for the three-network late-night battle that will open next month, Johnny Carson last week received a new NBC contract and an adjustment in compensation that brings his pay up to an estimated $25,000 a week.

Mr. Carson, star of NBC-TV's "Tonight Show," will get more money, the show now brings in considerably more gross revenue for the network than it did two years ago when NBC "settled" differences with Mr. Carson and amended his contract. NBC estimates "Tonight" grosses $26 million a year. In 1967, the figure was put at $22 million.

The new contract is said to put Mr. Carson ahead of his rivals in personal reward. Joey Bishop on ABC-TV and Merv Griffin, who starts on CBS-TV next Aug. 18, have lump-sum deals under which they bring in their own shows. Unofficial estimates of what each may have left over for "salary" after paying production expenses range from under $10,000 a week to more than $20,000.

A New York Times report of the latest contract last week estimated Mr. Carson's weekly pay would be $75,000 to $85,000 a week, but NBC promptly and vigorously denied that it would even remotely approach that range—which would round out to $3.9 million to $4.42 million a year if true.

NBC refused to divulge a figure, but informed sources put it closer to $25,000 a week, including such benefits as insurance and deferred payments.

Before the 1967 salary upgrading to a reported $20,000 a week, Mr. Carson had been reputed to be getting approximately $15,000 a week, of which a substantial portion was assigned to cover expenses of his production company, which worked on the "Tonight Show." Since 1967, NBC sources said, the network has assumed all production costs of the series. Other sources said final details of the new deal may permit more of the production costs to be handled through Mr. Carson's company—now called Raritan Enterprises, in which former MCA chief Sonny Werblin is a partner—but that this decision would not affect his base pay.

Mr. Carson also receives 13 weeks' vacation a year.

NBC said its new contract with Raritan Enterprises was... "long-term." Sources there defined this as two to three years. Don Durgin, president of the network, said the new deal would continue into the 1970's. Mr. Carson took over "Tonight" in October 1962.

syndicated WBC show, he had about 150 turnaways per night from the 500-seat Little Theater, another Broadway house, and had some fans who lined up before noon to await a chance at a seat for the 6 p.m. taping.

The new CBS theater will seat 550 (up from 415 before refurbishing). Mr. Carson's re-done studio in the RCA building at NBC's Rockefeller Center headquarters now seats 264 (up from 234 pre-remodeling). Mr. Bishop's ABC-TV studio on North Vine Street in Hollywood seats 252.

In addition to Mr. Griffin's desire for a larger live audience, there is a significant sideline to his demand for an independent theater—and perhaps, to some extent, a factor in his sanguine attitude toward his network venture.

Mr. Griffin has a large individual investment in the operation: He has purchased a four-story building 50 feet from the theater. In addition to moving his own production company into offices on the second, third and fourth floors of the building and collecting rent, he will open a ground-floor restaurant, to be managed by Broadway restaurateur Vincen Sardi, plus a British pub-style "heavy drinking bar" in the basement (to be called "Pip's." after Arthur Treacher's nickname), and perhaps even a discotheque in the sub-basement.

With a studio audience of 550 fans five nights a week and all the free national plugs he wants to give himself on the show, even if his affiliation with CBS should run only the two "firm" years of his contract, Mr. Griffin stands to profit handsomely from his moon-lighting publican business.

For the audience that CBS cares about—at home—Mr. Griffin claims he has now received clearances from "a little over 90%" of the network affiliates. That would put him on the air with about 180-185 stations.

Last year, in WBC syndication, he had 142 stations, most of them in the afternnon, but the shows did well in the evening. Although he acknowledges the much greater prestige of network exposure, he maintains that he actually will be giving up "some audience" by going late night on CBS. To back up this contention, he cites his syndicated show's being among the top-10 rated programs in several cities where it played, a position he undoubtedly will lose, and in syndication, he actually had larger total audiences than Bishop or Carson.

Among the most frequently asked questions about the CBS late-night move is what it will do to audiences in that time period: Won't it fragmentize or even drive away some present late-night viewers?

Officials of all three networks say no. ABC and CBS both cite the fact that when the Bishop show first went on ABC two years ago, the Carson show audience actually increased slightly. Mr. Carson says it "placed more attention on the late show."

Explains Mr. Bishop: "The more important we make late-night talk shows, the more people will watch. If there's only one on, and it's not too exciting, a guy will come home, take a glance at it and switch to something else. But if there are three of us, one probably will have a guest list the guy finds exciting, so he'll say, 'maybe they're going to have Dean Martin on early' and watch it, or flip over to watch a guest he likes on another show for a few minutes. If you had one-third of the audience watching a movie, you lost them.'"

Thus says Mr. Bishop, "not only will the viewing public benefit, but in some ways it will make it easier for all of us."

Mr. Griffin maintains that much of his late-night audience will not be taken away from Mr. Carson or Mr. Bishop, but will be people who do not now watch late-night television; that there will be an increase in sets in use, just as there was when Mr. Bishop went on.

"Merv will attract a new audience," says Mr. Shanks, the Griffin show producer. "Non-viewers will come back as people follow him from his other time periods. This was shown when WNEW-TV New York moved him from the afternoon into the 8:30 p.m. time period."

There is another side to the question of what will happen to late-night audiences faced with three similar programs: What will make a viewer choose one program over the other two?

One answer has already been noted: the guests. But the primary factor in deciding which show gets what guests is tied to the same quality that executives of all three programs maintain attracts an audience: the individual personality of the host and the personality he imparts to his show.

The basics of all three shows remain the same: the desk and couch; the hosts' announcer/sidekick (Ed McMahon for Mr. Carson, Regis Philbin for Mr. Bishop, Arthur Treacher for Mr. Griffin); the previously noted bands and the hosts' wisecracking with them; the opening monologue; the calling out of guests one at a time to perform, then the couch bull session.

But staff members of each show claim there are very distinct differences in styles to the programs and, to some
extent, this is apparent on camera.

The Tonight Show remains the archetype of the genre. There is more actual talk and, perhaps, a bit more formality (Mr. Carson's rivals call it "stiffness").

Mr. Bishop's show is more informal and slanted toward physical performance and participation. "Our format is much more that of a variety show," says producer Jerry Frank. "We aim for 90 minutes of variety entertainment. By comparison, the other shows are very antiseptic. Our show is based on informality. We show the inside of the scenes and even the technicians wandering around. We try to give the people who are watching a feeling of being there.

"A lot of the greatest segments are when Joey brings his guest down into the audience for unrehearsed questions. And we try to get out and do things—remotes, a lot of movie premieres, for example; they're a pain in the neck, but we think people appreciate them because it gives them a feeling of being there and participating."

Mr. Griffin, too, claims an audience loyalty for his folksy style, and he claims it is a "younger, hipper audience" than that drawn by his two rivals. Asked what that means in terms of CBS's traditionally older, more rural viewing audience, Mr. Griffin replies that "while that may be true in certain periods, it's not true across the board—certainly not in that late-time period. And if it were, we'd change it."

Added producer Shanks: "We will not play to the little old lady in Dubuque unless she's a swinger."

Both the stars and production staffs of all three shows vociferously maintain that they will make no changes in their shows because of the increased competition this fall, nor make special pitches seeking to attract a particular audience segment.

While some ABC officials say Mr. Bishop books a higher percentage of certain performers such as country-style singers because research has shown they tend to appeal to his basic audience, Mr. Bishop not only denies this but charges that it is impossible to attempt programming a show such as his along demographic lines.

"You can't deliberately slant a show," he says. "For example, on Friday you could play all rock 'n' roll to get the large kid audience that's available on that night but it would lose all your adults. You also could have Cary Grant on tonight and James Stewart tomorrow, but then what would you do the rest of the week? You can't have a big name entertainer and then nothing."

There's no question there will be stiffer competition this fall for all kinds of guests, from big-name entertainers to obscure authors pushing some sensa- tional new book. The Tonight Show averages between five and six guests a night, or 1,300 a year. The Bishop show averages about four and a half guests a night.

Mr. Griffin expects to average between five and six guests a night—"that's slightly fewer than we've had in the past because now we will be doing more commercials, 18 minutes a night, where we were doing 15 minutes before."

Altogether, that means some 3,900 guests a year are going to have to be found to fill the three shows. To those accustomed to the supply-and-demand marketplace of television, it would appear that an immediate effect of the greater competition for performers and personalities would be to drive up their cost.

But all are paid the standard AFTRA minimum scale—$265. Even to go after the most desperately sought star, no producer would dare offer above this standard rate because to do so would be to open the floodgates to talent-fee demands.

Will there be enough bodies to circulate among the three couches, and who will get first crack at the choice ones? "There's no question battle lines will be drawn," says Mr. Griffin, "there will be a lot of 'your guests versus mine,' but that's a producers' battle."

Mr. Shanks, the producer who will have to fight this battle, says, "basically, it's going to be up to the talent in deciding what show they want to appear on. We all go after them differently, but if we want somebody, we will make an honest effort to get them first. There may be two or three times a week when we're all going after the same people. It's just going to be a matter of working harder."

Will the increased three-way competition spark races for sensational or controversial guests? "We don't go out looking for Circus Maximus guests, but if anyone controversial is in the news we'll have them," says Mr. Shanks.

Producers of all three shows say that just as in attracting an audience it will be the personality of the host and his show that often will determine who appears as a guest.

With its well-established name the Tonight Show probably will continue to be generally considered as the most prestigious spot to make an appearance or plug something. But there are other reasons for appearing on the other shows. Says Mr. Bishop: "Some people try to do all the shows because they want to promote something. Some do it because they enjoy it; some as a favor."

Jerry Frank, the Bishop show producer, says: "We get a lot of our guests because they are pleased with the way they are treated. And sometimes we get stars who come on for $265 as a favor for Joey. Sometimes we get ones—John Wayne is an example—who have been nervous about doing other shows like ours because they are afraid of the way they'll be treated. But here they see it's going to be warm and casual, so they can get the feeling of the audience—no one-shots against a backdrop."

Mr. Bishop, with his show's emphasis on variety entertainment and his personal camaraderie with other show business figures, draws an analogy: "In the old days, every city had two night clubs. One was large and expensive, the other smaller and less expensive. Most comics like to play the club where they look best—and that usually was the..."
smaller and more intimate one, even if they had to give up the bigger money and exposure."

Griffin producer Shanks talks of similar lures for his guests: "The way Merv presents is the big difference in their deciding to do his show." He also notes special lures, such as getting current authors because "the show has a good record with publishers for pushing books."

Mr. Griffin also claims a major difference for his show: "Although we always have one box-office name, for the last four years our emphasis has been on new talent first, such as all of the rock groups or the kids from the musical 'Hair.' We will continue to present a lot more younger acts and young people. But now that we're competition, the other shows won't be able to use us for audition purposes."

In getting star talent Mr. Bishop does foresee the possibility that networks may try to become tougher in refusing to take guests that have been on rival shows or in barring network stars from appearing on a rival's program. (NBC's Dan Rowan and Dick Martin, for example, conducted an impromptu audience poll to name their current movie last spring while appearing on Mr. Bishop's ABC show.)

However, Mr. Bishop adds: "I think some people use network contractual difficulties as an excuse because they don't want to appear. The networks could tell Rowan and Martin or Dean Martin they couldn't do my show and they still would. Friendship is more important to them."

Mr. Bishop plans to rely heavily on these show-business friendships. "A Buddy Hackett or Don Rickles can be just as interesting as any star you could hope to get," Mr. Bishop says. "And doing a variety-show format with them is easier because the tempo of mostly talk shows is going to have to pick up with the competition. There was a time when you could talk to one guest for 40 minutes. You can't do that now."

Although Mr. Carson and Mr. Griffin both will be competing for guests while anchored in New York, and Mr. Bishop will be in California, all say no one has a particular edge. "Both coasts have their advantages and disadvantages," says Mr. Bishop. "There is no one to say that a Hollywood movie star is more exciting than a guy who helped the police catch a bank robber in New York."

While Mr. Bishop continues to go on location for his West Coast premiers, and Mr. Griffin makes his periodic "sweet week" forays to Hollywood, Mr. Griffin says he hopes to do about six weeks of shows a year outside New York—but not just in Hollywood.

"I'd like to try some other places, like Washington, Chicago and San Francisco," he says. "We'll also probably continue our policy of going to Europe once in a while to get the people who don't come over—such as the interview we did with Bertrand Russell—and I'd like to do a few shows a year on location, like the one we did on the streets of Harlem."

In addition to having "the power of the network," Mr. Griffin also expects his new guest situation to be enhanced by another factor that extends into other production areas and that he considers the single most important advantage of his move to CBS: topicality. "For the first time I'll be able to talk about things that are current and I'll get an instant response from all over the country that same night," he says. "At Westinghouse, I couldn't even mention the date because we ran as much as five weeks late in some places. You'd mention Christmas and people would be watching it at Easter."

"It was terrible on writers. I'd have to come out with some totally innocuous lines to warm up the audience and you always had to warn guests not to talk about anything topical. An actor, for example, might be opening on Broadway that night and you'd have to pretend the show had been running for three weeks and all the reviews had been marvelous."

In addition to his mounting problems with the competition, Mr. Bishop also has something of a small intramural rivalry to contend with for the first time: the Dick Cavett Show, which is preceding him (10-11 p.m. EDT) three nights a week during this summer.

An unabashed Cavett fan ("I think he's brilliant. He's today's Fred Allen and I hope television doesn't lose him"), Mr. Bishop seems less concerned about what effect Mr. Cavett may be having on him ("I just don't know what influence he's having") than with what may happen to Mr. Cavett. "I think it's a pity they're using him the way they are," says Mr. Bishop. "It's unfair to put him on in prime time. First, why should he have to compete with what people are going to be able to get later from my show and the others. And, second, when you're on late you're excused many things—a guest who's late, one who doesn't show up at all, even someone floundering. But you are not excused anything in prime time."

Although the producers of the three late-night shows say they are rolling on with business as usual, and the stars maintain that they will continue to depend upon their normal styles to attract personal audiences, the one area where the talk-show race is causing a scramble is in sales.

Everyone is keeping a very close eye on what his rivals are doing. Although all three networks are claiming great success in their late-night sales for the new season, some part must be credited to booming network business in general. There seems to be enough money to go around all three competing talk shows, primarily because there is plenty of advertising money around.

The ad pattern of the Griffin show will be somewhat different from the patterns of Messrs. Carson and Bishop. For national advertisers, all three shows are for the most part relying on the now-standard days-of-week and rotation of spot positions within a show. CBS is selling an average fourth-

Joey Bishop had a struggling start on ABC-TV's late-night program, with only 44 stations clearing him at first. Now he's promised a 160-station line-up for the fall, when the third network enters the late-night competition.
quarter minute on Griffin for $10,500 (a 52-week advertiser gets it for $9,750). Bishop goes for $7,500, up about $400 from last year. And Carson is holding at last year's rate of $17,000. The Tonight Show continues to operate with its established commercial pattern of six network minutes, nine local minutes—five of them in the last half-hour—plus three one-minute station breaks for local sale. Three network commercials in the first half-hour are played only in the East and delayed three hours, along with the program, in the West, with central-time-zone stations covering with local commercials. In the second half-hour three network commercials go to all time zones. In the third half-hour the network commercials that had been fed in the first to the East and West are fed to the Midwest.

The Bishop show carries seven network commercial minutes and nine local co-op minutes for station sale. It also makes room each night for two 73-second station breaks for local sale.

As earlier announced by the network (Broadcasting, Oct. 28, 1968) CBS's Griffin show pattern will be distinctly different. It will provide nine network minutes, compared to NBC's six and ABC's seven, and most will be in pairs back-to-back. There will be an equal number of commercial positions provided for affiliates, with no network compensation paid but affiliates allowed to retain all revenue from the locally sold minutes with no co-op fee being charged by the network.

Each half-hour segment of the Griffin show will have one isolated network minute and two back-to-back network minutes. Network commercials will be spread throughout the entire show.

"One thing we're striving for is to present a closer show," says Robert Stulfi, vice president, daytime sales and sports, CBS-TV. "On the Carson show, with that second feed to the Midwest, you have him holding up things and then there's a slide over it. We'll have a clean feed, which means less disturbance to the show and fewer stage waits. When Merv holds up a bottle of Bufferin, everyone will see a Bufferin commercial."

Mr. Stulfi says sales for the show so far are "not only very good, but phenomenal," with the third quarter sold out and the "entire schedule better than 90% sold out."

At the same time, James Duffy, vice president, sales, ABC-TV, reports "only a handful of minutes left in the third quarter—about a dozen," for the Bishop show, and "we're well ahead of where we were at this time last year in the fourth quarter."

Robert Conrad, director of sales, NBC-TV, says the Tonight Show is sold out for the rest of 1969—earlier than in past years.

CBS's Mr. Stulfi says, "We're not trying to take any advertisers away from Carson or Bishop, any more than we want to be syphoning money out of existing daytime television or other areas. We want to develop new advertisers."

It would appear that such new advertisers are spreading money around for all three of the shows. Mr. Stulfi says that in addition to "a lot of traditional advertisers—such as Lever Brothers and Bristol Myers—but not the same ones who advertised on the late movie," Mr. Griffin has picked up "a whole litany of advertisers not heard from before, some of them a little bizarre." Among them he points out a publishing house, a maker of men's socks, a paint company, a dance studio, a bowling-equipment manufacturer and a fried-chicken franchise chain.

But the Tonight Show, too, continues to pick up new advertisers, and ABC's Mr. Duffy says that for the Bishop show "when we started out he was basically underwritten by the standard large-volume advertisers. He steadily became strong for smaller first-time network advertisers who came in for lesser minutes. Now they've turned out to be our show's greatest strength."

If fresh advertising dollars continue to flow into television, and if enough bleary-eyed viewers can remain propped up into the dim hours, there may, in fact, turn out to be room for a triangle on the late-night television couch.

In any case, there are few signs of concern among rival camps as the decisive battle shapes up. With investments low—at least by television's massive standards—in relation to potential returns, the personnel who stand to gain over the next two years, win or lose, proceed as self-assured and glib as a borscht-belt comedian in suits with a helpless drunk.

As the team with the most imposing obstacles to hurdle, the Griffin show staff was asked what it considered the greatest problem in its uphill fight starting next month. Replied producer Shanks without hesitation: "Getting the band back from Pip's."

Broadcasting

Can codes save cigarette billings?

That's $220-million question this week as boards search for compromise Senate leadership might buy

The moment is upon the broadcast industry this week, with cigarettes the subject, the National Association of Broadcasters TV and radio code boards as the protagonists, the U. S. Senate and the tobacco industry as the unknown quantities, and the FCC and the Federal Trade Commission as first-row onlookers, poised and ready to leap on to the stage.

Faced with these variables, the code boards are unlikely to emerge from their deliberations empty-handed. As all observers agree, the boards are under pressure to produce new cigarette-advertising policy designed to appeal to the Senate and to be agreeable to the tobacco industry, if for no other reason than to keep the regulatory agencies at bay.

The FTC, during its two days of hearings last week on a so-called "death" warning in cigarette advertisements, clearly indicated it was going to tread water, waiting for some congressional disposition of the current legislation affecting cigarettes. But the commission also indicated that it was favorably disposed toward instituting the warning. And those indications were further bolstered by the testimony of anticigarette legislators last week who repeatedly pointed a stern finger at the youth appeal in cigarette commercials.

FTC Chairman Paul Rand Dixon, in a letter to Senator Frank E. Moss (D-Utah), chairman of the Subcommittee on the Consumer, noted last week that the "warnings on packages of cigarettes, no matter how strongly worded, would be substantially negated
WDCA-TV CHANNEL 20
WASHINGTON, D.C.
is the new station in town.
Operating under the new
ownership of The Superior Tube
Company, it offers new strength
in people, in programming and in
facilities. Of primary importance,
WDCA-TV is pleased to announce
the appointment of its new
National Representative...

RADIO TELEVISION SALES, INC.
also representing
WYSL AM/FM • WLW • WRR • WWWW
KARM AM/FM • KGU • X-TRA/KOST
WSIX AM/FM • WQXR AM/FM • WBBF
WOAI • KYA/KOIT • WWDC AM/FM • WRTH
WBRZ(TV) • WKBG-TV • WLWT • WKBF-TV
WLWC • KDTV • WLWD • WKBQ-TV • WLWI
WILX-TV • KBSC-TV • WAVY-TV • WKBS-TV
WOAI-TV • KBHK-TV • WAND(TV)
and nullified by the content and persuasiveness of current cigarette advertising." Current House legislation, he said, "would fail in its purpose to alert the public to the grave dangers involved in cigarette smoking."

The code boards, meeting under instructions to produce new solutions to the cigarette problem and report back "immediately" to the parent TV-radio boards, confront options that are few in number and fairly sharply defined. The key point in many minds was crystallized by an NAB staff member, who commented: "It's important not to have the government do it. That would be very bad as a matter of principle. It'd be far better for the industry to do whatever is necessary."

As those words were spoken last week, however, one federal agency was engaged in a look at how to do it with gusto. The focal point of the FTC's July 1 and 2 hearings was a trade regulation rule proposed in 1964 that would make an unfair or deceptive act or practice not "to disclose, clearly and prominently, in all advertising that cigarette smoking is dangerous to health and may cause death from cancer, coronary heart disease, chronic bronchitis, pulmonary emphysema, and other diseases." The rule had been placed in a state of suspension in 1965 by Congress, which adopted the Cigarette Labeling and Advertising Act that required a "hazardous to health" warning on cigarette packages and prevented further commission action in this area until June 30, 1969. The moratorium on the rule lapsed last Monday without further congressional imposition.

But, at the outset of the hearings begun 10 hours after the moratorium expired, FTC Chairman Paul Rand Dixon served notice that the commission was in no haste to enact the rule, although he indicated the commission was predisposed toward it.

Chairman Dixon said: "Unless Congress should extend the provisions of the Cigarette Labeling Act, so as to bar such action (and a bill has passed the House of Representatives to do so), the commission, relying upon its 1964 findings and having reason to believe that cigarette smoking creates hazards to health which should clearly be disclosed to the public in all cigarette advertisements, proposes to readopt its 1964 trade regulation rule."

But the chairman further pointed out that "it must be clearly understood that the commission will not take any action in this matter which would be in conflict with any legislation on this subject which the Congress may enact into law. If the commission on the basis of the record of this rulemaking proceeding should determine that a rule is required by the public interest," he continued, "the effective date of such rule would not precede the completion of congressional action on the pending legislation."

However, the chairman's comments did not dampen the enthusiasm of anticigarette witnesses, who provided graphic, often theatrical, demonstrations of the health hazards in cigarette smoking. Color slides of diseased bronchial tubes were flashed on a screen; tissue specimens of human lung damaged by cigarette smoking were passed around the audience; a dramatic tape recording of a woman choked with emphysema caused by smoking was played—all underscoring reams of statistics offered by 14 anticigarette witnesses who variously contended that cigarette advertising, principally on television, was enticing tens of thousands of Americans to their deaths each year.

The hearings were not without their bizarre moments. Chairman Dixon and Commissioner Philip Elman clashed in a bitter shouting match over the agency's ability to cope with deceptive cigarette commercials with anti-smoking witness John Banzhaf III, executive director of Action on Smoking and Health, looking on. Mr. Banzhaf, whose petition resulted in the FCC's applying the fairness doctrine to cigarette commercials, subsequently gave each commissioner a "LASH (Legislative Action on Smoking and Health)" tray, a receptacle for ashes that is tipped by two miniature plastic lungs to show the effects of cigarette smoke.

A previously unannounced "consultant on entomology, mythology and epidemiology," J. Eugene Hunsberger, testified that authorities "are fantastically blaming cigarettes" for lung cancer because his firm has discovered that it is actually caused by "air-carried, especially indoor air-carried mi-nute (sic) fungi and mi-nute (sic) fungoids."

"This is new news to the entire science of biology," he claimed.

Pro-tobacco spokesmen—four in all—were given their say after the deluge
of cigarette information, but the anti-smoking exhibition was indeed a tough act to follow. As one anticigarette witness later said privately: "It's a different atmosphere now than that five years ago."

H. Thomas Austern, counsel for the Tobacco Institute and representing nine cigarette manufacturers, struggled for one-and-a-half hours to convince the commission that because of the scope and volume of anticigarette messages being presented today in a variety of formats, there is no need for the stiffer so-called "death" warning.

Mr. Austern contended that the commission was constrained to act within statutory law that states sellers of products found to be dangerous "are under a duty to disclose dangers where those consequences are not known to the consumer." Some of it [the anticigarette promotions] has been exaggerated propaganda, he said, "but it has been dramatically effective. Everyone knows it's a fact that there are public health hazards in cigarettes," Mr. Austern noted. "And once you have this public awareness, the commission doesn't have the power to act [under the statute]," he contended.

But Commissioner Elman lashed out at what he considered a quibble over a narrow point of law. He asked somewhat rhetorically: "Does that awareness extend to the companies you represent? What's the harm of including a warning? It won't serve a useful purpose because everyone knows about it? I think the whole thing is silly. There is something more substantial to it than that."

Another proto tobacco voice, Fred Royster, representing 49 groups of U.S. tobacco growers, found himself trapped in Mr. Austin's claim of public awareness. Mr. Royster categorically charged that "antitobacco forces from within and out of the government are stepping up their efforts to destroy our great industry. This is being done through propaganda and accusations regarding an alleged causal relationship between smoking and health. These accusations still lack the authority of medical proof based on the findings of scientific research. Almost all of the evidence presented thus far has been statistical allegations, which are the products of surveys and computer tapes."

Commissioner Elman pounced on the apparent conflict in testimony. "Whereas Mr. Austern said everyone knows it's a fact that there public health hazards in cigarettes," he asked, "he wasn't speaking for you, that you aren't aware of any such factors." Mr. Royster replied unequivocally, "Yes."

Representatives of marketers of devices for "safer" cigarettes urged exemption under the proposed rule, or at best, differentiation between "less hazardous" brands of cigarettes. They contended that there is a large number of addicted smokers who would not quit the habit regardless of any governmental admonition to do so and who are interested in an "improved" cigarette.

The representatives further claimed that if the rule were imposed, that might serve to stifle the demand for improved products and the incentive for producing them. That contention brought an angry retort from Commissioner Mary Gardiner Jones to Donald Tiggelback, market development manager for Pittsburgh Activated Carbon, a Calgon Corp. division working on a charcoal filtration process. "I can't believe that is your company's position," she said, "It would seem to me to be a terribly immoral one."

Commissioner Jones continued: "Wouldn't elimination of the cigarette ads altogether be acceptable to you if they 'confuse the public' as you say?" Mr. Tiggelback replied that "elimination of the ads would make a much more difficult job of informing the public about safer cigarettes," the purpose of which advertising he indicated is to "educate" the public.

But "safe" cigarette or not, the bulk of the anticigarette witnesses pointed to the allurement of smoking advertisements that purportedly lead youngsters to emulate the Marlboro "rugged cowboy, hero of the West," or Silva Thin's "cool James Bond type character."

"It is to our mind indefensible that cigarettes should be advertised as they are now being advertised, in a context of happiness, vigor, success and well-being," charged U.S. Surgeon General William H. Stewart, "without even a hint appearing anywhere that the product may also lead to disease and death. It seems particularly indefensible when we realize that among the viewers of such advertisements, there are three particularly vulnerable classes of people—the young, adults trying to give up smoking, and the ill "to whom cigarette smoking may represent an almost immediate threat to life."

Noting that manufacturers have increased their advertising in the last five years to an estimated total $312 million in 1968 (of which $196 million was spent in TV), Dr. Stewart said of the proposed rule that "it has been said that it would drive cigarette advertising off
THE NETWORKS DON'T OWN THE MOON.
Until now, you had no other choice. 
If you were a subscriber to a network radio news service, you gave away 
your highly saleable news slots for a very small fraction of rate card. 
Figure it out, just for fun. 
1. How many network minutes do you run per week? ___. 
2. How much do you get paid for them? ___. 
3. How much could you sell them for, if you sold them yourself? ___. 
4. Subtract #2 from #3. ______ net loss. 
That’s how much your network radio news service is costing you per week. 
Some fun. 
Well, here’s good news. 
Metromedia Radio News is being made available to just one station 
in each market. Some markets are already using it. 
What are they getting? 
Next week, they’ll be getting eight extended live programming segments 
of the moon flight, including live programming of the liftoff, continuing 
until the spacecraft is safely inserted in orbit; live programming of the undocking 
maneuver, actual moon landing, liftoff, re-entry, and splashdown. 
And general spot coverage of all major aspects of the flight. 
They’ll also be getting 78 live inserts. And the following: 
Live national and overseas coverage of major news events. Documentaries. 
In short, the finest radio news service available anywhere. 
All of our own stations use it. 
Most of them have already sold the moon coverage to advertisers. 
Our service is superior to any audio news service in that we are totally 
broadcast oriented. Our news is produced by broadcasters for broadcasters. 
So it is immediately usable. You can feed it into your tape recorder, 
or put it right on the air, if you like. 
Metromedia Radio news comes into your station on high-quality broadcast 
lines—not telephone lines. 
You get hundreds of different reports each week. You can use as many 
or as few as you wish. And you don’t pay extra for special events. 
Existing news services make you sign long term agreements. 
Our contracts are one-year contracts. 
With our material, you can sell the news locally. 
Your only commitment to us is price. 
You can even use us in addition to your current network or news service. 
What does all this cost? 
About the cost of one good broadcast journalist—or less. 
We give you more than sixty of them. All over the world. Twenty-four hours 
a day, seven days a week. 
Interested? 
Call Alan Walden, our National News Coordinator, at 212-682-9100. 
If you call now, and your station is located east of the Mississippi, 
he can probably hook you up in time to cover the moon next week. 
If you’d like more time to think about it, he can send you more information. 
So you’ll be ready for the next moon shot. 

METROMEDIA RADIO NEWS
the air. If this is so—if the truth about a product cannot be told—then I think it is perfectly clear there should be no advertising."

The effect of advertising on confirmed and potential smokers was probed by Dr. Daniel Horn, director of the National Clearinghouse for Smoking and Health, a research arm of the U.S. Public Health Service. Dr. Horn noted that in a 1966 survey it was found that 52% men and 61% women agreed that "current cigarette advertising leaves the impression that smoking is a healthy thing to do." And that further research shows that "whatever the primary influences that may have influenced [a person's] taking up of smoking, advertising can serve to reinforce and strengthen this decision by adding to the acceptance of smoking as a way of life."

Dr. Horn also noted that there is "no solid experimental evidence to prove what effect this may be, and that one must, therefore, interpret what evidence there is with a good deal of judgment."

Of those smokers who are trying to give up smoking (an estimated 10 million this year), Dr. Horn said "we frequently encounter those who cite advertising as an influence which makes it that much more difficult to succeed. About a third of those who are considering quitting smoking," he claimed, "feel they are very much influenced by the effects of advertising and that this makes it more difficult to succeed."

ASH director Banzhaf touched off the heated dispute between Commissioners Dixon and Elman by leveling a charge that the commission has the power to act against "unfair or deceptive acts or practices in the advertising of cigarettes" and has proved itself "unable or unwilling to effectively regulate those that are deceptive." Commissioner Elman interjected that "what Mr. Banzhaf is saying is if Congress should tie our hands, we could go ahead and act on the ads because they are deceptive.'

"I don't agree with you," the chairman interrupted, angrily. "We don't have the power to make law." And then to Mr. Banzhaf, he said: "I'm so sorry I'm not in your rarified atmosphere, young fellow. Go right ahead. I'll try to catch up."

Commissioner Elman interposed: "The chairman doesn't seem to understand our position. He's very sensitive to Congress the last few years."

Mr. Banzhaf continued that "it is not too surprising that the commission is unable to regulate cigarette advertising. Although cigarettes are the most widely advertised product on radio and television and perhaps on all media, and although they probably kill more people each year than all of the other products whose advertising the commission regulates," he claimed, "only two members of the professional staff are assigned on a part-time basis to this vital area throughout the year."

In a sarcastic voice Chairman Dixon interrupted: "You remind me of other young people who came here [an obvious reference to Nader's Raiders'] who announced a highly critical study of the agency in January [Broadcasting, Jan. 13]. Well, you don't know anything, young man, when you say there are only two in this commission that pay attention to cigarette advertising."

Commissioner Elman proposed that Mr. Banzhaf should write a letter to the commission asking who is looking at cigarettes and "see if you get an answer."

"Mr. Elman, I don't like you suggesting things like that," Chairman Dixon said heatedly. Commissioner Elman, also now angry, remarked that it wasn't good for the commission "to engage in this kind of discourse."

"Well, I just disliked what you said," Chairman Dixon muttered.

(The unusual public exchange between members of the commission followed by a week, a private vote to hold the cigarette hearings without awaiting action from Congress. Commissioner Elman, in that 3-2 vote to which Chairman Dixon dissented, also earlier vigorously objected to the commission's handling of a 10-year-old case against Geritol commercials [Broadcasting, June 30].)

Tobacco and broadcasting industry's efforts at self-regulation also were on the firing line last week. Under probing from Commissioner Elman, Luther Terry, former U.S. surgeon general, charged that they were a "complete flop and a subterfuge." Referring both to the tobacco and to NAB's TV codes, he said that "they don't use sports figures [to endorse tobacco products], but they do buy lots of time in sport programs; they don't use 25 year olds [in the display of the product], but they do use the youngest people they can find. I don't think the code has had any effect at all" in reducing the appeal of cigarettes, Dr. Terry charged.

Warren Braren, former manager of the New York office of the NAB Code Authority, charged that "the youth appeal is intrinsic in most cigarette commercials. Those who choose to ignore this appeal are being hypocritical," he said. "The Code Authority and the NAB know this but have either chosen not to, or have been unable to act."

It was Mr. Braren's view that the code, "an arm of the trade association, until it can become independent of the association and its treasury, it will not be as effective as it should be." Broad-
property in self-regulation by bringing in consumer representatives to get diverse views. The mere idea that a product is legal under the law does not confer carte blanche to represent the product as cigarette advertising does."

"Behind closed doors broadcasters and NAB executives freely acknowledge the awesome public health problems related to cigarette smoking. Why then do these same individuals not come forward as statesmen to deal frankly and openly with the youth and health implications involved in broadcast cigarette advertising?" Mr. Braren asked.

That question, and others, will be uppermost on the minds of NAB radio and TV code board members when they meet this week.

Evening-long special is bought by Eastern

Eastern Airlines, through Young & Rubicam, both New York, will be the sole sponsor in prime time of a two-and-a-half hour NBC News special on the present condition and future of the U.S.

The program, tentatively titled Here Come the Seventies, will be telecast Oct. 7 at 8:30 NYT, pre-empting Julia and First Tuesday.

NBC said 12 correspondents will review the 1960's as a basis for projecting developments of the next 10 years. Such topics as hunger, overpopulation, space, race, youth, foreign affairs and the sexual revolution will be analyzed.

NBC turns around on feminine-hygiene ads

NBC officials have reversed their decision to accept advertising for feminine-hygiene products on NBC-TV, primarily because of complaints and "un-easiness" among some affiliates ("Closed Circuit," June 30).

NBC will honor current commitments, however, and will continue to accept such advertising on a case-by-case basis for broadcast on the NBC-owned TV and radio stations and on the NBC Radio network.

Officials said some TV-network affiliates—about half a dozen—protested the acceptance of commercials for intimate feminine products and some refused to carry the messages.

In addition, it was understood, the number of such products seeking time increased from two to close to a dozen, promising to enlarge the complications of clearance and scheduling.

In the circumstances, network authorities felt they should not make decisions for some 200 affiliates in so sensitive an area. There was no such problem where NBC-owned stations are concerned, and apparently there have been no significant complaints, if any, from network radio affiliates. Authorities said the radio network has no feminine-hygiene advertisers at present.

Two such products—FDS (feminine deodorant spray) and Feminique—have been on NBC-TV since shortly after the TV code board and the TV board of directors of the National Association of Broadcasters lifted their outright ban on intimate product advertising earlier this year. Both contracts reportedly will expire by about Sept. 30.

Agency appointments:

- Rexall Drug Co., which has moved corporate headquarters from Los Angeles to St. Louis, names Gardner Advertising, St. Louis, to handle account which bills about $3 million. Previous agency was BBDO, Los Angeles.
- Steinway & Sons, New York, has appointed Lord, Geller, Federico and Partners, same city, as the agency replacing N. W. Ayer & Son, also New York. Ayer withdrew from the account because of a conflict after acquiring Hixson & Jorgensen, Los Angeles.
AAF theme: Let the buyer be told
Convention learns of new campaign to sell advertising to public and government

Plans to bolster advertising’s links with the public, brighten its image and shore up its relationships with government dominated the annual convention of the American Advertising Federation last week in New York (also see pages 38, 40).

The 500-plus delegates were told repeatedly that if they don’t make self-regulation work, more and more government regulation will be inevitable. They were warned, too, that the buffeting that broadcasting is currently getting from government could become more pronounced in other areas of advertising—and among other media—as well.

Along with all the stern talk about what the government has done and may do to the forces of advertising, there came at least one heartening message—from the top. President Nixon sent a message crediting advertising with “an important role in our nation’s economic well-being” (see page 37).

The convention, held Sunday through Wednesday (June 29-July 2), also featured a look at new advertising ideas, at advertising and the future and at both new and tested techniques in areas ranging from media to broadcast production.

In the keynote session Monday, AAF President Howard Bell presented a three-point program for strengthening advertising’s ties with the public. It would put emphasis on self-regulation of advertising, public understanding of advertising and social responsibility of advertising.

To generate better public understanding, Mr. Bell said, Carson/Roberts, Los Angeles, has created for AAF a campaign on the theme: “Without advertising, you wouldn’t know.” He unveiled some of the promotional messages being developed for all media. Sample:

“There are detergents that soak out stains. Enzyme detergents. And you heard about them through advertising. How they work and how to use them. That’s advertising’s job—advertising communicates. About toothpaste, cars and cold remedies. About new products. Like enzyme detergents. Without advertising, you wouldn’t know.”

Mr. Bell said a complete kit of materials for the campaign would be available in early fall to AAF’s membership of 180 advertising clubs, 500 agencies and advertisers and 28 advertising and media associations.

“The difficulty with self-regulation,” he said, “is that it is a lot easier to agree on in principle than in practice. Any breakdown or erosion of this process can result in a loss of public confidence with all the consequences that portends, including the danger of increased government strictures.”

He called for strengthening of the “great deal of self-regulatory activity” already present in advertising and said AAF hoped to make the Advertising Code of American Business “a meaningful part of this total effort,” to strengthen existing ties between AAF clubs and local Better Business Bureaus and “to develop new programs through our national ethics committee.”

Mr. Bell hopes “every ad club in America would take the initiative in undertaking worthwhile community projects to advance the public good” —a point developed earlier by Walter Terry, senior vice president of D’Arcy Advertising and retiring chairman of AAF.

In a look back at advances made by the federation during the past year and a look ahead to challenges and opportunities, Mr. Terry urged advertising people “to stop talking to ourselves about the same old things in the same old ways and start trying to solve some of the social and economic problems which face each of our communities.”

The delegates were told by Ward Quaal, president of Won Continental Broadcasting, Chicago, that “the success of the advertising profession lies squarely in our hands because of the mounting evidence of government ‘intrusion’ into business activity through attacks on advertising in general, and, with increasing intensity, television programming.”

In Monday’s luncheon speech, Mr. Quaal also said that among broadcasting’s many problems, number one “is to preserve freedom of speech for all media, and above all, to convince all parties that the Supreme Court has held on no less than five occasions that freedom of the press applies to broadcast as well as print media.”

He also noted that freedom of expression must be exercised with responsibility, and offered some specifics:

“This means total integrity in advertising messages and the broadcasting of news and editorials by those qualified to prepare and to present them. It also means that we can have no duplication of the 1968 political convention ‘hijinks,’ where certain network pundits
Advertising's role lauded by Nixon

Members of the advertising community were reminded last week that they have a "growing social responsibility." The reminder came from President Richard Nixon in a message sent to the American Advertising Federation's convention in New York last week.

The President noted that advertisers "have made many valuable contributions" to their profession and to the public and that advertising "plays an important role in our nation's economic well-being." He also pointed out that advertising "stimulates our citizens to aspire to a better life and to search for personal self-improvement." The social responsibility, he continued, can be partially fulfilled through "your continuing efforts to improve standards of trust and taste in advertising."

where it is today." What counted, he said, "was that Pepsi-Cola meant what it said, and said what it meant, and the consumers responded."

A panel on TV commercial production concluded that although production value is a contributor to the effectiveness of a TV spot, the basic concept of the advertising is the paramount consideration.

Jack Piccolo, vice president and art supervisor of Doyle Dane Bernbach, stressed that the production value assigned to a commercial depends on the product and the objective of the campaign. In some instances, he indicated, all that is needed is a simple statement, while in others a more elaborate production may be required.

Dr. Val Appel, president, Bruden-Appel Inc., research organization, claimed that if an advertising concept is good, even poor execution "can't botch it." He added that a good advertising concept can be improved with proper execution.

Rick Levine, vice president, Carl Ally Inc., reported that a close liaison between the advertising agency and the outside production house is needed to achieve commercials with proper production values. He urged that considerable care be taken in selecting a production company.

Dick Miller, president, Miller Associates, a TV production organization, agreed that the initial concept is vital in a commercial but emphasized that agencies and clients must seek as much production value as they can within the limitations of the budget. He urged creative personnel to aim for authenticity in commercial concepts.

The changes in American life and its relationship to the future of advertising were examined by a panel that touched on such developments as the government's tendency to restrict the mass media, the segmentation of society, the rebellion of youth and the movement toward consumer protection.

Thomas Dillon, president of BBDO, said he was not seriously concerned about the future growth of advertising, which he regarded as vital to maintenance of freedom of news media. He emphasized that there never has been "a substantial free press that has not been supported by advertising."

"Look around at countries in which the mass media are not supported by advertising and you'll find they are supported by the government," he stated. "And you'll find pretty much a press without dissenting opinion or criticism."

Mr. Dillon quoted at length from a recent speech by CBS newscaster Walter Cronkite that cited numerous moves by Congress and federal agencies to curb the freedom of broadcast news. Mr. Dillon said that once TV-radio news is saddled with restrictions, the curbs will be extended to all the news media.

John Johnson, publisher-editor, John-

Mr. Terry

Mr. Quaal

Mr. Thurm
Admen take a swipe at middlemen

AAF panelists discuss media-buying promises and the emphasis on cost efficiency in spot

The independent media buying service was the target and top media executives of five major advertising agencies were the dart throwers at a panel discussion held during the American Advertising Federation annual convention last week (also see page 36).

The unscheduled and unanimous attack erupted during a panel on what is "new" in broadcast, print and outdoor media. And while panelists in their prepared scripts stressed the dominance of TV as influencing and reshaping all media, it was in the give-and-take that followed that the independent media buyer was raked over.

The discourse was triggered by formal remarks of Bernard Kanner, senior vice president and director of media management at Benton & Bowles, who said of the media-buying service approach:

"This [summertime] phenomenon is 'Mr. I can get it for you wholesale.' He promises savings of all sorts for all of us. He saves the advertiser money. He saves the agency time and payroll. He saves the stations from dealing with a large number of people as well as a loss of their inventory."

"I wonder why—like the mole—he always comes out when the weather is turning warm. Could one reason be that third-quarter expenditures and activity for spot television is about 10% below the annual average?"

Mr. Kanner also noted that "literally hundreds of people with little or no knowledge of this business have discovered a new word. It's called syndication." He described the would-be syndicator as a "fast-talking, one-shot artist who hasn't the remotest idea of the requirements necessary for proper and acceptable syndication." Mr. Kanner said that "he is appealing to that wholesale instinct. He is being accepted on merely a promise to save something, anything."

(Mr. Kanner later explained to a reporter that the independent promoter will approach an advertiser, or an advertising agency, with an "idea" for a show or show series, intimating that he has access to star performers, or top-notch directors or producers. He said the promoter does not actually use names but implies he can come up with somebody "like" a well-known performer or producing talent. The idea is for the advertiser, directly or through an agency, to "put up the money and clear the stations." Types of programs offered, he said, usually are "game shows, variety vehicles, series or one-shots—as a one-shot featuring a rock 'n roll band."

(Mr. Kanner said that he understood a media-buying service had joined the parade, offering a "game strip" to be placed on stations for any one of several of the service's clients.)

The post-panel discussion on media-buying services was opened by Herbert Maneloveg, vice president and director of media, BBDO, New York, who asked other participants if agencies themselves could be faulted for the rise of media-buying services "by our stress-
Rent-an-ear.

When you buy into a market, you want every ear you can get. Your Blair man can show you why you'll be missing plenty of them if you don't buy WPRO. He's got the facts from the most comprehensive survey on reach and frequency* in the market. It's an earful.

*Based on October 1968 ARB.

A DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION, REPRESENTED BY BLAIR RADIO.
ing cost-per-thousand."

Mr. Kanner said he did not think there was a connection between media-buying services and "cost efficiency" though he acknowledged that because spot TV is "essentially a cost-efficiency-criteria medium" it has been "seized upon" by the independent buying services.

If the advertising agency is to be faulted at all, Mr. Kanner said, it would be for failure in "not publicizing to [agency] management and clients" the extent of negotiating necessary for "cost efficiencies in spot television." He said that in spot-TV buying it has been established "there is no rate card" but a system more similar to the stock market where it is "bid and ask" with spot business depending on "demand and negotiating skill."

Paul Roth, vice president in charge of media, Kenyon & Eckhardt, New York, indicated that media-buying services employ "a top negotiator, a senior buyer who is given a piece of the company," and said wryly that if advertising agency buyers negotiated spot TV placements for a fee, this "would change the agency business overnight."

Sam Vitt, senior vice president and director of media and program department, Ted Bates & Co., New York, said he would attribute the incidence of media middlemen to the "economics of the business" and a philosophy of "we'll give you something for nothing."

Mr. Vitt said media departments have become "an expense item in the agency's budget" with a "service charge basically the same as in 1913." He said "we cannot raise our rates" and yet agencies "must deliver and negotiate." He said "no sophisticated client will use this [independent service] forever."

John Meskil, vice president and media director, Warwick & Legler, New York, however, was not as quick as his colleagues to exonerate agencies—"we are culpable—more than we admit," he said, in that agencies have failed to "educate the client" as to "what goes on in making a good spot buy." Instead, he said, agency media people are judged by the cost-per-thousand—"how little the client paid" for a spot buy—thus opening the way for somebody else who can promise to deliver buys for even less cost.

Barton, Brophy placed in AAF's Hall of Fame

The names of the late Bruce Barton and Thomas D'Arcy Brophy were added to those of other advertising greats in the Advertising Hall of Fame during the American Advertising Federation convention last week (see page 36).

Mr. Barton, a Republican member of the U.S. House of Representatives from New York's 17th district (1937-41), helped form Barton, Durstine and Osborne in 1919. In 1928 BBDO was established after a merger with George Batten Co., thus adding Batten to the agency's name. Mr. Barton was chairman until 1961. He died in July 1967. Mr. Brophy, who also died in July 1967, joined Kenyon and Eckhardt in 1931. He retired in 1957 as board chairman.

The Hall of Fame is maintained by the AAF and a permanent exhibit is at the Advertising Club of New York.

Avis moves account, but stands pat on TV

Although Avis-Rent-a-Car has changed agencies and will launch a new campaign soon, the company will retain its television emphasis and the "We Try Harder" slogan characteristic of its previous advertising through Doyle Dane & Bernbach.

Benton & Bowles, New York, was notified June 27 of its selection to handle the estimated $6-million account. Avis and DDB had announced a parting by mutual agreement two months ago, to be effective Aug. 31 (Broadcasting, May 12).

Media details had not been settled as of late last week, but Avis advertising director Ronald Wulken said: "TV will figure prominently in the new campaign, and there is a distinct possibility of going into radio." There was never any doubt about keeping the slogan—"it's as much a part of the company as the name Avis,"—Mr. Wulken declared.

Avis previously spent about half its budget in spot TV, and the rest in print and outdoor advertising.

Benton & Bowles was competing for the account with Gilbert Advertising and Marschalk Co. in the final stages. Working on the B & B presentation were Chairman L. T. Steele, President Victor Bloede, Creative Director, Mitchell Epstein and Frank Stanton, who will be management supervisor on the account, and George Simko, vice president and media manager.

There will be two account executives on the Avis account team working with Avis headquarters and another working in the field.

Business briefly:

Viking Carpets Inc., through David Singer Associates, both New York, has bought announcements on CBS Radio's Arthur Godfrey Time and Dimension's "At Home," Glidden Paints, through Meldrum & Fewsight, both Cleveland, has also bought into "At Home" and The Reasoner Report.

Abbots Dairies, Philadelphia, through
Radio Representatives, Chicago.

Avco Corp., through Pritchard Wood Associates, both New York, will sponsor television coverage of the final two rounds of The First Avco Golf Classic on NBC-TV Aug. 23-24 (5-6 p.m. and 4:30-6 p.m. EDT).

FTC tells Vicks to stop Sinex claims

"I can feel it," exclaimed the model breathing into an apparatus full of Vicks Sinex nasal spray. And so did Richardson-Merrell Inc., manufacturer of Vicks products, which was told by the Federal Trade Commission, last week that certain TV commercials for Vicks Sinex would be discontinued.

The spots depict two men, each supposedly suffering from nasal congestion, standing over a funnel-like apparatus, which is open-ended and stuffed with cotton. One man sprays Sinex through the apparatus; the other man sprays another nasal decongestant and claims nothing passed through the cotton. A voice-over comments on how Sinex vapors are powerful enough to penetrate congestion.

The commission claimed the spots could mislead the public as to the spray's ability to promote "instantaneous free breathing," which it could not. The commission accepted Richardson-Merrell's voluntary pledge to remove the commercials and declined to proceed formally against the company.

FC&B, Menley & James don't agree on Contac

Foote, Cone & Belding, New York, which has been creating the advertising for Contac cold capsules for nine years, was informed by the manufacturer, Menley & James Laboratories, last week that other agencies are being asked to consider the $10-million account.

An internal memo at the agency reported that Menley & James did not agree with recommendations put forth in a presentation to the client Monday (June 30).

The account bills over $6 million in television and around $1 million in radio.

Rep appointments:


Can an Oil Company convert to Canned Heat?

Only marketing myopia can prevent it.

For the people who prefer Canned Heat's kind of music are the mature young marrieds and middle management executives of today.

The same people who are the largest users of automotive products: gasoline, oil, tires, etc.

The proof? KHJ is a prime outlet for Canned Heat. Yet look at our audience profile. Number 1, by far, with the 18 to 49 age group.*

And our share of this big spending age segment grows year after year.

So step on the gas. In L.A. it's KHJ that delivers the bread.

Cut yourself a slice.
Shapp wants WFIL-TV license lifted

Triangle charged with 'news monopoly'; Annenberg pictured as 'lord of the press'

Triangle Publications Inc. has become the latest in a series of multimedia owners to find one of their license-renewal applications challenged on the ground that they exercise an undue concentration of mass-media control.

Milton Shapp, defeated Democratic candidate for governor of Pennsylvania in 1966 and the former head of Jerrold Electronics Corp., has called on the FCC to deny Triangle's renewal application for WFIL-TV. Mr. Shapp, in a letter to the commission last week, said the renewal application should not be granted because Triangle "exercises a near news monopoly in the Philadelphia area" and because its "handling of the news is distinctly not in the public interest."

In the process, he accused the man who is now U.S. ambassador to Great Britain—Walter H. Annenberg, president of Triangle—of being "a self-appointed 'lord of the press' who has used the media he controls to poison the political life of Pennsylvania and to attack the fabric of the democratic process."

Mr. Shapp also said Triangle's Philadelphia Inquirer had conducted a "venedetta" against him during the 1966 gubernatorial campaign that "reached a low in character assassination."

George H. Koehler, general manager of Triangle's radio and television division, said in a brief statement: "Triangle has continuously operated its broadcast facilities in the highest tradition of broadcasting, in a manner consistent with the public interest and in furtherance of the best interests of its communities. Triangle's history of selfless public service is a matter of record and Triangle is proud of its outstanding performance in the operation of WFIL-TV."

Mr. Koehler also said that Mr. Annenberg's performance and public-service achievements in Philadelphia and nationally are a matter of record. "The attack by Shapp on WFIL-TV operations—and more regrettably on Mr. Annenberg's personally—is both unfounded and untrue," Mr. Koehler added.

The Shapp letter, submitted one month ahead of the Aug. 1 date on which Pennsylvania licenses are due for renewal, referred to recent commission actions indicating concern over the concentration-of-control of media issue.

The commission set the license-renewal applications of KRON-FM-TV San Francisco and of WCCO-AM-FM-TV Minneapolis-St. Paul for hearing on that issue, among others. And the issue figured prominently in the commission's decision to deny the Boston Herald-Traveler's WHDH-TV Boston a renewal of its license and to award the contested channel 5 to a competing applicant (Broadcasting, Jan. 27).

Triangle is owned by the Annenberg family. Walter H. Annenberg, principal force in the operation of the company, was named ambassador to the Court of St. James's by President Nixon in February (Broadcasting, Feb. 24).


Triangle, in addition, publishes TV Guide, which has the largest weekly magazine circulation in the nation; the Morning Telegraph, a leading horse-race publication; and Seventeen Magazine. Through a subsidiary, it is active in CATV.

Mr. Shapp said Triangle's degree of media concentration in the Philadelphia market is greater than that which has drawn expressions of concern from the Department of Justice. Justice has urged the commission to break up multimedia holdings within a market, and to prohibit television stations from controlling CATV systems in their markets.

"There is little question that a free press can best be assured by maintenance of competition among media outlets—the press and the electronic media," Mr. Shapp said. "One of the gravest dangers facing this nation is the threat of excessive concentration of ownership and control of the media."

He cited articles in the April and May 1969 issues of the Philadelphia magazine as the basis for assertions that Triangle-provided news, "under personal direction of Walter Annenberg, has been censored, omitted, twisted, distorted and used for personal vengeance and other personal purposes." He enclosed copies of the two issues as documentation for his statements. He also sent copies of his letter and the magazines to the attorney general and the chief of the Justice Department's antitrust division.

"If the political freedoms of this nation are to be guarded," he added, "the Federal Communications Commission and the Department of Justice must stand guard against excessive concentration of media power in the hands of any self-appointed 'lord of the press.'"

"The FCC can begin by rejecting the Annenberg application for license renewal for WFIL-TV. In so doing it will demonstrate that the public airwaves are a public trust, and not the toy or weapon of any man, no matter how great his wealth, nor how strong his political connections"—the closest reference Mr. Shapp made to Mr. Annenberg's present position.

Mr. Shapp, who said he would be "happy" to appear at hearing on the WFIL-TV license-renewal application, is not interested in applying for the frequency—channel 6—on which the station operates, according to a spokes-

[Image of Mr. Shapp]
The first 167 days

In 6 quick months WUAB-TV, Channel 43, has grown from the nervous new kid in town to the top-rated UHF in the top fifteen markets. We did it in the major leagues against NBC, Storer (CBS), Scripps-Howard (ABC), and Kaiser. ARB* says so. Clients say so. Billings say so. If we weren’t so nervous about the next six months we’d probably be pleased with our success.

Nationally: Ask Petry

*AARB Feb.-March 1969 Sun. thru Sat. 9:00 AM to midnight, Metro Share.
Court asked to void 1964 KOVR purchase

Construction firm claims McClatchy has monopoly on advertising in area

The U.S. District Court in San Francisco has been asked to declare the 1964 acquisition by McClatchy newspapers of KOVR (TV) Stockton-Sacramento, Calif., in violation of federal antitrust law. The civil suit, filed on behalf of McKeon Construction Corp., San Francisco and Sacramento, seeks a decree ordering McClatchy to divest itself of KOVR.

Attorneys for McKeon Construction, Dahl, Hefner, Stark & Marois, Sacramento, told Broadcasting that their client is not seeking KOVR's channel 13 for itself. "That kind of request would not be addressed to the court," attorney Archie Hefner explained. "That would be strictly an FCC matter." And "as of right now" McKeon Construction has made no complaint to the FCC.

In asking the district court to order divestiture, McKeon alleges that McClatchy dominates television, radio and newspaper advertising in California's central valley. It is argued that McClatchy should be ordered to divest itself of its Stockton-Sacramento television station because its act in acquiring KOVR caused it to expand a monopoly it already had in advertising in the area.

Breaking down the "effectively dominated and controlled" mass-media interests of McClatchy, the complaint points out that in Sacramento county, McClatchy is the owner and publisher of The Sacramento Bee, one of two daily newspapers published and distributed in the county. The suit estimates the Bee's advertising sales in 1967 were $12.1 million, or more than 72% of the combined advertising revenues of the Bee and its only competitor, the Sacramento Union.

The McKeon suit also estimates that McClatchy-owned KFRA-AM-FM Sacramento together "account for in excess of 20% of the total estimated advertising revenues derived by all radio stations located in Sacramento county." The McClatchy AM station alone is said in the suit to rank first among Sacramento radio stations with 29.5% more audience than its nearest competitor.

Sources close to the McClatchy interests said that the McKeon suit was filed after The Sacramento Bee editorially looked askance at some of the political pressures being used in seeking local construction variances. Mention also was made of a story appearing in the paper that linked Mr. McKeon as the host for Sacramento city councilmen at a dinner.

The suit contends McClatchy dominates mass-media advertising in the area surrounding Sacramento county. In Fresno county, it is alleged, McClatchy owns and operates The Fresno Bee, which as of March 31, 1968, is estimated to have accounted for more than 78% of the total daily circulation of newspapers in Fresno county and 100% of Sunday circulation. Estimated advertising revenues of The Fresno Bee in 1967, according to the suit, were $7,820,000, or 85% of the combined estimated revenues of its own and that of the only local competitor, The Guide, a three-times-a-week paper.

The suit estimates the advertising revenues of McClatchy-owned KMJ-AM-FM Fresno as $1,710,000 in 1967, "or nearly 40% of total estimated advertising revenues derived by all television stations located in Fresno county." The suit contends McClatchy dominates mass-media advertising in the area surrounding Sacramento county.

In an initial decision an FCC examiner has proposed granting a construction permit for channel 66 in Terre Haute, Ind., to Alpha Broadcasting Corp.—largely on the merit of the broadcasting record of one of its stockholders. The competing applications of Alpha and Terre Haute Broadcasting Corp. were designated for hearing in September 1968. A third application by Broadcasting Affiliates Corp. was dismissed at its own request last December.

In awarding the construction permit to Alpha and denying the Terre Haute application, Hearing Examiner David I. Kraushaar pointed out that the decision rested on an over-all comparative evaluation—primarily public service and maximum diversification of mass media. Terre Haute would be preferred on the diversification issue, he said, since none of its stockholders have mass media ownership, while George A. Foulkes, president and largest stockholder (16.675%) of Alpha, owns WAC Terre Haute.

At the same time, he said, a proposal to have Mr. Foulkes manage the TV station provided a significant integration of management and ownership factor and Mr. Foulkes' broadcast record offered "persuasive assurance"
that Alpha could best provide the service to the public. WAAC's performance is "unusually good" for an independently owned daytimer, he added. The examiner also cited the fact that Alpha's plan to have several stockholders other than Mr. Foulkes participate in certain programing areas "appears to be more meaningful" than Terre Haute's plan to have periodic meetings of directors and stockholders. Thomas W. Roberts is president and a 4.9% stockholder of Terre Haute.

The initial decision becomes effective in 50 days unless appealed or reviewed by the commission on its own motion.

N.Y. state to study pay, cable regulations

A New York State Assembly committee has authorized a study of pay TV and cable TV to determine if state regulation should apply. The committee on corporations, public utilities and commissions will conduct the survey before taking any action on a bill that seeks to limit program origination and proposes a regulatory procedure through the state public service commission.

Some of the questions to be considered include: Is there enough regulation by the FCC? If not, should the state step in and set rates? Might there be a future problem of anti-trust? Can these media be regulated as utilities? Are there differences in problems faced by upstate and New York City systems? And in general, the whole complex field of CATV.

Changing Hands

Announced:

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

- WNMP Evanston, Ill.: Sold by Harry H. Semrow and others to Alan H. Cummings and Buddy Black for $875,000. Mr. Cummings has car wash interests and owns an investment firm. Mr. Black owns 31% of WEH(FM) Chicago. WEH is being sold to James H. Rich for $325,000 (Broadcasting, May 26). WNMP is a daytime station on 1590 kc with 1 kw.

- KAI Nampa, Idaho: Sold by Mrs. Doyle Cain and Howard Nuzfiger to Brent T. Larson and Henry A. McNeal for $135,000. Mr. Larson is a salesman for KINS Eureka, Calif., and Mr. McNeal is a sales representative for Texaco Oil Co. Buyers also have real estate investments. KAI is full time on 1340 kc with 1 kw day and 250 w night. Broker: Chapman Associates.

- WRJC Mauston, Wis.: Sold by John D. Rice and others to George S. Blum for $68,000. Mr. Rice owns 50% of WRVF-FM River Falls, Wis., sale of which is pending FCC approval (Broadcasting, March 3). Mr. Blum is general manager of KXGN-AM-TV Glendale, Mont. WRJC is a daytimer on 1270 kc with 500 w. Broker: J. D. Siebbins Co., Lake Forest, Ill.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 68).

- KQTV(TV) St. Joseph, Mo.: Sold by John P. McGoff, Michael L. Dow, Ned S. and Dorothy D. Arbury and others to Paul Hamilton Jr. and others for $3,150,000 (see page 47).

- KWG Stockton and KGNU Santa Clara, both California: Sold by John Jacobs and others to B. E. Barnes, Robert J. Hoth and others for $900,000. Mr. Barnes owns 95% of construction equipment sales company and 51% of a jewelry store chain. Mr. Hoth is former manager of KAKC Tulsa, Okla. KWG is full time on 1320 kc with 1 kw day and 250 w night. KGNU is full time on 1430 kc with 1 kw.

- KMSC(FM) Clear Lake City (Houston), Tex.: Sold by I. J. Saccomanno and others to L. Raymond Dawson and others for $230,000. Buyers own KMD(KFM) Tulsa, Okla.; KXX(KFM) Dallas, and KXL(S_FM) Midwest City (Oklahoma City), Okla. KMSC is on 102.1 mc with 100 kw and an antenna height of 255 feet above average terrain.

Cable television

- Junction, Sonora, Coleman, Martin, Ranger, Cisco, Eastland, Colorado City and Brackettville, all Texas: Communications Inc., Austin, Tex., multiple CATV owner, intends to make six separate stock exchange offers for the Texas cable systems for a total of 70,550 shares of Communications Inc. common stock. The systems serve over 7,000 subscribers. When the exchange offers are consummated, Communications Inc. will serve approximately 19,000 subscribers in 12 cities and own 51% of the systems to be constructed in Texarkana, Tex., and Texarkana, Ark. Communications Inc. already operates systems in Del Rio, Kerrville and Uvalde, all Texas.

- Sidney, Ohio: United Utilities Inc. has purchased Sidney Cable Television Co. for 26,000 shares of United Utilities common stock. The Ohio system, which serves about 2,800 subscribers, will be operated by United Transmis-
Field drops its permit for a UHF in Milwaukee

With an assist from the FCC, Field Enterprises Inc. last week took another step out of the broadcasting business. The commission, at Field's request, cancelled the company's construction permit for a television station on channel 24 in Milwaukee.

Field, which acquired the permit from Lou Poller in 1966 for $35,000, had decided to give it up after reaching an agreement to sell its only other broadcasting property, WFLD-TV Chicago (ch. 32), to Metromedia Inc. (Broadcasting, March 10). That agreement, which involves a purchase price of $10,044,000, is still awaiting commission approval.

Field five years ago had high hopes of building itself into an important factor in broadcasting—both as a station owner and programer (Broadcasting, April 6, 1964). But when it decided to sell WFLD-TV, after seeing it lose money for the three years it was on the air, Field saw no point in proceeding with construction of a Milwaukee UHF.

Its disposal of the Chicago station will actually mark Field's second departure from broadcasting. It once owned five radio stations, but sold them in the 1950's.

Moon shot holds up strike-bill action

With Congress set to make an en masse trip to Cape Kennedy for the Apollo 11 moon shot on July 16, the Senate Communications Subcommittee hearings on the bill to prohibit strike applications against existing licensees has been pushed back to August. And with those hearings moving, the Senate Subcommittee on the Consumer has lost its August dates for hearings on the cigarette labeling and advertising bill.

The strike-application hearings were originally scheduled for July 15-16 and have now been moved back to Aug. 5-7. The second flight of the cigarette hearings, scheduled for Aug. 6-7, has not been given a new date and may wind up being held in early September. The first part of the cigarette hearings will be held July 21-22.

The postponements came after the National Aeronautics and Space Administration offered to send the entire Congress and its guests to Cape Kennedy for the launching. Nearly all are expected to accept.

The Communications Subcommittee has yet to issue a witness list for its hearings on the proposed legislation (S. 2004). The eventual list is certain to include FCC Chairman Rosel H. Hyde and several broadcast representatives; in addition, two opponents of the bill have made known their plans to testify: Earle K. Moore, attorney for the National Citizens' Committee for Broadcasting and the United Church of Christ Office of Communication, and Anthony R. Martin-Trigona, owner of now dark WTAF-TV Marion, Ind.

St. Joseph, Mo. VHF sold for $3 million

The sale of KQTV(TV) St. Joseph, Mo., from Panax Corp. to Intermedia Inc. was approved by the FCC last week. Price of the channel 2 ABC-TV affiliate was $3,150,000.

Intermedia is a new corporation, wholly owned by ISC Industries Inc., Kansas City, Mo., which owns finance, leasing and insurance companies. Paul Hamilton Jr. is board chairman and president of Intermedia.

Before the KQTV sale becomes effective, Lamar Hunt, an ISC director, will resign as director of Kansas City Southern Industries Inc., which owns KMOV-TV Sedalia, Mo., and R. C. Kemper Sr., a director of Kansas City Southern, will place the 4.13% of ISC stock he owns in trust subject to independent control.


The vote was three to one with Commissioner H. Rex Lee dissenting.

KQTV, which went on the air in September 1953, has 100 kw visual.

Poughkeepsie AM-FM get short-term renewals

Saying it found indications of fraudulent logging and technical violations at WKIP and WSIP-FM) Poughkeepsie, N.Y., the FCC last week handed down short-term (one year) renewals to licensee Star Broadcasting Corp. Star was also made liable for a $10,000 fine because of the alleged infractions.

A 1968 inspection, the commission said, showed that WKIP operated frequently during daylight hours with nighttime power and antenna patterns. The commission also said the station had failed to make required field inten-
sity measurements. WKIP claimed the measurements had been made, but the FCC said its inspection indicated that false log entries on this had been made.

WSPK(FM) was cited for alleged failure to make proper inspection of all transmitting equipment in use by a qualified operator at required intervals. Entries in the station's log are fraudulent, the commission said, as logs show the operator to be on duty at WKIP and WSPK(FM) simultaneously. The general manager and chief engineer of WSPK(FM) admitted that errors were made.

Star Broadcasting has 30 days to file a statement of nonliability or request reduction or remission of the fine.

Network goes local with golf broadcasts

Golf Network Inc., has been established to provide local radio coverage of a series of Professional Golfers Association tournaments.

The principals, Robert I. Angelus, former vice president of PepsiCo International, and Donald E. Degnan, president of his own New York public relations firm, have hired an announcer, Pat Hennon, and lined up six advertisers for each tournament.

Golf Network buys local broadcast rights from the tournament sponsor, acquires time on a station, usually FM, in the tournament city, and broadcasts the golf matches from 10 a.m. to 6 p.m. Advertisers pay $1,500 per tournament and receive a 30-second spot each half-hour, or 16 commercials per day.

Sponsors for this year's series of 10 tourneys are: Acushnet Sales Co., New Bedford, Mass., through Reach-McClinton, New York; McGregor-Doniger Inc., through Cadwell-Davis, both New York; Anheuser-Busch, through D'Arcy Advertising, both St. Louis; Mallory Battery Co., Indianapolis, through Needham, Harper & Steers, New York; Mem Co., Northvale, N. J., through Cunningham & Walsh, New York, and Time Inc., through Young & Rubicam, both New York, for Sports Illustrated.

The company has already broadcast the Atlantic Classic on WXL5(FM), the Memphis Invitational on WMC-FM, and the Cleveland Open on WNOB(FM). Arrangements are being made for The American Classic from Akron, Ohio, the Westchester Open in New York and others.

Golf Network is also renting special earplug transistor receivers to spectators at the tournament so they can keep track of golfers on all 18 holes. The PGA does not allow regular transistor radios on the tournament course.

FCC doesn't belong in some CATV areas

AT&T tells commission states, cities can handle licensing, franchising

American Telephone & Telegraph Co. last week told the FCC that it should leave regulation of CATV licensing and franchising to states and local cities.

AT&T's comments were submitted in response to the FCC's April notice of inquiry and proposed rulemaking on the relationship between telephone companies and affiliated CATV systems. Comments were due July 2.

Asserting that telephone companies should not be "singled out" for restrictions on their business operations, AT&T said that such restrictions would contravene the 1968 brief filed by the commission with the Supreme Court defending the legality of its jurisdiction over CATV. AT&T noted that the brief said: "No attempt has been made to franchise or otherwise regulate entry into the CATV business, nor to fix CATV rates or limit the number of systems which can operate in a particular area."

If the FCC were to require that an
applicant for CATV channel service establish that prerequisites to entry imposed by local authority have been met.

AT&T said, the commission would become involved in the regulation if it disclaims. (The commission ruled in June 1969 that section 214 of the Communications Act applies to telephone company construction of CATV channel service. Section 214 requires common carriers proposing to extend their lines to apply for a certificate of convenience and necessity.)

Anyone alleging violations of local or state requirements in a CATV channel service case, AT&T argued, has available to him "appropriate remedies in the state."

Since such cases are "peculiarly" matters of state and local jurisdiction, the company said, the "commission should not attempt to make a determination in this area."

AT&T in its comments also sought to correct what it said was an inaccuracy in the commission's April notice of inquiry. It noted that 17 applications for Section 214 certificates were listed in the notice, three of which were filed, "under protest," by Southern Bell Telephone, an AT&T subsidiary, to provide service to a North Carolina CATV system in which Southern Bell then held an interest.

The notice states that in all of the 17 applications there exists a degree of ownership between the telephone company applicants and the CATV customer to be served.

However, AT&T pointed out, Southern Bell sold its interest in the CATV system in March 1969. It suggested that the confusion stemmed from the short (eight-day) interval between sale of the stock and issuance of the notice. It added that the notice had no immediate bearing on any Bell System company, as none of the companies "now offer, or have any intention of offering CATV service."

In another filing, United Telephone System supported AT&T's position, arguing that "nothing in the Communications Act of 1934, as amended, authorizes the commission to adopt rules or regulations which would restrict or bar ownership of common carriers and CATV systems."

Claiming that proposed restrictions would exceed limits of authority delegated to the commission by Congress, United maintained that rules which would bar a carrier from serving a particular customer solely because an affiliation exists between the two is "patently discriminatory."

The commission should continue to judge applications for certificates on individual merit and on a case-by-case basis, the company also noted in its comments last week.

FCC puts cable TV in the Pueblo picture

Pueblo TV Power Inc. was given the green light by the FCC last week to operate its Pueblo, Colo., CATV system, and Mountain Microwave Corp., at Almagre Mountain (Broadmoor), Colo., was granted a construction permit to provide microwave service to the Pueblo system.

The commission's action follows the Supreme Court's refusal two weeks ago to review a lower court decision. The decision affirmed the FCC's rejection of requests by KRD0-TV Colorado Springs and KOAA-TV Pueblo for a hearing on the proposal of Vumore Video of Colorado to operate a system in Colorado Springs (BROADCASTING, June 30). The vote was three to one with Commissioner Kenneth A. Cox dissenting.

When the commission first rejected the hearing requests (BROADCASTING, March 31), it concluded that the stations failed to establish special circumstances to justify the special relief requested, and failed to show the existence of any "substantial and material question of fact" requiring a hearing.

Who cares if the 8th wonder of the world is in West Bend, Iowa?

The inspiring Grotto of the Redemption: world's largest collection of rocks and semi-precious stones. Built through fifty-seven years of loving labor by just two men, the block-long shrine is valued at over $2,500,000! Who cares about the West Bend Grotto and the other wonders of Iowa? WHO, that's who! And that's why 3,000,000 Iowans care about, and believe in, WHO Radio.
WHDH case troubles Harvard's Jaffe

Law professor says FCC action is 'lurch to left' that could be more destructive than helpful

Broadcasters, particularly prosperous ones, seldom have reason to look these days to the intellectual community for sympathetic treatment of their problems. But multimedia owners worried about the implications of the FCC's unprecedented decision in the WHDH Inc. case would find much they could agree with—up to a point—in an article in the current Harvard Law Review.

Harvard Law School Professor Louis L. Jaffe, writing on the FCC's license-renewal procedures, described the WHDH decision as "a desperate and spasmodic lurch toward the left [which] is neither just nor constructive." Regulation, he argued, cannot be looked to as a means for making "basic improvements in broadcasting."

The commission last January denied ch. 5 WHDH-TV Boston a license renewal and granted the application of a competing group, principally on the grounds of advancing two commission objectives—diversification of control of mass media and integration of ownership with management. WHDH Inc., also licensee of WHDH-AM-FM, is owned by the publisher of daily and Sunday newspapers in Boston.

Professor Jaffe saw the decision—the first in which such criteria were used in a comparative hearing involving a renewal applicant—as jeopardizing licenses of multimedia-owned stations with a market value of $3 billion (Broadcasting, Feb. 3). He expressed concern over the concurring opinion written by Commissioner Nicholas Johnson, which had referred to the decision as, "at the very least, an interesting experiment which will be watched carefully by many." Professor Jaffe found "this blithe and ingenuous attitude toward interests of considerable substance disturbing."

Professor Jaffe said the "heavy forfeitures" that would result if WHDH became the new FCC policy would be warranted only if there is no alternative way of eliminating the evil it is resigned to cure. And he believes there is. But it is at this point that multimedia owners would part company with him.

Their solution is the proposed legislation they are backing in Congress that would prevent the commission from considering applications filed against a renewal applicant until the FCC had found him disqualified to be a licensee.

Professor Jaffe's suggestion is divestiture. He noted that the commission has in the past granted renewals of license on condition that the owners sell the stations involved. He said such renewals were granted "as an exercise of equity. If there is any doubt as to the commission's authority to issue such renewals, he said, Congress could confirm it with legislation. Indeed, he said, the WHDH case "re-emphasizes" what he feels is a long-apparent truth—that the FCC is the "victim of congressional failure to provide guidance."

Professor Jaffe based his contention that regulation cannot be counted on to improve broadcasting on the argument that there is no acceptable method of formulating official standards for judging performances and, therefore, no way of measuring the effects of the principles applied.

But although he feels the best hope for more representative programing rests with the creation of additional types of service—public broadcasting, CATV, pay television—he does not rule out all program-content regulation. He suggested limiting advertising time and eliminating the "blunt instrument" of broadcasting, with the implications of which such categories of desirable programs, such as news, public discussion and the like.

In connection with the latter suggestion, he said it was "unfortunate" that the commission had not responded on the merits to the arguments of Commissioners Johnson and Kenneth A. Cox, who have urged such program regulation. "This failure to rationalize," he said, "both exemplifies and partially accounts for the indeterminate, ambivalent character of our broadcasting regulatory policy."

Harrisclope acquires CATV and translators

A group broadcaster last week received FCC approval to purchase two translators and a Trancas, Calif., CATV system for $150,000 plus a five-year noncompeting agreement.

The sale from R. E. Edouart to Malibu Translator Co. was granted on conditions that translator service continue without increased charges and not be degraded or the signal quality impaired; that translator equipment be maintained in working condition, and that Malibu respond to all reasonable complaints about service. The grant is also conditioned on the outcome of the FCC's inquiry into cross-ownership of CATV systems and broadcast facilities.

Group station owner Harrisclope Broadcasting Corp. owns 30% of Malibu; Burt J. Harris, president of Malibu and Harrisclope, owns 10% of Malibu and votes another 30%. Geoffrey M. and Gilbert Nathanson, who have interest in Harrisclope, each own 10% of Malibu. The Harrisclope stations are KFHB-AM-TV Great Falls, Mont.; KJWT-AM-TV Casper, Wy.; KRAK-TV Bakerfield, Calif.; KULB-TV Billings, Mont.; 50% of WSNS-TV Chicago; 10% of KGGM-AM-TV Albuquerque, and 10% of KVSK Santa Fe, both New Mexico.

FCC gets A for effort

Court says it will lean toward FCC that's trying to make CATV policy

Although it was not happy with the draftsmanship of the order under review, the U.S. Court of Appeals last week affirmed an FCC action waiving the distant-signal rule for three CATV companies in the Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill., market. The court said the conditions under which the commission is laboring to formulate a CATV policy warrant "a more flexible standard of judicial review" than would otherwise be the case.

The commission waived of the rule requiring hearings on CATV proposals affecting the top-100 markets authorized systems owned by Benton Television Co., Egyptian Cablevision Inc. and Southern Video Corp. to import distant signals into a total of seven communities in the market. The commission held that the proposed CATV service would not have an adverse impact on UHF in the area.

This was disputed by the three VHF stations in the market that appealed the order. WPPO-TV Paducah, WSLI-TV Harrisburg, and KEVS-TV Cape Girardeau argued that the commission decision was arbitrary and capricious and was reached on the basis of inadequate facts and unwarranted inferences.

Judge Carl McGowan, who wrote the opinion in which Judges Edward A. Tamn and Spottwood W. Robinson III joined, agreed that the stations had cut "much of the ground out from under the commission's decision." And, he said, "it is unfortunate that the commission did not elucidate further the reasoning behind some of its summary conclusions, and did not focus more sharply on the primary justifications for choosing to waive a hearing in this
case."

However, he added that "sufficient rational basis for the commission's decision remains even after the petitioners' points have been tallied up, and certainly it must be said that sufficient evidence on the record as a whole supports the commission's decision."

Judge McGowan said the court found two commission arguments persuasive. The more important was that there was no UHF opposition to the CATV proposals; the only commercial UHF permittee in the market, WDXR-TV Paducah, actually favored all but one of the proposals and was satisfied that the remaining one would not jeopardize its position in the market.

The other was the "uniqueness" of the market and its position near the bottom of the top 100 (the parties disagreed as to whether it is ranked 80th or 87th). Judge McGowan said that a decision that makes no sense for a market with a center city of substantial size might be reasonable for a market, like the one involved in the appeal, "stretched over a considerable area, without any large cities, and with a substantial population not reachable by CATV."

Judge McGowan said that the stations had a "legitimate complaint" about a commission conclusion that the "maximum cumulative impact" of the CATV systems on television homes in the market could be computed at 15%; he said the commission did not attempt to support the accuracy of that assertion. But, he added, this failure did not constitute a reason for reversing the commission.

Judge McGowan made clear that if the court were to take "a strict view of the commission's performance," the order "arguably could not be affirmed." But he said the court recognizes that the commission "seems to be making serious efforts" to keep pace with rapidly changing technology. In addition, he said, the commission has been seeking — so far without success — congressional aid in formulating policy governing the interrelationship of CATV and other aspects of broadcasting.

"The considerations," he said, "provide justification for this court's employing a more flexible standard of judicial review than it might ordinarily be called upon to use in assessing commission actions" at a time the relationship between CATV and broadcasting industry is in a state of flux.

He also had praise for the Second Report and Order, in which the commission in 1966 asserted authority over all CATV systems and adopted rules to regulate them. "With all its flaws and imponderables," he said, the Second Report "was a commendable effort."

Judge McGowan noted that the commission, in proposals it issued in December for overhauling its CATV rules, has shifted its focus. Instead of CATV impact on UHF, he said, the commission's primary concern appears to be the "unfair competition" that CATV programming might provide in relation to local stations. The commission has proposed dealing with this problem by bringing market forces into play; one proposed rule would require CATV systems to obtain retransmission permission from the distant stations whose signals they want to import.

But Judge McGowan said the policy reflected in the Second Report "was a rational one, conceived after prolonged deliberation" by the responsible government agency. And, he added, the "court is confident that no injustice is done . . . ."

Johnson finds new forum
FCC Commissioner Nicholas Johnson's frequently expressed view that the danger of censorship in broadcasting rests with networks and advertisers rather than the government is being given national exposure this week in TV Guide.

"At the same time that network offi-
cials are keeping off your television screen anything they find inconsistent with their corporate profits or personal philosophies," he wrote, "the FCC has been repeatedly defending their First Amendment rights against government censorship."

He said some corporations have become large enough to have both the incentive and power to control the information reaching the public. And he accused broadcasters of fighting, "not for free speech, but for profitable speech."

Commissioner Johnson put forward a suggestion—an elaboration of one offered by former FCC Chairman John Doerfer some 10 years ago—that each of the three networks devote one third of its prime-time programming to something other than entertainment or sports. He said it could be nonsponsored cultural, educational and public affairs programming and that if the networks staggered such fare, the viewer "would have an alternative, a choice," during prime time. "There would still be at all times two networks with the commercial-laden, lowest-common-denominator mass entertainment of situation comedies, westerns, quiz shows and old movies," he said. "The third, however, would have something else."

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**Telestatus**

TELEVISION

**Multiset TV ownership**

Currently one-third of the nation's 57.2 million TV households have more than one set. July multiset TV ownership is estimated at 32% of TV households or a little over 18.2 million.

In many ways, the multiset family is the cream of the market. Just released January 1969, Advertising Research Foundation/Bureau of Census data shows multiset TV households tend to be markedly larger and better educated than the average. But the key demographic factor remains income. Where household incomes are over $10,000, the incidence of multiset ownership is over 50%.

The following local market data are Papert, Koenig, Lois estimates as of July 1969. They are projections from Nielsen Station Index spring data, adjusted to regional growth patterns, developed by Nielsen from ARF/Census data, set sales and Nielsen's own survey materials.

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

Nielsen cautions that because NSI survey data are sample-base estimates, they are subject to both survey and sampling error, and thus should not be regarded as exact to precise mathematical values. The PKL projections have the additional error-possibility associated with such forecasting.

"Telestatus" appears in the first Broadcasting issue of each month. A "Telestatus" report on how network TV program audiences distribute by local markets, will appear on Aug. 4.
<table>
<thead>
<tr>
<th>Nielsen Station Index</th>
<th>PKL projections</th>
<th>Nielsen Station Index</th>
<th>PKL projections</th>
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<tbody>
<tr>
<td>9/1/68 DMA area TV in Households</td>
<td>7/1/69 Multi TV ests in Households</td>
<td>9/1/68 DMA area TV in Households</td>
<td>7/1/69 Multi TV ests in Households</td>
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<tr>
<td>59. Little Rock-Pine Bluff, Ark.</td>
<td>263,420</td>
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<td>60. Rochester, N.Y.</td>
<td>256,620</td>
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<td>Markets 33-60</td>
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<td>62. Ogden, Utah</td>
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<td>63. Jacksonville, Fla.</td>
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<td>64. Knoxville, Tenn.</td>
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<td>67. Mobile, Ala-Pensacola, Fla.</td>
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<td>68. Fresno, Calif.</td>
<td>235,700</td>
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<td>56,500</td>
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<td>69. Raleigh-Durham, N.C.</td>
<td>237,770</td>
<td>25</td>
<td>58,400</td>
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<td>70. Roanoke-Lynchburg, Va.</td>
<td>237,620</td>
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<td>Markets 61-70</td>
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<td>73. Cedar Rapids-Waterloo, Iowa</td>
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<td>74. Spokane, Wash.</td>
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<td>77. Portland-Kenmore, Wash.</td>
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<td>102. Sioux City, Iowa</td>
<td>134,930</td>
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<td>27,700</td>
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<td>103. Baton Rouge</td>
<td>134,210</td>
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<td>36,300</td>
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<td>104. Columbus, Ga.</td>
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<td>105. Waco-Temple, Tex.</td>
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<td>106. Madison, Wis.</td>
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<td>109. Terre Haute, Ind.</td>
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<td>111. Monroe, La.-El Dorado, Ark.</td>
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<td>35,700</td>
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<td>112. Beaumont-Port Arthur, Tex.</td>
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<td>113. Youngstown, Ohio</td>
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<td>114. Joplin, Mo.-Pittsburg, Kan.</td>
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<td>22,000</td>
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<td>115. Quincy, Ill-Hannibal, Mo.-Keokuk, Iowa</td>
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<td>116. Tucson, Ariz.</td>
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<td>40,300</td>
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<td>117. Macon-Rome, N.Y.</td>
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<td>33,600</td>
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<td>118. Charleston, S.C.</td>
<td>113,750</td>
<td>29</td>
<td>32,800</td>
</tr>
<tr>
<td>119. Lafayette, La.</td>
<td>111,130</td>
<td>23</td>
<td>25,300</td>
</tr>
<tr>
<td>120. Lexington, Ky.-Plattsburg, N.Y.</td>
<td>110,430</td>
<td>25</td>
<td>27,100</td>
</tr>
<tr>
<td>121. Lubbock, Tex.</td>
<td>109,660</td>
<td>27</td>
<td>29,800</td>
</tr>
<tr>
<td>122. Columbus-Jefferson City, Mo.</td>
<td>108,580</td>
<td>17</td>
<td>18,800</td>
</tr>
<tr>
<td>123. Montgomery-Seima, Ala.</td>
<td>106,490</td>
<td>21</td>
<td>29,800</td>
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<tr>
<td>124. Corpus Christi, Tex.</td>
<td>104,570</td>
<td>26</td>
<td>29,100</td>
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<tr>
<td>125. Lexington, Ky.-Knoxville, Tenn.</td>
<td>104,950</td>
<td>28</td>
<td>29,200</td>
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<td>Markets 101-125</td>
<td>3,033,670</td>
<td>26</td>
<td>774,700</td>
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<tr>
<td>Markets 1-125</td>
<td>53,016,120</td>
<td>33</td>
<td>17,352,100</td>
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<table>
<thead>
<tr>
<th>Nielsen Station Index</th>
<th>PKL projections</th>
<th>Nielsen Station Index</th>
<th>PKL projections</th>
</tr>
</thead>
</table>
More muscle for USIA urged

Advisory commission suggests re-examination of agency, criticizes relatively small budget for information services

The U.S. Advisory Commission on Information says the United States is spending too little on its information services. In its annual report to Congress the advisory commission says that even though the U.S. "proffers "to see the solution to men's problems with words, not weapons," it still maintains a ratio of about 19-to-1 in defense spending as opposed to spending on agencies engaged in "international affairs." That includes spending for the Department of State, the Agency for International Development, the Peace Corps and the U.S. Information Agency, among others.

The five-man commission, headed by CBS President Frank Stanton, noted that the group had already gone on record in hearings before a House Sub-committee on Foreign Affairs, saying: "There are four channels through which a nation may conduct its foreign affairs. The first is diplomacy. The second is trade. The third is communication. The fourth is force. Three are complementary, the last is alternative. Indeed, the last alternative. It is indicative of the disordered priorities of our time that 95% of our foreign-affairs monies are devoted to the channel that the other 5% is dedicated to avoid."

The report says that in fiscal 1968, the U.S. spent $80.5 billion for national defense but only $4.6 billion for agencies involved in "international affairs"—State Department, USIA, AID and the Peace Corps—a ratio of 94.6% to 5.4%.

The USIA, which had $194,255,000 to spend in fiscal 1968, has a budget of only $173,168,000 in fiscal 1969 and $177,650,000 for fiscal 1970, the report detailed.

"But the essential problem is not in dollars. It is in direction." The report goes on to advocate a bigger role for the USIA in foreign-policy decision making.

As things stand now, the report explains, the U.S. "gives but curiously due to public opinion abroad" when making foreign-policy formulations. But the report says the U.S. can no longer ignore public opinion abroad.

The advisory commission, in its report, urges a complete review of USIA goals and policies. The commission repeats a previous observation: "The plain fact is that in too many cases the agency does not know what it is doing." A footnote to the report suggests that an examination of USIA and associated activities could be conducted by a "committee of nine" appointed by the President. The committee would include one member each from the advisory commission, the USIA, the Senate, the House and the National Security Council.

In addition to Dr. Stanton, the other members of the advisory commission are William F. Buckley, Jr., editor of National Review and group broadcast owners; M. S. Novik, radio-television consultant, New York; Palmer Hoyt, editor and publisher of The Denver Post, and Thomas Vail, editor and publisher of the Cleveland Plain Dealer.

Satellite shuffle saves the show

Indian ocean satellite is pressed into service for live TV from Wales

Network coverage of transatlantic events using satellite transmission will have to rely on a "substitute" satellite system in the foreseeable future.

Any fears of a complete TV satellite blackout were dispelled last week, however, during the network's use of an improvised system for coverage on July 1 of the investiture of Prince Charles as Prince of Wales.

Original plans called for the networks to use Atlantic Intelsat III, which hangs over the Atlantic between Britain and the U.S. Antenna trouble knocked it out of commission on June 28, causing hasty transmission rerouting over 91,000 miles. The color TV pictures went by ground from Wales to Goonhilly Downs, England, then via a new antenna to the Indian Ocean satellite, which transmitted the signal to Yamaguchi, Japan. From Yamaguchi the program was retransmitted by cable to Ibaraki, Japan. From Ibaraki signals were moved up to the Intelsat III Pacific satellite over the equator. The Intelsat satellite beamed the signals down to the Communications Satellite Corp. ground station at Jamesburg, Calif. The signals then went the microwave route to the Canadian Broadcasting Corp. in Montreal, which relayed them on to U.S. networks in New York.

In the meantime, Comsat pressed substitute satellite service into operation to maintain its communications service between North America, Europe and Latin America.

Comsat reactivated its Early Bird satellite, which will work with Intelsat II, already over the Atlantic. (Early Bird was not used by the networks for its coverage of the British ceremony).

Early Bird will link North America and Europe through earth stations, while Intelsat II will link earth stations in Southern Europe, Latin America and the Eastern U.S. Comsat noted, however, that since the improved system has less capacity than Intelsat III, television transmission and phone service to Latin America and Puerto Rico "will be interrupted."

The next satellite in the Intelsat III series is to be launched in early fall. Now, however, Comsat said it plans "to accelerate" this schedule.

NBC research estimated that more than 20 million people in the U.S. watched the networks' coverage of the investiture ceremony.

Although a satellite solution to the coverage problem was eventually found, NBC-TV reportedly was considering a plan at one point to fly video tapes of the investiture to Halifax, N.S., for transmission to New York by land lines. Under the arrangement live coverage would have been replaced by a delayed telecast.

Coverage of the ceremony, with the exception of the satellite rerouting, went as planned (Broadcasting, June 30), with NBC-TV providing about three hours of coverage; CBS-TV with about two and a half hours plus a half-hour highlight special in the evening, and ABC-TV with an hour and a half.
WBAP-TV decided to go full color, and Fort Worth gave them the business.

"Sure, we added the KODAK ME-4 Process primarily for the color news, documentary, and sports capability we needed to round out our color programming," says Jett Jamison, Director of TV Operations for the Fort Worth station. "But, we also knew that we could count on commercial processing business. We were more than right.

"Besides processing an average of 70,000 feet of our color film per month, we often do as much as 100,000 feet of commercial color processing. The extra income from commercial processing helps offset the cost of operating the lab for station use.

"We now process color footage for many local football teams, including the bands' halftime shows. We shoot commercials for our local advertisers. We also do work for several local advertising agencies and production houses. We are even processing 16mm KODAK EKTACHROME Film footage for camera shops. It keeps us hopping.

"In two years we've had no trouble at all. We're quality conscious—running quality control tests daily. The Kodak packaged chemicals are a real boon. We use the Kodak Silver Recovery System, and it's paying off too."

And you thought your station couldn't afford to go full color! Not only can you do it, but you can make money at it. Check into the sizes and prices of the new processors on the market. Find out how they can fit into your operation by calling a Kodak Regional Chief Engineer. In New York, Ray Wulf; in Chicago, Dick Potter; in Hollywood, John Waner. Don't wait.

EASTMAN KODAK COMPANY
Atlanta: 404/351-6510 Chicago: 312/654-0200
New York: 212/MU 7-7080 San Francisco: 415/776-6055
The American Research Bureau extends congratulations to the top three winners in the 1969 ARB Innovator Awards Program — an honor program designed to recognize outstanding uses of audience research by television stations — and to the following individuals whose material was selected by our panel of judges for special recognition: Reese Barkley, WNAC, Boston; A. James Ebel, KOLN/KGIN, Lincoln; Ron Gleason, KABC, Los Angeles; Bob Hosfeldt, KNTV, San Jose; Ben Hovel, WKOW, Madison; Michael T. Malone, KTTV, Los Angeles; Stan Rudick, WTTG, Washington; and Reg Stagmaier, WRGB, Chattanooga.

And, our special thanks to the many other professionals in the industry who submitted entries for the 1969 awards.

To further stimulate the creative uses of audience and market research data, ARB will soon publish a collection of this year's entries. Reserve your copy by writing to: Chairman, ARB Innovator Awards Program, 4320 Ammendale Road, Beltsville, Maryland 20705.
CATV issues
big June losers

Only eight stocks in index show gains during month; Metromedia starts back up

Broadcasting industry stocks followed the general market slump in June, falling 3.8%, compared to the 5.5% drop in the Standard & Poor Industrial Average. The Broadcast index of selected stocks showed declines in all six categories with service stocks, off 0.2%, making the best showing of the month.

The biggest decrease was reflected in the CATV issues, off 14.6% as a group. The broadcasting-with-other-major-interests category was down 10.7% and programing stocks were off 10.1%. Broadcasting issues were down 4.7% and manufacturing companies showed a 4.5% fall.

Good first-quarter and half-year reports were unable to help the overall list as the continuing sell trend in the market affected just about all stocks. Of the 83 stocks listed in the index, only eight showed gains during June.

In the broadcasting category, Metromedia had started a comeback by month’s end from its low for the year, reached about the time MM and Transamerica called off their planned merger. Among the CATV issues, the highly publicized opposition by some broadcasters to the proposed National Assocation of Broadcasters-National Cable Television Association staff agreement, was felt throughout the industry. Sterling Communications was off 29%, followed by Teleprompter at 24% and Entron at 23%.

In the service category Papert, Koenig, Lois was the big gainer, moving up 13%. Late in the month John Blair & Co. went from the over-the-counter market to the New York exchange and closed at 27½, up 1½ from its initial trade.

Amplex, up 5%, showed the only gain in the manufacturing stocks with Westinghouse holding its own.

New additions to the stock index are group owner Starr Broadcasting and J. Walter Thompson, the world’s largest advertising agency.

The Broadcasting stock index

A weekly summary of market activity in the shares of 85 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Stock Symbol</th>
<th>Exchange</th>
<th>Closing July 2</th>
<th>Closing June 30</th>
<th>% change Month of June</th>
<th>1969 High</th>
<th>1969 Low</th>
<th>Approx. Shares Out (000)</th>
<th>Total Market Capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABO</td>
<td>N</td>
<td>64 1/4</td>
<td>64</td>
<td>-</td>
<td>7</td>
<td>56 1/4</td>
<td>56 1/4</td>
<td>$ 306,900</td>
</tr>
<tr>
<td>Atlantic States Ind.</td>
<td>O</td>
<td>9 1/4</td>
<td>9</td>
<td>+ 6</td>
<td>15</td>
<td>8 1/4</td>
<td>8 1/4</td>
<td>17,100</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CCB</td>
<td>33</td>
<td>33 1/4</td>
<td>- 8</td>
<td>37 1/4</td>
<td>32</td>
<td>5,748</td>
<td>192,600</td>
</tr>
<tr>
<td>CBS</td>
<td>GBS</td>
<td>52 1/4</td>
<td>52 1/4</td>
<td>- 5</td>
<td>53 1/4</td>
<td>44 1/2</td>
<td>25,378</td>
<td>1,341,900</td>
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<tr>
<td>Corinthian</td>
<td>CRB</td>
<td>26 1/2</td>
<td>26 1/2</td>
<td>- 13</td>
<td>27 1/2</td>
<td>23 1/2</td>
<td>3,843</td>
<td>89,700</td>
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<tr>
<td>Cox</td>
<td>COX</td>
<td>41 1/4</td>
<td>41 1/4</td>
<td>- 13</td>
<td>39 1/2</td>
<td>40 1/4</td>
<td>2,891</td>
<td>120,300</td>
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<tr>
<td>Gross Telecasting</td>
<td>GGG</td>
<td>19 1/4</td>
<td>20</td>
<td>- 17</td>
<td>24 1/4</td>
<td>17 1/4</td>
<td>805</td>
<td>16,100</td>
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<tr>
<td>Metromedia</td>
<td>MET</td>
<td>24 1/4</td>
<td>25 1/4</td>
<td>- 23</td>
<td>35 1/2</td>
<td>23 1/2</td>
<td>5,507</td>
<td>142,500</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>O</td>
<td>17</td>
<td>17 1/4</td>
<td>- 22</td>
<td>25 1/4</td>
<td>18 1/4</td>
<td>1,616</td>
<td>27,500</td>
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<tr>
<td>Reeves Telecom</td>
<td>RBT</td>
<td>17 1/4</td>
<td>17 1/4</td>
<td>- 22</td>
<td>35 1/4</td>
<td>17 1/4</td>
<td>2,230</td>
<td>39,000</td>
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<tr>
<td>Scripps-Howard</td>
<td>O</td>
<td>24 1/4</td>
<td>25</td>
<td>- 7</td>
<td>31 1/2</td>
<td>23</td>
<td>2,589</td>
<td>64,700</td>
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<tr>
<td>Sonderling</td>
<td>SDB</td>
<td>37</td>
<td>37 1/4</td>
<td>- 15</td>
<td>47 1/4</td>
<td>36</td>
<td>985</td>
<td>37,700</td>
</tr>
<tr>
<td>Starr Broadcasting</td>
<td>O</td>
<td>7</td>
<td>6 1/4</td>
<td>+ 7</td>
<td>34 1/4</td>
<td>24 1/4</td>
<td>2,816</td>
<td>23,600</td>
</tr>
<tr>
<td>Taft</td>
<td>TFB</td>
<td>36 1/4</td>
<td>36 1/4</td>
<td>- 15</td>
<td>34 1/4</td>
<td>24 1/4</td>
<td>2,016</td>
<td>23,600</td>
</tr>
</tbody>
</table>

Total: 69,900

$ 2,955,000

CATV issues

Ameco          | ACO      | 11 3/4        | 11              | - 15                    | 14 3/4  | 10 1/4 | 1,200                 | $ 13,700                      |
| American TV & Communications | O       | 13 1/4        | 13 1/4          | + 13                    | 15     | 13 1/4 | 1,775                 | 24,400                        |
| Cable Information Systems    | O       | 3 1/4         | 3 1/4           | - 8                     | 5 1/4   | 3 1/4  | 955                   | 3,300                         |
| Columbia B掖ia              | O       | 11 3/4        | 11 3/4          | - 8                     | 15      | 11 3/4 | 580                   | 6,700                         |
| Cox Cable Communications     | O       | 18            | 18              | -                       | 21 1/2  | 16 1/2 | 2,540                 | 45,700                        |
| Cypress Communications      | O       | 13 1/4        | 13 1/4          | - 8                     | 13 1/4  | 12 1/4 | 808                   | 10,700                        |
| Entron                     | O       | 33 1/4        | 33 1/4          | - 10                    | 34 1/4  | 33 1/4 | 808                   | 10,700                        |
| H & B American              | O       | 15 1/4        | 15 1/4          | - 10                    | 20 1/4  | 16 1/4 | 5,016                 | 80,300                        |
| Sterling Communications     | O       | 74 1/4        | 74 1/4          | - 9                     | 104 1/4 | 64 1/4 | 808                   | 3,800                         |
| Teleprompter               | TP      | 56 1/4        | 52 1/4          | - 24                    | 70 1/4  | 46 1/4 | 1,006                 | 52,600                        |

(Continued on page 58)
The Broadcasting stock index
(Continued from page 57)

<table>
<thead>
<tr>
<th>Stock</th>
<th>Exchange</th>
<th>Closing July 2</th>
<th>Closing June 30</th>
<th>% change Month of June</th>
<th>High</th>
<th>Low</th>
<th>Shares</th>
<th>Capitalization</th>
</tr>
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<tr>
<td>CATV</td>
<td>Television Communications</td>
<td>VIK</td>
<td>O 154</td>
<td>15</td>
<td>-18</td>
<td>20</td>
<td>124</td>
<td>2,090</td>
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<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>Total 18,872</td>
<td>$325,790</td>
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<td>Viokos</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday Pictures</td>
<td>CPS</td>
<td>N 334</td>
<td>334</td>
<td>-2</td>
<td>42</td>
<td>29$</td>
<td>5,863</td>
<td>$194,900</td>
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<tr>
<td>Commonwealth United</td>
<td>CUC</td>
<td>A 104</td>
<td>104</td>
<td>-20</td>
<td>245$</td>
<td>104$</td>
<td>12,428</td>
<td>132,000</td>
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<td>Disney</td>
<td>DIS</td>
<td>N 764</td>
<td>75</td>
<td>-7</td>
<td>865</td>
<td>695</td>
<td>4,367</td>
<td>327,500</td>
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<td>Filmmakers</td>
<td>FWY</td>
<td>A 264</td>
<td>250</td>
<td>-18</td>
<td>375</td>
<td>245</td>
<td>1,120</td>
<td>28,800</td>
</tr>
<tr>
<td>Four Star International</td>
<td>O 65</td>
<td>45</td>
<td>+12</td>
<td>10</td>
<td>10$</td>
<td>33</td>
<td>666</td>
<td>3,200</td>
</tr>
<tr>
<td>Gulf &amp; Western</td>
<td>GW</td>
<td>N 254</td>
<td>264</td>
<td>-16</td>
<td>500</td>
<td>24</td>
<td>16,061</td>
<td>421,600</td>
</tr>
<tr>
<td>Transamerica</td>
<td>TA</td>
<td>N 29</td>
<td>29</td>
<td>-13</td>
<td>38$</td>
<td>28$</td>
<td>61,689</td>
<td>1,871,400</td>
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<tr>
<td>Trans-Lux</td>
<td>TLX</td>
<td>A 264</td>
<td>234</td>
<td>-29</td>
<td>585</td>
<td>225</td>
<td>979</td>
<td>22,900</td>
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<tr>
<td>20th Century-Fox</td>
<td>TF</td>
<td>N 244</td>
<td>224</td>
<td>-24</td>
<td>415</td>
<td>215</td>
<td>8,006</td>
<td>182,100</td>
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<tr>
<td>Walter Reade Organization</td>
<td>O</td>
<td>O 104</td>
<td>104</td>
<td>-5</td>
<td>155</td>
<td>85</td>
<td>2,083</td>
<td>21,900</td>
</tr>
<tr>
<td>Warner-Schott</td>
<td>WBS</td>
<td>A 484</td>
<td>484</td>
<td>-9</td>
<td>644</td>
<td>395</td>
<td>3,925</td>
<td>191,300</td>
</tr>
<tr>
<td>Whopper Corp.</td>
<td>WBP</td>
<td>O 124</td>
<td>124</td>
<td>-17</td>
<td>225</td>
<td>125</td>
<td>1,760</td>
<td>22,000</td>
</tr>
</tbody>
</table>

| Service |         |                |               |                        |      |     |         |                |
| John Blair | BJ | N 28 | 275 | - | 285 | 255 | 2,265 | $62,300 |
| Comsat | CQ | N 504 | 51 | +3 | 554 | 415 | 10,000 | 510,000 |
| Creative Management | O 15 | 15 | +3 | 205 | 13 | 1,020 | 15,300 |
| Doyle Dane Bernbach | O 245 | 25 | -17 | 315 | 245 | 2,104 | 52,400 |
| Foote, Cone & Belding | FCB | N 124 | 124 | -17 | 154 | 114 | 2,147 | 26,000 |
| Grey Advertising | O 154 | 15 | -13 | 185 | 14 | 1,163 | 17,400 |
| Kmart | MOV | A 95 | 95 | +3 | 134 | 75 | 1,407 | 13,400 |
| MPO Videolectronics | MPO | O 11 | 11 | -13 | 221 | 105 | 542 | 6,000 |
| Nielsen | O 334 | 334 | -8 | 37 | 314 | 524 | 174,200 |
| Ogilvy & Mather | O 28 | 28 | -18 | 345 | 215 | 1,090 | 30,500 |
| Papert, Koenig, Lois | PKL | O 244 | 224 | +13 | 304 | 104 | 721 | 16,100 |
| J. Walter Thompson | O 294 | 29 | -37 | 295 | 790 | 23,100 |
| Wells, Rich, Greene | O 124 | 12 | -20 | 18 | 114 | 1,101 | 18,000 |

| Manufacturing |         |                |               |                        |      |     |         |                |
| Admiral | ADL | N 184 | 164 | -12 | 214 | 15 | 5,110 | $85,600 |
| Ampex | APX | N 435 | 44 | +5 | 445 | 325 | 10,571 | 465,100 |
| General Electric | GE | N 904 | 90 | -98 | 914 | 855 | 91,025 | 8,192,300 |
| Magnavox | MAG | N 474 | 464 | -13 | 564 | 444 | 16,561 | 776,300 |
| 3M | MMM | N 1034 | 101 | -6 | 1124 | 945 | 54,388 | 5,493,200 |
| Motorola | MOT | N 120 | 117 | -3 | 1334 | 1025 | 6,148 | 719,300 |
| RCA | RCA | N 404 | 414 | -6 | 484 | 405 | 62,713 | 2,594,800 |
| Reeves Industries | RSC | A 65 | 55 | -10 | 105 | 55 | 3,437 | 20,200 |
| Viscom Electronics | VIS | A 184 | 17 | -16 | 37 | 15 | 1,326 | 22,500 |
| Westinghouse | WX | N 604 | 62 | -5 | 714 | 555 | 38,509 | 2,387,600 |
| Zenith Radio | ZE | N 454 | 434 | -13 | 58 | 424 | 18,935 | 823,700 |

Total 29,990 $964,900

| Standard & Poor's Industrial Average | 108.51 | 107.06 | 5.5 | 116.85 | 105.82 |

N-New York Exchange
A-American Stock Exchange
O-Over the counter (bid price shown)

Company reports:
Cypress Communications Corp., Stamford, Conn., group CATV owner, reported a 37% increase in revenues while net income remained about the same for the first nine months of the fiscal year. Cypress, also a majority owner of KTLT(TV) Sacramento-Stockton, Calif., still awaits FCC approval to purchase the Dynamic Broadcasting group for $2.5 million. For the nine months ended March 31:

Rust Craft Greeting Cards Inc., Dedham, Mass., greeting card publisher, group broadcaster and multiple CATV owner, reported increases in unaudited net sales and net income for the three months ended May 31:

Company reports:

Rust Craft Greeting Cards Inc., Dedham, Mass., greeting card publisher, group broadcaster and multiple CATV owner, reported increases in unaudited net sales and net income for the three months ended May 31:

Financial notes:

- John Blair & Co., New York, has declared a dividend of 12 cents per share, payable Aug. 15 to stockholders of record June 15.
- Corinthian Broadcasting Corp., New York, has declared a dividend of 7½ cents per share payable July 31 to stockholders of record July 14.
- Outlet Co., Providence, R.I. has declared regular quarterly dividends of $1.37½ per share on 5½% convertible preferred stock and 16¼ cents per share on common stock, payable Aug. 6 to stockholders of record July 18.
- Cox Broadcasting Corp., Atlanta, has acquired Dealers Indianapolis Auto Auction Inc. for approximately $1 million in cash and notes.

(FOCUS ON FINANCE)
McClellan awaits copyright accord

Ford hopes for agreement by Aug. 31; in Denver NAB contemplates its next move

The National Association of Broadcasters and the National Cable Television Association continue their search for accord on CATV regulation—and Senator John McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, continues to stand watch and keep score.

The senator, who frequently reminds the sparring interests that failure to effect a workable compromise will mean failure to exert strong influence on copyright legislation dealing with CATV, last week told NAB, NCTA and attorney Louis Nizer (representing motion-picture interests) in a letter that he is "compelled to request that the parties participating in the current discussions submit to the subcommittee not later than Aug. 31 a statement indicating such agreements, if any, that they have reached, and identifying those matters on which the parties continue in disagreement."

Senator McClellan reiterated his belief that the best course of action is for copyright owners and broadcast and cable interests to "reach certain understandings which could then be recommended to the subcommittee for its consideration." However, he added, copyright legislation by Congress is now "clearly necessary"—both generally and as it specifically relates to CATV—and indicated, once again, that the key is to hang together or hang separately.

NCTA President Frederick W. Ford promptly replied in a letter that the Aug. 31 date, in his opinion, "provides ample time for the parties to resolve their differences if they can be resolved by them." He added: "We will employ all of our ability and resources to convert the public-interest proposals of the NAB-NCTA staffs, as rapidly as possible, to specific recommendations consistent with our dedication to preserving the present broadcast structure and providing the diversity and choice of service to the public which cable television can provide."

Mr. Ford took several potshots at the NAB board's resolution of last month (BROADCASTING, June 23), in which the board effectively wiped out the previous agreement between NAB and NCTA staffs by calling for "major revision" and the resolution of "other issues" in subsequent negotiations.

According to Mr. Ford: "The NCTA board's general endorsement of the proposed compromise was conditioned on acceptance of the principles embodied in the proposal as a package, subject to clarification and implementation and was clearly not intended to be a basis from which bargaining would begin. The NAB board's resolution does not appear to be responsive to this condition."

That compromise was designed to launch a joint broadcast-cable quest for legislation and FCC regulation in which CATV's would be permitted to import sufficient distant signals to provide customers with three network and three independent stations; to originate on one channel of entertainment and unlimited automated programing, with one channel carrying advertising, and to grandfather existing service in the event of new legislation. The cable systems would also have been liable for copyright payments, at rates to be fixed by the pending copyright bill; would have been required to respect exclusivity agreements between stations and program suppliers; and would have been prohibited from interconnection (BROADCASTING, June 2 et seq).

It is unclear to NCTA, Mr. Ford said, why these proposals need major revision and what other issues need to be resolved.

One answer may emerge shortly. The negotiating committee selected last month by the NAB boards to represent a cross-section of broadcasting sentiment meets this week in Denver. No one seems at all ready to predict what accord, if any, may develop at the meetings. However, an NAB source said, "I'm sure we can meet the date" set by Senator McClellan.

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JULY 1, 1969

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GOODKIND & COMPANY, INC. ALESSANDRINI & CO., INC.
FCC reveals letter in WPIX challenge

Still intriguing question: Why did FCC's Johnson keep it in office so long?

"The letter" in the WPIX(TV) case—the letter which figured in the FCC decision to set aside its license-renewal grant to the New York station and thus to open the door to a comparative hearing on the station's frequency (channel 11)—was released by the FCC last week.

The letter, alleging that the station mislabeled news clips and used outdated film to illustrate current events, was written by former WPIX news staff member Nancy McCarthy. She implies she was fired for protesting what she said were the station’s unethical practices.

Fred Thrower, president of the New York Daily News station, declined to comment on the charges until he had an opportunity to study the letter. But Ted Kamp, producer of the station's half hour nighttime news program and the official most frequently mentioned in the letter, said the station puts together "a news broadcast based on the journalistic standards accepted in the industry."

He disputed most of Miss McCarthy's charges, but conceded some of the episodes mentioned in the letter may have resulted from "misunderstanding" on the part of station personnel. He said he had never given anyone orders to distort news.

The substance of the letter has been known for some time (Broadcasting, Jan. 9). And the charges it contains were reported in Variety on Jan. 1. The commission released the letter at the request of both WPIX and Forum Communications Inc., the group headed by former NBC advertising vice president Lawrence K. Grossman, which has filed a competing application for channel 11.

Miss McCarthy, who now works for an independent film producer in New York, said in her letter that the station had used film of crowd scenes of Budapest, Hungary, with "Prague" and "via satellite" superimposed on it to accompany a report on the Soviet invasion of Czechoslovakia. She added that the voice over the silent film was of "a stringer in Vienna, who wrongly identified himself as the UPI correspondent in Prague."

She also said that the station had used film of an Army tank that was taken in Fort Belvoir, Va., but identified as coming from Vietnam—"Central Highlands or Da Nang, I forget which," she said.

She charged, in addition, that the station had used film of student demonstrations at San Francisco State College on a day later than that on which it was taken to illustrate campus disorders. "Ted [Kamp] couldn't resist the really bloody San Francisco State College riot," she wrote, "and he phonied film."

Miss McCarthy said other present and former WPIX news staff members shared her concern. She recalled that one of those colleagues, Colin Gibson, had "clashed" with Mr. Kamp over a humorous piece about a Vermont man who got a ticket for driving too slowly on a throughway in an aged car. "Ted thought adding—incorrectly—that the man was in jail, would funny up the story no end."

Mr. Kamp conceded the station might have been guilty of some "misunderstanding" in connection with the Prague-Budapest and Army tank items. But he said no "purposeful deceit" was involved.

However, he said the film used in the San Francisco State College piece was correctly labeled as having been shot earlier. And he denied directing Mr. Gibson "to put something in the [humor] story that wasn't there."

He also labeled as "absolutely false" Miss McCarthy's statement that "at least once each night, a piece of dated UPI newsfilm was phonied to look like a current story—frequently at the cost of the story, and certainly at a cost of credibility. Ted," she added, "was always trying to compete with the networks."

He said two other allegations related to stories that were not broadcast. In one story, Miss McCarthy said, film in a bad weather story was identified as the Atlantic Ocean "when it was really the East River." In the other, she wrote, a reporter was required to redo a stand-up piece on a black militant artist feature "because they didn't like the reporter's accurate description of what happened."

Miss McCarthy’s view that a hunger for ratings lay behind many of the practices about which she complained was evident throughout her letter. At one point she said: "Ted frequently urged writers to draw conclusions, or sensationalize news, to whip up public interest. She quoted him as saying: "Write it hard, write it tight, and blame somebody."

Mr. Kamp said the correct quote is: "Write it hard, conversational, and be accurate."

The facts surrounding Miss McCarthy's letter add up to one of the singular chapters in what is being compiled on the WPIX case. Miss McCarthy, who was with WPIX from August to December 1968, wrote it to a friend shortly before she left the station. The friend's name has not been divulged but it's known he was working for the Public Broadcast Laboratory in Washington at the time, doing a study of television newsroom operations.

The friend referred the letter to Commissioner Nicholas Johnson some time in January. But Mr. Johnson did not bring it to the attention of the commission staff until May 22, several hours after the staff had routinely granted the WPIX license renewal. Commissioner Johnson says Miss McCarthy's request for anonymity prevented him from divulging the letter's contents sooner. (The commission released the letter after getting clearance from Miss McCarthy.) He beans the staff for not following up on the Variety story outlining the charges.

The manner in which the complaint was handled was crucial since May 22 was also the date on which the Forum application was tendered—to late, the commission said, to be accepted for filing. However, the preliminary results of an investigation undertaken by the staff after reviewing the letter led the commission to set aside the renewal grant (Broadcasting, June 23). The
in TV plays, cartoons and feature films broadcast during the first week of October 1967 and the first week of October 1968. The analysts recorded observations about the nature and frequency of violent episodes; the significance of violence to the plot; the roles of different times, places, major and minor characters, and the law in the "world of domestic violence," and "some characteristics of encounters between parties inflicting and suffering violence."

Among the key findings:

- Some violence prevailed in eight out of 10 plays, and was usually an "integral part of the play in which it occurred."
- Acts of violence were usually committed in "self-interest" rather than from great emotion or in the name of a "noble cause."
- Violent acts rarely lead to visible hurt or suffering except when severe or fatal, although some injury was "evident in half of all violent episodes."
- Most violence represented a battle between "clear-cut good and evil," with "good guys" inflicting as much violence as "bad guys," and perhaps suffering somewhat more but emerging victorious.
- Foreigners and nonwhites "committed more than their share of violence, and unlike white Americans, who get away with much 'justified' vio-

Violence called rife in TV drama

It's found in 80% of TV plays in study by Annenberg school

A team of investigators from the University of Pennsylvania's Annenberg School of Communications has completed a study of violence in television drama, conducted for the Mass Media Task Force of the President's Commission on the Causes and Prevention of Violence. Its primary conclusion: "Television drama projects a largely violent America in a wild world of many violent strangers, with a mostly violent past and a totally violent future."

The study, carried out by Dr. George Grebner, dean of the Annenberg School, with the aid of four associates, analyzed the portrayal of overt physical violence
ience, these groups paid for every life taken with a life of their own.

- Witnesses to violence are usually passive spectators. When they act, they are as likely to encourage as to combat the violence.

- The prevalence of violence remained about the same in the two years, although there was "some evidence of moderation in its rate and tone."

The study found less violence on CBS than on the other two networks. On that network, the analysts said, the prevalence and rate of violence increased mildly from 1967 to 1968, but the "proportion of violence significant to the plots" decreased. ABC and NBC were judged to be approximately equal in the 1967 study; in 1968, the study said, violence on NBC "declined slightly in some respects," and ABC cut the proportion of programs "containing the most significant type and the highest rate of violent episodes," although it "maintained its share of violent programming."

Special gets simulcast on and off the air

An exhibition of Appalachian folk art and photography of the region shared attention with a 30-minute documentary, *The Proud People*, last week as Reeves Telecom Corp. presented a special evening preview of the third annual Festival of American Folk life at Washington's Smithsonian Institution.

The documentary, produced by Reeves's WHNT-TV Huntington, W. Va., was shown on that station as it was being presented in Washington. It depicts the people of West Virginia the craftsmen, wood carvers, musicians—in the process of craftsmanship, in their explanation of their work, and in their attempts to transmit and preserve their heritage.

Reeves, a co-sponsor of the festival, also presented a sales exhibition of photographs by Arthur Tress, complemented by actual crafts from the region and live music.

Among the representatives of industry and government to attend the preview was FCC Chairman Rosel H. Hyde. Reeves representatives included Hazard Reeves, chairman of the board; Richard L. Geismar, president, and Fred E. Walker, president, broadcast/CATV division.

Where there's smoke there'll be satire

The "positive" approach to giving up smoking will be stressed in a Westinghouse Broadcasting Co. half-hour special produced by WJZ-TV Baltimore for the five WBC TV stations.

ABC's *About It*, scheduled for this week (July 7), will spoof cigarette commercials: a young-couple running through a field—without cigarettes—and a cowboy pulling an apple out of his pocket instead of taking out a cigarette pack.

The program will also examine several systems for quitting and will be narrated by Arnold Zinner and Wiley Daniels.

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**TV network showsheets: 3-dayer schedules**

*Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsor. Abbreviations: sust., sustaining; part., participating; eff., effective. All times Eastern. Showsheets are published in *Broadcasting* at the beginning of each quarter.*

**Sunday morning**

8:30-10 a.m.

- ABC-TV 8:30-9:30 *No service.*
- CBS-TV 8:30-9:30 *Black Heritage,* part.; 9:30 *Tom & Jerry,* part.; 9:30-10 *Adventures of Aquaman,* part.
- NBC-TV *No service.*

10 a.m.-noon

- ABC-TV 10-10:30 *Liesus the Lionhearted,* General Foods; 10-11:30 *King Kong,* part.; 11:30-12 *Deluxe Staging,* General Mills; 11:30-12:30 *Discovery 69,* part.
- NBC-TV *No network service.*

**Sunday afternoon-evening**

Noon-1 p.m.

- ABC-TV 12-1 *No network service.*
- CBS-TV 12-12:30 *No network service:* 12:30-1 *Face the Nation,* part. (2nd feed).
- NBC-TV *No network service.*

1-2 p.m.

- ABC-TV 1-1:30 *Directions,* sust.; 1-1:30 *Issues and Answers,* part.
- CBS-TV *No network service.*
- NBC-TV 1:30 *Meet the Press,* Sperry Rand, Allstate; 1:30-2 *NBC religious series,* sust.

2-5 p.m.

- ABC-TV *No network service.*
- CBS-TV *AAU International Track & Field,* part.
- NBC-TV *No network service.*

- ABC-TV 5-6 p.m.
- CBS-TV 5-5:30 *Jetsco,* part.; 5:30-6 *Original Amadeus Hour,* J. B. Williams and part.
- NBC-TV *No network service.*

6-7 p.m.

- ABC-TV *No network service.*

7-8 p.m.

- ABC-TV *No network service.*
- CBS-TV 7-7:30 *Lassie,* part.; 7-8 *Genie Bros,* part. (Eff. 9/28 *When in Rome,* part.).
- NBC-TV 7:30-8 *Huckleberry Finn,* part.; 7:30-8:30 *Walt Disney, RCA, Gulf, Miracle White.*

8-9 p.m.

- ABC-TV *The FBI,* Ford.
- CBS-TV *Ed Sullivan,* part.
- NBC-TV 8:30-9 *Walt Disney,* part. (Eff. 9/29 *Bill Cosby Show*).

9-10 p.m.

- ABC-TV 9-10 *Sunday Night Movie,* part.
- CBS-TV *Hee-Haw,* part.
- NBC-TV *Bonanza,* Chevrolet; J. R. Reynolds, American Home Products.

10-11 p.m.

- ABC-TV *Movie, cont.*
- CBS-TV *Mission Impossible,* part.
- NBC-TV *My Friend Tony,* part. (Eff. 9/21 *The New People*).

11-11:15 p.m.

- ABC-TV *No network service.*
- CBS-TV *Sunday News with Harry Reasoner,* part.
- NBC-TV *No network service.*

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**Monday-Friday**

7-10 a.m.

- ABC-TV *No network service.*
- CBS-TV 7-8 *Morning News with Joseph Begli,* part.; 8 *Captain Kasyoro,* part.
- NBC-TV 7-8 *Today,* part.; 9-10 *No network service.*

10-11 a.m.

- ABC-TV *No network service.*
- CBS-TV 10-10:30 *Lacy Show,* part.; 10-11 *Recent Hobbies,* part.

11 a.m.-noon

- ABC-TV *No network service.*
- CBS-TV 11-11:30 *Wisley Griffeth Show,* part.; 11:30-12 *Dick Van Dyke Show,* part.

**Noon-1 p.m.**

- ABC-TV 12-12:30 *Bewitched,* part.; 12:30-1 *That Girl,* part.

1-2 p.m.

- ABC-TV 1-1:30 *Dream House,* part.; 1:30-2 *Let's Make A Deal,* part.
- CBS-TV 1-1:30 *Black Heritage,* part.; 1:30-2 *As the World Turns,* P&G and part.
- NBC-TV 1-1 *No network service:* 1:30-2 *You're Putting Me On,* part.

2-3 p.m.

- ABC-TV 2-2:30 *Newlywed Game,* part.; 2:30-3 *Dating Game,* part.
- CBS-TV 2-2:30 *Love Is a Many Splendored Thing,* part.; 2-3:30 *Guiding Light,* P&G and part.
Wednesday evening
7:30-9 p.m.
ABC-TV 7:30-8:30 Here Come the Brides, part. (Eff. 9/16). 9-8:30 Six Hours in the Morning, part. 8:30-9:30 Courtship of Eddie's Father, part. 9:30-10:30 Family Affair, part. 10:30-11:30 The 11th Man, part. 11:15-12:30 Games, part.

ABC-TV 9-10 My Name Is Adam, part.

NBC-TV 7:30-9 Virginia, part.

9-10 p.m.
ABC-TV 9:11 Wednesday Night Movies, part. 9-10:30 Beverly Hillbillies, part. 10-11:30 Green Acres, part. 11:30-12:30 Movies, part.

NBC-TV 7:30-8:30 Daniel Boone, part. 8-9:30 Ironside, cont. 9:30-10:30 Dragnet, part.

10-11 p.m.
ABC-TV 10:40 Movie, cont. 11-12 p.m. NBC-TV Dean Martin Presents the Goldiggers, part.

Thursday evening
7:30-9 p.m.
ABC-TV 7:30-8:30 Flying Nun, part. (Eff. 9/18). Ghost & Mrs. Muir, part. 8:30-9:30 That Girl, part. 9:30-10:30 Meatballs, part. 10:30-11:30 The Road Runner, part. 11:30-12:30 Movies, part.

CBS-TV 7:30-8:30 Animal World, part. 8-9:30 Family Affair, part. 9:30-10:30 Hoss, part. 10-11:30 Movies, part.

ABC-TV 9-10 No network service. (Eff. 9/25 It Takes a Thief, part.

CBS-TV 10:30 Movie, cont. NBC-TV Dean Martin Presents the Goldiggers, part.

Friday evening
7:30-9 p.m.
ABC-TV 7:30-8:30 Let's Make a Deal, part. 8-9 Man from Atlantis, part. 9-10 The 11th Man, part. 10-11:30 Movies, part.

CBS-TV 8:30 11th Man, part.

NBC-TV 7:30-8:30 High Chaparral, part. 8:30-10:30 Name of the Game, part.

19 p.m.
ABC-TV 9:30 Judd for the Defense, part. (Eff. 9/26 Here Come the Brides, part.) 10-11:30 Movies, part.

NBC-TV Name of the Game, cont.

10-11 p.m.
ABC-TV Dick Cavett, part. (Eff. 9/26 Jimmy Durante Presents the Lennon Sisters, part.) 11-12 NBC-TV Movie, cont.

Saturday
8-10 a.m.
ABC-TV 8-9 No network service (Eff. 9/6 8-8:30 Casey Cartoons, part. 8:30-9:30 Smokey Bear Show, part. 9:30-10:30 Adventures of Gulliver, part. 10-11:30 The Nashville Cats, part.)

CBS-TV 8-9:30 Go-Go Gophers, part. 9-10 News, part. 10-11 Noon, part. 11-12 p.m. NBC-TV 8-9:30 Bugs Bunny/Road Runner Hour, part. 9:30-10:30 Bugs Bunny/Road Runner Hour, part.

'Death Valley' Episodes • Peter M. Robeck & Co., New York program distributor, has placed 52 half-hours of Death Valley Days into syndication under the title of Call of The West.

Black radio series • American Black Communications Inc., 140 West 57th Street, New York, headed by former WMCA News Director Barry Beere and former NBC sales executive John F. Small, is syndicating a new radio series, Focus on Black. About 100 segments, each two-and-a-half to three-minutes long, will be produced monthly, with James Earl Jones, Ruby Dee, Jackie Robinson, Johnny Nash and Percy Sutton as regular narrators.

'Playboy' in second year • Screen Gems reports that a second-year group of 26 half-hour Playboy after Dark programs will go into production shortly. The series is produced by Playboy Enterprises and distributed by SG.

Five first runs • Western Video Industries, Los Angeles, plans to begin distribution of five new syndicated series within the next three months: Paul Gregory Theater, dramatic anthology specials; Now and Then, one-hour variety series; Dr. Zodiac, 12 one-hour variety specials; Saucepans and the Single Girl, five weekly half-hours on cooking, and Man on the Go, 130 five-minute commentaries by Alex Dreier. Western Video has also taken over distribution of the King Family specials and has opened a sales office in New York.

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Equipment & Engineering

The technical side of satellite-to-home TV

Quantum electronic devices and satellites will beam television programs directly into homes, schools and offices, Dr. Simon Ramo, vice chairman of TRW Inc., Redondo Beach, Calif., predicts. Speaking before the Association of Industrial Advertisers on June 23, Dr. Ramo suggested that the coming of space technology will bring massive changes in living.

He foresees the possibility of thousands of educational programs, pre-taped, available in microwave form. He said that from dish antennas on rooftops, programs will be selected by pushbutton. In addition, he suggested that three-dimension holographic color TV, depending upon laser devices, might be available in far higher fidelity, visually and audibly, than current television signals.

Dr. Ramo also predicted the possibility of video telephone conferences that would obviate the necessity for people actually attending conferences, thus alleviating many of the transportation problems of the nation. Through higher reaches of the frequency spectrum, he pointed out, electronics also will handle much of the society's legal operations.

WOWW in clear

The FCC last week granted Naugatuck Valley Service Inc. a regular three-year renewal for woww Naugatuck, Conn., despite technical violations alleged to have been made by the station. The commission admonished Naugatuck for these incidents but imposed no fine because the one-year statute of limitations had expired. The most serious violation, the commission said, concerned false maintenance log entries made Jan. 14-17, 1968, when a station employe had logged base current readings although no readings were actually made. Naugatuck disclaimed knowledge of falsified entries, the commission said.

Technical briefs:

TV control console • Concord Communications Systems, a division of Concord Electronics Corp., Los Angeles, has introduced a professional TV control console, that sells for under $3,000. The model TCC-100 series are for business and educational video-tape application. Concord claims that the console may be used with any video-tape recording system and produce professional studio quality records.

48-month guarantee • Essex International Inc., Fort Wayne, Ind., announces a CATV program switcher with a two-year guarantee for all parts under normal conditions. Model 1619 consists of a time base and two program boards, each of which is designed to provide switching information on half-hour intervals for an 18-hour day, seven-day week. Time base is $1,195; first program board is $350 and each succeeding board $300.

New home • Optimedia Systems, Inc., Clifton, N.J., has moved to new headquarters at 1080 Route 46. The new facility also includes TV production studios.

New color processor • Terminal Data Corp., Los Angeles, announces the compact Colormate MF-4 processor for Ektachrome 16mm color film. The processor operates at 15 feet per minute.

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What FM transmitter power do you need?

Gates has the most complete line of FM transmitters in the industry. From 10 watts to 40,000 watts. All with a 100% solid-state exciter employing DCFM (direct carrier frequency modulation) where modulation occurs at carrier frequency.

The TE-1 exciter is the heart of all H series transmitters—one tube (1kW), two tube (3, 5 and 10kW), and three tube (20kW). All FCC-type accepted, ready for prompt shipment. Tell us the power you need and ask for data on our FM antennas. Write, or phone (217) 222-8200 today.
Broadcast advertising

Mary Weir, fashion director, Kenyon & Eckhardt, New York, named VP. Robert N. Bauer, media director, Campbell-Ewald, Chicago, joins K&E there, as media manager.

Albert A. Fisk Jr., formerly with Leo Burnett Co., Chicago, also joins K&E there as art director for Lincoln-Mercury Dealers Association account.

Ralph Allison, formerly VP and director of marketing research, National Distillers Products Co., New York, joins Campbell-Ewald Co., Detroit, as senior VP and director of marketing research.

Robert Krisko, with William Esty Co., New York, named VP in media department.

Gail Raphael, creative supervisor, Ted Bates & Co., New York, named VP.

William Kaletta, with The Katz Agency, New York, joins WDAF Kansas City, Mo., as general sales manager.

Howard Mead, market research manager, Bristol-Myers Co., New York, joins research department, Cunningham & Walsh there as group project director.

Thorton Lockwood, associate research director, Benton & Bowles, New York, elected VP.

Larry Lacy, with WCHS-TV Charleston, W. Va., joins WXIT there as sales manager.

Samuel Kalish, VP-marketing, Revlon International Corp., New York, named to newly created post of senior VP-marketing.

Grayson Kirtland, with Clinton E. Frank Inc., New York, appointed account supervisor.

David Platt, director of media, Grey Advertising, Los Angeles, joins BBDO, San Francisco, in same capacity.

William Huston, with Rose-Magwood Productions, New York, commercial producers, named VP and director of sales.

Thomas R. Boyd, formerly VP and account supervisor, Guardian Maintenance account, General Motors Corp., Detroit, joins McCann-Erickson there as account director.

Robert Larson, general manager, KGMY Missoula, Mont., appointed general sales manager, KUTY Yakima, Wash.

John Severino, sales manager, WLS-TV Chicago, joins WXYZ-TV Detroit as general sales manager. Both are ABC owned stations.

Media


Dick Paul, advertising-promotion director, WAVY-TV Portsmouth-Norfolk-Newport News, Va., appointed operations manager.

Albert Bloom, VP and operations manager, Telesystems Corp., Philadelphia, named VP and general manager.

Edward Deedy, local sales manager, WNEB Worcester, Mass., appointed station manager.

Jake Gurley, with WIST Charlotte, N.C., appointed assistant station manager.

Larry Burroughs, program manager, WGY, WGFM/FM and WRGB/TV all Schenectady, N.Y., and Teddy Webster, production manager, WPGB-TV Pittsburgh, join WATL-TV Atlanta, soon to go into operation, as operations manager and assistant operations manager, respectively.

Programing

Joseph Sanford, senior commercial loan officer, Union Bank, Los Angeles, elected VP and treasurer, Western Video Industries Inc., Hollywood.

Jim Steele, assistant director of promotion, WCIX-TV Miami, and George Brown, director, KMVT(TV) Twin Falls, Idaho, join KBTY(TV) Denver as directors.

Buddy Holiday, music director, KPRC Houston, appointed program director.

James Case, president and executive producer, Circle Films. Denver, joins noncommercial KRMA-TV there as executive producer of newly created special projects department which will produce programs for national distribution.

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Dick Paul, advertising-promotion director, WAVY-TV Portsmouth-Norfolk-Newport News, Va., appointed operations manager.

Albert Bloom, VP and operations manager, Telesystems Corp., Philadelphia, named VP and general manager.

Edward Deedy, local sales manager, WNEB Worcester, Mass., appointed station manager.

Jake Gurley, with WIST Charlotte, N.C., appointed assistant station manager.

Larry Burroughs, program manager, WGY, WGFM/FM and WRGB/TV all Schenectady, N.Y., and Teddy Webster, production manager, WPGB-TV Pittsburgh, join WATL-TV Atlanta, soon to go into operation, as operations manager and assistant operations manager, respectively.
Carroll J. Sutton, news director and account representative, WFMJ (FM) Springfield, Ill., joins WIRL-AM-TV Peoria, Ill., as newsman.

Promotion

Frank Long, PR director and account group supervisor, Montgomery and Associates, Bala Cynwyd, Pa., named VP.

Ernest Larson, program traffic manager, WFIL-TV Philadelphia, appointed to newly created post of manager of public services, WFIL-AM-FM-TV.

J. Clyde Parker, assistant promotion manager, KOTV-TV Tulsa, Okla., appointed promotion manager. He is succeeded as assistant promotion manager by James Stunkard, assistant film director.

Kay Cushing, special events director, Gimbel's department store, Pittsburgh, joins KQV there as director of advertising and promotion.

William Hodges, general manager, Noble-Dury public relations, Atlanta, joins WATL-TV soon to go into operation there, as advertising-promotion manager.

Hal Richardson Jr., account executive, D. P. Brother & Co., Detroit, appointed PR director.

Equipment & Engineering

James McNabb, manager of marketing planning, business products and systems division, Xerox Corp., Rochester, New York, joins supply division, Memorex Corp., Santa Clara, Calif., in newly created position of VP-sales.

Charles Power, director of engineering, video division, Reeves Telecom Corp., New York, elected VP, engineering, production division. William Baue, account executive, Listfax Corp., New York, joins Reeves Telecom as director, sales planning and marketing.

Benjamin Leavitt, administrative head, physical electronics laboratories, and manager of technical liaison, General Telephone & Electronics Laboratories Inc., Bayside, N.Y., joins Educating Systems Inc., New York, as VP.

Arne Berg, with TEAC Corp., Santa Monica, Calif., equipment firm, appointed director of audio products.

O. G. Mills, with RCA, Camden, N.J., joins Visual Electronics Corp., Southeastern regional office, Atlanta, as sales engineer for Georgia and Florida.


Morrell Beavers, with Vital Industries Inc., Gainesville, Fla., appointed re-
regional sales manager, Middle West-Great Lakes region office, Terre Haute, Ind.

Marvin Anthan, with American Electronic Laboratories Inc., Colmar, Pa., appointed CATV Southwest sales specialist, Fort Worth.


International

Tony Hemmings, with Polytel Film Ltd., London, appointed general coordinator and sales manager for British and Commonwealth territories. Polytel is part of European consortium that has been established for production and distribution of programs for use on television and in the theater.

John Pare, assistant manager, Young & Rubicam, Mexico City, named VP and general manager.

Deaths

Raymond Sullivan, 72, co-founder and former chairman, Sullivan, Stauffer, Colwell & Bayles, New York, died June 30 in White Plains (N. Y.) hospital. Mr. Sullivan helped form the Sullivan concern in 1946, was president from 1946 to 1958 and chairman and chief executive officer from 1958 to 1960. He was former director of American Association of Advertising Agencies and honorary director of Advertising Council. He is survived by his wife, Marion, son and two daughters.

Robert O'Brian, 50, account supervisor for Television Syndication Division, Chicago, of Bing Crosby Productions Inc., died June 22 in private plane crash. His son Christopher, 12, also was killed. He is survived by his wife, Lona.

Dr. Charles G. Smith, 80, co-founder of Raytheon Co. and inventor of rectifier tube for radio, died June 28 at nursing home in Newton, Mass.

Raymond E. Krings, 65, retired Budweiser advertising manager for Anheuser-Busch Inc., St. Louis, died June 23 of heart attack. He had served as advertising manager for Budweiser since 1950 and retired last January. Mr. Krings is survived by his wife, Alice, and three daughters.

Stanley Andrews, 77, veteran character actor, died June 23 in Los Angeles. Mr. Andrews is best remembered for his role as the Old Ranger who did narration in the syndicated TV series, *Death Valley Days*.

Theodore Hekt, 61, character actor, died June 24 in Los Angeles. Mr. Hekt appeared on TV in Abbott and Costello and *China Smith* series. He is survived by his daughter.

For The Record

As compiled by Broadcasting, June 25 through July 1 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical frequency. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. ke—kiloevolts. kw—kilowatts. LS—local storm. mc—megacycles. mod.—modification. N—night. PSA—preannounce service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very-high-frequency; via.—visual. w. watts. *—educational.

New TV stations

Final actions


Other action


Action on motion

* Hearing Examiners Herbert Sharifman in Orlando, Fla. (Mid-Florida Television Corp., Central Nine Corp., Florida Herald Television Inc., Comint Corp. and TV 9 Inc.). TV proceeding, on request of Comint scheduled further prehearing conference for June
PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Washington, 20006
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Washington, 20004
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
& TELEVISION
221 Massachusetts Bldg.
Wash., D.C. 20004
Member AFCCE

COMMERCIAL RADIO
EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Washington, D.C. 20005
Member AFCCE

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N.W. 20006
Washington, D.C. 20004
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg.
Washington, D.C. 20004
Member AFCCE

Lohnes & Culver
Munsey Building
District 7-8215
Washington, D.C. 20004
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W., Washington 20006
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 831-8360
Member AFCCE

GUY C. HUTCHESON
CONSULTING ENGINEERS
817-261-0721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W., Washington, D.C. 20004
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
19 E. Quincy St.
Riverside, Illinois 60546
Phone: 312-447-2401
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
KANSAS CITY, MISSOURI 64114

JULES COHEN
& ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44143
Phone: 216-526-4866
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
245 Colorado Blvd., 80206
Phone: (Area Code 303) 383-3562
TWX 910-931-0514
DENVER, COLORADO
Member AFCCE

A. E. Towne Associates, Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
(415) 592-1394

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hawkins Street
Lufkin, Texas 75901
634-9558
632-2821

RAYMOND E. ROHRER
Consulting Radio Engineer
421 Wyatt Bldg.
Washington, D.C. 20005
Phone: 347-9061
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 517-278-6733
Member AFCCE

ORRIN W. TOWNER
Consulting Engineer
11008 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673

ROSNER TELEVISION
SYSTEMS
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F
Austin, Texas 78751
(512) 454-7014

SEVERING THE SOUTHEAST
FREDERICK A. SMITH, P.E.
Consulting Engineer
5 Exchange St.
Charlotte, N.C. 28201
A/C 803 723-4775

PAUL DEAN FORD
Broadcast Engineering Consultant
R. R. 2, Box 50
West Terre Haute, Indiana 47885
(812) 533-1661

COMMERICAL RADIO
MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lees Summit, Mo.
Phone Kansas City, Lees 4-7777

Cambridge Crystals
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

Cambridge, Mass. 02138
Phone (617) 876-2810

Telesommunication Consultants International, Inc. (TCI)
Offers Consulting Services in Telecommunications & Electronics
Data Handling Systems
Gerald C. Gross, President
1020 Cons. Ave., NW, Wash. 20036
Phone (202) 659-1135

SERVICE DIRECTORY

BROADCASTING, July 7, 1969

69
Station boxscore
Compiled by BROADCASTING, July 2, 1969

On Air
Licensed CP's Total On Air Authorized
CP's
Commercial AM 4,246 10 4,256 60 4,316
Commercial FM 1,976 8 2,084 156 2,178
Commercial TV-VHF 497 9 506 17 523
Commercial TV-UHF 126 53 179 158 337
Educational TV-VHF 365 71 372 3 80
Educational TV-UHF 88 12 100 12 112

Summary of broadcasting
Compiled by FCC, June 2, 1969

Commercial Educational
Licensed (all on air) AM FM TV AM FM TV
4,244 1,977 619 366 159
CP's on air (new stations) 7 23 63 7 18
Total on air 4,251 1,980 631 373 177
CP's not on air (new stations) 70 174 176 45 12
Total authorized stations 4,321 2,174 858 418 189
Licenses deleted 1 0 0 0
CP's deleted 0 1 0 0

* Includes four AM's operating with Special Temporary Authorization, and 25 educational AM's.
* Includes one commercial FM operating with STA.
* Includes two VHF's operating with STA's, and two licensed UHF's that are not on the air.

24 (Docs. 11083, 17339, 17341-2, 17344). Action June 23.

Call letter application

Existing TV stations
Final actions
* KNXT-TV Los Angeles—FCC ruled station has shown reasonable compliance with obligations under fairness doctrine as applied to cigarette advertising; denied petition opposing renewal of KNXT-TV's license filed Nov. 15, 1968, by Benzaf I HI and Action on Smoking and Health, Action June 25.
* KPIX-TV San Francisco—Broadcast Bureau granted CP to change type trans., type antenna; made changes in system and increased height to 1,160 ft.; condition, Action June 24.
* WMAQ-TV Chicago—Broadcast Bureau granted CP to install auxiliary ant. Action June 24.
* WWVE-TV (TV) New Orleans—Broadcast Bureau granted license covering installation of auxiliary antenna, Action June 25.
* WREC-TV Memphis—Broadcast Bureau granted CP to install private carrier frequency control system at main trans. Action June 25.
* KERA-TV Dallas—FCC waived mileage separation requirements of rules and granted application of Area Educational Television Foundation for changes, Action June 18.
* KVOS-TV Bellingham, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 24, Action June 24.

Actions on motions

Please send
Broadcasting
The Businessmen's Journal of Television and Radio

Name
Company
Business Address
Home Address
City State Zip

SUBSCRIBER SERVICE

$1 year $2 year $3 year
$16 24 32 48

Canada Add $2 Per Year

1969 Yearbook $11.50

January Publication

Payment enclosed Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20005.

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

Please return all of above except for Business Address and Home Address.

Please send
Broadcasting
The Businessmen's Journal of Television and Radio

Name
Company
Business Address
Home Address
City State Zip

SUBSCRIBER SERVICE

$1 year $2 year $3 year
$16 24 32 48

Canada Add $2 Per Year

1969 Yearbook $11.50

January Publication

Payment enclosed Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20005.

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

70 (FOR THE RECORD)
New FM stations

Applications


Action

- KWAL Wallace, Wash.—Broadcast Bureau granted remote control; conditions. Action June 25.
- KBBQ Burbank, Calif.—Broadcast Bureau granted remote control; conditions. Action June 25.
- KHYH Honolulu — Broadcast Bureau granted CP to change trans. location to 331 F Kamani Street, Honolulu. Action June 24.
- KWAL Wallace, Idaho.—FCC, because of failure to answer commission correspondence concerning violations of rules and failure to file notice of publication on renewal application, dismissed application of Motsal Broadcasting Co., Inc., for grant of renewal of license effective July 31, terminated authorization to operate and deleted call sign. Action June 25.
- WCCR Urbana, Ill.—FCC denied request by L. Frank Stewart, for 100% of time in daytime hours. Action June 25.
- KLPR Oklahoma City.—Broadcast Bureau granted to extend expiration date for changes. Action June 23.

Initial decision


Actions on motions

- Hearing Examiner Charles J. Frederick in Chartagic and Jackson, both in Mississippi (both so-called WPAP and Ford Broadcasting Co.), AM proceeding, on request to withdraw motion for further prehearing conference for June 26, (1968) Fed. Comm. 2d 578.

Fines

- KRBE Houston.—FCC notified of apparent violation involving $21,000 for violations of certain rules, including failure to have properly licensed operator on duty at trans. Action June 25.
- WNWV White River Junction, Vt.—FCC notified of apparent violation involving $1,000 for violation of terms of license and PFA and failure to maintain operating power. Action June 25.

Call letter action

- KZIN, General Broadcasting Co., Yuba City, Calif. Granted KOBO.

Broadcasting, July 7, 1969
CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. 

Situations Wanted 25¢ per word—$2.00 minimum. 

Applicants: If tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transmittals must be in writing. All responses expressly repudiate any liability or responsibility for their custody or return. 

Help Wanted 20¢ per word—$2.00 minimum. 

Deadline for copy: Must be received by Monday for publication next Monday. Display ads $25.00 per line, 5¢ over billed at run of book rate. —Stations for Salesmen. —Business Opportunities—advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—$4.00 minimum. 

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036

RADIO

Help Wanted—Management

Small New England station in pleasant college community seeks sales and station manager. Salary open. Sell us. Box F-402, BROADCASTING. 

Operations manager to assume complete responsibility for programming, production, public affairs, etc., for Negro-oriented radio station in major southern city. Must have full knowledge of FCC regulations and employ, motivate, and direct top staff of community minded DJs. Salary commensurate with ability. Mail complete personal and work history with income requirements to Box F-412, BROADCASTING. 

A major market group owner is seeking strong sales leadership for its FM flagship. Strict confidence guaranteed. Box C-24, BROADCASTING. 

Sales manager-investor, northeast—important market, small station at top of the times. Station manager well-versed in all phases make it go. Salary open. Send resume, qualifications and experience. Box F-514, BROADCASTING. 

Competitive salary, opportunity unlimited for right man. Must run tight, bright show, and like company music. Send tape, resume, and photo. Box F-176, BROADCASTING. 

Attendances continued

Immediate positions now open for two seasoned pros at moderate salaries. 20 miles from N.Y. City. Excellent salary, commission and fringe benefits. Call or write for further information. WKQW Radio, P. O. Box 428, Nanuet, N. Y.-10954. Ph. 516-623-5231. 

Announcers

First Class License. Chicago, Permanent. Immediate. 

Excellent first class phone DJ. Send resume to Box D-156, BROADCASTING. 

Third phone announcer needed immediately at progressive, high power, Maryland AM/FM station reaching the Baltimore and Washington markets. Contemporay/MOR. Network affiliate. Excellent salary, opportunity unlimited. Applicants should be familiar with morning market. Rush tape, resume and photo to Box F-176, BROADCASTING. 

First phone announcer for small south Florida station. Send tape and resume. No maintenance. Box F-338, BROADCASTING. 

Morning man. Good wake-up. Some TV work possible. Midwest medium market, modern but not frantic. Send resume, tape to Box F-340, BROADCASTING. 

Experienced first ticket announcer strong on production. No salary requirements. For right man, Box F-345, BROADCASTING. 

Immediate opening—small station market near New York City. Permanent, Box F-397, BROADCASTING. 

Boss Jack strong on production or news. Dominant station within listening range. Short tape and resume. Box C-16, BROADCASTING. 

Young man on the way up in radio. Opportunity to advance into all phases of radio. West Texas AM/FM Station. Send tape to Box G-33, BROADCASTING. 

Maryland! Immediate opening! First phone DJ. 

Available send tape. Box G-34, BROADCASTING. 

Los Angeles . . . Need big-voiced, fast-paced personalities for contemporary non-rock. Experience necessary. Top 40 background helpful. Third phone DJ. Artificial, send tape, resume and expected salary to Box F-537, BROADCASTING. 

AM/FM/TV operation needs first phone DJ with some experience, no maintenance. Excellent benefits and working conditions. Send resume to someone who wants to settle down. Contact John King, KBDM, 202-622-2210. 

Western Washington Skw first phone MOR morning man . . . good voice . . . $625, personal interview required. Send tape, resume to: Dennis Wills, KBBF, P. O. Box 250, Mount Vernon, Washington 98237. 

Immediate opening for first phone morning drive man—heavy on product. Modern Country music — KHOS — Box 5945, Tucson, Arizona — Pulse rated #1 in 12-station market. Send tape, photo, references salary requirements to Jim Slone. Also need midnight to 6 a.m. first phone jock—Country and Western. Southern exposure not required. KMHL Radio needs three experienced announcers for challenging new mostly talk, newsletter telephone format service middle of road music on AM. (Licensee also operates FM/stereo separately programming mostly music. Applicants must be mature and able to carry on intelligent interviews on wide range of subjects. Midwest men, familiar with rural communities preferred. Must be free of military obligation 40 hour, five day week, rotating shift for 4 months end every month. Opportunity to work sixth day at hourly rate, or option to sell on commission for ambitious men who want top hourly rate up to $3.00. Marshall is home of new 4-year State College. Send tape and resume to KMHL Radio, Marshall, Minnesota 65358. 

Immediate opening for dependable 1st phone announcer to handle night time experience. Must be progressive and ambitious. Contact Manager, KOKX, Kekuk, Iowa. 

Announcers continued

See the orient! Openings now for two experienced, young Top 40/MOR DJs with news and commercial copy writing ability. KBKJ, 580 on Okinawa Island, near Suwol and Kadena, Japan. English language operation geared to U.S. Troop Transportation pass holders. Minimum Send resume, photo and attention; station manager, KBKJ, C.P.O. Box 4, Naha, Okinawa. 

Wisconsin AM/FM in Milwaukee metro area AM combo, MOR, news or sales an exciting opportunity. Voice. Happy air. Midwest roots. WKBK, West Bend. 

Announcer with sales experience as replacement for drafted starter at MOR station. First phone he's been trained in sales, prospecting, and he's eager, excited. Call. Will consider beginner if can read well, willing to work hard for low to moderate training, and can follow instructions. Send tape and resume to Samson, WSMID, La Plata, Maryland 20645. 

Top 40 expanding to TV. Experienced personality with production talent and music/program director potential. Southern California area. Solid opening. Full responsibility. Send resume and tape to WELE, Charlotte, Virginia. 

Morning man for AM/FM. Prefer experienced—man interested in selling also. No drake, no shout. Must know name, is relaxed easy going type. Send resume, references, salary requirements to Box F-209, BROADCASTING. 

Must have career experience in AM/FM with some announcing ability. Send resume, tape, photo and references. Box F-337, BROADCASTING. 

Top 10 station in state seeks experienced announcer. Preferably 1st phone. No drifters. Send tape and resume to WVVDF Box 2932, Delta Station, Jackson, Mississippi 39213. No phone calls. 

First phone combo, no maintenance world's best climate. Most comfortable staff Florida Gold Coast. Minimum salary plus travel plus room and board. Great place to work. Call 1-305-276-5592 for more information. 

Technical

Chief engineer for AM-FM in unusually pleasant western Pa. living area. Top flight maintenance including Marti a must. Pretend and recently added new equipment must be 100%. Experience and resume must reach me immediately, including present earnings, Box F-312, BROADCASTING. 

Small south Florida station needs chief engineer has top salary. Salesman or technical. Knowledge of all production, recording, and TV equipment. Send resume, tape. Box F-337, BROADCASTING. 

Chief Engineer wanted for three stations in Ohio. Must be familiar with 1000 watt AM and 3000 watt FM equipment. Good salary plus travel between stations. Box G-23, BROADCASTING. 

Chief engineer for 5000 W fulltime directional in Virginia, good equipment and working conditions. Send complete resume and salary requirements to C-39, BROADCASTING. 

Chief engineer. California directionaL Transmitter & studio maintenance. Planning power increase and operating personnel. Send complete resume and salary requirements. Box C-45, BROADCASTING. 

Wanted: Chief engineer for AM-FM non-directional, pleasant eastern Pennsylvania city. Good schools and community, excellent benefit, opportunity for advancement and ownership if desired. Colleges close. No announcing. Familiar with maintaining equipment. Be own boss. Salary negotiable. Box G-18, BROADCASTING. 

BROADCASTING, July 7, 1969
WE ARE LOOKING to fill a number of positions in our news service. Positions include:

1. Director of Broadcast Operations
2. News Director
3. Anchor/Producer
4. Announcer

Requirements:
- Bachelor's degree in broadcast journalism or communications
- Minimum of 3 years of experience in broadcast news, including reporting, anchoring, and producing
- Excellent writing and editing skills
- Ability to work in a fast-paced, deadline-driven environment

Position is located in Hartford, Connecticut. Please send resume and references to: Mike Burns, Colonial Office Building, 2nd Floor, Hartford, CT 06103.

**TELEVISION**

**CATV Manager**

CATV Manager is responsible for the daily management of CATV operations. Requires a minimum of 3 years experience in CATV management and sales. Experience in management of cable television systems is preferred. Knowledge of CATV systems and operations is required. Must have strong communication and people skills. Must be able to work independently and as part of a team. Salary range: $50,000-$60,000. Send resume to: Mike Burns, Colonial Office Building, 2nd Floor, Hartford, CT 06103.
News continued

Midwest independent UHF station is now auction- ing candidates for 20 job openings. UHF station is looking for a young aggressive experienced newsman. Strong on-camera personality. Must organize to get original segment ideas on the ground. Please send complete resume, video tape or take a letter to Box F-333, BROADCASTING.

Combination reporter-photographer, journalism degree or comparable experience necessary. Contact Gene Silul, WCRT-TV, Miami, Fla. PL 44692.

Newsmen for award winning radio and TV news department. Experience in writing, filming techniques and air work. Send resume and tapes to news director, WSBT AM/FM, TV, 302 West Jefferson Boulevard, South Bend, Ind. 46601.

Programming, Production, Others

Commercial Production Unit of major TV station seeking creative camera-man/editor with experience in commercial film production. Applicants only from those with such experience will be accepted. Box F-334, BROADCASTING.

Artivist midway in career. TV network, VHF, layout, handletter, hotpatri. All color, some print and set design. Send resume and salary requirements to . . . Box F-358, BROADCASTING.

Full color VHF group station needs producer/director for news shows and commercial production. Switching, writing experience desired. Send resume and salary desire to: Production Manager, WTEN/TV, P.O. Box 10, Albany, New York.

TELEVISE

Situation Wanted Management

Sales manager or general manager, medium to large market. Makes right decisions, good sales closer. We need most experienced references. Family, college grad, age 45. Stable. Entire career in broadcasting. Currently employed. Box F-344, BROADCASTING.

General manager or sales manager-professional broadcast management; outstanding profit & sales performance; extensive experience; excellent contacts and references. See opportunity and challenge. Write F-403, BROADCASTING.

Looking for tired general manager who needs number-two man with managerial experience. Strong in sales, public relations, detail organization . . . you name it! Box G-38, BROADCASTING.

Station and sales manager looking for medium market. Midwest 17 years experience all phases of broadcasting. Immediate opening. Box G-42, BROADCASTING.

Announcers

Weather forecaster-mature, adaptable, former Air Force weather officer with wide experience including some television with considerable knowledgeable presentation. Box G-37, BROADCASTING.

Technical

Engineer manager, twenty years type experience. 14 years management. Exceptional references. Looking for top spot with solid organization. Box F-371, BROADCASTING.

1st phone, experienced TV engineering, studio, camera, film projection, lighting, transmitter operations. Box G-52, BROADCASTING.

News

Investigative reporter, expert in film technique seeks position with professional, dedicated news organization of highest caliber. 4 years in a leading market, master's degree, married. Box G-5, BROADCASTING.

News director. Successful record in directing efficient news operation. Consistently top-rated on the air report. Has projection and photography. Extensive production experience in public affairs and special events programming. Box G-10, BROADCASTING.

Midwest radio-TV news director, possesses top news and personal reputation in area. Looking for new opportunity with growing liberal company. Have ten years television and 20 years radio news experience. Authoritative, creative director of network caliber. I can do the air job to bring you in news price better than Midwest or south Box G-30, BROADCASTING.

News continued

TV/Radio news anchorman, seeking opportunity and community control with progressive television and radio station. Experience in major markets with proven record of high ratings and community acceptance. Excellent knowledge of format, local reporting. Mature and responsible. Interested only in networks. Box G-36, BROADCASTING.

Programmg, Production, Others


Soon to be 27 and married. 7 years in radio, 2 in TV. Presently sports director of midwest radio-TV organization. Top 100 rank. No radio background. An example of what is interesting together with creative wish and energetic on the air approach. Good voice, excellent delivery. Strong on public relation's, capability, equipment, with first news. Good knowledge of all sports Heavy play by play via both mediums. Experience as host of weekly TV bowling show and state-an-golf TV. Also excellent production. Hard working, top references. Box H-1, BROADCASTING.

Attention—New York City . . . Can you use my 20 years experience: Advertising agency ivide TV commercial producer. program director 11 years. radio company as an account executive. TV also: Have created several TV game shows yet unrevealed. Box G-44, BROADCASTING.

Talented, photogenic woman. Have done shows in depth interior programming, panel moderating, news, commercials, and copy. Salary requirements are low. Pictures and resume upon request. Presently located in highly competitive San Francisco Bay area will relocate anywhere. Box G-46, BROADCASTING.

Attention: Television stations—preferably New England or northeast. Young experienced research man. Box G-55, BROADCASTING or call 1-617-343-4679, after 5 pm.

College student willing to pay up to $5200 for 'bus ticket and working as camera man for travel purposes). Contact: Steve Roodock, 131 Hashtel Ave., Brooklyn, New York 11233.

FOR SALE—Equipment


Towed for sale. AM-FM & cable TV, United States Towers & Construction, 249 Bartow Lane, Petersburg, Virginia

Visual 6000 TV Automatic system: true time and elapsed time switching, 12 pre-rolls 2-punch tape record & replay tape push button, 3 metals, audio output. Unit in service and can be seen by appointment. Alco-GE PF-16S cm- Controllable system. GE-PEI vicron film chain, John Rhoads, WTVT, 220 E. 42nd St. New York, N.Y.

RCA BTA 1M, excellent condition. 1500' RG 117, 300' lengths. KRLC, Box 157, Albuquerque, N.M.

Gene model SA do speech input box with model CBO-1L, $400.00 WDC, Carbondale, Penn. 19407.

Rustkie #108 Studie-Transmitter remote control units S-14790, 24-position type moved transmitter—using mic. KUTE radio, Los Angeles, Calif. 90012.

RCA 1 K Mod 101 transmitter in "Mint" condition available 1st week in August. Contact Ed Duda, KDI-AM, 5515 Melrose Ave., Los Ange- les, Calif. 90038. Phone 213-462-3133.
FOR SALE - Equipment
continued

TV transmitting tower, priced exceptionally available 30 days dismantled on the present location. The John Hess, 87-41, face-race includes the following: 1/2 E. C. C. VHF TY 7040 Ch. 13, 12 antenna - 1/2 E 8 VHF TY 7040 Ch. 15, 5 antennas 1-1/2 E 8 VHF TY 7040, 1-1/2 by 15 ft microwave tower. 1-6 x 5 rotating microwave screen. TV transmitter 17, 1-1/2 E. C. C. VHF TY 7040 dismantled and available in 30 days. Any questions, contact Mr. G. Sosa, KBBJ, P.O. BOX 55, Greenville, N. C. 275-304.

MISCELLANEOUS

Deejay! 11,000 classified gag lines $10.00. Unconditionally guaranteed. Catalog free. Edmund Ortin, Mariposa, Calif. 95335.

Voice Drop-ins Los Angeles guaranteed sound can be made to number 50 S. Row Broadcast Associates, 6175 Deale St. Valley Village, Calif. 91607.

"Unique" Source Guide. "Hard to find" names and addresses of products and services for deejays. Price per line, true or false is $2. Write for "Free" brochure. Command, Box 23627, Miami, Florida 33159.

Due to expanding needs, 3 personal d j jingles now available only $10.00. Send check or m.o. Bill Shirk, Mid-America Promotions, Box 2512, Muncie, Indiana.

Deejay Manual is a collection of funny radio one-liners. Contains 33 1/3rd oz. Write to Box 7295, "Broadcast Comedy" catalog Show Bic, Comedy Research, Chicago, Ill. 60630.


Deejay lines—by top comedy writers 3 recent samples—$5.00. $25 yearly. Humor Originals. Box 216, East Meadow, N.Y. 11554.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Granada Heights, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. All correspondence. Yelina's Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

New Orleans now has Elkins famous 17-week Broadcast course. Professional staff, top-notch equipment Elkins Institute, 331 St Charles Avenue, New Orleans, Louisiana.


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Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (5 week course. Total tuition $560. Class begins at all R.E.1. Schools Aug. 4 and Sept. 22. Call 913-313 today to get the R.E.1. School near you for information.

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R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call 703-313-1441.

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Ge first first class! First license course in four weeks or less. Total tuition $1,000. Money-back guarantee. Classes begin on 1st and 3rd Monday of each month. Write or call: Tennessee Electronics Institute, 121 Fair Ave. Nashville, Tennessee 37203. 621-293-3213 or 621-2450.

BROADCASTING, July 7, 1969
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Phone: (213) 466-4116
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Situations Wanted

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We May Have The Man or Woman You Need!

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We've provided thousands of well-trained and motivated men and women for stations coast-to-coast and overseas. Tell us your requirements. We'll put you in touch with Career graduates (from your part of the country) who meet your needs. No cost to you or the graduate.

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Top Florida TV market. Experienced only need apply. Strong delivery... authoritative... good eye contact. Dig, write, interview. Send resume and photo to:

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Move to a deeply-involved operation, stressing urban problems, depth coverage of exciting news area. Strong on-camera, good writing essential. Opportunity for news feature, documentary work, plus extensive location-reporting and studio news.

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MAGNETIC PRODUCTS DIVISION

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RCA Magnetic Products Division has an opening for a unique individual with that rare combination of Technical Knowledge coupled with Marketing "know how."

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This is a Home Office opportunity for an aggressive man. Location: New York City, reporting to the Manager, Marketing.

Please send your resume, in confidence, to Mr. D. C. Creswell, Manager Marketing, RCA Magnetic Products Division, 201 East 50th Street, New York, New York 10022. We are an equal opportunity employer.
WANTED TO BUY—Stations

CASH FOR
AM RADIO AND TV PROPERTIES
in top 50 markets. Must have positive cash
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quick confidential attention.

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Highly-rated, well-financed chain seeks
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or stock and retain management. Princip.
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STATIONS FOR SALE

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$500,000. Substantial cash down required. Please
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Exclusive daytimer soon to add FM. Poor
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CHAPMAN ASSOCIATES
2045 Peachtree Road
Atlanta, Ga. 30309

MISSOURI AM

BROADCASTING, July 7, 1969
Other actions, all services

- FCC granted request by the National Association of Broadcasters for extension of decision to adjourn hearing in commission ruling on exchange of stations at Des Moines, Iowa. Action June 27.
- WKIP and WSFK (FM) both Poughkeepsie, N.Y., notified Star Broadcasting Corp. that license renewal applications have been granted for one-year extensions. June 21.
- FCC, in a notice of alleged violation of rule of apparent liability forfeiture of $10,000 for violation, including fraudulent loctine. Action June 25.

Transmitter actions

- W72AK, W7TAF, W804A and W82AJ all White Haven, Pa., granted permission to return to air an unused frequency claim with the FCC, for 90 days, under a complaint by Westwood Station, N.Y., Action June 25.
- W4AP Eagle River, Wis., granted permission to return to air an unused frequency claim with the FCC, for 90 days, under a complaint by Westwood Station, N.Y., Action June 23.
- W82AN Land O'Lakes, Wis., granted permission to return to air an unused frequency claim with the FCC, for 90 days, under a complaint by Westwood Station, N.Y., Action June 23.

CATV Applications

- Halifax Cable TV Inc.—Requests distant signals of WJCT (TV) Jacksonville, (TV) WPTV West Palm Beach, all Florida, to Daytona Beach, South Daytona, Port Orange and Volusia County, all Florida. (Orlando-Daytona Beach, Fla. ARB 65), Action June 27.
- Co-Channel Antenna TV Inc.—Requests distant signals of WAND (TV) Decatur, Ill., WBEM (TV) Champaign, Ill., WGN (TV), WCUI (TV) and WFLD-TV all Chicago to Gilman and Onarga, both Illinois. (Gilman-Oradell, Ill. ARB 72), Action June 27.
- Brandt Cablevision Inc.—Requests addition of KUKV-CAM and KUKV-TV (TV) Detroit and KSKG (TV) Chicago, all Illinois, Action June 27.

Final action

- FCC ruled KIRO-TV Seattle entitled to program exclusivity on CATV system operated by Everett Cablevision Inc. Everett, Wash. Everett had been carrying KVOS-TV Bellingham, Wash., on equal basis with KIRO in June 23.

Other actions

- Saul Stieff, Sr., Mich.—FCC ordered American Cablevision Co. to show cause why it should not be ordered to cease and desist from seeking violation of rules of delay in providing carriage and program exclusivity for WTMJ-TV, Milwaukee. Action June 25.
- Wheeling, W. Va.—FCC directed V & Q Cable Communications Inc. to show why it should not be ordered to cease and desist from further violation of program exclusivity requirement of WTVB-TV Steubenville, Ohio. Action June 25.

Platteville-Wis.—FCC ordered Platteville Cable TV, Inc. to show cause why it should not be ordered to cease and desist from operation of system in violation of existing franchise agreement with Platteville Television Inc., license of WTMV (TV) Platteville. Application denied and deliberation postponed for issuance of order. Action June 25.

Action on motion

- Chief Hearing Examiner Arthur A. Gladstone in Rensselaer, Ind. TV Cable Co. of Rensselaer, Ind., for issuance of cease and desist order, designated Hearing Examiner Chester F. Navonevic as presiding Hearing Examiner, the 15 days, pending protest by the FCC, for 75 days and hearing on Aug. 25 (Doc. 18513), Action June 20.

Ownership changes

Applications

- WNMV Evanston, Ill.—Seeks assignment of license and CP from Senmore Broadcast ing Co., Inc., to City-Com Cablevision Corp., for $775,000 plus employment contract of $10,000 per year and percentage of certain gross advertising revenue, to a licensed partnership of current owners. Sellers: Harry H. Semore, president (50%), et al. (50%). Mr. Semore's real estate interests. Buyers: Alan H. Cummings, chairman (15%), William J. Jr. Semore, chairman (20%), Black (25%). Mr. Cummings has no communication interests and owns investment firm. Mr. Black owns 15% of a bank. Fees: Communications earns FCC approval. Action June 27.
- WSTU Stuart, Fla.—Seeks assignment of license of Blue Water Broadcasting Co. to WSTU (TV) Stuart, Fla., for $125,000. Sellers: Lester C. Minson, president (25%), James H. Shedd, president, et al. Buyers: Miles H. Ferguson, president (40%), Thad- aeus K. Brown, vice president (30%), et al. Buyer owns 72.5% of WRAL Radio Inc. and 33 3/4% of WDSR and WTLTV (FM) both in Durham, N.C., and 100% of WRBN Warner Robbins, Ga., Action June 27.
- WORB Warrensburg, Mo.—Seeks transfer of controlling interest in company from 100% to 90% owned by Avis G. Tucker, execruct of estate of Mr. G. Tucker. Who purchased company for $25,000 in 1970. No consideration involved. Action June 27.
- WBNB Soonville, N.Y.—Seeks a license on VHF C, to operate a station on 13,500 kHz, 16,000 W from Town of Pleasant, Mich. (Flint-Saginaw-Bay City, Mich. ARB 46), Action June 27.

The following are activities in community-antenna television reported to BROADCASTING, through July 1. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Merlo Park, Calif.—Peninsula TV Power Inc., Merlo Park, has been granted a franchise. The firm will pay a franchise fee of $25,000 plus an annual gross receipt fee of 5% of all subscribers, must pay a maximum of $5.50 monthly.

San Jacinto, Calif.—Imperial Valley Cable Co., a subsidiary of Columbia Television Co., has been granted a franchise. The firm will pay a franchise fee of $25,000 plus all available FM signals and a 24-hour service.

Yorba Linda, Calif.—Cablevision General of Southern California has applied for a franchise in Yorba Linda. The franchise sale would provide 12 channels. Subscribers would pay $4.95 per month.

Ames, Colo.—Two companies, the Lomax and Auton companies, of Florida, represented by Ben Knowlton, has applied for a franchise. Subscribers would pay $10 for installation and $5 monthly.

McHenry, Ill.—Busonics Inc. has applied for a franchise. Edward Zullo is president of the corporation and his brother, Ar- thur Zullo, Jr., of Chicago and Mr. Zullo is secretary of the firm. The system will have 20 channels and a closed-circuit channel and a channel for educational services. Subscribers would pay $5 monthly and the community would pay 2% of all revenue.

Centerville, Iowa.—General Communications Inc. has applied for a franchise.

Carmel, N.Y.—Two firms have applied for a franchise in Carmel. The firm represented by Bemidji, N.Y., has applied for a franchise. The costs for RCCV TV Corp. would be $14.95 for installation and $5.50 monthly.

Tulsa, Okla.—KKXX (FM) Oklahoma City and have interest in Screen Gems Inc. Action June 20.
Hazard E. Reeves, a pioneer in the fields of Cinerama, in-flight motion pictures, magnetic tape, computers, crystals, and others, demurs at being characterized as an inventor.

"That's not quite fair," he explains. "Let's just say I'm imaginative, but I let others do all the work. I've been lucky to have very good associates who develop the projects."

Now board chairman of the company he founded in 1933 and put on the stock market nine years ago, Mr. Reeves is limiting his business activities to those of a "communications service" nature. "You can't spread yourself too thin," he cautions.

For Reeves Telecom Corp., New York, this means audio and video production and post-production services, CATV systems, a computerized real estate service, and a computer systems planning division.

This complex had its beginnings in Reeves Sound Studios, founded by Mr. Reeves in 1933 with $2,500. He had worked for the Columbia Phonograph Co. and the Harvard University Film Foundation during the five previous years, after graduating from the Georgia Institute of Technology with a bachelor of science degree in mechanical engineering.

"I didn't know anything about the recording business when I came to New York," Mr. Reeves recalls, "but then neither did anyone else. We learned quickly."

"I didn't know what New York was when I first came," he adds. "To me it was just a geographical location. I was just going to stay for a few months—and I've never left."

Mr. Reeves, raised in South Carolina, acknowledges there is a challenge to starting a business in the South, but he does not want to go back there.

"The tempo is too slow," he said. "You even find yourself talking slower when you go back to the South."

New York has the most opportunities. Mr. Reeves believes. "If you have a little ingenuity, faith in yourself and are willing to take on responsibility, you can succeed," he insists. "There just aren't that many people who want to take the risks today."

Hazard Reeves was never one to miss an opportunity. Shortly after he founded his sound studios, he formed Audio Devices, which made acetate recording blanks for the music industry and was among the first companies to manufacture magnetic tape.

In 1942 he joined with Larry Ely in Reeves-Ely Laboratories, which started out manufacturing quartz crystals for radio transmitters. The way Mr. Reeves describes it, the government questioned their ability to produce the crystals when they applied for a defense contract during the war. But the two men recruited people who did know how to make crystals, landed that government contract and many more afterwards, and boosted the company's sales from nothing to $35 million in three years.

This experience taught him a lesson: "The success of business is people—when I was careful in selection, it worked out; when I sentimentally tried to develop someone for a job, it usually failed."

Reeves-Ely Laboratories went on to acquire interests in one of the first computers and in consumer products such as the blender and steam iron.

The next opportunity was Cinerama Inc. in 1946. Mr. Reeves bought the process several years later for $1,500 when Laurence Rockefeller and Time Inc. decided to discontinue their financial support. He developed stereophonic sound for Cinerama, signed Mike Todd as producer, and had another success. The same year he entered Cinerama, he also started Reeves Industries, manufacturer of recording equipment and cables.

He was also involved in the first successful production of motion-picture equipment for use in airplanes. He solved the problems of leaving the reel unattended for two hours and developing a sound system that would work over the engine noise, and launched his system on Trans World Airlines. All of these companies have been sold, but Mr. Reeves still points with pride to the fact that all are doing well and all appear on the big stock exchanges either by themselves or as part of a larger company.

Reeves Sound Studios remained his own personal company until 1960, when it too went public.

"The studio has grown 20 times in sales in the past nine years," Mr. Reeves estimates, "and probably just as much in real value."

The original installation at 304 East 44th Street in New York may have to be dismantled, though.

"The UN hasn't told us, but the press has, that the UN wants to take over that block," he noted. "If that happens, and they'll have to pay relocation costs, we'll consolidate the various divisions into one building. The video division is now in two separate places, and the main offices are in a third."

Mr. Reeves' enthusiasm for the communications industry carries through to his favorite hobby—operating a ham radio station.

"The ham radio has done more to build up the American image than anything else," he asserts. "It builds friendships all over the world."

Mr. Reeves' other activities include membership in the Society of Motion Picture and Television Engineers, serving as a trustee of the Georgia Tech Foundation, and serving as a director of the American Foundation for the Blind and the Psychiatric Research Foundation.

He has won several awards, including the Georgia Institute of Technology alumni distinguished service award and one of the first annual industry achievement awards from the Film Producers Association of New York for the "advancement of local film productions."

For all his success, Mr. Reeves remains a soft-spoken, unassuming "wheeler-dealer," now ready to concentrate on building up what is still pretty much his own personal company.

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He knows the sight and sound of success

contract during the war. But the two men recruited people who did know how to make crystals, landed that government contract and many more afterwards, and boosted the company's sales from nothing to $35 million in three years.

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Home grown

At a time when broadcasters seem to have become everybody's whipping boy, it is pertinent to ask what, if anything, they may be doing that is commendable.

For starters, this magazine took a look at some of their local public-service undertakings. The results, published here on June 23 and June 30, contrast sharply with the critics' picture of broadcast programing as essentially vapid, irrelevant, unconcerned, or when it is not one of those, as promoting violence in the American streets.

To keep the project within manageable proportions, broadcasting limited its examination to programs that had won meaningful national or regional awards within a 12-month period—none of the puff stuff handed out primarily to publicize the givers, and no local awards, either, although many in that category convey earnest community respect.

What emerged, then, was a sampling of high-quality public-service programing, and what it made clear is that in terms of community commitments, radio and TV broadcasters are much more deeply—and far more frequently—involved than they are given credit for as a group. More and more they are taking the lead in attacking not only purely local problems of garbage collection and bond issues but also the local manifestations of the most urgent national problems.

It cannot be said that they, any more than other professionals, are equally or even universally active in these projects. But the number is large and growing, the job they do is often superb and their achievements are only fractionally measured by the awards they sometimes win.

By themselves

In the ongoing controversy over cigarette advertising, broadcasters occupy a position of particular discomfort. Nobody else, least of all the cigarette manufacturers, stands to lose as much as the $220 million of broadcast billings that are now at stake.

Indeed, as this publication has pointed out before, the cigarette makers may eventually decide that their broadcast advertising is the expendable trade-out in the ultimate political deal that assures a continuation of their marketing. There is more than idle speculation that the cigarette makers would, for example, rather give up their broadcast advertising altogether than include in their advertising copy in any medium a conspicuous warning of dangers to health.

This presupposes, of course, that all cigarette manufacturers would be prohibited from using broadcast media. If all were deprived of television and radio, all would be equally handicapped in persuading smokers to switch to their brands. But it is all but certain that total consumption of cigarettes would be only moderately affected, if at all. In all the argument over cigarette restraints, a point that keeps getting overlooked is that in other countries where cigarettes have been denied access to broadcast advertising, cigarette sales have remained voluminous.

It is either from cynicism or naivete that politicians continue to ignore the evidence from abroad. In the face of undisputed proof to the contrary, the regulators on the FCC and Federal Trade Commission have created the illusion that cigarettes will somehow disappear from American life if banned from the air. Sad for the state of logic in this country, that attitude may have become too ingrained to be changed at this terminal stage of the long debate.

Right now the broadcasters have little choice but to make a political evaluation of their predicament and devise a political plan. There is no point in moralizing about the unfairness of legislation or regulation that works against some advertising media while protecting others and at the same time doing nothing whatever to cure the health problem that is supposedly at issue.

The political reality seems to be that Senate leaders would like to take a stronger-looking action than that recently taken by the House in extending by six years the prohibition against anticigarette regulation. An act of self-regulation by broadcasters might be a useful preliminary to the Senate hearings that are scheduled for later this month.

Such an act will be considered by the radio and television code boards that meet this week. It may be the establishment of tar-nicotine content as a criterion for acceptance or rejection of brand advertising. There is some indication that such an approach would be welcomed in at least some government quarters. Or perhaps the code boards will arrive at some other form of meaningful restraint. Plainly they ought to recommend something.

It is only realistic to assume that in the long run cigarettes will be a dwindling source of broadcast revenue. As of now, however, the nation's health will in no way be impaired if broadcasters figure out how to hang on to their cigarette business.

Middle ground

Though the mood on neither side seems conciliatory, there is at least the prospect of some negotiations between the National Association of Broadcasters and National Cable Television Association. For the good of both sides conciliation is mandatory.

The longer that the hard-liners among the "pure" broadcasters and the "wired-city" CATV interests adhere to positions that their opponents cannot accept, the more certain it will be that the outcome will be settled politically in the Congress. If the Congress falls heir to an unresolved dispute, nobody will be the winner.

"He kept turning out Billy Graham . . . Last night it was struck by lightning!"
See how famous people act when they're not in front of a camera. 
On The David Frost Show.

David Frost has a way of getting a celebrity to forget about cameras and mikes and all the people out there in TV-land, and just be himself.

Maybe it's the questions he asks. Or the way he asks questions. Whatever it is, it works. (If you saw him interview Bobby Kennedy, Richard Nixon or George Wallace last year, you know how well it works.)

So when you see a celebrity like Ed Sullivan, Charlton Heston, or Muhammed Ali on The David Frost Show this week, you'll see him like you've never seen him before.

What's more you'll also see a lot of celebrities you've never seen before on a TV talk show. Like Prince Charles, Rex Harrison, Harold Wilson and John Lennon.

But don't get the idea that there will just be a lot of talk on The David Frost Show. There will also be a lot of fun. Because David Frost is also a very funny guy.

And a lot of finger snapping. Because Billy Taylor, one of the biggest names in jazz, will be directing the music.

So, tune in The David Frost Show, starting tonight on stations all over America.

And see celebrities doing something you've rarely seen them do. Just being themselves.
Professional sound has entered a new era. It started with the Electro-Voice Model RE15. And now there are four E-V dynamic cardioid microphones that share its distinctive advantages — with some unique benefits of their own.

**Unaffected by Distance... Angle**

Basic to all of these microphones is Exclusive Electro-Voice Continuously Variable-D* construction. Now it offers something you’ve never heard before with any microphone: no matter what you do, microphone response never varies!

Whether performers almost swallow the microphone, wander far off-mike... or even move around to the back... you’ll still get the same smooth response. Only the level changes.

Once you set equalization it remains constant. You have full assurance that tonal balance won’t change between the dress rehearsal and the final performance, no matter what the talent does.

**Improved Cardioid Pattern**

Only acoustics and noise can limit you. Yet even here these new E-V microphones gain an advantage from the super-cardioid pattern that provides better sound control than ordinary cardioids. With maximum rejection 150° off axis, it is easier to eliminate unwanted sound while maintaining normal stand or boom microphone positions. There’s also an integral bass-tilt circuit to cut rumble below 100 Hz. when needed.

Now Select from Four Models

In addition to the original RE15, we’ve added the RE16. The same fine microphone with an external “pop” filter to solve the problems of ultra-close miking.

The new RE10 is the economy version of the RE15. The same concept and quality, but for slightly less rigid requirements. And the RE11 is the lower cost twin to the RE16.

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