Worldwide, TV programs are a two-way street. p19
The last stands in cigarette advertising. p22
Can spot radio keep up its first-quarter pace? p25
TV coverage soars aloft with Apollo 11 mission. p38
...combines clarity and a top-of-the-point style with unfailing truth and accuracy.

CONGRESSMAN BRADFORD F. MORSE
...each Member respects his judgment and his reverence for the finest traditions of reporting.

CONGRESSMAN HARLEY O. STAGGERS
...gives out more news about what happens in the House and Senate than any other commentator...If I want to find out on occasion what is happening...I have to listen to Joe McCaffrey.

SENATOR MIKE MANSFIELD
...thorough in his work...has a deft touch when it comes to the newsy quality he imparts.

SENATOR EVERETT DIRKSEN
...there are none in my experience to whom I can listen with so much confidence.

SENATOR NORRIS COTTON
...exceptional ability...dedication to a high standard of excellence...eminence craftsman.

REPRESENTATIVE CLAUDE PEPPER

These distinguished gentlemen took time out last month to pay tribute to award-winning newsman Joseph McCaffrey. Many of their fellow Congressmen, and a good deal of Washington, also take time out to catch his Monday-Friday reports on what's happening on the hill.

Does that say something to you?

WMAL Radio and Television
The Evening Star Broadcasting Company
Washington, D.C.

What Congress had to say about our Joseph McCaffrey on his 25th year in broadcasting
Everyone tells you they're Number 1, Top in Market, Big Time. Until you check the facts. Your Blair man has the facts about WPRO in the most complete survey of reach and frequency* in the Providence market. And it's straight from the computer! If you're ready for the big time, your Blair man's ready to put you there.

*Based on October 1968 ARB

A DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION. REPRESENTED BY BLAIR RADIO
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.
Kicking it sooner?

There are signs tobacco industry may go broadcasters one better at Tuesday (July 22) Senate hearing on cigarettes. As inducement to keep government-imposed "death" warnings out of non-broadcast advertising, tobacco companies are believed ready to offer quicker phase-out of radio and television than four-year plan proposed by National Association of Broadcasters—something in neighborhood of one year. Such an offer would be certain to sit well with Senator Frank Moss (D-Utah), chairman of Senate Consumer Subcommittee, who has said he believes four-year phase-out is unnecessarily prolonged (see page 22).

Senate sources are quiet about exact substance of tobacco companies' offer, but they concede that such a proposal "has been talked about." Tobacco-industry spokesman strongly denied attempt to work out deal—but it's certain his industry isn't sitting idly by as Tuesday hearing draws near.

Mixed bag

FCC appears likely to split on question of whether to support or oppose Pastore bill that would afford broadcasters some protection against competing applications at license-renewal time. Majority of commissioners will probably oppose measure, which would prohibit commission from considering new applications for occupied frequency until it found existing licensee unqualified. Chairman Rosel H. Hyde, who had spoken out against such proposals earlier in year, appears to have softened his stand—although not to point where he is ready to endorse bill as drafted. Instead, Chairman Hyde is expected to develop alternative legislative proposal, possibly including longer license term.

Commission is scheduled to begin considering this week position it will take on bill in hearings before Senate Communications Subcommittee next month. General Counsel Henry Geller has prepared draft testimony that would oppose bill. Draft reportedly argues that WHDH-TV Boston case, which led to institution of Pastore bill, was not typical, and would not necessarily provide precedent for hearings in future in which renewal applicants are challenged by new applicants.

Rummaging in attic

House Investigations Subcommittee has quietly resurrected three-year-old case in which CBS News acknowledged payment of "slightly more than $1,-000" to a group of Haitian exiles planning to invade their homeland (Broadcasting, Jan. 9, 1967). Money was for food and lodging for producer, cameraman and third representative of one of boats that was supposed to carry invasion force to Haiti in November 1966. Network was said at that time to have covered invasion plans step by step, from inception by exiles living in New York, to collapse of project on Florida shores.

Subcommittee's customary tight security is even more pronounced than usual, and it's still unclear why incident was brought up at this time. However, case is thought to be "obviously a good deal more important," as one source put it, than last year's investigation of filmed marijuana-party broadcast by CBS's WBBM-TV Chicago. Subcommittee met in executive session last week and heard three witnesses, one of whom was from unnamed federal agency, perhaps CIA. No network representatives were present last week: but, one insider said, "they damn well will be" at future subcommittee meetings on case—next of which will probably be held early in August.

Futures

Operating at low visibility is United Nations study group on peaceful uses of outer space. Ad hoc technical subcommittee of group, working on social, economic and technical aspects of satellite communications (including direct to home) meets July 23-Aug. 8 in Geneva to draft report for UN parent body. Another subcommittee on legal aspects also is functioning.

Chairman of American delegation is Herbert K. Reis, State Department's legal adviser for United Nations affairs. Representing FCC on technical committee is William H. Watkins. FCC chief engineer.

Broad hint

FCC hasn't finally resolved matter yet, but indications last week were that it might confront Frontier Broadcasting Co. with choice of selling one of its major communications properties or having renewal application of its KFBC-TV Cheyenne, Wyo., set for hearing. Justice Department, which contends that Frontier has mass-media "monopoly" in Cheyenne, has urged FCC not to renew license unless Frontier agrees to sell station. Commission, which discussed matter last week, decided not to take that route. But action it did take could satisfy Justice, officials noted.

Commission instructed staff to draft letter advising Frontier that agency lacks sufficient information to make without hearing and inviting it to file additional comments. However, officials note there seems little more that Frontier could say, unless it announces plans to sell off one of its properties. Besides TV, Frontier owns AM, FM and CATV in Cheyenne, and principal owners control city's only morning, afternoon and Sunday newspapers. Commission is expected to consider staff's draft of letter to Frontier this week.

Credit source

Proposed merger of MCA Inc. and its Universal Pictures and TV and Decca records interest with Firestone Tire & Rubber Co. (see page 40), came as no surprise to Hollywood observers. MCA has been known to be in tough financing squeeze. In final quarter of 1968 MCA revenues were up more than 12%, but net profits were down almost 65%. Reportedly, theatrical films produced by Universal averaged less than $1 million at domestic box offices last year.

Need for new financing—what with tight money market and vaulting interest rates—has become acute at MCA, especially after proposed $457.7-million merger with Westinghouse Electric Corp. was broken up by Justice Department objections. Television production is still robust at Universal, however, with studio scheduled to turn out nine shows representing nine hours of prime-time network product in upcoming season.

Late with the drums

CBS-TV's fall-season on-air promotion plans have been disrupted by flight of Apollo 11 and special problems surrounding promotion of new Merry Griffins Show which starts Aug. 18. Network is full month off schedule, insiders say. Extensive promotion for Apollo coverage tied up equipment and sapped manpower from regular new-season promotion project. Grifin promotion ran into similar troubles.

ABC-TV, which will be the last network to launch its new-season promotion, appears to have no problems coordinating fall promotion and Apollo promotion. NBC-TV, which began its on-air campaign for "NBC Week" July 7, claims to be two to three weeks ahead of production schedule.
This picture is worth more than 20,000 dollars. A lot of Americans wouldn’t give two cents for it.

Culture, as we once knew it, is in trouble.
Most people would rather see a second-rate movie than one of Shakespeare’s plays. As for music, Mr. and Mrs. America prefer the Beatles to “Aida.”
We felt people should know what’s happening to culture in this country. And why. So we had each of our five television stations report on the problem in their own cities.
You’ll see the results of their combined efforts in our one hour special, “The Business of Culture.”

It’s one in a series of 52 prime-time specials Group W is presenting this year. We’re doing a different special on a different subject each week. Some to inform. Others to enlighten. Still others to entertain.
We think it’s part of a broadcaster’s responsibility to expose people to culture. Even if it’s just to tell them it’s in trouble.

WESTINGHOUSE BROADCASTING COMPANY
WIND CHICAGO - KPIX SAN FRANCISCO - KFWB LOS ANGELES
WBZ - WBZ-TV BOSTON - WINS NEW YORK - KYW - KYW-TV PHILADELPHIA
WJZ-TV BALTIMORE - KDKA - KDKA-TV PITTSBURGH - WOWO FT. WAYNE

Painting courtesy Marlborough-Gerson Gallery, N.Y.
While need for foreign fare increases, U. S. TV program exporters face bright 1970 with color TV growth, commercialization of channels, satellite-telecast sales potential and need for U. S.-produced educational films. See . . .

Worldwide, TV programs a two-way street . . . 19

Broadcasters, cigarette makers agree FCC should jettison its proposal to prohibit radio-TV cigarette advertising; NAB says commission should allow voluntary phasing out or abandonment of cigarette spots. See . . .

FCC ban evokes only counter proposals . . . 22

Radio Advertising Bureau's first-quarter spot figures show radio spending in 1969 is carrying over its high growth rate from 1968—best year in history—in spite of government pressures to cool general growth rate. See . . .

Question is whether radio can best '68 . . . 25

CBS Radio study estimates 1968 network radio spending at upwards of $70 million. Bullish report notes that while number of corporate advertisers declined, number of brands and services rose by 21%. See . . .

Network radio bigger, better buy in '68 . . . 28

Radio Advertising Bureau's radio workshop will travel to six cities in fall after resounding success in New York. One-day workshop features radio success stories; reviews of trends, techniques and research. See . . .

Radio workshop slated for six encores . . . 34

First days of Apollo 11 coverage are marked by exceptional color quality from command module cameras and involvement of over 1,000 network personnel. Coverage cost expected to aggregate $11 million. See . . .

TV coverage soars aloft with Apollo 11 . . . 38

New noncommercial TV programing venture is funded by Ford Foundation and Corp. for Public Broadcasting. Sunday night schedule includes series on contemporary problems and BBC drama series. See . . .

Two series succeed 'PBL' on Sundays . . . 40

Program producer MCA Inc., which three months ago called off merger with Westinghouse Electric Corp., now plans $320 million marriage with Firestone Tire & Rubber Co. as senior partner. See . . .

MCA merger plans rolling again . . . 40

ABC faces possible split with XETV(TV) Tijuana, Mexico-San Diego, as FCC designates for hearing ABC's application for renewal of authority to feed network programs to XETV. KCST(TV) San Diego is after affiliation. See . . .

ABC pact with XETV on the ropes . . . 44

Big shake-up for radio in Britain announced as BBC, assisted by U.S. management, formulates new proposals calling for program specialization, more emphasis on local radio, expansion of radio-TV regions. See . . .

Radio faces changes in Britain . . . 50

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AMERICAN BUSINESS PRESS, INC.

BROADCASTING, July 21, 1969
Would Western Electric waste its time?

Not for a minute.

If you're trying to sell Baltimore without WBAL Radio, you're wasting your time.

And time is precious... especially to Western Electric... the Company that spends its radio dollars on WBAL Radio in Baltimore.

WBAL Radio is the only full power 50,000 watt station in Maryland. Not only do we blanket the state, but we deliver a bonus audience in 4 neighboring states.

Local advertisers don't have any time to waste either. That's why better than one out of every four local radio advertising dollars* is invested in WBAL Radio. The results are amazing. And who can argue with results?

If you want to make your mark in Baltimore, call 301-467-3000**.
Do it now. There's no time to waste.

WBAL Radio, Baltimore...

makes every minute count.

*Based on latest available FCC reports. NBC Affiliate. ** Call 301-467-3000 or contact McGavren-Guild PGW Inc. In Canada, contact Andy McDermott, McDermott Sales Limited, E. Toronto, Ontario.
Conversation with Nixon

Old-fashioned party-line hookup may permit millions of TV viewers watching eventful moon walk by Apollo 11 astronauts to listen in and watch when President Nixon talks to Astronauts Armstrong and Aldrin Sunday night or early this morning (July 21).

President's radio talk to men on moon will be covered by ABC-TV's Washington bureau, pool operator this month, which will have two cameras in White House Oval Room office, and about 10 men. Pickup will go to New York where it will be distributed to networks.

Telecast from moon will run its customary path to Goldstone, Calif., earth station of National Aeronautics and Space Administration, thence to Houston Mission Control Center where it will be turned over to network pool, also operated by ABC-TV, and to New York for distribution to individual networks.

There seems little doubt that some form of mixing of pictures will be accomplished so that viewers will see simultaneously President Nixon talking to astronauts and astronauts on moon replying. Possibility of split screen technique, however, was dampened by TV technicians who said differing synch signals from separate program sources would make it too difficult; use of insert technique, however, was said to be entirely feasible. Network spokesman in New York said they could not say what they would do until they had the two pictures.

Meanwhile, unscheduled 50-minute telecasts of Astronauts Armstrong and Aldrin in lunar module were transmitted to Houston at about 4:45 p.m. Friday (July 18) with networks feeding beginning at 5:30 p.m. Pictures were so clear, that decals on LM hatch could be read. Meanwhile, extra use of television sets by viewers following Apollo 11 was cited by electric power officials as one of reasons for heavy drain on power facilities in Northeast during unprecedented hot spell. In Baltimore, section of city scheduled to have power cut off between 2 and 6 a.m. this morning in order to install new line, was given reprieve so residents could watch moon walk.

And NBC Research estimated Friday that 150 million Americans will have watched Apollo 11 TV coverage at some period during eight-day mission. NBC news figure represents 95% of total TV viewers in U.S.

Court delays AFTRA ruling

New York State Supreme Court has said it needs more time to study petition by three radio-TV networks that would alter procedure for negotiating on latest demands of American Federation of Television and Radio Artists seeking to raise minimum fees (Broad-casting, July 14). Court did not immediately say when its ruling on petition would be forthcoming.

ABC, CBS and NBC had asked court to consolidate arbitrations involving them and advertiser/agency joint policy committee on broadcast talent union relations. This followed committee refusal to consolidate its arbitration with network's.

Court last week continued stay on arbitration pending its decision.

Dispute arose when AFTRA served notice on signatories of its various television and radio commercial and program production contracts that it was seeking 10.1% increase in minimum fees. Union cited contract provision that it said was basis for requesting adjustment in fees if Department of Labor's cost-of-living index rises as much as 10% above its level of Dec. 15, 1966.

Union claimed cost-of-living index in April was 10.1% higher than on Dec. 15, 1966, and demanded adjustment. Signatories of recorded-commercial contracts met with AFTRA in June and rejected demand, and AFTRA began its arbitration proceeding.

Networks are seeking consolidated arbitration on one of codes, one covering AFTRA members in recorded TV commercials. Joint policy committee is said to have turned down networks' request because it had been primary negotiator of recorded-commercials contract.

Cartoon strike threat

Motion Picture Screen Cartoonists Local 839, part of International Alliance of Theatrical and Stage Employees, has requested sanction from international body to strike against animated film producers association. If strike request is approved it would mark first time IATSE local in Hollywood has ever taken such action.

Effected would be major cartoon studios including Walt Disney, MGM Animation/Visuals, De Patie-Freleng Productions, Hanna-Barbera Productions, Walter Lantz Productions.

In concurrent, but not necessarily related action, Teamsters Local 986 announced it has reached agreement on first-time, three-year contract with 10 independent film companies that make animated cartoons. It amounts to Teamsters' first Hollywood film industry contract.

Contract with small animators came after independent Screen Cartoonists Guild, rival organization to IATSE's Motion Picture Screen Cartoonists, merged with Teamsters.

AFTRA meets this week

American Federation of Television & Radio Artists will hold its 32nd annual convention in New York Wednesday (July 23) to Sunday (July 27).

Speakers will include New York Mayor John Lindsay and Herbert Klein, director of communications for executive branch of government. Agenda includes contract proposals for negotiations between AFTRA and networks to begin this fall and election of national officers.

B&B drops Lorillard brands

Benton & Bowles has removed itself from list of agencies that will take cigarette accounts and has resigned Lorillard Corp.'s Kent and Century 100 brands, which spend about $14 million, with estimated $11 million in broadcast.

In letter sent to Lorillard last Thursday (July 17), B&B Chairman I. T. Steele noted that agency has had difficulty in operating effectively since it did not handle creative aspects of accounts. (For that reason, B&B did not receive full 15% commission on account). Lorillard had handled creative work.

Mr. Steele explained B & B's decision to remove itself from cigarette category, saying consumer protests, government restrictions, health controversy, growing atmosphere of sanctions in media world had also contributed to its move and that with such pressures "we'd just feel more comfortable getting out of the business."

Pair of fall entries

NBC-TV is announcing today (July 21) two new weekday daytime shows, effective Sept. 29: Lettters to Laugh-In, comedy panel show based on evening Laugh-In and Bright Promise, contemporary serial-drama set on college cam-

More "At Deadline" on page 10
posed one

One successful bid which handled controversial rulemaking proceeding campaign four years McCaffrey and McCall, which urged New Yorkers Mayor, agency New York Locked Harper tatively of Glenn BBDO, San Atlanta; Thomas bell- partake of stations and consultancy functions. including station brokerage, operational cast Time Schuele said will be Steers, Chicago, and Ted H. Factor of Doyle Dane Bernbach, Los Angeles.

Lindsay names Y&R

Locked in tough battle for reelection, New York City Mayor John Lindsay has called on Young & Rubicam, New York, for support. This will be first political campaign for Y&R since 1956 when it was agency for Citizens for Eisenhower. Mayor, however, has worked with agency before, when it handled well-received “Give a Damn” campaign, which urged New Yorkers to be concerned about their ghetto neighbors. Campaign account will be commissionable. Move to Y&R breaks up association between Mr. Lindsay and LaRoche, McCaffrey and McCall, New York, which handled his successful mayoral campaign four years ago, and his unsuccessful bid for Republican nomination for that office last spring (BROADCASTING, April 14).

One-to-customer time

FCC is expected to be considering soon, possibly this week, its proposed one-to-customer rule. Staff-prepared analysis of comments filed in controversial rulemaking proceeding was distributed to commissioners last week. Reportedly, however, document contained no recommendations. Proposal, issued for comment in March 1968 (BROADCASTING, April 1), would prohibit owner of one full-time station from acquiring another full-time outlet in same community.

Interconnected CATV on way

Development of nationwide cable transmission system for television and information services within few years was predicted Friday (July 18) by Hubert J. Schlafly, senior vice president of Teleprompter Corp., New York. Mr. Schlafly told Industry Information Association symposium in Warren, Va., that, such cable system would have full support of federal government. He contended that “sooner or later,” cable systems in conjunction with microwave, satellites and other new communications tools, “will encompass the entire nation and link us to the entire world.”

Ailes to advise GOP

Production firm, Roger E. Ailes, has been retained by Republican National Committee to advise party on TV appearances. Firm’s chief, Roger Ailes, advised President Richard M. Nixon during latter’s 1968 candidacy, and will continue as unpaid TV adviser to President. Company specializes in political campaigns, and will continue to operate on bi-partisan basis under its agreement with Republicans.

New station broker

Schuele Organization, Santa Barbara, Calif., has been formed by Carl L. Schuele, formerly president of Broadcast Time Sales Inc., New York to function primarily as station brokerage firm. Mr. Schuele said his company will be operational by Aug. 8. In addition to station brokerage, he will offer services including sales and leaseback of assets of stations and consultancy functions. Mr. Schuele operated Broadcast Time Sales, a national station representative firm for 18 years before he sold company to Adam Young Inc. in 1968. Schuele Organization will make its headquarters at 4120 Marina Drive, Santa Barbara, Calif. 93105.

New Atlantic bird

Replacement for Atlantic Intelsat III communications satellite that failed three weeks ago (BROADCASTING, July 7, 14), was set to be launched from Cape Kennedy Saturday (July 19). Communications Satellite Corp. reported Friday (July 18). Launch originally was scheduled for Friday, then tentatively up to Thursday but late in week moved back to Friday. On Friday it was moved back to Saturday. Satellite will be capable of carrying 1,200 voice circuits on four TV channels.

‘Angel’ at Christmas

“The Littlest Angel,” an original musical, will be Hallmark Hall of Fame Christmas season offering on NBC-TV, Saturday, Dec. 6, 7:30-9 p.m. EST. Hallmark’s 19th TV season will open Friday, Nov. 21, 8:30-10 p.m. EST with “File on Devilin,” suspense drama. Stars of “The Littlest Angel” are Fred Gwynne, as guardian angel, and nine-year-old Johnnie Whitaker in title role.

Sonderling now in movies

Sonderling Broadcasting Corp., New York-based diversified communications company announced Friday (June 18) addition of Lockwood and Gordon theater chain groups which includes 15 motion picture houses and 17 drive-ins in New England, for $6-million in cash and assumption of liabilities. Sonderling’s interest includes station ownership, film distribution, and station representation.

New NBC color figures

Estimated 20.9 million U.S. households had color TV receivers as of July 1, 1969, it was reported Friday (July 18) by NBC. Network said almost five million color homes have been added in past 12 months, and total indicates that 35.5% of all TV homes have one or more color sets.

Agency appointments:

- Blue Bell Inc., New York, has appointed Tatham-Laird & Kudner, that city, to handle new line, Lee Trevino Sportswear. Budget and media plans have not yet been formulated. Altman-Stoller Advertising will continue to handle Blue Bell’s other lines.
- Forbes Advertising Co., New York, has been assigned women’s dress and sportswear account by Act III, division of Jonathan Logan. Account bills in excess of “a couple hundred thousand dollars,” agency said. Act III will use television fashion show in local markets to promote its clothes.
- Jordan Marsh Co., major Boston department store, has named Smith-Patterson, there. Agency is planning extensive retail radio and TV campaign.
HUEY'S HEROES

A. J. Foyt
Dan Gurney
Mario Andretti
... and Hal Mayfield

Ward Huey, WFAA-TV's general sales manager, isn't really a hero worshipper. It's more a matter of respect for ability, and admiration for spirit of competition. Hal Mayfield comes closest to being a hero at WFAA. Driving his Alfa Romeo Giulia Sprint GTA, he's competed at Sebring, Marlboro and a number of other Trans America Endurance SCCA races.

People with ability and competitive spirit are winners. It shows in everything they do. Like Hal Mayfield, WFAA-TV Regional Sales Manager.

WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.
COMPARE—
YOU’LL BUY A
QRK
INSTANT START
TURNTABLE

- World’s Largest Selling Broadcast Turntable
- Originator of “Instant Start” Technique
- 25,000 Satisfied Users
- Unsurpassed Quality and Factory Service
- Immediate Availability East & West Coast Plants
- Realistically Priced for 25 Years
- Instant Warranty Service

BROADCASTERS
BUY QUALITY
QRK-

QRK ELECTRONIC PRODUCTS, INC.
1568 NORTH SIERRA VISTA, FRESNO,
CALIFORNIA 93703 • Phone: 209 251-4213
A Subsidiary of CCA

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

Datebook

July


July 22—New date for oral argument before FCC on its proposal to prohibit networks from owning or controlling more than 50% of their nonnews prime-time programming, and to limit their participation in syndication activities. Previous date for oral argument was May 12.

July 22—Hearings before Senate Subcommittee for Consumer, on bill (H.R. 6054) to extend until 1972 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 rulemakings on changes in station-identification requirements for TV translators of more than 1 w power.

July 29—Annual stockholders meeting, The Walter Reade Organization Inc. 94th Street East Theater, New York.

July 30—Special stockholders meeting, Poste, Cone & Beiding 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. 4—Deadline for comments on FCC’s proposed rulemaking requiring licensees to show nondiscrimination in employment practices.


Aug. 5-7—Hearings before Senate Communication Subcommittee, on bill (S. 5044) to prohibit strike applications against existing licensees. Original date was July 15-16, Washington.


Aug. 18—Deadline for comments on FCC’s proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand.

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

Aug. 20—Deadline for comments on FCC’s proposed rulemaking on seven-year retention period for local inspection files of licensees and permits.

Aug. 22-24—Annual fall meeting of West Virginia Association of Broadcasters. Speakers include Vincent Wasielewski, National Association of Broadcasters President, Greenbrier, White Sulphur Springs.


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


September

Sept. 2—Deadline for reply comments on FCC’s proposed rulemaking prohibiting stations from recording or broadcasting live telephone conversations unless parties involved are informed beforehand.

Sept. 5—New deadline for reply comments on all portions of FCC’s CATV rules except those sections dealing with origination, 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 16. In which commission revised certain sections of its earlier proposed rulemaking dealing with CATV policy. Previous deadline for reply comments was July 18.

Sept. 5—Deadline for reply comments on FCC’s proposed rulemaking on seven-year retention period for local inspection files of licensees and permits.

Sept. 5—Deadline for reply comments on FCC’s proposed rulemaking requiring licensees to show nondiscrimination in employment practices.

Sept. 6-13—Seminar for broadcast news and editorial directors on Urban Affairs and Media Opportunities, Stanford University. Stanford. Calif. For information contact Jules Dundes, Redwood Hall, Stanford, University, Stanford 94305.


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

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


Sept. 23-27—1969 International conference of Radio-Television News Directors Associ-
The best of Walter Cronkite goes right to your ear.

And the best of Harry Reasoner, Mike Wallace, Richard C. Hottelet, Arthur Godfrey, Marvin Kalb, Frank Gifford, Charles Kuralt. And the list goes on.

They're the top newsmen, personalities, sportscasters. In all broadcasting. And they sound it. Which is why they give you the best of network radio.
Maurice Corken, vice pres. & gen. manager
“Serve is the key word in our motto. It challenges us to provide the best in entertainment, news and public service that our many years experience can provide.”

Frank Hicks, AM program director
“Our success depends on the listener. What he wants does have an effect on what he gets. We program for him. His wants make him a member of our team.”

Bob Sinnett, vice president, engineering
“Superior service demands superior equipment like our radar weather system, full color studio and control rooms, film labs and complete backup equipment.”

Legislators laud radio-TV
EDITOR: Thank you for the June 23 and June 30 issues of Broadcasting [containing special reports on local programing on television and radio]. I found both issues to be most interesting and informative and think the localized approach to programing bears a great deal of merit.—Senator Clifford P. Hansen (R-Wyo.), Washington.

EDITOR: I looked over the articles with a great deal of interest. I believe that a great many stations are making important contributions to the pattern of American life through imaginative local programing.—Representative W. S. (Bill) Stuckey Jr. (D-Ga.), Washington.

EDITOR: As a member of the House Interstate and Foreign Commerce Committee, I found this information to be extremely interesting and informative.—Representative Cornelius E. Gallagher (D-N.J.), Washington.

EDITOR: Responsible local programing can play an integral part in the search for solutions to many of our community problems. Your publication’s survey serves the useful purpose of bringing together useful information other broadcasters may take notice of to implement in their own locales.—Senator Bob Dole (R-Kan.), Washington.

EDITOR: I feel the broadcasting industry is doing a tremendous job. There is a tendency here in Washington to harass, pry into and snoop on the activities of this great industry.
I firmly believe that the future of our country depends upon freedom of speech and the freedom to program and the right to editorialize, as manifested by our broadcasting industry. This is as basic, elemental and fundamental to our freedom as the First Amendment to the Constitution. The broadcasting industry is performing unsurpassed public service.—Representative Williams Jennings Bryan Dorn (D-SC), Washington.

Some bonus circulation
EDITOR: I am writing for permission to reprint the June 2 “Monday Memo” by Hi Strong, Hiram Strong Advertising, Chicago. We intend to mail it to the southeastern Florida buyers. . .—L. John Wachtel, Wachtel Associates, Miami.
(Permission granted).

‘Vast wasteland’ revisited
EDITOR: I have so enjoyed your “vast wasteland” cartoon in the June 30 Broadcasting that I am wondering if I could have the original to frame for my office—Newton N. Minow, Liebman, Williams, Bennett, Baird & Minow, Chicago.

(Original is being forwarded. Mr. Minow, then chairman of the FCC, used the vast wasteland description of TV in a much-publicized speech in 1961.)
The maker of stars

Starmaker “dynamic” microphones.
Seven on hand, more on the way. Omnidirectional. Unidirectional (cardioids). And the HK-106 “super” cardioid. Together they offer you a wide choice of frequency responses and impedance ratings.

Think of these new Starmaker microphones — and their accessories — when you expand or replace your present facilities. RCA microphones are as near as your local RCA Distributor. Call him. For data sheets, write: RCA Electronic Components, Section 613MC-1, Harrison, N. J.
Olympia takes extra care in creating commercials

Our client, the Olympia Brewing Co., has enjoyed an enviable pattern of growth as one of the few successful regional breweries in the U.S. today. Theirs is an interesting advertising case history as well, because their basic product story has not changed in over 70 years.

Television programing has changed and television commercials have changed and television commercials have changed considerably in the last 15 years. But while the medium and the techniques of commercial making have undergone a metamorphosis of sorts in the last two decades, we and the Olympia Brewing Co. have kept one thing constant: their basic product story, their basic point of difference as embodied in their slogan, "It's the water."

The Olympia Brewing Co. was founded in 1895 by Montana brewer and legislator Leopold Schmidt at Tumwater, Wash., the site of his discovery of an unusual artesian water—"a water as naturally and ideally suited for brewing as that from the classic brewing centers of Europe."

The Olympia Brewing Co. has been saying "It's the water!" since the early 1900's. While we're not suggesting that this is the only constant we have maintained, we are of the opinion that in advertising, where change seems to be the keynote—and a campaign that runs more than one year is considered a classic—we think a campaign with a 60-plus-year history is somewhat unusual, to say the least.

To us, a change in a product story too often occurs because the company management or the advertising manager or the advertising agency tire of it long before the public does. We believe that people will continue to respond to a believable product point of difference, well presented in a manner that is convincing to them.

How do we approach the production of Olympia TV commercials? I suppose that our philosophy could be called one of "involvement" on two levels—with the viewer and with the people producing our commercials.

Successful television commercial must begin with a strong concept, and that of course is the agency's job. We would like to think that our concepts are somewhat unusual, not only because of our continuing foundation of a strong, believable product story, but also because our creative people understand the people at the other end of the television tube—the viewer and the consumer. We think they know that the viewer is a human being, with human emotions and they understand the most successful advertisements are those which involve the consumer and his emotions.

But perhaps the real difference in the evolution of an Olympia television commercial is what happens next—the selection of a production house. We spend a great deal of time, reviewing the reels of almost every major production house in the United States. We look upon these sample reels not as the work of a company, but as a combined effort of a group of creative individuals. I think it would be appropriate to say that we are very much more interested in the combination or team of a particular director, cameraman and editor involved in all Olympia commercials than we are in the name of the production house.

Finding that "right" team is not always the easiest thing in the world. We think we have been very successful at it even though it keeps our travel agent busy. This year, for example, we have completed a package of 14 new television commercials for the Olympia Brewing Co. involving four production houses, two in New York and two in Los Angeles.

We also believe that good commercials do not come cheaply. I'm not saying that every single spot requires a feature-motion-picture sized budget. But we do feel that in certain areas the investment of a few more dollars can pay valuable dividends.

Let me give you an example of what I mean. When you are on location with a full crew, a half dozen actors, and equipment coming out of your ears, probably the least expensive commodity you're working with is the raw stock, the film that you're putting through the camera. And this is where we never skimp. In 1968 we produced a total of 14 different television commercials for the Olympia Brewing Co.; five 60's, five 30's and four 20's. We shot (for a particular reason) in 16 mm, so the finished commercials represented a total of 308 feet of film. We actually exposed in excess of 40,000 feet of 16 mm raw stock—in other words we had a shooting ratio of about 130 to 1. We think the results were more than worth it.

On April 1, we introduced a new series of television commercials for Olympia. This campaign, we feel, moves us along one step further. In its totality, we think the 1969 Olympia television campaign recognizes the need for diverse appeals—a different selling approach to reach the many varied demographic and psychographic segments of today's beer market. We hope you think the commercials are as exciting as we do. To us, good advertising and good commercials are like everything else good in this life. They don't come easy, and we are the first to recognize and appreciate the fact that we have a dedicated client, and a dedicated agency team who want only good advertising and are willing to work for it.

Thomas L. Blosl, vice president and account supervisor of Botsford, Constantine & McCarty Inc., San Francisco, joined the agency in 1955 when it was based in Seattle and was known as Botsford, Constantine & Gardner. He left the agency for about a year and a half to serve as promotion and merchandising manager of KIRO-AM-FM-TV Seattle. He rejoined the agency in 1959, and was named account executive on Olympia Brewing in 1965. Mr. Blosl was elected a vice president in 1961.
Based on the popular story of "The Juggler of Notre Dame," this special is the perfect show for any holiday—particularly Thanksgiving or Christmas. Produced in France, the story carries the most fascinating little people through a delightful series of misadventures. A little masterpiece of drama for your special sponsor. Schedule any time from Thanksgiving through Christmas.

Known and loved by all the family—now presold to institutional advertisers in a number of top markets for showing through 1972—this popular Christmas special with a cast of partridges, pear trees, milk-maids, leaping lords, piping pipers and over three hundred eighty animals and birds is still available in many markets for your favorite sponsor.
Closing the generation gap

Teenagers are often viewed as a group having little concern for others. Or anything. By focusing its cameras on an organization known as the Geri-Teens, the Fetzer television station in Cadillac presented a closer look at this often unfairly criticized generation. These youngsters donate their time to the care, comfort and happiness of the aged in a nearby medical facility. We’re pleased to provide viewers with a better perspective of tomorrow’s leaders.
Worldwide, TV programs are a two-way street

U.S. buys needed shows abroad as overseas purchases of our product mount toward $100 million in 1969

U.S. television program exporters are aiming their sights on their first $100-million sales year in 1969 as a prelude to a dramatic expansion in overseas activities and sales projected for the 1970's.

The sale of made-by-America programs has risen slowly and steadily sometimes agonizingly. In the 15 years that U.S. entrepreneurs have been courting the world marketplace, authoritative estimates are that the overseas sales volume reached $91 million in 1968, a rise of approximately $9 million over 1967.

And the economic indicators for the 1970's are solid:

* The rapid growth of color TV abroad is enhancing the competitive position of America, the world leader in color programing.

* The trend toward commercialization of TV channels (even in those countries that operate under government ownership or control) and the expansion of commercial time periods in those nations that previously had accepted advertising are bolstering the sales prospects for U.S. products, which sometimes were considered priced above the overseas market.

* The sales potential of satellite telecasts is edging into the horizon. On a limited basis during the past year, international companies here have arranged for sale of special events and sports contests and the outlook in the satellite sector is promising and exciting.

* The growing availability of and need for educational films produced in the U.S. are contributing (initially on a modest basis) to the worldwide volume.

This is not to say that U.S. program exporters are envisioning an era of unbridled growth and harmonious relationship with their confreres abroad. The tenor of American complaints can be characterized by the cliche that goes: "The more things change, the more they remain the same."

The exporters cite the quotas (official or unofficial) imposed on U.S. product and the low prices that overseas operators insist upon because of the vast supply, a situation exacerbated in some countries by the existence of buying cartels. "Most of us have learned to live with these things," one U.S. distributor comments. "We don't like it, but it's a fact of life."

Concurrent with the steady advances scored by U.S. exporters have been the incursions in the U.S. market made by overseas producers-distributors during the past three or four years. International television more and more is becoming a two-way airline. And the outlook for the future is an increasing representation on the U.S. screens of foreign-produced program fare, attained either through a direct sale from abroad or through various forms of coproduction with U.S. partners.

The most reliable estimate is that U.S. television buys in the neighborhood of $30 million a year from distributors abroad. This is a whopping increase from the $4 million to $6 million of five years ago.

Among foreign entrepreneurs, Britain rules the American airwaves with an estimated sales gross here that may reach as high as $25 million during the current season. In the vanguard is Lew Grade's Associated Television (its representative is Independent Television Corp., New York), whose trading with Yankee networks and stations in 1968-69 may run as high as $16 million. Adding to Britain's total are the British Broadcasting Corp. (well represented on educational stations), the Associated British Corp. and Granada Television.

Among typical network program series either imported from abroad during 1968-69 or involved in coproduction were The Avengers on ABC-TV, bought from Associated British; This is Tom Jones on ABC-TV, which was an Associated Television Production, coproduced with ABC-TV; the John Davidson Show, an ATV production with ABC-TV; Kraft Music Hall from London, 12 summer programs this year on NBC-TV produced by ATV in association with Yorkshire Productions; the Liberace Show, and The Prisoner on CBS-TV, both from ATV.

NBC-TV recently announced an expanded effort in the international coproduction sphere for 1970-71. The Strange Report (a one-hour mystery-adventure) is a joint effort of the network, Associated Television and Norman Felton's Arena Productions. And, in production, is an untitled half-hour comedy starring English actress-come-dienne Millicent Martin, produced by Sheldon Leonard Productions and ATV, in association with NBC.

Coming to America from abroad via syndication are numerous action-adventure series from ITC-ATV; dramatic programs and series from the BBC,
cartoons from Japan, and specialized programs from Australia and Canada. This output is likely to grow, some of it imported here through agreements made with national and regional advertisers.

The growth in the number of television sets throughout the world has been phenomenal. In 1963 there were approximately 65 million sets worldwide. By the end of 1968 there were approximately 84 million sets in the U.S. and 160 million abroad.

Japan is the leading foreign nation in number of sets, with 21.3 million; followed by the United Kingdom, 16.4 million; France, 15.5 million; France, 9 million; Italy, 8.5 million and Canada, 6.5 million.

U.S. exporters sell programs in more than 100 nations around the world and the most reliable estimates are that our best customers are Canada, which spends about $20 million annually; Australia, $14 million; Latin America, $14 million; Japan, $11 million and the United Kingdom, $10 million. (Because of the quota system, the UK now sells the U.S. about two-and-a-half times as much as it buys.)

Prices for American products generally have risen modestly in the past year and the one-hour ranges are: United Kingdom, $6,000-$7,000; Canada, $5,000-$6,000; Germany, $5,000-$6,000; Japan, $5,000; France, $4,000-$4,400; Australia, $3,200-$4,000, and Italy, $1,500-$1,800. In some of the underdeveloped nations, an hour program can sell for as little as $50 an episode.

The spread of commercialization in overseas markets is considered an advantage to the U.S. marketeer since it provides buyers with additional funds. In the past two years advertising has been admitted to the television system of France, Holland, Hong Kong and Indonesia. Additional commercial periods were opened up recently in West Germany, Japan and Mexico. The leading nation that is still non-commercial is Sweden, where there seems little likelihood that advertising will ever get in, according to a consensus of U.S. distributors.

Color television is a fairly recent development abroad, but its spread is expected to bring in additional revenues for investment in U.S. color programs.

Japan pioneered with color in 1960, followed by Canada in 1966. In 1967, Britain, West Germany, France and the Netherlands adopted color as did Switzerland in 1968 and Austria in 1969. Mexico, the Philippines and Thailand moved into color during the past year, and countries expected to make the conversion within the next year or two are Italy, Belgium, Sweden, Denmark and Australia.

The single most distinctive programing trend to emerge abroad, according to William H. Fineshriber Jr., vice president of the Motion Picture Export Association, is the demand for U.S. feature films by overseas television operations.

"In 1968, total sales of U.S. movies to TV stations abroad more than doubled those of the previous year," Mr. Fineshriber observes. "This upward trend is continuing this year."

He points out that programing trends abroad usually reflect the direction of U.S. television several years later and the popularity of network feature films, starting about four years ago, has caught up with overseas TV installations.

Another programing trend cited by several U.S. distributors is the rising market for taped music-variety shows. Series such as the Ed Sullivan Show, Carol Burnett Show, Kraft Music Hall and This is Tom Jones are making substantial inroads in the international marketplace.

A canvass by Broadcasting of a representative group of leading TV program exporters shows they are projecting a sales gain of 10% over 1968.

Willard Block, vice president, international sales, CBS Enterprises, characterizes 1968 as "an all-time high year," and is confident 1969 will show "a healthy increase, though percentage-wise somewhat down from 1968 over 1967."

Mr. Block reports that CBS Enterprises is encouraged by the potential of satellite telecasting and educational films to be made available to both schools and to TV installations abroad. He cites the recent "breakthrough" in satellite telecasting, under which more than 100 stations in Australia and Japan have simultaneously received feeds of the CBS Newsfilm service (Broadcasting, July 14). In addition, according to Mr. Block, CBS Enterprises has set up arrangements for the carriage by satellite of pending special events, including the Apollo 11 coverage.

"We are just beginning to become active in the educational-film field," he says. "We have more than 100 educational-film titles made available to us by Bailey Film Associates, which is owned by CBS, and we have made our initial sale to the school system in Brazil. We are beginning to get inquiries from TV stations and school systems throughout the world."

Among the more popular CBS Enterprise programs sold throughout the world are Beverly Hillbillies, My Three Sons, Gunsmoke, Petticoat Junction, news and entertainment specials, and the Hanna-Barbera cartoons.

Harold E. Anderson, divisional vice president, International Enterprises, NBC, identifies as developing trends abroad the interchange of series and specials with the U.S., the growing impact of color, the movement toward commercialization and the satellite transmission of special events.

Apart from NBC-TV's coproduction efforts, Mr. Anderson notes, NBC Enterprises now is involved in discussions with producers in Australia, Canada, Germany, England, France and Japan with a view toward coproducing series and specials that can be marketed worldwide.

Mr. Anderson believes international TV is "becoming a two-way street, with producers abroad having become adept at turning out satisfactory programing. Satellite transmissions of sports and special events are a small but growing source of revenue for NBC Enterprises, he adds.

A spokesman for Screen Gems says 1968 was an "excellent year" for the distribution syndication house and that the outlook is "bright" for 1969. The sale of feature films abroad was substantial in 1968 and is continuing this year, he reports. The spokesman notes that Screen Gems has been active for some years in coproducing series in Canada and Australia and plans to step up this activity to include other nations.

Screen Gems intends to move into the educational-film field, the SG official says, through a subsidiary, Learning Corp. of America, which is now assembling a package of educational films to be marketed abroad to school systems and TV installations.

Abe Mandell, president of Independent Television Corp., New York, a subsidiary of Associated Television of London, reports that its sales during the fiscal year ended last May grew by 100% over the previous year. Contributing to this gain, he says, were six network TV sales of ATV program series, including Tom Jones and the John Davidson Show on ABC-TV; The
Liberace Show and The Prisoner on CBS-TV, and the Kraft Music Hall and The Saint on NBC-TV.

Mr. Mandell is particularly bullish over prospects for sale of taped music-variety shows in the foreign market. He notes that Tom Jones is sold in more than 80 markets abroad and said ITC has completed substantial sales on two earlier musical-variety series, Spotlight and Showtime.

ITC is looking forward to an even better sales picture in the current fiscal year, according to Mr. Mandell. Available for overseas sales this year will be Department S, Randall & Hopkirk (Deceased) and The Stange Report, all one-hour action series.

Charles Michelson, president of Charles Michelson Inc., New York, U.S. program-buying representative for 14 overseas countries, including stations in Australia and Mexico, believes that the accelerating tempo of production abroad for the U.S. market is "a healthy development." He notes that foreign broadcasters have had some impact in the past but views the current increase as a testimonial to the growing expertise of other countries and U.S. requirements for a more varied program diet. Mr. Michelson is convinced that U.S. program exports will continue to rise as more channels are established abroad.

John Thayer, director of commercial services for RTV International Inc., New York, a worldwide organization whose activities include program buying for overseas stations as well as station representation, envisions even more widespread commercialization of channels abroad. He explains that stations often begin operations supported solely by government revenue but economics dictate that some form of commercialization is needed.

RTV International is the buying agent for Pakistan Television and Jordan Television and serves as a program distributor for foreign-produced presentations. For the past three years, it has syndicated in the U.S. a Christmas special, On the Twelfth Day and plans to import here a half-hour, stop-motion puppet program, The Juggler, which is being produced in France.

Ralph Franklin, vice president of MCA TV International, calls 1968 "a good year" and expects 1969 to be "much better." Sale of feature films abroad has risen steadily in the past two years, he says. Among the MCA series that are grossing well in overseas markets, according to Mr. Franklin, are The Virginian, Ironside, Run For Your Life, A Family Affair and It Takes A Thief.

An optimistic prognosis for business in 1969 is also offered by W. Robert Rich, vice president, international TV sales, Warner Bros.-Seven Arts. He reports that the market for feature films, of which W7 has several thousand in foreign distribution, continues to grow. "American product is getting better acceptance and I attribute this to the consistent selling job the industry has undertaken over the past dozen years or so," Mr. Rich comments. "The advent of color, the trend toward commercialization and the increase in the number of TV channels all help to make for a healthier economy."

Don Taffner, president of D. L. Taffner Ltd., New York, which serves as U.S. buying agent for stations abroad and as a sales representative here for programs produced overseas, is ebullient over prospects for importing presentations to America. He cites such factors as "the breakthrough" of the past few years; the rising costs of production in the U.S., particularly Hollywood; the pressure placed on overseas stations to produce original programs for their own markets, and the resultant need to export product to amortize their costs.

Mr. Taffner scored earlier this year when he arranged for the sale in the U.S. of the Australian-produced half-hour series, Skippy, The Bush Kangaroo. The sale of Skippy was made to Kellogg's and, through Leo Burnett Co., Chicago, has been placed in 160 markets in the U.S.

Mr. Taffner has three other series from Australia that he is attempting to sell in the U.S.—The Rovers and Barrier Reef, half-hour action-adventure programs, and Boney, a half-hour series spotlighting an aborigine detective. He also is sales representative in the U.S. for a series produced in Canada, Rainbow Country, which is a coproduction of Ralph Ellis, the Canadian Broadcasting Corp. and Associated British.

Colin Campbell, vice president, international sales, ABC Films, is encouraged by the increase in business in 1969 over 1968, paced by the popularity of such series as Mod Squad, Garrison's Gorillas, The Fugitive and The Invaders. He is optimistic about a series beginning on ABC-TV this fall titled The New People, a dramatic show centering around a group of 40 young men and women with varying points of view who are marooned on a distant island.

ABC Films has begun to sell news, sports and special programs that are delivered via satellite, he reports. He feels the potential is unlimited. The company has not entered the area of educational-film distribution on a substantial basis as yet, but it is an activity that is under consideration, Mr. Campbell indicates.

John Spires, director of international sales, MGM Television, says sales in 1968 were approximately the same as 1967.
in 1967, but the outlook is brighter this year inasmuch as the company has more product to offer. Among series that have had brisk sales abroad, he reports, are Daktari, Man From U.N.C.L.E. and Flipper.

"Our features have done well too," he observes. "But they are bought on a highly selective basis. The growth of color is spurring sales of features, but frankly, those in black and white, unless they're outstanding, are not likely to generate much business."

Alan Silverbach, vice president in charge of worldwide syndicated sales, 20th Century-Fox Television, reports that the overseas gross for 1968 topped 1967 by about 10% and that the outlook for this year is promising. He says Fox plans to become more active in international coproduction than it has been in the past, and is discussing development projects in Australia and Britain.

"For this season, we have coproduced in Canada a one-hour special, The Sound and The Scene, with Bobbie Gentry, and are in a coproduction deal with CFTO-TV Toronto and the CTV network on a daily, half-hour dramatic daytime serial, Famous Jury Trials. We feel the coproduction area is one that is bound to grow."

Steve Krantz, president of Krantz Films Inc., has been active in coproducing abroad, particularly in Canada, for the past four years. He attributes the current thrust in this area to the internationalization of talent; the demand by some countries for more of their own production, and to a need for a change of pace from U.S. programing. He stresses that know-how about America is important in aiming for the U.S. market.

Mr. Krantz, who says 1968 was "a very good year," and 1969 should result in a doubling of overseas sales for his company, has produced cartoons and interview shows in Canada and is now involved in coproduction on 260 half-hours of a dramatic strip, Strange Paradise, with the Canadian Broadcasting Corp., Metromedia and Kaiser Broadcasting.

He adds that Krantz Films is in the process of developing a dramatic series to be coproduced in Japan and plans a group of variety programs in Britain.

BroadcastAdvertising

Last stands in cigarette advertising

NAB commits code subscribers to quit taking it, asks FCC, will ask Senate, to endorse code action

The nation's broadcasters and 10 leading cigarette companies were in agreement on one thing last week: The FCC broadcasters, on the other hand, made hibit cigarette advertising on radio and television.

But at that point, their comments, filed in response to the commission's proposal, began diverging. The National Association of Broadcasters and some broadcasters said the commission should permit broadcasters to abandon cigarette advertising voluntarily—as the commission has asked them to.

The NAB comment, in fact, constituted the initial disclosure that the association's radio and television boards of directors had ratified the recommendations of their respective code boards to adopt standards under which code members would phase out cigarette advertising over a four-year period ending Sept. 1, 1973 (Broadcasting, July 14). The ratification was by mail ballot, but the votes of the two boards were not immediately announced.

The cigarette companies and other broadcasters on the other hand, made no reference to voluntary action. They simply argued that the commission lacked the authority to adopt its proposal, and urged the agency to leave the matter to Congress and/or the Federal Trade Commission.

These efforts to ward off FCC action came as the Senate Subcommittee on the Consumer prepared for a one-day hearing tomorrow (Tuesday) on a House-passed bill on which the cigarette and broadcasting industries are pinning their hopes for protection against cigarette-advertising regulation by either the FCC or the FTC. The trade commission has proposed a rule that would require a so-called "death" warning in all cigarette advertising as well as on cigarette packages. The bill would require a tougher health-hazard warning on cigarette packs than does the 1965 labeling act it would replace, but it would also extend for six years the provision in that measure prohibiting the agencies from regulating cigarette advertising.

However, Subcommittee Chairman Frank E. Moss (D-Utah), a backer of strong cigarette-advertising regulation, made it clear that he will not be persuaded easily to support the bill. He has said he will ask for stricter voluntary restraints than those embodied in the new NAB code amendments. "Four years is too long for us to wait," he said last week.

Scheduled to appear as witnesses are NAB President Vincent Wasilewski; Joseph Cullman III, chairman and chief executive officer of Philip Morris Inc.; FCC Chairman Rosel H. Hyde and FTC Chairman Paul Rand Dixon. Mr. Cullman is billed as the spokesman for the cigarette industry, but subcommittee officials said other companies wishing to be represented at the hearing will be accommodated.

NAB, in its comments on the commission's proposed cigarette-advertising ban, said its code amendments "represent genuine and substantial responses to the commission's plea for voluntary industry steps to eliminate cigarette advertising" and eliminate "the need for commission proscriptions which would surely be subject to serious legal challenges."

The association also sought to rebut one of the arguments of some commission members that NAB action does
The other satellite in the news.

While the eyes of the world are turned to the moon, another satellite is opening new frontiers for CBS Newsfilm in instantaneous news service.

CBS Newsfilm has just concluded an agreement with subscribers in Australia and Japan to provide regular delivery by satellite of important world news coverage. This agreement (calling for an initial series of 24 satellite transmissions) signals the first satellite transmission on a regular basis by any newsfilm service anywhere—a breakthrough broadcasters have been working toward for years.

That CBS Newsfilm got there first is to be expected. Now instantaneous coverage by the finest newsfilm service in the world (a product of CBS News, after all) is no longer a matter of reaching for the moon. Reach for CBS Newsfilm.

not provide the total answer to the cigarette-advertising problem. "Though the codes are not embraced by the entire industry," NAB said, "past history would indicate that vast majority of this country's broadcasting stations will follow the lead of the codes in this sensitive area of advertising." It cited the industry-wide ban on hard-liquor advertising as the basis for that statement. Some 400 of the nation's 682 television and 2,412 of its 6,272 radio stations, as well as all seven national radio and television networks, subscribe to the NAB codes.

The three television networks reflected the differing approaches of all of those commenting in opposition to the commission's proposal. NBC contented itself with a brief comment in which it called on the commission to defer action until it has additional information "as to congressional policy in this area and as to the effectuation of the proposed amendments to the NAB codes." The comment was prepared by the NAB president in advance and contained no specific advice about the possible effect of the proposal. The NAB president pointed out that the commission has not decided whether to ban the advertising of most cigarette products, which is not included in the proposed amendments.

ABC also urged the commission to permit the broadcasters to abandon cigarette advertising voluntarily. But it made extensive legal arguments asserting that the commission lacks the authority to ban all cigarette advertising. The "broad public interest standard" in the Communications Act does not provide a guide by which the commission can choose which products that are legally sold should not be advertised over the air, ABC said.

It also said that if cigarette advertising is banned from broadcasting but not other media, the balancing of the consequences involved should be left to Congress, not an administratively oriented agency that has established policy. And for the commission to act while Congress is considering the matter, ABC added, "would constitute a usurpation" by that agency of congressional functions.

CBS made similar arguments—but made no mention of voluntary action by broadcasters. It also said that if Congress does not act to bar action by the federal agencies, the commission should defer to the Federal Trade Commission, which has authority to regulate advertising in all media. "It would be arbitrary and unfair to single out the broadcast media in action taken to regulate or ban cigarette advertising," CBS said.

The tobacco companies, as well as NAB, ABC and a number of the individual companies who commented, argued that the proposal would violate broadcasters' constitutional guarantee of freedom of speech. The companies cited two commission court victories as support for their argument—the Supreme Court decision last month upholding the constitutionality of the fairness doctrine and an appeals court decision upholdng the commission's application of that doctrine to cigarette advertising.

Both decisions, they said, were aimed at opening up the airwaves to a variety of voices and views. But by contrast, they added, "the acknowledged purpose of the proposed rule is to prevent, absolutely and flatly, a particular sort of idea from being communicated by broadcast means."

Concern over the proposal's possible effect on broadcasters' freedom of speech was expressed also by eight licensees in two separate but similar comments. "One of the most serious effects" of the proposed cigarette advertising ban, they said, "is the prior restraint and 'chilling' effect which such an action will have on the legal advocacy of other 'unpopular' issues of public importance in the future."

They also said that in the absence of any determination that cigarette smoking poses a "clear and present danger" to the health of the American people—and they assert no such determination has been made—the commission lacks the constitutional authority to ban cigarette advertising. The comments were filed by Golden West Broadcasters, Palmer Broadcasting Co., WOC Broadcasting Co., Midcontinent Broadcasting Co., Midcontinent Broadcasting Co. of Wisconsin, BFR Broadcasting Corp., Plough Broadcasting Co., and McClatchy Newspapers.

"No number of the comments also challenged the proposal on the basis of its potential effectiveness. The tobacco companies, in their joint comment, cited figures provided by the Tobacco Institute in support of their argument that cigarette advertising is not a significant factor in causing young people to start smoking; they say it is designed to persuade smokers to switch brands, or to stick with those they are smoking. The figures showed that cigarette consumption continued to mount in England, Ireland and New Zealand, after cigarette advertising was banned from television in those countries, and in Italy, after all cigarette advertising was outlawed (see box this page).


One broadcast licensee that favored proposals to eliminate or curb cigarette advertising—although not the commission's—was Bonneville International Corp. (the Mormon Church), which has terminated cigarette advertising on its stations.

BIC, which said that decision was based on health grounds rather than on the religious teachings of the Mormon Church, said that cigarette advertising should be banned or severely restricted "in all media"—by the FTC if not by Congress.

The FCC should not adopt its proposal pending action by the trade commission, BIC said. Instead, BIC added, the commission should continue applying the fairness doctrine to cigarette advertising until all such ads disappear from the airwaves—and then encourage broadcasters to air public-service announcements warning of the alleged dangers of cigarette smoking.

The commission was also urged last week to permit the continued advertising of "safe" cigarettes. The American Cigarette Co., of New York, which says it has developed a process for producing "a less hazardous cigarette," urged the commission to exempt from its proposed ban cigarettes that are "low in tar, nicotine and other incriminated agents."

The commission had suggested exempting cigarettes "low in tar, nicotine and related filter aspects." But Chemosol urged its language because its product is described as harmful substance in the smoke. Chemosol said the proposed rule should not be so sweeping as to deny information on safe cigarettes to the millions of people who will continue to smoke in spite of the hazards involved.
Can spot radio keep up the pace?

Signs of deceleration seen in second quarter after first quarter scores big gain over '68

Spot radio carried over its high growth rate in 1968—when radio had its best business year in history—into 1969 with a first-quarter showing that is 16% above the same period of a year ago.

First-quarter spot-radio spending by advertisers in 1969 totaled $73.4 million, up $10.2 million over the first quarter in 1968, according to the Radio Advertising Bureau report to be released today (July 21).

RAB considered this substantial growth rate in spot radio “remarkable” in that the first-quarter gain followed the best radio year in history—in 1968 spot radio achieved a 12% increase.

During 1968, spot radio's increase in the second quarter was 11%. But on the basis of preliminary samplings of stations, it would appear that spot-radio business will find it difficult to maintain last year's second-quarter rate of increase, much less surpass it.

A bright spot reportedly in these soundings is the indication from some stations that they expect to fare better with spot in second-quarter 1969 compared with last year's quarter. But this is tempered by reports of other stations reporting spot business at about even with last year's quarter, and some markets showing returns below those of second-quarter 1968.

Miles David, RAB president, took note of obstacles in the way of a new radio business spiral. In his report, Mr. David said: “The continuation of so high a rate of gain into 1969 is remarkable in the face of all governmental efforts to cool off the growth rate in the economy. The anti-inflationary pressure being applied to the economy makes it very difficult to project performance for the entire year ahead. However, we believe the growth rate will be slower in keeping with general toning down of growth rates now being felt in all businesses.”

Apart from attempting to forecast trends in the business, RAB's report indicated an extraordinary momentum in spot radio achieved by many advertiser giants. General Motors Corp., for example, in the first-quarter comparative spending, increased 53%; Chrysler, 42%; American Home Products, 97%, and Bristol-Myers, 63%, while Colgate-Palmolive, with but $214,000 in spot radio in first-quarter 1968, spent more than $1.5 million in this year's quarter, or a six-fold increase in its spot budget.

The deeper dip by advertisers into spot radio was also pinpointed in a comparison of spending by product categories in each first-quarter period. Only five out of the 20 categories listed by RAB showed declines. One of these, cigars-cigarettes-tobacco was down 32% to $1.6 million. But such leaders as Procter & Gamble, whose increases were 231%, and among the services, Blue Cross/Blue Shield spent 116% more.

Other dramatic percentage gains were attributed to Pet Inc., Standard Oil of Calif., National Airlines, Richardson-Merrill Inc., John Morrell & Co., Cities Service and Magnovox.

A listing of the top-100 national and regional spot-radio advertisers by company name and by brands for the first quarter of 1969 follows:

### Top 100 national-regional spot radio advertisers by brands, first quarter, 1969

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Motors Corp.</td>
<td>57,077,000</td>
</tr>
<tr>
<td>Buick Div.</td>
<td>3,199,000</td>
</tr>
<tr>
<td>Cadillac Div.</td>
<td>5,000,000</td>
</tr>
<tr>
<td>Chevrolet Div.</td>
<td>12,000,000</td>
</tr>
<tr>
<td>Delco-Remy Div.</td>
<td>3,100,000</td>
</tr>
<tr>
<td>Fisher Body Div.</td>
<td>3,000,000</td>
</tr>
<tr>
<td>GMC Div.</td>
<td>25,000,000</td>
</tr>
<tr>
<td>GMC trucks</td>
<td>13,000,000</td>
</tr>
<tr>
<td>Gurdian Maintenance</td>
<td>186,000</td>
</tr>
<tr>
<td>Harrison Radiator Div.</td>
<td>62,000,000</td>
</tr>
<tr>
<td>Oldsmobile Div.</td>
<td>500,000</td>
</tr>
<tr>
<td>Pontiac Div.</td>
<td>1,943,000</td>
</tr>
<tr>
<td>Institutional</td>
<td>384,000</td>
</tr>
<tr>
<td>2. Ford Motor Co.</td>
<td>6,021,000</td>
</tr>
<tr>
<td>Ford Div.</td>
<td>3,042,000</td>
</tr>
<tr>
<td>Ford trucks</td>
<td>11,000,000</td>
</tr>
<tr>
<td>Lincoln/Mercury Div.</td>
<td>2,828,000</td>
</tr>
<tr>
<td>Institutional</td>
<td>137,000</td>
</tr>
<tr>
<td>3. Chrysler Corp.</td>
<td>3,270,000</td>
</tr>
<tr>
<td>Chrysler Div.</td>
<td>690,000</td>
</tr>
<tr>
<td>Dodge Div.</td>
<td>945,000</td>
</tr>
<tr>
<td>Dodge trucks</td>
<td>21,000,000</td>
</tr>
<tr>
<td>Plymouth Div.</td>
<td>1,481,000</td>
</tr>
<tr>
<td>Simca cars</td>
<td>77,000</td>
</tr>
<tr>
<td>Institutional</td>
<td>56,000</td>
</tr>
<tr>
<td>4. American Home Products</td>
<td>2,603,000</td>
</tr>
<tr>
<td>Aero Sheve</td>
<td>207,000</td>
</tr>
<tr>
<td>Anacin</td>
<td>485,000</td>
</tr>
<tr>
<td>Antrol</td>
<td>1,000</td>
</tr>
<tr>
<td>Biscuit</td>
<td>1,000</td>
</tr>
<tr>
<td>Delanen</td>
<td>46,000</td>
</tr>
<tr>
<td>Reproduction H</td>
<td>2,000</td>
</tr>
<tr>
<td>Snairal</td>
<td>1,000</td>
</tr>
<tr>
<td>Tripointe</td>
<td>1,000</td>
</tr>
<tr>
<td>(American Home Foods Div.)</td>
<td>137,000</td>
</tr>
<tr>
<td>Chevron-Addy Methyl</td>
<td>136,000</td>
</tr>
<tr>
<td>Franklin Nut Div.</td>
<td>11,000</td>
</tr>
<tr>
<td>Kahl's Food Div.</td>
<td>61,000</td>
</tr>
<tr>
<td>Coca-Cola Div./bottlers</td>
<td>1,745,000</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>1,372,000</td>
</tr>
<tr>
<td>Cresco</td>
<td>86,000</td>
</tr>
<tr>
<td>Simba</td>
<td>36,000</td>
</tr>
<tr>
<td>Sprite</td>
<td>54,000</td>
</tr>
<tr>
<td>Tab</td>
<td>70,000</td>
</tr>
<tr>
<td>(Minute Maid Div.)</td>
<td>126,000</td>
</tr>
<tr>
<td>Snow Crop</td>
<td>1,000</td>
</tr>
<tr>
<td>6. Colgate-Palmolive</td>
<td>1,546,000</td>
</tr>
<tr>
<td>Ajax cleanser</td>
<td>2,000</td>
</tr>
<tr>
<td>Aludine detergent</td>
<td>5,000</td>
</tr>
<tr>
<td>At Once shampoo</td>
<td>26,000</td>
</tr>
<tr>
<td>Axion</td>
<td>232,000</td>
</tr>
<tr>
<td>Bisk</td>
<td>24,000</td>
</tr>
<tr>
<td>Cold Power</td>
<td>178,000</td>
</tr>
<tr>
<td>Colgate 100</td>
<td>24,000</td>
</tr>
<tr>
<td>Colgate dental cream</td>
<td>5,000</td>
</tr>
<tr>
<td>Congestold</td>
<td>1,000</td>
</tr>
<tr>
<td>Dermassage</td>
<td>1,000</td>
</tr>
<tr>
<td>Fab</td>
<td>10,000</td>
</tr>
<tr>
<td>Galaxy</td>
<td>136,000</td>
</tr>
<tr>
<td>Grendal</td>
<td>5,000</td>
</tr>
<tr>
<td>Halo</td>
<td>44,000</td>
</tr>
<tr>
<td>Hour After Hour</td>
<td>29,000</td>
</tr>
<tr>
<td>Hyperphase</td>
<td>105,000</td>
</tr>
<tr>
<td>Palmolive Liquid</td>
<td>16,000</td>
</tr>
<tr>
<td>Punch detergent</td>
<td>113,000</td>
</tr>
</tbody>
</table>

BROADCASTING, July 21, 1969

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**Comparison, spot radio first quarter**

<table>
<thead>
<tr>
<th>Rank</th>
<th>1969 ($000)</th>
<th>1968 ($000)</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Automotive</td>
<td>$16,327</td>
<td>$22,144</td>
</tr>
<tr>
<td>2.</td>
<td>Foods</td>
<td>10,619</td>
<td>8,360</td>
</tr>
<tr>
<td>3.</td>
<td>Travel &amp; shipping</td>
<td>7,933</td>
<td>6,739</td>
</tr>
<tr>
<td>4.</td>
<td>Consumers' services</td>
<td>5,072</td>
<td>5,638</td>
</tr>
<tr>
<td>5.</td>
<td>Beer, ale, wine</td>
<td>4,734</td>
<td>3,672</td>
</tr>
<tr>
<td>6.</td>
<td>Drugs &amp; pro-drugries</td>
<td>4,556</td>
<td>980</td>
</tr>
<tr>
<td>7.</td>
<td>Gas &amp; oil</td>
<td>4,345</td>
<td>3,180</td>
</tr>
<tr>
<td>8.</td>
<td>Soft drinks</td>
<td>3,630</td>
<td>3,390</td>
</tr>
<tr>
<td>9.</td>
<td>Agricultural</td>
<td>2,534</td>
<td>1,455</td>
</tr>
<tr>
<td>10.</td>
<td>Cosmetics &amp; toiletries</td>
<td>2,308</td>
<td>2,193</td>
</tr>
<tr>
<td>11.</td>
<td>Cigars, cigarettes, tobacco</td>
<td>1,684</td>
<td>2,478</td>
</tr>
<tr>
<td>12.</td>
<td>Soaps, cleansers, detergents</td>
<td>1,047</td>
<td>461</td>
</tr>
<tr>
<td>13.</td>
<td>Apparel</td>
<td>955</td>
<td>980</td>
</tr>
<tr>
<td>14.</td>
<td>Publications</td>
<td>953</td>
<td>607</td>
</tr>
<tr>
<td>15.</td>
<td>Confections</td>
<td>855</td>
<td>1,543</td>
</tr>
<tr>
<td>16.</td>
<td>Radio, TV, records, etc.</td>
<td>322</td>
<td>495</td>
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<tr>
<td>17.</td>
<td>Amusements</td>
<td>564</td>
<td>463</td>
</tr>
<tr>
<td>18.</td>
<td>Pet Foods</td>
<td>407</td>
<td>305</td>
</tr>
<tr>
<td>20.</td>
<td>Household furn. &amp; appliances</td>
<td>301</td>
<td>342</td>
</tr>
<tr>
<td>Expenditures</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>------------------</td>
<td>------------------</td>
<td></td>
</tr>
<tr>
<td>30. Royal Crown Cola Co./bottlers</td>
<td>$499,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>31. Shell Oil Co.</td>
<td>498,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>32. Monarch Wine Co.</td>
<td>489,000</td>
<td></td>
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</tr>
<tr>
<td>33. R. Reynolds</td>
<td>476,000</td>
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<td></td>
</tr>
<tr>
<td>34. Pet</td>
<td>473,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>35. American Bakers</td>
<td>472,000</td>
<td></td>
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<tr>
<td>36. Standard Oil Co. of Calif.</td>
<td>467,000</td>
<td></td>
<td></td>
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<tr>
<td>37. Northeast Airlines</td>
<td>464,000</td>
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<td></td>
</tr>
<tr>
<td>38. American Airlines</td>
<td>457,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>39. Jos. Schlitz Brewing</td>
<td>455,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40. National Airlines</td>
<td>445,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41. Union Carbide Corp.</td>
<td>445,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>42. Richardson-Merrell</td>
<td>433,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>43. Campbell Soup</td>
<td>391,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>44. Sterling Drug</td>
<td>377,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>45. Liebig &amp; Myers Tobacco</td>
<td>354,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>46. John Morrell &amp; Co.</td>
<td>354,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>47. Cities Service Oil Co.</td>
<td>363,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>48. Midas</td>
<td>354,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>49. Phillips Petroleum Co.</td>
<td>353,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50. Firestone Tire &amp; Rubber Co.</td>
<td>352,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>51. Air Canada</td>
<td>334,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>52. Water</td>
<td>334,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expenditures</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>53. Eli Lilly &amp; Co.</td>
<td>Elanco Div.—agricultural products</td>
<td>124,000</td>
</tr>
<tr>
<td>54. Corn Products Co. (Best Foods Div.)</td>
<td>Mazola margarine</td>
<td>300,000</td>
</tr>
<tr>
<td>55. Seaboard Finance Co.</td>
<td>Loans &amp; financing</td>
<td>263,000</td>
</tr>
<tr>
<td>56. Mutual</td>
<td>TV sets</td>
<td>259,000</td>
</tr>
<tr>
<td>57. American Investment Co.</td>
<td>Loans &amp; financing</td>
<td>257,000</td>
</tr>
<tr>
<td>58. Associates Investment Co.</td>
<td>Loans &amp; financing</td>
<td>255,000</td>
</tr>
<tr>
<td>59. Humble Oil &amp; Refining Co.</td>
<td>Enco gas &amp; oil</td>
<td>107,000</td>
</tr>
<tr>
<td>60. Northwest Orient Airlines</td>
<td>Air travel</td>
<td>250,000</td>
</tr>
<tr>
<td>61. Melville Shoe Corp.</td>
<td>Thom McAn shoes</td>
<td>242,000</td>
</tr>
<tr>
<td>62. Plough</td>
<td></td>
<td></td>
</tr>
<tr>
<td>63. Miller Brewing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>64. O. M. Scott &amp; Sons Co.</td>
<td>Scott's lawn products</td>
<td>230,000</td>
</tr>
<tr>
<td>65. General Electric</td>
<td></td>
<td></td>
</tr>
<tr>
<td>66. F &amp; M Schaefer Brewing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>67. Lever Bros.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>68. Allegheny Airlines</td>
<td>Air travel</td>
<td>209,000</td>
</tr>
<tr>
<td>69. CBS Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>70. Pabst Brewing Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>71. Western Air Lines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>72. International Nickel Co.</td>
<td>Nickel products promotion</td>
<td>189,000</td>
</tr>
<tr>
<td>73. Cowles Communications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>74. Airwick Industries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75. Dial Finance Co.</td>
<td>Loans &amp; financing</td>
<td>173,000</td>
</tr>
<tr>
<td>76. National Dairy Products</td>
<td>Krafto Div.</td>
<td>172,000</td>
</tr>
<tr>
<td>77. Universal Foods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>78. Continental Air Lines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>79. Household Finance Corp.</td>
<td>Loans &amp; financing</td>
<td>169,000</td>
</tr>
</tbody>
</table>

**BROADCASTING, July 21, 1969**
Beeline® Radio...
covers county areas with more farm income than 44 entire states.

And each of Beeline Radio’s four stations offers the right programming to reach the farmers in 38 counties in Inland California and Western Nevada. Among these counties are 14 of the top 100 U.S. counties in total income from all farm products sold. Beeline farm programs include:

- The Voice of California Agriculture... featuring national and regional developments as they affect California agriculture.
- The Valley Farmer... locally produced news and weather reports including daily agriculture price quotations.
- McClatchy Farm Review... national award-winning program; a farm magazine of the air.
- For Better Farming... includes behind-the-scenes interpretations of latest farm developments.

And there is more. Because Beeline Country’s farmers, who produce over $2 billion in gross farm income a year, tune to Beeline Radio to find out what is new in agribusiness.

This is a market you can grow in, too, so join the many local and nationally recognized advertisers already on Beeline Radio.

Data Source: SRDS May, 1969 — 1964 Census of Agriculture
The sources of network radio revenue

CBS counts 407 brands and services on air in 1968, a 21% gain over 1967

Advertisers turned to network radio in 1968 on an expanded basis to promote their products and services, with an estimated $9 million increase in spending on the medium.

This bullish report on network radio is a highlight of a detailed study of advertisers using the medium as prepared and released today (July 21) by CBS Radio. This is an annual project the company has undertaken for the past six years.

George J. Arkedis, vice president and general manager, CBS Radio, used Radio Advertising Bureau estimates to place 1968 network radio spending at $70 million, as compared with almost $61 million in 1967. He noted that the top 100-network radio advertisers spent approximately $64 million in 1968.

Called the "State of the Medium," the study was assembled by CBS Radio with the cooperation of NBC Radio, ABC Radio and Mutual. It was pointed out that ABC Radio information is based on the combined data of its four network radio networks.

The study shows that the number of corporate advertisers on the medium declined in 1968 to 199 from 207 in 1967, but the number of brands and services rose by 21% and the number of advertisers, which scheduled multiple-product campaigns, increased by 60%. The number of different brands and services grew from 337 in 1967 to 407 in 1968, and 83 advertisers set campaigns for more than one product, as compared with 52 such advertisers in 1967.

"Increased advertising activity is a significant indication that network radio continues to grow as a major selling force," Mr. Arkedis observed.

The 199 different corporate advertisers were represented on the four radio networks in this manner: CBS, 125; NBC, 120; Mutual, 71, and ABC, 61.

The breakdown on the 407 different brands and services advertised was: CBS, 249; NBC, 230; ABC, 112, and Mutual, 111. The study also shows that 99 advertisers used one radio network exclusively; 46, two networks; 30, three, and 24, all four.

Mr. Arkedis reported that 15 advertisers spent more than $1 million each in 1968 on network radio. The list was paced by General Motors Corp. with $5,501,000 in expenditures.

"During the spring of 1968, the second RADAR (Radio's All Dimension Audience Research) study was conducted," Mr. Arkedis pointed out. "This study was syndicated for the first time and showed that more than 7 million adults (5.6% of all adults) listen to AM network stations during the average quarter hour. In a typical broadcasting day, this grows to over 45 million (35.9%). During the course of a week, more than 75 million adults (59.3%) listen to network radio stations.

"Advertisers are becoming more cognizant of network radio's effectiveness. They are responding more positively to network radio's cost efficiencies as well as to its increasing ability to reach customers with impressive frequency and cumulative impact."

The CBS compilation (A-ABC, C-CBS, M-MBS, N-NBC):

- Admiral Corp.
- Refrigerator-freezers. color TV sets, radios, various products—C, M, N.
- AFI-CIO
- AFL-CIO political committee, Retail Clerks International Association—N.
- ILGWU campaign committee—C, N.
- All Star Shows
- All Star Shows TV programs—N.
- Aluminum Co. of America
- Alcoa products—N.
- American Express Co.
- Ace comb—C, N.
- Ace bowling balls—C.
- ABC Inc.
- ABC-TV program promotion—A.
- American Cyanamid Co.
- Breck concentrate shampoo—N.
- American Express Co.
- Travelers Cheques—C, N.
- American Home Products Corp.
- Whistle! Division
- Anacin, Bisodol, Distran, Infra Rub—C.
- Preparation H—M.
- Sleep Eze—C.
- Brach Division
- Brach candies—N.
- American Motors Corp.
- Ambassador, Javelin, Rambler—C, N.
- American Red Ball Transit Co.
- American Red Ball moving services—N.
- AT&T
- General telephone promotion—A, C, M, N.
- American Brands
- Pall Mall cigarettes—A, C, M.
- Roi TAN cigars—C, M.
- Tanton cigarettes—A, C, M.
- America’s Future Inc.
- Publication—M.
- Arm & Way Corp.
- Arm & Way home care products—A.
- Arm & Way shoe spray—A.
- Anderson Co.
- Anco windshield wipers—C, N.
- Armour & Co.
- Armour Star hot dogs—A, C, N.
- Association of American Railroads
- General promotion—A, C, N.
- American Van Lines
- Atlas moving services—C.
- Ball Brothers Co.
- Ball home canning supplies—A, C.
- Bankers Life & Casualty Co.
- White Cross hospital plan, general promotion—B, Bankers Life insurance—A.
At WPIX, we New Yorkers are trying to get rid of our city's second class citizens.

We can't have a first class city unless it's full of first class citizens.

Who can speak English.

So we produce Aprenda Ingles and present it every Saturday morning.
First Miss Blanca Ortiz teaches everyday English to Puerto Rican viewers.
Afterward Mr. Jose Roman of the Human Resources Administration offers a listing of current job opportunities.

And then the phone starts ringing. Each one a Spanish-speaking New Yorker who now has the confidence to try and improve himself by getting a better job. (So far, we've placed an average of 17 people in new jobs each week.)

That's how we're working together to build a better New York.

One New Yorker at a time.

Nobody does more for New York than we New Yorkers.
Dr. Pepper picks Y&R

Dr. Pepper Co., Dallas, last week named Young & Rubicam, New York, as its advertising agency, replacing Grant Advertising, Chicago and Dallas, which had handled the account for 15 years. Dr. Pepper will bill about $4 million in 1969, of which an estimated $2.5 million is in broadcast.

John C. Simmons, vice president, advertising, Dr. Pepper Co., said advertising plans for 1970 would be presented at the company’s meeting with bottlers in Dallas, Oct. 1-3.

Account had been with Grant Advertising for 15 years.

Eastman Kodak
Kodak Business Systems, Instamatic Camera outfits, Kodak family portraits, Kodak film.

Elgin National Watch Co.
Elgin watches—C, M.

Emerson Electric Co.
In-Sink-Erator garage disposer—C.

L. Evans & Co.
Evans lures & tackle—N.

Eversharp Inc.
Shick Chrome razors blades, Schick razors & super stainless blades—A.

Evyan Perfumes
Baro, Lumber, Toiletries, White Shoulders perfumes—C.

Fawcett Publications
Woman's Day magazine—C, M.

Florists' Transworld Delivery Association
Flowers-by-Wire—A, C, M.

Ford Motor Co.
Ford Div.—A, C, N.

Institutional Div.—A, C, M.

Garden tractors—C.

Lincoln-Mercury Div.—A, C, M.

Auto-Life Div.—C.

Foster Milburn Co.
Doans pills—M, N.

Gates Rubber Co.
Lear Jet tape cartridges, Tape Players—C, N.

General Electric Co.
General Electric Christmas light set—C.

General Electric Co.
General Electric bulbs—C, M, N.

General Foods
Maxwell House coffee, Sanka instant coffee—A, C, M.

General Mills
Wheaties cereal—C, N.

General Foods
Buick Div.—A, C, M, N.

Chevrolet Div.—C, N.

Delco Div.—A.

Fisher body Div.—C.

Griffaidare Div., GMC trucks—A, C, M, N.

General Motors Div.—C.

General Motors—general promotion—A, C, M, N.

Genuine M. parts—C, N.

Oldsmobile Div.—C, M, N.

Pontiac Div.—A, C, M, N.

United Delco dealers service—A.

Mark of Excellence—C.

Opel Canada—A.

Gillette Co.
Gillette Foamy Shave, Gillette Knack razor, Gillette Super stainless blades, Gillette Technic razor, Paper Mate Flair pens, Right Guard antiperspirant—C.

Golenau Inc.
Information Please Almanac—C.

B. F. Goodrich
toothpaste—B, F. Goodrich promotion—C.

W. R. Grace & Co.
Miller High Life beer—M, N.

Great Western U.S. Beef Co.
Shakey Pizza Parlers—C, N.

Greyhound Corp.
Greyhound Lines—N.

Gulf Oil Corp.
Gulf dealers Tour Guide service, Gulf dealers travel card, Gulf general promotional items—C.

motion, Gulf insect killer, Gulf motor oil, Gulf Nox gasoline, Gulf tires—N.

Gulf & Western Industries
Financing, investment—N.

W. J. Hagerty & Sons
Hagerty multi-products, Hagerty silver polish, Hagerty Silversmith Wash—A.

Hallmark Cards
Hallmark television program—N.

Hart Schaffner & Marx
Jaymar Slacks for men—N.

Holiday Innns of America
Holiday Inns of America—M.

Household Finance Corp.
Household Finance—C.

Incabloc Corp.
Incabloc shock absorbers—C.

Indiana Dept. of Commerce
Indiana state resort promotion—A, N.

International Dairy Queen
Ice cream—M.

International Harvester Co.
Cub Cadet tractor—C.

International Industries
United Rent-Alls—N.

ITT
Avis car rental—M.

Jepson Air Lines
Air travel—M.

Jeffrey Martin Labs.
Compoz—M.

Kaiser Industries
Salute to American trucking industry, Kaiser aluminum products—N.

Kampgrounds of America Inc.
Kampgrounds camp sites—N.

Kellogg Co.
Kellogg All Bran—C.

Kellogg Bran Buds, Kellogg Product 919—C, M.

Kentucky Fried Chicken Corp.
Kentucky Fried Chicken—A, C.

Kerr Glass Mfg. Corp.
Kerr home canning supplies—C.

Kiplinger Washington Editors
Changing Times magazine—N.

Lanvin, Charles of the Ritz, Inc.
Arpege toiletries—C, N.

Liggett & Myers
Chesterfield cigarettes—C, M, N.

Cream of Oats cereal—M, N.

Longines Record Club
Record club—M.

Loews Theatres Inc.
Kent cigarettes, Newport cigarettes—A, C, N.

True cigarettes—A, C, N.

Magazine of Wall Street
Magazine of Wall Street—C.

Maple Products
Maple silicone ironing board cover—C.

McGraw-Edison Co.
Arnold Palmer cleaning centers—N.

Martinizing dry cleaning process—C.

Mckesson-Robbins
Trend—Gold Spot breath freshener—M.

Mem Co.
English Leather after-shave lotion line, English Leather cologne line—C.

Mennen Co.
Quinine foot powder spray—A, C, N.

Meredith Corp.
Better Homes & Gardens magazine—A, C, N.

Miles Laboratories
Alka Seltzer—A.

Chocks vitamins, One-a-Day vitamins—A, C, M.

Monroe Auto Equipment Co.
Monroe Load indicators, Monroe shock absorbers—C.

Monte Carlo
Monsanto general promotion—C.

Benjamin Moore & Co.
Benjamin Moore paints—A.

Morton International
Morton salt—A, C, M, N.

MBS
Mutual Broadcasting sports news—M.

Mutual of Omaha Insurance Co.
General promotion, health insurance, major medical insurance, I.N.C.M., protection, life insurance—N.

National Biscuit Co.
Nabisco Premium Saltines—C, M, N.

Nabisco Toastettes—A, C, M.

National Brush Co.
Snow Chaser auto brush & scraper—C, M.

National Dairy Products Corp.
Kraft cheddar cheese sauce mixes—C, M.

Kraft barbecue sauce—C, M, N.

Kraft seasonings—C, M.

Kraft cheeses—A, M.

30 (BROADCASTING ADVERTISING)
People whose electricity was knocked out could be thankful for their battery radios, especially if they tuned in radio station WERE which remained calm and informative in the fury of the stormy night. Bill Randle, Pete Franklin and Howie Lund performed a public service of high order by maintaining a continuous weather watch after it was obvious Cleveland was in for something more than a summer evening shower. WERE scrapped its programming recognizing it had a much more dramatic, spine-tingling show on hand. It concentrated on giving out information, answering questions and trying to send help where it might be needed. Jerry Frederickson, Forrest Simm and Jeff Fisher aided the aforementioned trio in a superlative performance.

From an Editorial in the Cleveland Plain Dealer, Sunday, July 6, 1969
The bells are ringing—but poor B&B isn't there

Plaza 8-6200—a seemingly innocuous New York telephone number—has been causing an uproar in the past week.

The number belongs to Benton & Bowles, which recently moved from Fifth Avenue to 909 Third Avenue. The agency soon discovered that the Plaza 8 exchange was not working properly. "That was bad," a spokesman reported, "that our account men had to go use pay phones to call clients." Callers either heard a busy signal or a ring that was never answered. The agency finally placed a full-page ad in the New York Times last week announcing, tongue-in-cheek, that the agency was still there.

To top this, the New York Telephone Co., through a "clerical error," omitted the number half in the 1 million new telephone number in half of the 1 million new directories still being printed but some already distributed last week.

"It would be impossible to print a correction," a spokesman for the telephone company said. Where it was possible, "we altered the distribution of those already off the press to put them in residential areas," he said. Some of the boxes were already on the delivery trucks, however, and many customers in the Wall Street area do not have Benton & Bowles listed in their books.

Although the agency's number may not be in the telephone books, it has received attention from the broadcasting media. Several stations picked up the story, the agency spokesman reported, and CBS filmed a sequence possibly for network broadcast.
Agency appointments:
• Chemway Corp., Wayne, N.J., has moved several product accounts from Dele hatchy, Kurnitt & Geller, New York, and Edward H. Weiss & Co., Chicago, to Warren, Muller, Dolobowsky, New York. The products include Bab-O, Dr. West toothbrushes and One-Step floor wax.
• Bozell & Jacobs, New York, picked up an estimated $1 million-plus account last week from Cooper Laboratories' personal products division, Mystic, Conn. The assignment includes proprietary drug and toiletry products and the Lydia E. Pinkham line. The Pinkham Co., a recent acquisition, was formerly handled by MacManus, John & Adams. The agencies for Cooper's ethical drug products, Kallir, Phillips, Ross and Hegelmann & Bartolone, will not be affected by the new assignment.

Buck-well-spent image ditched for tidy sheet
"Come play house with me," Miss Springmaid entices the viewer from a bed decked out in Wondercare "Tahitian Rose" sheets. Miss Springmaid, who has long graced the printed page, is making her television debut in 28 major markets starting this week. This 30-second spot signals the first TV campaign of major importance launched by Spring Mills Inc., New York, and is expected to lend support to 1969 August white sales.

Miss Springmaid demonstrates in this spot the economy and convenience of the no-iron sheets, in addition to matching blankets, bedspreads, and towels. The spot concludes with a telephone number for additional information. The commercial will be seen at a rate of at least 10 spots a week in every market, daytime and late evenings. According to a Spring Mills spokesman, these dayparts are calculated to reach the consumer when she is most responsive to a linen commercial—she has either just made the beds and done the laundry or she is preparing to retire.

Springmaid made limited use of 10-second ID's in spot during the January white sales of 1967 and also in 1965, but the Spring Mills spokesman describes the new campaign as the Mills' first significant venture into the broadcast media. The agency for Spring Mills is BBDO, New York.

Metromedia promises more antismoking spots
Metromedia Inc. last week informed the FCC that it will see KNXT(TV) Los Angeles' five-to-one ratio of cigarette to anticigarette spots and raise it an unspecified amount.

Metromedia's offer was contained in a letter responding to the second of two commission orders directing the licensee to air more antismoking spots during prime time on WNEW-TV New York. Metromedia noted that in another case involving KNXT, owned by CBS, the commission was apparently satisfied with the 5-1 ratio maintained by the station during the 6-11 p.m. period. It said Metromedia stations would "better that ratio."

WNEW-TV's troubles began March 20 when the commission, in response to a complaint concerning the station's compliance with the fairness doctrine as applied to cigarette advertising, ordered it to make "greater effort" to air antismoking messages during periods of maximum viewing.

Metromedia asked the commission to reconsider the order, contending that broadcasters should be allowed the discretion of airing most of the anti-smoking spots during nonprime time. It said it followed this policy in order to educate children on the hazards of smoking. The commission denied the request, saying that while the policy was commendable, it did not relieve the licensee of a similar responsibility toward adults in prime time.

In the KNXT case, John F. Banzhaf III, of ASH (Action on Smoking and Health), petitioned to deny license renewal because of an alleged deficiency of antismoking spots. The commission denied the petition, concluding that the station's 5.1 ratio constituted compliance with fairness-doctrine requirements.

College basketball on HSN

How TV-network billings stand in BAR's ranking

<table>
<thead>
<tr>
<th>Day parts</th>
<th>ABC Week ended July 6</th>
<th>ABC Cume Jan. 1, July 6</th>
<th>CBS Week ended July 6</th>
<th>CBS Cume Jan. 1, July 6</th>
<th>NBC Week ended July 6</th>
<th>NBC Cume Jan. 1, July 6</th>
<th>Total minutes</th>
<th>Total dollars week ended July 6</th>
<th>Total dollars week 1969</th>
<th>Total minutes 1969</th>
<th>Total dollars 1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday-Friday</td>
<td>$1,268.8</td>
<td>38,396.5</td>
<td>$2,393.7</td>
<td>74,266.2</td>
<td>$1,640.2</td>
<td>62,436.6</td>
<td>823</td>
<td>$5,320.7</td>
<td>$24,536</td>
<td>175,099.3</td>
<td>$170,048.4</td>
</tr>
<tr>
<td>10 a.m.-6 p.m.</td>
<td>352.8</td>
<td>25,605.9</td>
<td>1,057.4</td>
<td>28,683.4</td>
<td>813.6</td>
<td>16,791.9</td>
<td>244</td>
<td>1,923.8</td>
<td>7,630</td>
<td>17,048.4</td>
<td>14,016.4</td>
</tr>
<tr>
<td>Saturday-Sunday</td>
<td>225.9</td>
<td>8,690.3</td>
<td>483.7</td>
<td>18,675.7</td>
<td>414.3</td>
<td>16,925.5</td>
<td>90</td>
<td>1,123.9</td>
<td>2,498</td>
<td>44,291.5</td>
<td>44,291.5</td>
</tr>
<tr>
<td>6 p.m.-7:30 p.m.</td>
<td>60.9</td>
<td>3,771.0</td>
<td>137.1</td>
<td>5,736.7</td>
<td>60.0</td>
<td>5,693.9</td>
<td>16</td>
<td>258.0</td>
<td>568</td>
<td>15,201.6</td>
<td>15,201.6</td>
</tr>
<tr>
<td>Sunday</td>
<td>3,664.9</td>
<td>132,918.0</td>
<td>4,898.3</td>
<td>180,210.0</td>
<td>4,698.7</td>
<td>178,355.3</td>
<td>441</td>
<td>13,261.9</td>
<td>11,698</td>
<td>491,483.3</td>
<td>491,483.3</td>
</tr>
<tr>
<td>7:30-11 p.m.</td>
<td>300.2</td>
<td>10,762.9</td>
<td>30.0</td>
<td>2,062.7</td>
<td>366.8</td>
<td>12,994.2</td>
<td>75</td>
<td>697.0</td>
<td>2,134</td>
<td>25,819.8</td>
<td>25,819.8</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>$5,891.5</td>
<td>$220,161.5</td>
<td>$9,110.9</td>
<td>$312,624.7</td>
<td>$7,997.6</td>
<td>$302,412.5</td>
<td>1,765</td>
<td>$23,000.0</td>
<td>51,341</td>
<td>$835,198.7</td>
<td>$835,198.7</td>
</tr>
</tbody>
</table>

BROADCASTING, July 21, 1969 33
RAB workshop slated for six encores

Success in N.Y. last month prompts extra bookings with local agency figures to be participants

The Radio Advertising Bureau will take its radio workshop to six cities this fall, combining it in five of the cities with its fall series of management conferences.

The workshop, cosponsored by RAB and the Association of National Advertisers, was held in New York in June (Broadcasting, June 16). It drew what was said to be the largest turnout for any advertising medium in the series of workshops conducted by various media in cooperation with ANA.

Estimates were made of an audience of close to 800, consisting primarily of advertiser and agency executives, about equally divided, plus a limited number of broadcasters.

The one-day workshop featured radio-advertising success stories, a review of trends and techniques in radio commercials, reports on commercial research and a large number of commercials which prove that radio moves goods and promotes services. RAB said the workshop, which will be sponsored in cooperation with ANA and open to national, regional and local advertisers and agencies, would contain “many of the features that made the New York meeting so well received” but would be run “tight and fast-paced.” RAB President Miles David said scores of advertising executives had asked the bureau to repeat the workshop.

In cities where the workshop will be held, sessions will start at nine in the morning and continue through lunch, followed that afternoon and all the next day by the management conferences. Workshop keynote speakers will be drawn from leading advertising agency executives in each of the cities.

Combined workshop-management conference sessions will be held on Sept. 3-4 in Atlanta (Hilton Inn); Sept. 10-11 in Detroit (Hotel Pontchartrain); Sept. 29-30 in San Francisco (Sheraton Palace); Oct. 2-3 in Dallas (Marriott motor hotel), and Nov. 10-11 in Chicago (Continental Plaza).

The management conference only will be held in the New York area at the White Plains, N.Y. Hotel on Sept. 15-16. In Los Angeles on Nov. 20 only the workshop will be featured because of the size of the advertising community in that city, RAB said.

As in previous years, the management conference sessions will be split by market size.

Two groups to Ad/Mar

Ad/Mar Research Co., New York, the marketing research organization, last week acquired Alfred Politz Research and Universal Marketing Research. The two research firms were formerly divisions of Computer Sciences Corp., a computer software company. No financial terms were announced.

Both firms will continue to operate as separate companies with their own staffs. Ad/Mar specializes in evaluating consumer advertising campaigns and providing manufacturers with ideas and concepts for new products. Politz Research, which was formed 25 years ago, is a pioneer firm in the marketing research field.

TV-radio set queries will be in '70 census

The House Subcommittee on Census and Statistics last week refused to limit the number of mandatory census questions to seven essential ones, as had been proposed by some congressmen. In the process, the subcommittee cleared the path for tabulation by the Census Bureau of basic marketing data, including accurate statistics on national radio and television-set ownership.

The action accompanied approval of a bill that would eliminate 60-day jail sentences for persons who refuse to answer, or who answer falsely, census questions. The proposed legislation retains a $100 fine for false or incomplete information.

Opponents of the jail sentence had also fought against what they regarded as the unwarranted invasion of privacy implicit in many of the questions. While the subcommittee failed to support this view, it did require that the Census Bureau clear all future questions with Congress. The requirement does not apply to the 1970 census.

The questions regarding set ownership are asked on a 5% sample basis. Respondents are asked whether they own a television set—and, if so, whether any of the sets are equipped to receive UHF. Another question asks whether the respondent owns one or more battery-operated radios.

Chicago agency gets new face

Evans & Buck Advertising, Chicago, has been reorganized as Norman W. Buck, Inc. to provide new services for clients including sales promotion and public relations in addition to media advertising.

The new group has appointed Ronald Weiss, formerly with Chicago Musical Instrument Co., Lincolnwood, Ill., copy director, and Joyce Lang has been promoted to creative coordinator.

The new agency awaits completion of larger facilities in the Willow Hill Executive Center, 540 West Frontage Road, Northfield, Ill., before moving from present location at 612 North Michigan.
Heard any good rumors lately?

Sure you have.
But your stock-in-trade, of course, is to report the facts.
If you’re working on a story that concerns us in particular, or our business (petroleum and petroleum products marketing) it’s in our interest to help you. And at Humble we decided—long, long ago—that the best way to help you is to see that you are well stocked with your stock-in-trade.
So call us. You’ll get the facts. Honestly. We’re listed below.

Baltimore — Bill Farlie, P. O. Box 1288, 21203; 301/825-5400
Baton Rouge — Doug Mayfield, P. O. Box 551, 70821; 504/358-7711
Bayonne — Pat O’Connor, Foot of East 22nd St., 07002; 201/474-0100
Baytown — Max Nalley, P. O. Box 3950, 77520; 713/583-5711
Bayway — Tom Gallagher, P. O. Box 222, Linden 07036; 201/474-0100
Benicia — Conrad Lemon, P. O. Box 316, 94510; 707/745-3450
Charlotte — Hank Rosenthal, P. O. Box 420, 28201; 704/523-2211
Chicago — Bill Brooks, 1211 W. 22nd., Oak Brook, 60523; 312/654-2600
Denver — Jack Howard, P. O. Box 120, 80201; 303/534-1251
Houston — P. O. Box 2180, 77001; Arch Smith, 713/221-4376; Sid Hetzler, 713/221-5033; Jack Francis, 713/221-4643; Steve Huston, 713/221-5343
Los Angeles — D.I. Bolding, 1800 Ave. of the Stars, 90067; 213/879-2700
New Orleans — Clay Hooper, P. O. Box 60826, 70160; 504/527-3639
New York — Bleu Beathard, Rm 1734, 30 Rockefeller Ctr., 10020; 212/974-3620
Pelham — Jim Avery Hutchinson River Pkwy., 10803; 914/738-4700

HUMBLE
Oil & Refining Company
Where you get all the extras.

Broadcasting, July 21, 1969
Statistical research goes into sampling

A new company specializing in sampling, data gathering and data analysis, staffed with several broadcasting advertising executives, was announced last week by Gale D. Metzger, president of Statistical Research Inc., Westfield, N. J.

Mr. Metzger is a former vice president of A. C. Nielsen Co. Others in the SRI operation include Dr. Gerald Glasser, who serves as statistical consultant; Stuart Gray, formerly of the consulting firm of the New York phase of the study “are substantially different” from those obtained in Detroit. He cited, as reasons, the greater number of land-mobile transmitters in the New York area and the fact that the site in New York—apart from the Pan Am building—was higher than was possible in Detroit and, thus, increased the coverage area.

Mr. Dayharsh’s statement was in response to a commission request for comment on complaints filed by the Association of Maximum Service Telecasters, All-Channel Television Society and the National Association of Broadcasters (BROADCASTING, June 30). Broadcaster groups had cited a trade press report indicating that land-mobile radio operators influenced the design of SRI’s monitoring procedure in New York.

Educators are concerned over the possibility that the SRI report will provide support for the commission’s proposal to make television frequencies available to land-mobile radio operators, who claim their service lacks sufficient spectrum space. A final report on the year-long project, which involves a study of problems related to the land-mobile radio spectrum squeeze, is expected this month. An interim report, based on monitoring in Los Angeles and Detroit, was interpreted by broadcasters as indicating that poor spectrum management rather than a lack of space was at the heart of the land-mobile radio operators’ difficulties (BROADCASTING, May 5).

Mr. Dayharsh, in explaining the monitoring procedure used by SRI, said the approximate locations for the field sites in Detroit and New York were chosen on the basis of transmitter density as shown by FCC license records. But he related three instances in which representatives of land-mobile radio users aided SRI in specific locations, in both Detroit and New York.

He said Motorola had aided SRI in settling on the Pan Am building as the site for its monitoring station in mid-

### Equipment & Engineering

#### Land-mobile study procedure defended

SRI disclaims influence in site selection for spectrum monitoring

Stanford Research Institute, which is conducting a study of land-mobile use of the spectrum for the FCC, says the monitoring procedure it has used is of its own design and was the same in New York, in the final phase of the year-long project, as it was earlier, in Detroit. However, SRI acknowledges that some land-mobile radio representatives played what it indicated were subsidiary, service-type roles in helping it to obtain monitoring sites.

Thomas I. Dayharsh, of SRI, has also told the commission that the results of the New York phase of the study “are substantially different” from those obtained in Detroit. He cited, as reasons, the greater number of land-mobile transmitters in the New York area and the fact that the site in New York—apart from the Pan Am building—was higher than was possible in Detroit and, thus, increased the coverage area.

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### Sales of color TV

#### ’69 color set sales up despite a slow May

Distributor sales of TV and radios to dealers were all down during the month of May, compared to the same month in 1968, with color TV sales down 16.1% and black-and-white TV sales down 11.4%.

For the five-month period, however, color TV sales showed a 9.5% gain, but the black-and-white total was minus 4.2% compared to the same January-May period last year. For the cumulative period, home radios with FM and automobile radios continued to show sales gains, 4.4% and 4.1% respectively.

Unit sales for the five months of the year, according to the Electronic Industries Association:

<table>
<thead>
<tr>
<th>Category</th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Color</td>
<td>2,198,203</td>
<td>1,924,983</td>
</tr>
<tr>
<td>Monochrome</td>
<td>1,917,707</td>
<td>2,001,081</td>
</tr>
<tr>
<td>Total</td>
<td>4,025,910</td>
<td>3,925,164</td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home AM</td>
<td>2,251,430</td>
<td>2,607,411</td>
</tr>
<tr>
<td>Home AM/FM or FM</td>
<td>1,333,371</td>
<td>1,277,693</td>
</tr>
<tr>
<td>Automotive</td>
<td>4,321,871</td>
<td>4,149,878</td>
</tr>
<tr>
<td>Total</td>
<td>7,906,742</td>
<td>8,034,962</td>
</tr>
</tbody>
</table>

U.S. Time Corp. (Timex), through Warwick & Legler, both New York, and Procter and Gamble (Crest), Cincinnati, through Benton & Bowles, New York, will sponsor four National Geographic Society specials next season on CBS-TV. The first broadcast in the series, “The Mystery of Animal Behavior,” is scheduled for Tuesday, Oct. 14 at 7:30 p.m. EDT.

Waterman-Bic Co., through Ted Bates & Co., both New York, will spend $1.7 million on television in an Aug. 14 to Oct. 26 back-to-school campaign for its “Clic” pen. Around $100,000 is reserved for spot TV in the top 100 markets; the rest is distributed between ABC-TV and CBS-TV. Bic has bought heavily into movies, sports, news and adventure programs in prime time and teen-age daytime slots.

American Gas Association, through J. Walter Thompson Co., both New York, will sponsor Mitzi’s 2d Special, starring Mitzi Gaynor, on NBC-TV, Monday, Oct. 13, 10-11 p.m. EDT.
Manhattan. SRI wanted the highest building feasible; and after the Empire State was ruled out because of the many TV and FM antennas located on it, Mr. Dayharsh said, that left the Pan Am building.

Since Motorola has equipment in that building, he added, their representative was contacted and the site inspected. “This location met our site selection criteria quite well.” He said SRI obtained permission to set up its equipment in Motorola’s radio vault and to install its antennas on the now-unused heliport.

In Detroit, Mr. Dayharsh said, after Belle Isle was selected as the number-one site, a police officer—and the police are in the forefront of land-mobile radio users claiming their service lacks sufficient spectrum space—escorted an SRI field engineer around the island. The officer also helped obtain permission to use the island from the Detroit agency having jurisdiction over it.

Mr. Dayharsh also said that after Bloomfield Hills, Mich., was selected as the number-two site, a General Electric representative informed the SRI engineer of the location of the Cranbrook Institute of Science. “This potential site was inspected and found to be ideally suited for our purpose, and permission was obtained for its use,” Mr. Dayharsh said.

‘Star’-Talcott open new computer operation

A new computer firm, oriented principally to newspapers but hopeful of also serving television and perhaps radio stations, was formed last week by group broadcaster Washington Evening Star and the Talcott National Corp., New York.

The new firm, Tal-Star Computer Systems Inc., aims to provide a broad range of computer services, including systems and programming, consulting, installation, management and time-sharing, according to the announcement by John H. Kaufmann, president of the newspaper, and Herbert R. Silverman, Talcott National chairman.

Edward H. Fawsett, assistant to the president of the Evening Star and designated vice president-treasurer of Tal-Star, said the firm will work on the use of computers in both the mechanical and possibly the editorial departments of newspapers. Later on, he said, it may use this experience to enter the TV field where computers could be used to control switching among cameras, film and slide chains and other program sources. Computers, he noted, can be and are used for the more mundane tasks of logging, billing and maintaining payroll records for any business.

The Evening Star owns WMAL-AM-FM-TV Washington, WLYA-AM-TV Lynchburg, Va., and WCVI-TV Charleston, S.C. Talcott National Corp. is engaged, through subsidiaries, in financing, equipment leasing, and the manufacture and sale of replacement parts for lift trucks.

Truman F. Rice, general manager of Talcott’s leasing division, is chairman of Tal-Star.

Technical topics:

Laser combination • Data Memory Inc., Mountain View, Calif., has acquired Laser Applications Inc., Palo Alto, Calif. Data Memory manufactures magnetic disk recording systems. Laser Applications specializes in custom laser systems engineering and manufacturing. Financial details of the transaction were not disclosed.

NASA assignment • Technicolor Inc., Hollywood, has been awarded a contract from the National Aeronautics and Space Administration to convert into motion-picture film all color and black-and-white television transmissions from Apollo 11. The conversions are scheduled to take place at Technicolor’s Vidtronics Laboratories in Hollywood. NASA officials plan to supervise editing of a half-hour film to be distributed around the world while the Apollo 11 flight is still in progress.

FCC looks for improved measure of AM strength

A new, “improved” method of indirectly determining the power of AM stations was suggested by the FCC last week in a notice of proposed rulemaking.

Current rules require that the power be determined “directly” by measuring the antenna current, and taking the product of the square of that value and the antenna resistance. The proposed rule provides an alternative method of determining power when the direct method is not feasible, as in emergencies or when the other method would provide a result of questionable accuracy.

Power would be the product of the antenna resistance and the square of the antenna current at the operating frequency, measured at the point where the antenna resistance has been determined.

The commission noted that present rules provide no alternative to the use of efficiency factors contained in a table of values, although the figures vary according to transmitter make and power level.

Comments on the proposal may be filed on or before Aug. 22, and reply comments on or before Sept. 5.

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COMMUNICATIONS FINANCIAL CORPORATION 1530 Chestnut St., Philadelphia, Pa. 19102.
TV coverage soars aloft with Apollo 11

Exceptional color quality, battalions of personnel mark first days of the $11-million program

What may be television’s greatest show — on or off the earth — went into its first days last week, without a hitch, in the Apollo 11 moon-walk mission, with broadcasters warming up to what was scheduled to be one of the longest and most spectacular coverage jobs in electronic journalism.

The coverage is also expected to be one of the most costly. For the three television networks alone, estimated costs of coverage and revenue loss in pre-emptions not recoverable by Apollo 11 sponsorship were $11 million from last Wednesday (July 16) morning through the conclusion of the mission with splashdown, set for 12:47 p.m. on July 24.

While viewers in the U.S. and the world over could marvel over and take measure of the sights television transmitted from Cape Kennedy and, as the mission unfolded, from space, broadcasting was beginning to calculate the coverage in numbers of personnel assigned to do the job and in costs.

According to preliminary estimates, the networks have budgeted $6.5 million for coverage, and anticipate revenue losses in pre-emptions (after deducting revenues from Apollo 11 advertisers) at a minimum $4.5 million.

Though these costs do not equal the budgets for last year’s election-year coverage, when the three networks allocated an estimated $30 million for primaries, conventions and the presidential campaign (Broadcasting, Nov. 18, 1968), Apollo 11 is by far the most expensive space shot to date.

The number of network personnel involved in the unprecedented coverage totals around 1,000. ABC and NBC estimated that each have 300 working on their individual operations, and CBS counted 400. Pool operations add another 100 or more to the total.

The greatest audiences, of course, come with the five major maneuvers—launching, lunar landing, walking on the moon, rendezvous with the Apollo capsule and splashdown. Even though the moon walk was scheduled for late last night or early this morning (July 21), the networks expected to attract at least 70 million people. With President Nixon urging states and businesses to declare today a holiday, probably even more people had planned to stay up to watch the event than previously estimated.

An estimated U.S. audience of 25 million watched the launching last Wednesday (July 16) at 9:32 a.m. EDT. NBC made the estimate based on a national Trendex report, which showed NBC-TV with 51% of the three-network audience in the 9-11 a.m. period, while CBS-TV had 35% and ABC-TV 14%.

National Arbitron figures put CBS in the lead for the 9 a.m.-1 p.m. period with a 45 share, as compared to NBC’s 37 share and ABC’s 14 share.

Nielsen ratings for the New York metropolitan area, with six stations monitored, showed a significant increase in the 8-11 a.m. period July 16 vs compared to a four-week average. The peak viewing point, naturally, was during the 9:32 a.m. launch, when 42% of the households had sets in use. The four-week average for that time is 14%.

Except for the five maneuvers and the seven scheduled telecasts from space, the rest of the networks’ 40 to 50 hours of coverage was designed to give visual impact to the reporting.

Some of the planned coverage already had been modified. An extra television transmission from earth orbit was sent Wednesday night (July 16). This was received at the National Aeronautics and Space Administration’s Gold- stone, Calif., earth station a few minutes more than an hour after launch. The TV pictures were taped at Goldstone and later in the day, when the scheduled land-line link was opened, sent to Mission Control at Houston where they were released to the net-
Cast is set for session on FCC's 50-50 proposal

The FCC's four-year old proposal to limit network control of programming passes another procedural milestone to-morrow (Tuesday) in an oral argument to be held before the commission on the proposed rule and an alternative suggested by Westinghouse Broadcasting Co.

The Department of Justice, which has endorsed both proposals (BROADCASTING, May 5) has been allocated 15 minutes of the 6 hours and 40 minutes the commission has scheduled for the 11 parties scheduled to appear.

Others scheduled to appear and who have indicated they favor new limits on network control of programming are former motion-picture actor and TV producer Robert Montgomery, WBC, the National Citizens Committee for Broadcasting, and Writers Guild of America, West and East.

Opposition to the proposals under consideration will come from ABC, CBS and NBC, the CBS and NBC affiliates organizations, and the National Association of Broadcast Employes and Technicians.

The commission proposal, aimed at loosening what the commission feels is the networks' tight grip on programing, would prohibit the networks from owning or controlling more than 30% of their prime-time nonnews programming.

It would also bar them from acquiring subsidiary rights and interests in independently produced programs and would permit them to distribute abroad only those shows they produce themselves.

The WBC proposal, which the company has advanced twice previously, is designed to open up a portion of stations' prime time for programing by independent producers, like WBC. It would prohibit stations in the top-50 markets served by at least three stations from taking more than three hours of network programing between 7 and 11 p.m.

The WGA has endorsed the commission's proposal. NCCB, which has established itself as a public watchdog of the television industry, has expressed support for the WBC idea; it does not believe the commission proposal would promote diversity in programing. Mr. Montgomery has long denounced network for what he regards as their monopolistic control of programing, broadcasts twice an hour. The reports are from the Federal Aviation Administration's flight service station at Philipsburg, Pa., which broadcasts detailed weather information for pilots on aviation frequencies. Centre Video receives the broadcasts on an aeronautical receiver at its headend, sends it over the system's FM channel to its 12,000 subscribers. The aviation broadcasts were put on the cable principally because of the high concentration of private pilots in the area.

MM splits program sales, forms new division, MPS

Metromedia Inc., New York, has reorganized its program production and distribution functions, centering syndication in a new division, Metromedia Program Sales, while network and national sales will continue to be handled by Metromedia Producers Corp.

Wynn Nathan, formerly vice president and director of syndicated program sales for MPC, has been named vice president and general manager of the new division. Approximately 30 persons who have been with MPC will be in the new program sales unit.

The new unit will handle sales for Metromedia syndicated shows: Pay Cards, Queen for a Day, Alan Ladd's

BROADCASTING, July 21, 1969
MCA merger plans rolling again

Firestone to take over entertainment giant in $320-million stock transaction

MCA Inc. has the urge to merge again, and the proposed senior partner this time is the Firestone Tire & Rubber Co.

Raymond C. Firestone, chairman of Firestone, and Jules C. Stein, chairman of MCA, announced last week that an agreement in principle has been reached for Firestone’s acquisition of MCA for about $320 million.

MCA and Westinghouse Electric Corp. called off a proposed merger last April after prolonged discussions with the antitrust division of the Justice Department (Broadcasting, April 28).

Last week’s joint announcement from Firestone and MCA said that under the preliminary understanding each share of MCA common will be equated to a Firestone subordinated convertible security having a face value of $40, paying 61/4% annually and convertible into one-half share of Firestone common. The agreement calls for MCA’s management and personnel to continue after the acquisition.

Most of Firestone’s business is in the production and sales of tires. It also produces chemicals, plastics, textiles and metal products. Firestone had a net income in 1968 of $127 million, or $4.32 a share, on $2.13 billion in sales.

MCA is a leading producer and distributor of motion pictures, television programs and phonograph records. It earned $13.5 million or $1.70 a share in 1968, on total income of $251 million, down from the 1967 net of $16.6 million, or $2.15 a share, on income of $242 million. MCA’s first quarter of 1969 showed a slight gain, rising to a net of $4.5 million, or 57 cents a share, compared with $4.3 million, or 56 cents share, in the 1968 first quarter.

At the time the Westinghouse-MCA proposed merger was terminated, a joint statement from the companies said that it had not been possible to reach an agreement with the Justice Department on the consolidation.

Though no explanation was forthcoming from any source, vital factors holding up Justice’s approval may have been that both MCA and Westinghouse are active in the production and sale of programs to TV stations, and Westinghouse is a major group-station owner. Firestone, on the other hand, has no apparent interests in communications or entertainment.

Two series succeed ‘PBL’ on Sundays

Ford Foundation, CPB put up funds for new drama series from BBC

A new Sunday night programming venture for noncommercial television, funded jointly by Ford Foundation and the Corp. for Public Broadcasting, was announced last week.

The new Sunday night programing, consisting of 39 weeks of two-hour interconnection, will begin Oct. 5. This in effect replaces the Public Broadcast Laboratory programing experiment that was conducted over a two-year period under a Ford grant.

Ford and CPB have budgeted $3.6 million for the new project, of which $2.4 million will be contributed by the foundation and $1.2 million by CPB.

The new Sunday night programing will be made up of a one-hour series, The Advocates, which deals with such major contemporary problems as pollution, farm subsidies, the draft, military procurement, and dissent on the campuses; and the one-hour The Forsyte Saga, a British Broadcasting Corp. series derived from the John F. Galsworthy novels. Advocates will run 39 weeks; Forsyte is made up of 26 one-hour plays and will be presented by National Educational Television.

A joint CPB-Ford Foundation announcement said The Advocates would be broadcast live at 10 p.m., but did not indicate the time of Forsyte. It was explained that present plans call for the BBC dramatic plays to run before The Advocates in the eastern section of the country but will follow it in the West.

The Advocates will be produced by noncommercial outlets WGBH-TV Boston and KCET-TV Los Angeles, and will be available to most of the 184 noncommercial stations in the country. At times, production teams in Boston and Los Angeles will call for live originations in other cities where the center of a particular controversy may be located.

Of the shows, two lawyers will argue opposing aspects of a significant issue, seeking to persuade a “decision-maker,” an individual who will play a major role in the actual decision to be made on that issue. The case can be supported by filmed interviews, short documentaries and animations, along with “star witnesses.” The studio audience also will be given an opportunity to register its opinion by electronic polling and home audiences will have the chance to participate. Roger Fisher, a Harvard law professor, will be executive editor. Professor Fisher has been moderator...
of It’s Up To You at WGBH-TV, a precursor of The Advocates. Gregory Harney, director of national programs, WGBH-TV, will be executive producer; Dr. Richard Scott, executive producer for program development, KCET, will be Los Angeles producer.

In addition to Forsythe, the new Sunday schedule will include a number of new plays, some of which are experimental works commissioned from leading off-Broadway playwrights and produced by noncommercial WNDT-TV Newark-New York as part of its New York Television Theater. The latter was supported in a separate grant from the Ford Foundation as part of a “project for new television programming.”

PBL concluded as a Sunday public television experiment last May. During the summer, the Sunday evening feature has been The Sounds of Summer, produced by NET under $1 million in CPB-Ford grants.

MCA grows too, with new subsidiary

MCA Inc., North Hollywood, parent company of Universal Television and Universal City Studios, has announced the formation of MCA Technology Inc. Merged into the new affiliate are two other companies in which MCA holds a majority interest.

Gauss Electrophysics Inc. and Saki Magnetics Inc., both Santa Monica, Calif., will operate as division of MCA Technology, MCA owned more than 50% of both Saki and Gauss.

Both Santa Monica firms make professional tape recorders and related equipment. Indications were given that MCA will consider further acquisitions “in the high technology area,” with emphasis on venture-capital arrangements with small-to-medium sized concerns.

New TV shows, films due from McDermott, Douglas

Thomas J. McDermott, former president of Four Star Television, and Mike Douglas, host of a talk-variety show syndicated by Westinghouse Broadcasting Co., have gone into a coventure to produce TV shows and motion pictures.

Projects to be produced by McDermott Productions and Mike Douglas Enterprises are a series of TV specials, Apollo Soul City, an all-Negro series to be filmed and taped at the Apollo theater in Harlem, N.Y., and a musical variety-weekly series, Now Country, said to be in the planning stages. Headquarters of the production companies probably will be in New York.

Mr. McDermott’s association with Mr. Douglas will be nonexclusive, how-
Dems prodded on convention conduct

O'Hara thinks changes could bring better TV; floor access among topics at July 26 meeting

Representative James G. O'Hara (D-Mich.), chairman of a Democratic party reform commission, is urging his party to recognize that much of the activity at a national political convention "isn't good TV." He said the only way to keep television cameras focused on the podium is to put on a better show.

"Some streamlining, pruning of ceremonial rites and a better realization of what is newsworthy is in order," the congressman said last week.

The O'Hara commission is to meet Saturday (July 26) to hear from working journalists, news executives and academic representatives on whether to limit news access to the convention floor at the 1972 convention (Broadcasting, July 14). At a previous meeting commission members disagreed over whether the large number of delegates or the presence of newsmen was primarily responsible for the confused atmosphere of the 1968 convention.

Representative O'Hara said it was not his personal intention necessarily to limit news access to the floor, but that the subject was simply under review.

The congressman also said that a study of one network's coverage of the 1968 Democratic convention showed that cameras were trained on the podium for only nine hours and 43 minutes during total convention coverage of 29 hours and 26 minutes.

"This tells us one thing for sure," Representative O'Hara said, "that the trained news judgment of producers is that a great deal of what we're doing isn't good TV. Rather than complain, it might be more useful to review what kind of a show we're putting on." He pointed out that the convention is not just a show for the delegates, but is "going into every living room in the country."

The "ideal goal" from the party's point of view would be to have television give full-time attention to the podium, the congressman said. He acknowledged, however, that the goal is unattainable.

Representative O'Hara also noted that his party needs to review "not only news-coverage problems, but our image as portrayed by the news media." He said his commission hopes to have a final report ready for the Democratic national committee by the end of 1970.

Those scheduled to appear at this week's meeting include Roger Mudd, CBS News; Sig Mickelson, vice president, Time-Life Broadcast Inc.; Neil Hickey, Triangle Publications; Dr. Penn Kimball, Columbia University, and Dr. Kurt Lang, author of several studies on television and politics. Also to testify are representatives of AP, UPI, and the chairmen of various congressional press galleries.

TV focuses on finances as city election prelude

New Orleans, a "city in crisis," was the subject of a five-month study conducted by WDSU-TV to document the extent of the city's financial problems and to inform a citizenry which would be electing a new mayor and city council this year.

Iris Kelso, WDSU-TV government and political reporter, who researched the project, concluded that the city was considerably underfinanced due to an inadequate tax base, promoted by an "antiquated system of politically motivated property assessments." The project also detailed where tax monies were allocated and why less firefighting equipment, fewer police and poorer public health facilities are currently available to the city.

The information was presented in a three-week series of short reports, each televised four times daily and broadcast daily on WDSU-AM-FM, and compiled in an illustrated 60-plus page booklet available free to the public. A questionnaire, designed to elicit public attitudes toward additional taxes, city progress and community aggressiveness, was distributed with the booklets.

In addition to heavy on-air and print promotion, the project was presented to representatives of 150 leading women's organizations in New Orleans, who were encouraged to obtain the booklet for their members. Within the three-week period more than 10,000 booklets were requested.

CCF grant competition now open until August

The Catholic Communications Foundation announced last week that it has more than $85,000 available for radio and television program production grants this year.

Applications are being accepted during this month and in August. Award winners will be announced in November. Individuals and organizations involved in broadcasting for the Catholic Church are eligible.

The Catholic Communications Foundation is supported by the Catholic Insurance Fraternal Societies of the U.S.

Program notes:

Big signing • Metromedia Radio News has picked up the 65-station TN radio news network of North Carolina as affiliates of MRN's audio news service. With the signing of the TN, a total of 160 radio stations in 84 U.S. and Canadian markets are now receiving the MRN service.

Antipollution spots • "Who's cleaning up after the filthy rich?" is the question being asked by the United Church of Christ in a series of 30- and 20-second television spots on environmental pollution. The four public-service spots will be distributed to stations by the Broadcasting & Film Commission of the National Council of Churches. The spots carry the denominational label of the United Church of Christ. Showing scenes of pollution, the campaign will stress water and air contamination, abandoned cars and garbage.

S.F. outlets pool for jobs

Jobs for unemployed young people poured in at the rate of more than one per minute throughout a two-and-one-half-hour period on July 3 when the three network TV stations in San Francisco combined to broadcast a special Job-a-Thon.

KGO-TV, KRON-TV and KPIX(TV), simultaneously broadcast the same program from 6:30 a.m. to 9 a.m. The result of the 150-minute program that aimed to find summer jobs for community youths: more than 1,000 jobs and nearly $4,000 in cash were pledged. The Job-a-Thon special grew out of a special presentation of KGO-TV's A.M. program.

Job-a-Thon participants included (l-r) KGO-TV's Rolfe Peterson, who was program host; Al Constant, KRON-TV general manager; Lou Simon, KPIX(TV) vice president; San Francisco Mayor Joseph Alioto; David M. Sacks, KGO-TV general manager, and San Francisco supervisor Bob Mendelsohn.

42 (Programing)

Broadcasting, July 21, 1969
Where would we be without the Highway Trust Fund?

Imagine America today without the new 42,500 mile National System of Interstate and Defense Highways—if you can. It's almost unthinkable. Yet, without the Highway Trust Fund, it probably wouldn't be there.

The Highway Trust Fund is the repository of all federal highway user taxes—yours and ours—from which monies are drawn to pay for the new Interstate System.

In recent years, federal taxes on trucks have more than doubled to help provide revenue for the Fund. These taxes now include 10% of the manufacturers sales price on trucks and trailers; 10 cents per pound on tires; 10 cents per pound on inner tubes; 5 cents per pound on retread rubber; 4 cents per gallon on motor fuel; 8% on parts and accessories; 6 cents a gallon on lube oil; and on the larger trucks, a special annual tax of $3 per 1,000 pounds.

A lot of taxes? Yes. Actually, although trucks represent only 16% of registered motor vehicles nationwide, they pay one-third of all state and federal highway user taxes. (A typical 3-axle tractor-semi-trailer combination, for example, in a single year pays an average of nearly $3500. Some pay even more.)

Yet the Interstate network is vital to our security and our economy. Where would we be without the Highway Trust Fund? Well...look at the photograph above.

Better highways. That's what trucks are driving for.

American Trucking Associations, Inc.,
1616 P St., N.W., Wash., D.C. 20036.
ABC pact with XETV in question

FCC sets Mexican affiliation for hearing on plea from San Diego U; network says it can’t afford to switch

ABC's 13-year affiliation arrangement with XETV (tv) Tijuana, Mexico-San Diego, Calif., was threatened last week with an FCC-caused bust-up. The commission wants to explore the possibility of an ABC affiliation for a San Diego UHF. But ABC says it would lose $1 million annually if forced to switch from the Tijuana VHF.

The commission last week designated for hearing ABC's application for renewal of authority-first granted in 1956-to feed network television programs to XETV. The hearing order resulted from a petition filed by KCST-(tv) (ch. 39) San Diego, which is hoping to pick up the ABC affiliation in the market.

KCST, in its petition to deny the renewal application, said it was unable to compete with the three VHF stations serving San Diego, all of which are network affiliated—KFMB-TV (CBS), KGOO-TV (NBC) and XETV. KCST said it lost about $650,000 last year. The commission made KCST and KJOG-TV, a still-dark UHF (ch. 51) in the market, parties to the renewal proceeding.

ABC, in opposing KCST's petition to deny, stressed that it was already having trouble keeping up with CBS and NBC and that it would fall further behind if forced to switch its affiliation in San Diego to KCST. ABC said its studies showed it would lose 110,300 TV homes in such a switch and suffer annual financial losses "in excess of $1 million." (Broadcasting, Dec. 23, 1968).

The hearing issues will include questions as to the areas and populations that are within the predicted grade A and B contours of KCST and XETV, and whether a San Diego ABC television affiliate would serve the public's needs better than would the Tijuana station.

The hearing will also explore questions of whether a grant of ABC's renewal application would adversely affect the competitive relationship between VHF and UHF stations in the San Diego market, and whether a denial of the application would hurt ABC's ability to provide a national television network program service in the public interest.

Besides KCST's competitive problems, the FCC pointed to the very existence of the UHF station as a reason for ordering a hearing on ABC's application. The commission noted that its original grant authorizing ABC to transmit programs to XETV was based in large part on the fact that there was no third television outlet in San Diego with which ABC could affiliate.

The condition was changed in 1968, when KCST began operating, the commission said. And in view of KCST's objections, it added, it is necessary to re-examine the matter in a hearing.

Two San Diego CATV systems-Mission Cable Inc. and its subsidiary, Pacific Cable Inc.—had also filed a petition seeking denial of the ABC application. Their petition stemmed from the commission's decision last June restricting their carriage of Los Angeles television signals; the commission said such service would impair the development of UHF in San Diego. The Mission-Pacific petition argued that if ABC could not be represented in the area by XETV, the network might affiliate with KCST—in which case the commission "could" be persuaded to eliminate or modify its restrictions on CATV operations in San Diego.

But the commission dismissed the CATV systems' petition. It said the systems had failed to demonstrate how a grant of the renewal application would result in direct or substantial economic injury to the cable companies. Whatever its action on ABC's application, the commission said, its CATV policies governing the San Diego market would remain unchanged.

The commission said KCST was entitled to standing in the proceeding. Where direct competition exists between broadcast interests, allegations of competitive economic injury resulting from the grant of an application for renewal of license of one station confers standing as a party in interest on the other," the commission said. It also said KCST's petition raises questions involving public-interest considerations.

The commission designated the ABC renewal application for hearing on a 5-to-1 vote, with Commissioners Robert T. Bartley and Nicholas Johnson concurring in the result and Chairman Rosel H. Hyde the lone dissenter. Commissioner James J. Wadsworth was absent.

Pastore antistrike bill to get FCBA backing

The Federal Communications Bar Association will be represented at hearings of the Senate Communications Subcommittee next month in support of a bill to give licensees a measure of protection at renewal time against competing applications.

Morton H. Wilner, FCBA president, said the association's executive committee had voted unanimously to support
occupied from considering applications for active positions be be. The FCBA questionnaire indicated they favored such members who had responded the legislation was unconvincing, as Westerly is over 40 miles away from Providence and on the edge of the market's grade A contours.

Chronicle defends itself on harassment charges

Chronicle Broadcasting Co., accused of harassing two witnesses in the license-renewal proceeding of Chronicle's KRON-FM-TV San Francisco (BROADCASTING, July 7), last week replied that it has a right to "take all customary and legal steps necessary to prepare for a hearing in which it is required to defend its very life."

Albert Kihn and Blanche Streeter, former Chronicle employees, accused the company of hiring investigators who followed them, probed their backgrounds and interests, and questioned their relatives and associates. The two are complainants in one of three anti-trust suits filed against Chronicle, which also operates San Francisco's Chronicle and Examiner under a joint (noneditorial) operating agreement. They charged that harassment began after the station's license-renewal was set for a hearing March 20.

The two complainants asked that the commission enlarge issues in the proceeding to include one of whether Chronicle's purported harassment disqualified the company as a licensee. The FCC's Broadcast Bureau last week said there were no "independent factual allegations" connecting the investigators and Chronicle, but added that the company should be required to explain the facts in the matter so that the bureau could decide whether further inquiry was required.

Chronicle, in its reply, pointed out that the charges of harassment stemmed from the fact that Mr. Kihn and Mrs. Streeter were investigated, and not from improper use of information thus obtained. Since the two are "clearly" adverse parties in the proceeding, Chronicle said, and are recognized as such by the FCC, the company is entitled to pursue every defense available to it, including "the right to investigate adverse parties to obtain information for use at a hearing or trial. . . ."

The company said it hired a licensed firm of private investigators to check the background of Mr. Kihn and Mrs. Streeter when it appeared that a hearing was likely. It said the information was obtained in a "customary" manner, was not released to the public, and will be used only in a hearing or trial.

Westerly CATV gets an okay to import

Westerly Cable TV Inc., Westerly, R.I., last week received a waiver of FCC rules permitting it to import the distant signals of WSBK-TV and WKBG-TV, both Boston, and WJZB-TV Worcester, Mass.

The company, which has operated the system in Westerly since Jan. 15, 1966 on a "grandfathered" basis (in operation prior to adoption of CATV rules in the commission's Second Report and Order), has been seeking the waiver since 1967. Its current petition is based on interim CATV procedures adopted late last year pending adoption of a new CATV rulemaking. Westerly said it was beyond the 35-mile radius from the center of its main market (Providence, R.I.), and would not be engaged in leapfrogging—that is, importing certain distant signals from other than the nearest station providing them.

Opposition to Westerly's request came from the Outlet Co., licensee of WJAR-TV, and Providence Television Inc., licensee of WPRO-TV, both Providence, who contended that Westerly's carrying of the additional distant signals would inhibit development of UHF's in the Providence market.

But the commission said the argument was unconvincing, as Westerly is over 40 miles away from Providence and on the edge of the market's grade A contours.
HEW funds go to radio and TV
Noncommercial grants totaling $3 million split among 15 facilities

The first radio grants under the federal government's program of aiding the building and expansion of noncommercial, educational broadcasting were announced last week by U. S. Commissioner of Education James E. Allen Jr.

The grants were to the University of Maine, $72,216, to build WMEH-FM in Bangor, Me., and to Bay Area Educational Television Foundation, $26,601, to build KQED-FM in San Francisco. WMEH-FM will operate on 90.9 mc with 13.35 kw on an 850-foot antenna; KQED-FM will be on 88.5 mc with 110 kw from a 1,270-foot tower.

The two radio grants were the latest in a series of 15 awards, totaling over $3 million, by the Office of Education, Department of Health, Education and Welfare.

HEW received $4 million from Congress for such grants during the fiscal 1969 year, which ended June 30. The legislation, however, exempted HEW from having to cut off awards after that date, as is customary in federal appropriations.

Up to mid-July, HEW has authorized 13 grants to the following noncommercial, educational TV stations: KETC-TV (ch. 9) St. Louis, $340,000; KUED-TV (ch. 7) Salt Lake City, $59,310; WETA-TV (ch. 26) Washington, $227,328; WCET-TV (ch. 48) Cincinnati, $131,687; KHE-TV (ch. 6) Sacramento, Calif., $142,165; KERA-TV (ch. 15) Dallas, $200,000, all for expansion and/or modernization.

And, for the construction of new stations, grants were made to Idaho State University, ch. 10, Pocatello, Idaho, $334,605; Evansville-Vanderburg School Corp., ch. 9, Evansville, Ind., $314,070; West Virginia Educational Broadcasting Authority, ch. 9, Grandview, W. Va., $283,826; Southern Colorado State College, ch. 8, Pueblo, Colo., $338,685; Metropolitan Indianapolis Television Association, ch. 20, Indianapolis, $154,700; Sunflower Educational Television Corp., ch. 8, Hutchinson, Kan., $268,809; State Educational Radio and Television Facilities Board, ch. 12, Iowa City, Iowa, $316,617.

Since 1962 HEW has provided $32 million to stimulate the building of noncommercial television stations. Under the Public Broadcasting Act of 1967, noncommercial radio was included for the first time. Although the Act authorized $15 million for fiscal 1970, which began July 1, Congress has not yet appropriated any money. The Senate, however, has passed a bill that includes $5.6 million for grants to facilities as well as $20 million for the Corp. for Public Broadcasting. The House Commerce Committee held hearings on this last month but has not yet acted.

NCTA executives await new proposals from NAB

Cable TV leaders were still waiting last Thursday (July 17) for some word from the National Association of Broadcasters' negotiating committee, although they had been informed that the NAB committee had been formed and had appointed a subcommittee to negotiate an agreement with cable operators (Broadcasting, July 14). The NAB

FCC's suburban policy wins in court
Judges support turn down of applications to build new AM in Norfolk, Va., market

The U.S. Court of Appeals for the District of Columbia last week upheld an FCC decision denying both mutually exclusive applications for AM frequencies in the Norfolk, Va., area. The commission had said that neither one met the standards of its so-called suburban policy, which is designed to separate legitimate AM applications for suburban communities from disguised big-city applications.

The applications involved were those of Edwin R. Fischer, for an AM in Newport News, a city of 114,000, and of Tidewater Broadcasting Co., which was seeking authorization to build a station in Smithfield, which has a population of 3,000. The two communities are hard by Norfolk, a seaport metropolis of 300,000.

The comparative hearing had gone through three initial decisions, all of which favored Tidewater. The second hearing involved a question as to whether a violation of the overlap rule would occur if the Tidewater grant were upheld. The third was held to consider the application of the then recently adopted 1965 suburban policy statement to the case.

The policy establishes that if an application's 5 mv/m daytime contour penetrates the geographic boundaries of any community with a population of over 50,000, and if that community has a population of at least twice that of the applicant's specified community, the application is presumed designed to serve the larger one.

The policy imposes on the applicant the burden of proving that the application is intended to serve the "specified" community. If he cannot, his application is considered as intended for the larger city and it must meet the commission's technical requirements for such stations.

Mr. Fischer chose not to attempt to rebut the presumption that his application was intended to provide Norfolk with another service. But the examiner found that the application did not satisfy the commission's rules regarding coverage requirements and the location of the station's main studio.

The commission affirmed this ruling. But it reversed the examiner's holding that Tidewater had rebutted the presumption that its application was for Norfolk. It also held that the Tidewater application did not meet the technical requirements for a Norfolk station.

The court rejected the applicants' arguments that the language of the policy statement is unduly vague, and it said that statement constitutes a reasonable provision for administering the statute requiring the commission to make an equitable distribution of radio and television service.

Tidewater, after its application was denied, proposed reducing the power it would use and directionalizing its antenna. But the court said the change "comes too late.

It added that an applicant should not be permitted to exhaust all means of achieving greater urban coverage and then, when that fails, to turn to "its declared rural or suburban aims and purposes."

"The commission," it said, "is not required to play games with applicants."

Senior Circuit Judge Elijah B. Prettyman wrote the decision in which Chief Judge David L. Bazelon and Judge Carl McGowan joined.
D.C. stations absolved of rate complaints

The FCC staff last week dismissed a charge that three Washington television stations—WTTG(TV), WMAL-TV and WTOP-TV—discriminated against a candidate for governor of Virginia. William B. Ray, chief of the FCC’s complaints and compliance division, concluded that there was “no information before the commission” supporting the charge.

Another candidate for the office, who had asked WTOP-TV to accept reduced rates for certain spot promotions, received no support from Mr. Ray, who said there were no grounds for such action.

In the discrimination complaint, the campaign chairman for present Virginia Lieutenant Governor Fred G. Pollard had charged that the stations refused to sell time for a half-hour program supporting Mr. Pollard’s candidacy in a July 15 primary. He claimed that since the campaign was centered on use of program-length rather than spot promotions, the stations unfairly favored the other two candidates in refusing the half-hour segment.

The commission staff noted that WTTG had explained in response to its inquiry that it accepted spot political announcements only, supporting its political coverage with news and special primary programs. WMAL-TV said it accepted only spots for nonnational campaigns, and WTOP-TV indicated it was willing to air the program as requested.

In the other related action, a campaign aide for candidate William C. Battle had complained that because of a late policy change by WTOP-TV offering a 30-minute time segment previously denied, the campaign committee was unable to produce an effective program. It asked for proportionally reduced rates on remaining five-minute spots, but Mr. Ray replied that there are “no laws or commission rules requiring sale of time to the Battle for Governor Committee at rates lower than those charged to commercial advertisers.”

WGN defends right to keep WFMT going

WGN Continental FM Co. last week raised the possibility that WFMT(FM) Chicago might go silent if its temporary authority to operate the station is withdrawn by the FCC. The Citizens Committee to Save WFMT is seeking that action and restoration of operation to Gale Broadcasting Co. (BROADCASTING, June 30).

Opposing the citizens committee’s petition to withdraw temporary operating authority, WGN said that Gale Broadcasting, 100% owned by Bernard Jacobs, was liquidated on Aug. 5, 1968, since Mr. Jacobs was ill and “unable to reassume the duties of a licensee.” Should WGN be barred from operating WFMT, the company argued, the station could go off the air—a consequence it said would not be in the public interest.

WGN claimed the citizens committee’s June 26 request failed to mention that the committee previously said it would not contest WGN’s operating authority pending the commission’s final action in the case. It added that the committee’s original grievance—that WGN wouldn’t preserve WFMT’s classical music format—was rendered moot by WGN’s preservation and “improvement” of the station’s programing.

The FCC’s grant of assignment of WFMT’s license from Gale to WGN was reversed last year by the U.S. Court of Appeals for the District of Columbia, which remanded the case to the commission. A hearing was held, in which
the committee tried to show that the sale would create an undesirable concentration of control by WGN in the Chicago area. After the committee complained that hearing examiner Basil P. Cooper had restricted the presentation and examination of evidence, the record was reopened and the proceeding remanded to examiner Cooper. A further hearing is scheduled for Sept. 3 in Chicago.

Stanford urban seminar is due in September

An eight-day urban-affairs seminar for broadcast news and editorial directors will be held at Stanford University Sept. 6-13. The session, designed to provide new and deeper perspectives for news analyses of domestic problems, will examine ongoing issues and future prospects in such areas as race relations, campus unrest, police-community relations, housing and minority education.

Featured at the seminar will be Senator Alan Cranston (D-Calif.); San Francisco's Mayor Joseph Alioto; panels of community leaders involved in interracial activities and youth selected from campus and community organizations, and a faculty of professors from Stanford and the University of California at Berkeley.

Among the faculty members are Dr. Milton Chernin, dean, school of social welfare, UC-Berkeley; Dr. Leonard Duhl, professor of social policy and public health, Berkeley; Dr. Paul R. Ehrlich, director, graduate studies, Department of Biological Sciences, Stanford; Dr. William L. Rivers, professor of communication, Stanford, and John Naisbitt, president, Urban Research Corp., Chicago.

The seminar is being organized by Jules Dundes, lecturer in communication at Stanford. Mr. Dundes was formerly vice president for station administration, CBS Radio, and general manager of KCBS San Francisco.

The fee for the eight-day Stanford seminar is $500. Applications should be sent to Jules Dundes, director, Stanford, and Examination of Evidence, hearing examiner Cooper.

Institute stresses need for more communicators

The Catholic Church's need to develop a network of diocesan directors in the U.S. with an understanding of mass communications was underscored last week by the Institute for Religious Communications which last Friday (July 18) completed a six-week conference at Loyola University of New Orleans.

The institute, established last winter by the U.S. Roman Catholic Bishops, was intended as the first step in training clergymen and laity on methods of better utilizing the media.

Warren Schwed, director of the U.S. Catholic Conference's communications department, emphasized that broadcasting, and more recently communications satellites, have dissolved communications boundaries so that there no longer are "local stories concerning the acts and deeds of the church and its spokesmen."

Charles E. Reilly, executive director of the National Catholic Office for Radio and Television, noted that the broadcaster's needs are quite different from those of the press. He added: "The whole philosophy and approach to religious programming is undergoing a revolution and we better be prepared to not only cope with it but be ahead of it."

The six-week institute offered classroom work and on-the-job experience in TV at WNL-TV, WDSU-TV, WVUE-TV and noncommercial WYES-TV, all in New Orleans. In addition, radio instruction was given at local stations.

Guest lecturers included NAB President Vincent T. Wasilewski; Norman Cash, president. Television Bureau of Advertising, and Miles David, president, Radio Advertising Bureau.

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BROADCASTING, July 21, 1969
and associates for $400,000. Buyers own WSLK Akron, Ohio; WOKY Albany, N.Y., and KTLK (formerly KTLN) Denver. KRON is full time on 1490 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

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

- WOLS and WBOG (FM), both Tallahassee, Fla.: Sold by Donald C. Price to Publishers Co. for $350,000 (see page 47).
- KRBT (FM) Woodland, Calif.: Sold by William B. Elliot to Don Garrett, Dean G. Spencer and Paul Gustafson for $160,000. Mr. Garrett is general manager of WBFG (FM) Detroit. Mr. Spencer is life insurance executive and Mr. Gustafson is tool company executive. KRBT (FM) is on 102.5 mc with 33 kw and an antenna height of 180 feet above average terrain.

Cable television
- Hopkinsville, Ky.: Tower Communications, multiple CATV owner and wholly owned subsidiary of Citizens Financial Corp., has purchased Hopkinsville TV Cable Co. Price was not disclosed. The Hopkinsville system serves 1,700 subscribers. The sellers include Charles O. and Charles F. Erickson, who have controlling interest in a Parkersburg, W. Va., CATV system and have interest in a Winchester, Va., system. Charles F. Erickson also has interest in systems in Port Huron and Jackson, both Michigan. Claude Stevanus is president of Tower Communications, which operates 20 systems in four eastern states.

New TV station
- WHAG-TV Hagerstown, Md., owned by Adler Communications Corp., will go on the air Dec. 1. Adler Communications owns WHAG-AM-FM Halfway, Md., and WAVE Baltimore. Warren Adler is president and board chairman. WHAG-TV will be an NBC-TV affiliate and will operate on channel 25 with 324 kw visual and an antenna height of 1,240 feet above average terrain.

New D.C. law firm
Alfred C. Corden Jr., and John B. Jacob, Washington communications lawyers, have announced the formation of Corden and Jacob, for the general practice of law, at Suite 616, 2000 L Street, N.W., Washington. Telephone is (202) 293-2300. Both Mr. Corden and Mr. Jacob formerly were partners of the Washington law firm of Dow, Lohnes and Albertson. Mr. Corden's departure from the firm was announced last March.

Failing newspaper bill moves on in the Senate
The Senate Antitrust and Monopoly Subcommittee has pulled the "newspaper preservation" bill off deferred status and passed it in closed session.

The bill would exempt from antitrust law joint operating agreements between newspapers in the same city if one of the papers is "failing." It had been opposed by the Justice Department and by the subcommittee's chairman, Senator Philip A. Hart (D-Mich.).

If passed, the bill would in effect overturn a Supreme Court ruling which held such agreements to be unconstitutional when they involve profit pooling and fixing of advertising rates.

A key amendment introduced by Senator Everett Dirksen (R-Ill.), a backer of the bill, and passed by the subcommittee, would require that all future joint operating agreements must get advance Justice Department approval. The amendment was said to be supported by Justice's antitrust chief, Richard W. McLaren.

The bill passed on a voice vote. It now goes to the parent Senate Judiciary Committee.

The bill was placed on deferred status last month in order to permit Justice to look further into a joint operating agreement between the Tucson (Ariz) Star and Citizen, to study how that arrangement and others like it might be brought into compliance with the antitrust laws (Broadcasting, June 30). The Tucson agreement was the basis for the Supreme Court's thumbs-down ruling earlier this year.

Prospects dim for a madam commissioner
Speculation that President Nixon would name a woman to the FCC cooled off somewhat last week after White House News Secretary Ronald Ziegler gave his "understanding" of the President's reported comments that had helped fuel the speculation.

Following a meeting with the President two weeks ago, four congresswomen said Mr. Nixon planned to appoint a woman to the FCC and some other agencies this year (Broadcasting, July 14). They also reported the impression he intended to name a woman to the Supreme Court during his term.

However, Mr. Ziegler said it was his "understanding" that President Nixon "did not specifically guarantee" the appointment of a woman to the commission.

As for a woman member of the Supreme Court, Mr. Ziegler said that the appointment of women to high-level

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Broadcasting, July 21, 1969
Bernheim gets control of Reach, McClinton

Daniel Marc Bernheim, chairman of the executive committee and treasurer of Reach, McClinton & Co., New York-based advertising agency, is acquiring majority interest in the company and its three radio stations, subject to FCC approval.

Robert W. Robb, Reach, McClinton president, who owns 20% or more of the company, is retiring a portion of his shares and in return will receive a 20% interest in the New York office of the agency.

Mr. Bernheim’s percentage of the parent corporation will automatically be increased, giving him controlling interest in Reach, McClinton, which owns WALY-Herkimer and WOTT-AM-FM Watertown, both New York.

Three-prong expansion started at Downe

Downe Communications Inc., New York publisher and group broadcaster, has formed Downe Broadcasting Inc. in line with plans to increase its activity in broadcasting and CATV.

Richard M. Galkin, former manager of CATV operations for Time-Life Broadcasting, was named president of the wholly owned subsidiary.

Mr. Galkin said that Downe Broadcasting will “expand aggressively into electronic media with particular emphasis on CATV in major markets.” The new subsidiary has also made tentative plans to enter television program production, be added, and expects to draw heavily on the editorial resources of its Ladies Home Journal, American Home and Family Weekly magazines.

Downe owns 32% of Bartell Media Corp., magazine and book publisher owner of WADO New York, KCBO San Diego and WOKY Milwaukee, and operator of CATV systems in Plattsburgh, N. Y., and Waterville, Me. Downe also owns cable systems in Joplin and Webb City, both Missouri, and Miami, North Miami and Commerce, all Oklahoma.

Closed-circuit television for business set by TAT

Trans American Television Inc., Manlius, N. Y., is launching a new closed-circuit television network. Rather than using leased lines, video-taped program material is sent to affiliates around the country who provide playback service at desired locations.

Fred Menzies, TAT president, said the network concept is expected to have applications in business and industry to meet the need for intra-company communications. Through the network, for example, a new product line can be introduced simultaneously in a number of cities for less than the cost of leased-line television or holding a series of regional meetings.

Radio faces changes in Britain

BBC proposes program specialization, more outlets even though system may reach $29 million deficit

Plans for the future of radio broadcasting in Britain have been officially announced by the British Broadcasting Corp. “Broadcasting in the Seventies,” a policy document prepared by a group of BBC executives assisted by U.S. management consultants McKinsey & Co., proposes the biggest shake-up in radio programming in the corporation’s history.

Among the main recommendations:

- Replacement of the three existing radio-TV regions in England—North, Midlands, South & West—by eight smaller regions. The Scottish, Welsh and North Ireland regions are to remain intact.
- Expansion of local radio to about 40 stations, mostly on VHF, and reaching almost 90% of the population in England.
- Program specialization on the radio networks, with Radio Three concentrating wholly on serious music and the arts available only on VHF.
- Disbandment of three radio orchestras.

All the proposals, says the BBC, are subject to public comment.

Meanwhile, there is a growing pressure for an early debate in the House of Commons to discuss the BBC report, and the government’s attitude to it is expected to be made known soon by Postmaster-General John Stonehouse.

The corporation’s plans have been bitterly attacked from many sides, particularly by the Musicians’ Union, who foresee loss of employment to 300 musicians if the three orchestras are dropped.

The Tories, expectedly, are almost equally incensed, since it is generally accepted that the BBC plans for local radio are a maneuver to maintain its radio monopoly, against the possibility of the Tories being returned to power and introducing commercial radio.

Paul Bryan, Tory spokesman on broadcasting, said: “In local radio, pleas of penury are coupled with plans for expansion. While orchestras are disbanded and Radio Three is truncated, Mr. Stonehouse is apparently being asked for a grant of $12 million a year, or an increase in the license fee, to run
40 new local stations, a service which could easily be provided by commercial radio without cost to the public.

Defending the changes, Lord Hill of Luton, chairman of the BBC board of governors, points out that they are designed to allow broadcasting to live within its prospective income over the next five years. "The corporation," he says, "is convinced that it will be better able to remain truly comprehensive and securely independent if it continues to be financed by the license-fee method, and is not exposed to the pressures which a commercial system cannot as easily resist."

Nevertheless, the BBC admits that its radio system, by 1974, will be running at an annual deficit of $10.8 million, and an accumulated deficit of about $28.8 million, without accounting for the cost of the new local stations. The corporation implies, however, that there are several possible sources of relief— increase of the license fee and more effective action against license evaders, who are costing the corporation an estimated $24 million a year.

ITA wins fiscal battle, programers still face levy

Britain's Independent Television Authority has won its struggle with the Exchequer over giving up a large slice of its 1967-68 operating surplus. For the financial year ended March 31, 1968, no payment has been made.

In discussions lasting many months—which delayed publication of ITA's annual report until now—the authority claimed there was a serious risk that it would run out of money before its transition to color TV was completed. The Exchequer finally gave in.

At the end of the previous financial year, the Exchequer took $4.3 million of ITA's $9.6 million surplus and was demanding a corresponding percentage of the 1967-68 surplus of nearly $9.2 million.

Despite ITA's coup, however, the financial position of the program companies remains strained, particularly because of the budget increase on the advertising levy. After corporation and income tax (and any payment ITA itself may be required to make on the 1968-69 account), it is estimated that the government will be taking some $88.8 million out of commercial TV in the current financial year.

Spadework for worldwide satellites accord continues

An international preparatory committee, working on details of a permanent agreement to govern the worldwide international satellite communications system, has completed three weeks of intense consultation and decided that more work has to be done.

The committee, which began meeting on June 23, recessed July 11 and agreed to resume meetings Sept. 2-19, and again beginning Nov. 18 when it hopes to have a final draft for consideration of the full International Satellite Telecommunications consortium (Intelsat) conference, now scheduled to be held Feb. 16, 1970. All the meetings were and are to be held in Washington.

The Intelsat plenary conference of 68 member-nations, with 28 non-member nations as observers, met in Washington earlier this year and had agreed to reconvene Nov. 18 (Broadcasting, March 24). The postponement to 1970 became necessary when the preparatory committee failed to come to full agreement. John E. Killick of the United Kingdom is chairman and Matoo Ogiso of Japan, vice chairman of the 37-member preparatory committee. Attending the meetings were representatives of 10 non-member nations.

Among the significant items that have not been settled, according to informed sources, are the matter of member voting rights, the establishment of an international "assembly", and the inauguration of a "secretariat" as well as the choice of a manager-operator for the worldwide system. The U.S. opposes the secretariat idea, but approves the proposal for an assembly. It also favors the retention of the Communications Satellite Corp. (Comsat) as manager and operator of the system. Comsat has run the Intelsat system since its inception in 1964.

Any change in Intelsat's present organization requires the affirmative vote of two-thirds of the 68 members.

One of the reasons for delaying the second round of plenary meetings, State Department officials explained, is the necessity for members to receive drafts of any agreements at least 60 days before taking them up at the formal sessions.

William W. Scranton, former governor of Pennsylvania, is chairman of the U.S. delegation.

CBC unveils '68 fiscal facts of life

It cost more to operate network, provide coverage of 'intense political events'

Operating costs of the Canadian Broadcasting Corp. again climbed upward last year. Net operating costs rose almost $5.4 million over 1967 to a record $154,951,483 in the 1968-69 fiscal year.

Total operating expenses climbed $6.9 million over fiscal 1967 to a total $196,487,305 during the fiscal year ended last March 31. Revenues from advertising, interest on investments and miscellaneous earnings were $41,535,822.

These costs were revealed in the annual report of the CBC, tabled in the Canadian House of Commons this month. In its report last year, the corporation blamed special centennial broadcasts for pushing up costs (Broadcasting, Aug. 26, 1968). The report for the year ended March 31 noted that coverage during the fiscal year included the 1968 Liberal-party leadership convention, the 1968 Canadian general election, the American presidential election and three days of live TV last February at the federal-provincial constitutional conference in Ottawa. The report said the CBC news and public-affairs departments were "kept busy providing coverage of such events" in

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a year of "intense political activity at home and abroad."

The report noted that the CBC put into operation 17 new TV transmitters and 21 new radio transmitters during the fiscal year. Plans for 1969-70 call for 25 new TV projects and an additional 28 new radio projects.

Most of the corporation's income during the year came from public funds totaling $149,329,000, a $6-million increase over fiscal 1967.

Spicy interlude

Thousands of Auckland, New Zealand, radio listeners who had tuned into a dull parliamentary debate on tourism suddenly—but briefly—heard a graphic description of a weekend seduction. A spokesman for New Zealand Broadcasting Corp.'s Auckland station, WFMX(FM), explained that broadcasts from parliament in Wellington are distributed to local stations by telephone lines and there had apparently been a crossed wire in the control room. The long-distance call between two anonymous males was a detailed recital of one's week-end adventures with a local "bird." The interruption provoked many calls to the station, but few complaints.

RKO forced to sell its Canadian stations

S. Campbell Ritchie, president of CKLW-AM-FM-TV Windsor, Ont.-Detroit, says the stations will be sold to comply with the foreign-ownership rules of the Canadian Radio-Television Commission.

Mr. Ritchie's announcement came following a denial by the CRTC of a request by CKLW-FM-TV for an exemption from the foreign-ownership rules. The CRTC renewed the licenses of CKLW-AM-FM-TV only until Sept. 1, 1970, the date the new regulations concerning Canadian ownership of broadcasting enterprises go into effect. The CRTC had previously renewed the AM station license of CKLW until Sept. 1, 1970, and had denied a request for an exemption for the outlet (Broadcasting, April 7).

WIST jolts parents into new look at youth

WIST Charlotte, N. C., played a major role in a state campaign to raise the state's age limit of parental and guardian control—previously extending only to a child's 16th birthday—to the age of 18.

Passed unanimously by the state's Senate and House, the amendment, suggested, lobbied and fought for by WIST, evolved from an article in the station's publication devoted to a discussion of Charlotte's "hippy house," a refuge for runaway 16 years of age and older. The article was brought to the attention of the state attorney general and publicized by WIST, WSC and WFMX(FM) both Statesville, WRBC Reidsville, WCBT Roanoke Rapids, all North Carolina, and WQXL Columbia, S. C.

WIST warned North Carolina's citizenry and legislators that as the law stood then their 16-year-old children were not under their physical control and could conduct themselves like the "hippy house" inhabitants.

Promotion tips:

Summer time cooler = WBZ Boston is initiating its "Larry Glick Lemonade Stands" promotion to provide youngsters with a money-making opportunity this summer. Mr. Glick, a disk jockey at WBZ, will take charge of the operation traveling around to the various franchises in his "lemonmobile." The station will provide free franchise kits and will support the campaign with advertising in newspapers, on radio-TV.

Station interest = Over 120 TV stations have requested a 60-second spot from the Biafra Relief Services Foundation to run as a public service announcement. Production of the spot, superimposing a shot of a hungry Biafran child over a healthy American baby with a hungry Biafran child, was donated by Goldeneye Inc., New York. Goldeneye's president, Jack Goodford, conceived and directed the spot, which was produced by Lynda Kay Woodworth.

Political praise = Four senators and 15 representatives have paid tribute to Joseph F. McCaffrey of WMAL-AM-FM-TV Washington, who is celebrating his 25th year as a Washington correspondent. Mr. McCaffrey, who is a former president of the Radio-TV Correspondents Association, was with CBS and Mutual before joining WMAL-AM-FM-TV.

Surprise Nashville style = WLAC-TV Nashville helped to celebrate the move of its rep, The Katz Agency, into new offices in San Francisco. The surprise festivities began with a string band playing the Nashville sound followed by a bartender pushing a cart loaded with frosted mint juleps in silver cups. The silver cups were presented to the Katz staff as mementos of the celebration.

New game show = Broadcast Promotions, Huntsville, Ala., is offering a new listener participation game, R-A-D-I-O. The game procedure is similar to bingo. As prizes, stations award fixed frequency radios. Address: Box 808, Huntsville 35804.

Duffer's dilemma = With logistics planned to military close-order precision and beat-the-clock timing, Ed Lincoln, disk jockey at WSB-A York, Pa., played 270 continuous holes of golf breaking the old daytime record of 256 holes. An entourage of four golf carts, one pro and assorted spotters, runners and tee-men completed with walkie-talkies rushed Mr. Lincoln through 15 rounds of golf. Proceeds from the golfathon which ran from 5:10 a.m. to 6:30 p.m. went to Lancaster Boy Scouts.

CKLW-AM-FM-TV fall under the foreign-ownership regulations because the stations are owned by RKO General Inc., a U.S. corporation controlled by General Tire and Rubber Co. of Akron, Ohio. The CRTC rules state that no more than 20% of the voting control and no more than 60% of the equity or debt of any broadcasting enterprise may be in foreign hands.

Mr. Ritchie said there have been several purchase offers for the stations. He said whether the TV and radio stations would be sold separately or as a package "is a matter of negotiation.

'Paradise' rights sold

Krantz Films has sold distributor rights for South America, Spain, Portugal, Puerto Rico and Central America of Strange Paradise, daily half-hour continuing dramatic series, to America's Productions, Miami. The syndicated series is being co-produced in Canada by Krantz, Canadian Broadcasting Corp., Metromedia and Kaiser Broadcasting. It is to begin this fall on 65 stations in the U.S. and Canada.
New from Gates... the Yard II eight channel all silicon transistorized audio console.

The Gates Yard II features eight mixing channels handling twelve input circuits, including four microphones, five medium level inputs and three external lines. Plus, two unwired utility keys for unsurpassed versatility. Faders are the reliable open-type step attenuators that can be easily serviced.

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ABC hits new peak in income, earnings

Six-month figures show 43% earnings increase; broadcast at record high

ABC earnings for the first six months of this year were the highest for any similar period in the history of the company. According to ABC's report issued last week, earnings for the period rose 43% over the 1968 period, with broadcast activity at a record high.

Second-quarter operating earnings rose to $5,550,000 or $1.15 a share, a 25% increase over the $4,375,000 recorded in 1968.

ABC President Leonard H. Goldenson noted that first six months operating earnings rose to $9,450,000 and that earnings, including capital and nonrecurring gains, jumped to $11.4 million compared with $9,625,000 last year.

Mr. Goldenson reported that the record operating earnings for the second quarter and the first six months reflected the highest earnings for any quarter, and any first six months period for the company's broadcast division. Theater results, while good, did not compare with theater earnings of last year, which were the highest for any such periods since 1950.

Group sales for ABC-owned radio stations jumped 26% for the first half of 1969 compared to 1968. Second-quarter sales surpassed last year's figures also by 26%. Harold L. Neal Jr., president of ABC-owned radio stations, said last week that sales for the seven AM and seven FM stations exceeded all previous records.

It was reported that the sales increase for the ABC-owned FM stations was 157% higher for the first six months of 1969 than for the same period in 1968. Mr. Neal also announced that WRC-
Corporations, on a syndicated basis, was the progressive rock 'n' roll format originally developed for the ABC-owned FM stations (Broadcasting, Feb. 17).

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Pref. income</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1969</td>
<td>$2.36*</td>
<td>21,400,000</td>
<td>11,400,000</td>
</tr>
<tr>
<td>1968</td>
<td>$2.04</td>
<td>21,300,000</td>
<td>9,625,000</td>
</tr>
</tbody>
</table>

*Assuming full conversion of convertible debentures and exercise of all stock options, pro forma net earnings per share for the first six months of 1969 would be $2.13.

Conglomerates in August will tell more to SEC

The Securities and Exchange Commission last week revised its registration procedure to require more detailed financial reporting from conglomerate corporations, which would include diversified companies with substantial broadcasting interests.

The SEC order requires conglomerates having annual sales of more than $50 million to report separately on products or services which, during the previous two fiscal years, contributed 10% or more to total sales and operating revenues or to income before taxes and extraordinary items. For companies under the $50 million mark, the reporting requirement is 15%. A previous SEC proposal would have used a 10% standard for all companies.

The new regulation also provides that, where a company has more than 10 lines of business, disclosure may be limited to the "10 most important lines." However, the SEC did not define "lines of business," leaving it to the management of each conglomerate corporation to "separate the company into components on a reasonable basis for reporting purposes."

The SEC said the new requirements would affect registration statements filed as of Aug. 14.

MGM and Interphoto amend agreement terms

Metro-Goldwyn-Mayer and Interphoto Corp., Long Island City, N.Y., a distributor of photographic and audio equipment, announced last week revised terms for the proposed acquisition of Interphoto by MGM (Broadcasting, April 14).

Under the new terms, MGM would exchange one share of a new convertible preferred stock for each Interphoto share, or a maximum of 1.032 million shares of MGM preferred. Each share of the preferred stock would be convertible into 0.9 shares of MGM common.
looking for drug sales?
The Roanoke-Lynchburg Television Market Delivered an estimated $57,355,000* in Drug Sales During 1967
For more information call us, or your PGW Colonel.

WDBJ-TV
ROANOKE
Sales Management's Survey of Television Markets 1968

Metromedia sees curve starting back up
Metromedia Inc. reported last week that net income for the second quarter and first half of 1969 dropped from their 1968 levels.
John W. Kluge, chairman and president of Metromedia, noted however that the 1968 second quarter was an all-time record quarter, and the 1969 period showed a "considerable improvement" over the first quarter of this year.
He said there is evidence of the beginning of a "turnaround in the operating difficulties we've been encountering this year, primarily in our direct mail and television and radio operations."
Metromedia's board of directors meanwhile, declared a regular quarterly dividend of 12 1/2 cents on common stock, payable Sept. 15 to stockholders of record Aug. 22.
For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.32</td>
<td>$0.91</td>
</tr>
<tr>
<td>Gross revenues</td>
<td>89,714,605</td>
<td>89,652,724</td>
</tr>
<tr>
<td>Net income</td>
<td>1,755,691</td>
<td>4,666,713</td>
</tr>
</tbody>
</table>

Net sales down
Visual Electronics Corp., New York, manufacturer of radio and television equipment, reported decreases in sales and net earnings for fiscal year ended March 31, compared to same period in 1968. Earnings have been adversely affected, according to President James B. Tharpe, by delays in transition of company from distributing organization for broadcast industry to manufacturing and marketing concern for many markets.
Visual also announced it has entered into letters of commitment with four insurance companies for $2 million in 8 1/2% 15-year senior notes with detachable warrants. The companies are Northwestern National Life of Minneapolis, Baltimore Life, and Monumental Life, both Baltimore, and Volunteer State Life of Chattanooga.
For year ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.42</td>
<td>$0.93</td>
</tr>
<tr>
<td>Net sales</td>
<td>21,501,000</td>
<td>24,634,000</td>
</tr>
<tr>
<td>Net income</td>
<td>587,000</td>
<td>1,265,000</td>
</tr>
</tbody>
</table>

*Restated to reflect companies acquired on pooling of interests basis.

GWI buys Logos
Logos Ltd., Arlington, and Management Science Division of Software Systems Inc., Fairfax, both Virginia, have been acquired by a group of investors led by Greater Washington Investors Inc. The two companies, owned by Software, were purchased for $1 million in cash and stock. Logos is active in all phases of video production for commercial and noncommercial television. Its facilities include one of the larger sound stages on the East Coast and mobile TV equipment for remote coverage.

Financial reports:
- Kaufman and Broad Inc., Los Angeles, major cable TV operator in the West, will acquire substantial amounts of securities and options of Revenue Properties Co. Ltd., Toronto, a real estate development business. Kaufman and Broad will buy a $5 million, 8 1/2% one-year note from Revenue Properties for $4.8 million and is acquiring an option to purchase some 31% of the Toronto company's common stock and outstanding warrants for $19 million.
- National General Corp., Los Angeles-based leisure-time company, announced plans to acquire Wygod, Weis

This announcement is neither an offer to sell nor a solicitation of an offer to buy any of these Shares. The Offer is made only by the Offering Circular.

New Issue

80,000 Shares
KAHN RESEARCH LABORATORIES, INC.
COMMON STOCK
($10 Par Value)

Price $3.75 per Share

Copies of the Offering Circular may be obtained from the undersigned only.

KAHN RESEARCH LABORATORIES, INC.
81 South Bergen Place, Freeport, L.I., New York 11520

BROADCASTING, July 21, 1969
& Florin Inc., New York, a stock brokerage firm and member of the New York Stock Exchange. The acquisition would be effected through a merger between Wygod, Weis & Florin and National Capital Management Corp., a subsidiary of National General. The transaction, which would involve an undisclosed number of NGC common shares, is subject to the approval of the shareholders of the brokerage firm at a Sept. 15 meeting.

- Kahn Research Laboratories, Freeport, N.Y., privately operated for 12 years, announced last week it has gone public. Kahn manufactures symmetra/peak and voice-line FM equipment, AM stereo parts and single-channel switching band equipment.

- Transamerica Corp., San Francisco, parent of United Artists Corp., reported record net income for the six months ended June 30—$48,170,700 or 74 cents per share compared to $45,100,900 or 74 cents per share in the corresponding 1968 period.

- Trans-Lux Corp., New York, distributor of motion pictures and television programs, has registered 85,000 common shares with the Securities and Exchange Commission. The outstanding shares may be offered by company stockholders at $40 per share maximum. Oppenheimer Fund Inc. and Fidelity Capital Fund Inc. may sell 28,000 shares each and Fleschner Becker Associates may sell 29,000 shares. Trans-Lux has 1,019,950 shares outstanding.

Company reports:
Filmways Inc., New York-based diversified entertainment complex, reported a 24% increase in net income and an increase in gross revenues for the nine months ended May 31:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.56</td>
<td>$0.50</td>
</tr>
<tr>
<td>Revenues</td>
<td>11,205,064</td>
<td>9,568,630</td>
</tr>
<tr>
<td>Net income</td>
<td>1,871,041</td>
<td>1,686,612</td>
</tr>
</tbody>
</table>

Plough Inc., Memphis-based pharmaceutical firm and group radio station owner, reported an 11% increase in sales and a 12% increase in net income the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.14</td>
<td>$1.02</td>
</tr>
<tr>
<td>Net sales</td>
<td>73,000,000</td>
<td>65,500,000</td>
</tr>
<tr>
<td>Pretax income</td>
<td>18,000,000</td>
<td>16,500,000</td>
</tr>
<tr>
<td>Net income</td>
<td>8,975,000</td>
<td>8,000,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>7,851,574</td>
<td>7,855,363</td>
</tr>
</tbody>
</table>

Note: 1968 figures are restated to reflect final audit.

Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) reported a 10% increase in gross revenues and net income for the first half of 1969. The company also declared a regular quarterly dividend of 22½ cents per share on common stock and 4½ cents per share on class B common shares, both payable Aug. 8 to stockholders of record July 15.

Gross is seeking FCC approval for the $4.9-million purchase of WRBT-TV La Crosse, Wis., from Lee Enterprises (BROADCASTING, June 9).

For the six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$0.58</td>
<td>$0.63</td>
</tr>
<tr>
<td>Revenues</td>
<td>54,677,902</td>
<td>49,203,925</td>
</tr>
<tr>
<td>Net income</td>
<td>2,150,068</td>
<td>2,223,365</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>3,742,364</td>
<td>3,520,314</td>
</tr>
</tbody>
</table>

Notes: Figures for 1968 are restated to reflect elimination of such noncontinuing business as Marshall Burns, Creative Merchandising Inc. Associated Employers Group, Classics Illustrated and Twin Circle.

Put the middle of the mitten... in the palm of your hand

WILX-TV

1. More efficient distribution of circulation.
2. Dominates southern half of circulation. (Lansing and south)
3. Puts more advertising pressure where it's needed most.
4. Gets you more complete coverage with less overlap.

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1048 Michigan National Tower
Lansing, Michigan 48933

CONTACT CCA
10101 W. Five Mile Rd., Detroit, Mich. 48240
(313) 440-7400

NEED AN AMPEX, MAGNECORDER OR SCULLY CONTACT CCA WE STOCK THEM

CCA ELECTRONICS CORP.
10101 W. Five Mile Rd., Detroit, Mich. 48240
(313) 440-7400

BROADCASTING, July 21, 1969
Broadcast advertising

Jack Canning, eastern radio sales manager, H-R Representatives, New York, also named VP. He succeeds Bill McRae, who joins WDRV(FM) Philadelphia, as sales manager.

Richard Goldberger, VP, Herbert S. Benjamin Associates, Baton Rouge, relocated senior VP. Margaret Webb, media traffic manager, named assistant VP and media director.

Franklin Wheeler, with CBS Television Stations National Sales, New York, appointed manager of San Francisco sales office. Bob Miggins, with KTTV(TV) Los Angeles, joins Tele-Rep Inc.'s relocated office there as West Coast sales manager. Terry Kollman, with KABC(TV) there, joins Tele-Rep as Los Angeles sales manager. Office is now at 6345 Wilshire Boulevard.

Porter Jared, VP and account supervisor, BBDO, New York, appointed manager of Burke Dowling Adams, Atlanta, wholly owned subsidiary of BBDO.

Edward Mandell, creative director. Harry W. Graff Inc., New York, joins Helitzer Advertising Inc. there, as senior VP and creative director.

Frederick Pearson, with WSBK-TV Boston, appointed local sales manager. John Bernbach, with Gilbert Advertising Agency, New York, named VP account services.

Marvin Jay, broadcast director, Charles Ruppman Advertising, Peoria, Ill., also named VP. He will head Ruppman's new Chicago office, scheduled to open in early fall.

Ronald Layport, co-creative director, Fahigren & Associates, Parkersburg, W. Va., joins Lando Inc., Pittsburgh, as art director.

Ro Grignon, general sales manager, WDAF-TV Kansas City, Mo., appointed to same position, WIBF-TV Philadelphia. Both are Taft stations. He is succeeded at WDAF-TV by Earl Beall, local sales manager.

Albert A. Klatt, senior VP and chairman of Chicago plans board, Needham, Harper & Steers, Chicago, also named chairman of Chicago division operating committee. James E. Fasules, VP and senior account director, named deputy director of Chicago division.

Robert Fishman, general sales manager, WOLW-FM Washington, named VP sales.

Richard DeAngelis, Flint sales manager, WNEM-TV Bay City-Saginaw-Flint, Mich., appointed local sales manager.

Cal McKinley, sales staff member, KHJ(TV) Hollywood-Las Vegas joins KRAM Las Vegas as sales manager.


Peter Goulazian and Barry Lewis, both with Katz Television, New York, appointed associate directors of sales development department.

John Callow, with Mutual Broadcasting System, New York, appointed national director of sales. He succeeds William Cummings, who resigns, with future plans unannounced.

Lewis Heckler, media supervisor, Ted Bates & Co., New York, joins Dodge & Delano there in similar capacity.

John Leach, VP and account supervisor, Gardner Advertising, St. Louis, resigns. He organized Intergard, Gardner's international division in 1961. No future plans announced.

Thomas Nathan, formerly copy supervisor, Redmod, Marcus & Shure Inc., New York, joins Dancer-Fitzgerald-Sample there as VP and creative group head.

Pirie Davis, with Lookout Advertising Agency, Chattanooga, joins Beman & Williams Associates, advertising and PR agency, Atlanta, as creative director.

William Irwin III, with Benton & Bowles, New York, joins Cunningham & Walsh there as media planner.

Roque Anderson, broadcast advertising supervisor, Montgomery Ward & Co., Chicago, joins Harry Stone Productions agency there as executive producer.

Anthony Isidore, VP and associate creative director, Young & Rubicam, New York, appointed copy chief.

John Malloy, account supervisor, Quinn & Johnson Advertising Inc., Boston, named VP.

Thomas Hall, account supervisor, Leo Burnett Co., Chicago, named VP. Hal Kome, associate creative director, named VP and appointed creative director.


Richard Borzumato, media supervisor for consumer accounts, Tatham-Laird & Kudner, New York, appointed media director.

Charlene Wilder, formerly media buyer, Burton-Campbell Inc., Atlanta, joins Gerald Rafshoon Advertising Inc. there as media director.

Carroll Mertens, mid-south regional advertising and merchandising manager, Joseph Schlitz Brewing Co., Milwaukee, joins Katz St. Louis as sales manager.

Warren Stitt, VP, Russ Reid Advertising Co., Chicago, joins Paul S. Webb Advertising, Hollywood, as administrative VP.

William Caro, media supervisor, D'Arcy Advertising, San Francisco, joins Car-
son/Roberts/Inc., Los Angeles, in similar capacity. Rod Damrow and Jutta von Weise, media buyers for C/R, appointed media supervisors.


Jim Price, with Kdeo El Cajon, Calif., joins Ksdo San Diego, as local sales manager.

Media

James Quello, station and program manager, WJr-Am-FM Detroit, also elected VP, Capital Cities Broadcasting Corp., New York, station's parent firm.

Donald Moeller, VP and general manager, Wgan-Am-FM-TV Portland, Me., joins KYTV(TV) Springfield, Mo., in same capacity.

William Osterhaus, program manager, KYW-TV Philadelphia, appointed general manager, Kpix-(TV) San Francisco succeeding Richard Harris now president of Radio Advertising Representatives (Broadcasting, July 14). Both are Westinghouse stations.

Dr. David Feldman, VP, research and sales, KSOS San Diego; Dave Reyes, vice president, WCBS New York, appointed general manager, Wcbs-New York, Eastern division of United Press International, Los Angeles.

Mr. Osterhaus

Paul Major, program director, Wgee Indianapolis, joins WlC-FM there as operations manager.

Lee Shombom, program director, Kram Las Vegas, appointed station manager.

He is succeeded by Dave Kushe, program director, Wnoe-FM New Orleans.

David Millan, general manager, WMIN St. Paul, also appointed general manager, Kspe-FM there. Both are Malrite Broadcasting Co. stations.

Jean Hebor, sales service supervisor, WCBS New York, appointed broadcast operations manager.

Gary Portmess, operations director, Wtbo Cumberland, Md., joins WHW Princeton and Wtoa(FM) Trenton, both New Jersey, in same capacity.

Bob Rall, with Wsll Jackson, Miss., joins Wblc-WJMI(FM) there as general manager.

Ron Stewart, with sales department, Wudo Lewisburg, Pa., joins WmBt Shenandoah, Pa., as station manager.

Sam Sherwood, VP and general manager, KDWB St. Paul, joins Wavl(FM) Minneapolis, in same capacity.

Robert Zimmerman, with Wava Arlington, Va., appointed general manager.

He succeeds John Burgreen, who will continue as executive VP until assuming a position with Adler Communications, Baltimore, at later date.

Robert Jones, Wsoc-FM-TV Charlotte, N.C., joins Wlos-FM Asheville, N.C., scheduled to go on air in early August, as operations manager.

Programing

Zev Puterman, executive producer, Kttv(TV) Los Angeles, joins MetroMedia Television, Hollywood, in newly created post of director of program development.

Michael Eisner, director of program development, East Coast, ABC-TV, New York, also appointed director of feature films, East Coast.

Edgar Small, talent and literary agent, Ashley Famous Agency, Los Angeles, joins Arena Productions, North Hollywood, Calif., as VP.

Peter Tytla, formerly director, Mpo Videotronics Inc., New York, joins Televideo Productions there as staff director.

Tony Taylor, producer-announcer for Drake-Chenault, programming consultants, joins Wip Philadelphia as program director.

J. Robert Alston, night manager, WHVh-AM-FM White River Junction, Vt., appointed program director, WHVh-FM.


News

Ed Joyce, director of news and public affairs, WCBS New York, appointed executive producer of radio news special events and Dimension series for CBS News there. He is succeeded by Marvin Friedman, executive news director.

Robert H. Fleming, assistant director of United States Information Agency and formerly deputy press secretary to former President Johnson, and prior to that in charge of Washington operations for ABC, named information director of newly created House Select Committee on Crime.

Mark Levy, radio and TV news program writer, NBC News, New York, appointed manager, election analysis. NBC News election unit.

Norman Reyes, VP, Dillingham Corp., Honolulu, joins Ktvf there, as news director.

Max Powell, news director, WKIX Raleigh, N.C., joins WTVD(TV) Durham, N.C., as reporter.

Ted Lehne, general manager, Kfrb and Ktvf(TV), Fairbanks, elected pres-ident of Alaska AP Association.

John Wilson, news producer, Wwbt-(TV) Richmond, joins Wavy-TV Portsmouth-Norfolk-Newport News all Va., as newscaster.

David Crane, program director, Metromedia's Klac Los Angeles, appointed news director. He succeeds Dean Sand-er, appointed to newly created position of West Coast bureau chief for Metromedia Radio news. Mr. Crane is suc-ceeded as program director by Ron Martin, assistant program director.

Sam Hall, newsmen, Metromedia's Wip Philadelphia, and Carl Brazell, assistant to general manager, Ktrh Houston, both join Klac news department.

Joe Pellegrino, sportscaster, Wrc-AM-TV Washington, joins Wnac-TV Boston, as sports editor.
Mal Alberts, announcer, Oakland Raiders American Football League team, joins KNX Los Angeles, as sports director.

Ron Gonder, assistant sports director, KRNT Des Moines, joins WMT-AM-FM-TV Cedar Rapids, both Iowa, as sports editor.

Promotion

John Ryan, PR department manager, J. M. Mathes Inc., New York, joins Young & Rubicam there as VP in charge of publicity and PR department.


Fred Bergendorf, promotion director, KABC Los Angeles, joins KNX there, as director of information services.

John Scafone, PR director, WWDC Washington, appointed to newly created position of director of creative services, WLW Cincinnati. Both are Avco Broadcasting Co. stations.

Nathan Perlstein, formerly advertising director, Pabst Brewing Co., Milwaukee, joins Public Relations Network/International, Chicago, as executive VP.

Sid Mesibov, director of advertising and publicity, United Artists Televisi-

ion, New York, joins Spanish International Network there to handle pro-
motional activities.

John Gerner, with WKAT Miami Beach, appointed promotion director.

Equipment & engineering

Kenneth Shirk, chief engineer, WIND Chicago, appointed engineering manager. He succeeds Harold Brokaw, who resigns to become manager and part owner of WMRO Aurora, Ill.

J. E. Hill, manager, northern broadcast sales, commercial electronic systems division, RCA, Camden, N.J., appointed for national field sales manager for broadcast and communications products, international sales department there.

Deaths

Fred Strozier, 60, broadcast executive and former South American manager for AP, died July 16 in New York, of heart ailment. During his career Mr. Strozier was chief of AP's bureaus in Havana and Buenos Aires. He is survived by his wife, Nancy, and daughter.

Howard Gossage, 51, founder of Free-

man, Mander & Gossage, San Fran-
cisco, died July 8 in San Francisco of leukemia and kidney complications. Mr. Gossage's agency, originally Wein-
er & Gossage, was started in 1957. Known for his unorthodox advertising campaigns, Mr. Gossage is credited with originating "win a real live kanga-

roo" contest for Qantas Airlines and introducing Beethoven sweatshirt cam-
paign for another client.

ForTheRecord

As compiled by Broadcasting, July 9 through July 15 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. Ant.—an-
tenna. Aur.—aural. CATV—community an-
tenna television. CH—critical hours. CP—con-
struction permit. Day—day. DA—direction-
al antenna. ERP—effective radiated power. IC—kilocycles. kW—kilowatts. LS—local sun-
set. Mod.—modulation. N—night. PSA—press service authority. SSA—subsidiary communications authorization. SH—specified hours. SSA—special ser-
vice authorization. STA—special temporary authorization. Transmitter. UHF—ultra-
high frequency. Vis.—visual. W—watts. *—educational.

New TV stations

Application

* Boston — The Dudley Station Corp. seeks VHF ch. 7 (174.180 mc): ERP 305 kw vis. 61 kw aur. Ant. height above average terrain 1.000 ft.; ant. height above ground 1,002.5 ft. P. O. address: 47 Hutchings Street, Boston 02121. Estimated construction cost $2,200,000: first-year operating cost $4,870,000: revenue $7,400,000. Geographic coordinates 42° 19' 12" north lat.; 71° 15' 09" west long. Type trans. RCA T7-25/53EE. Type ant. RCA TBP-12AH. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn: consulting engineer Jules Cohen & Associates, both Boston. Principals: Bertram M. Lee, president (47%). Henry E. Hampton Jr., vice pres. John T. Ashton, treasurer (3%). Charles T. Grissly (each 6%). Henry M. Morgan, Thomas J. Brown and Jerome B. Wiener (each 7%). Mr. Lee is Boston Industrial consultant. Mr. Morgan is manager, human relations department, Polaroid Corp., Cambridge, Mass., and has interest in several Cambridge electronics companies and in Cambridge bank. Mr. Hampton owns 86% of Blackside Inc. Boston film production-audio/visual materials firm. Ruth Batson is executive director of Metropolitan Council for Educational Opportunity. Roxbury, Mass. Mr. Grissly is president-treasurer and will acquire a majority of the stock of Transcript Lines Inc., Boston bus leasing and charter company. Mr. Brown is assistant to president of Polaroid and has less than 1% interest in that company. Mr. Wiener is provost of Massachusetts Insti-
tute of Technology and has minority in-
terests in electronics firms, chemical prod-

Final actions


* Grandview, W. Va. — West Virginia Edu-
cational Broadcasting Authority. Broadcast Bureau granted VHF ch. 9 (186-192 mc): ERP 200 kw vis. 78 kw aur. Ant. height above average terrain 1,000 ft.; ant. height above ground 462.5 ft. P. O. address: c/o Harold M. Brawley, 1032 Quarter Street, Room 701, Charleston, W. Va. 25301. Estimated construction cost $546,711: first-year operating cost $141,650: revenue none. Geographic coordinates 37° 59' 46" north lat.; 80° 59' 21" west long. Type trans. RCA TT25EH. Type ant. RCA TW15A9-R. Legal counsel Forbes W. Blair, Welch & Morgan, consulting engineer Stillman, Moffet & Ko-

dle, both Washington. Principals: Rex M. Smith, chairman of Free-

dom Broadcasting Corp., chairman; BF. Principal control oitmUL-TV Huntington and is coordinating body for WVUV-TV Morgantown and WVWC-FM Buckhannon, all West Virginia. Action July 3.

Other actions

* Review board in Washington. TVpro-

Review board in Minneapolis, TV proceeding, Docs. 18361-2, held in abeyance for 10 days on Joint request for approval of agreement, filed May 16, 1969, pending submission of further information. Action July 11.

Actions on petitions

Hearing Examiner Millard F. French in Miami (Coral City Broadcasting Co.). TV proceeding, granted petition by Voice of the Orange Empire Inc. for reconsideration and other relief for its KNBC(TV). (ch. 4) Los Angeles, and Voice of Los Angeles for CP for new station on that channel at Los Angeles. Action July 9.

New AM stations

Final action

Washington, Pa.—Dileo Broadcasting Co. Broadcast Bureau granted 1110 kr. 1 kw. D.A.D. P.O. address: 1737 DeSales St., N.W. Washington 20038. Estimated construction cost: $46,000. First-year operating cost $40,000. revenue $44,000. Principals: Leo J. Shank, Lewis T. Wade and Richard C. Canter (each 33 1/3%). Mr. Shank is 33 1/3% owner of WMYH-AM-WB-Heights. Mr. Mr. Wade is salesman for WFMD-AM-FM Frederick, Md. and Mr. Canter is engineer for those stations. Action July 9.

Other actions

Review board in Sumiton, Ala., AM proceeding, Docs. 18204-05, granted petition for extension of time filed July 9 by Broadcast Bureau and extended to Aug. 1 time to file exceptions to initial decision. Action July 11.


Actions on motions

Chief, Office of Opinions and Review in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Co. and Wagoner Radio Co.), AM-FM proceeding, granted motion to dismiss petition by Board and extended to Aug. 11 time to file exceptions to initial decision and denied motion to dismiss petition by others (Docs. 18067-8), Action July 8.

Chief, Office of Opinions and Review in Sumiton, Ala., AM-FM proceeding, granted motion to dismiss petition of in Oct. 1968, filed by Sumiton Broadcasting Co. excerption for time filed July 9 by Alabama Bureau. and to extended to Aug. 11 time to file exceptions to initial decision and denied motion to dismiss petition by others (Docs. 18067-8), Action July 8.


Call letter application
K & M Broadcasters, Stirling, N. J., Requests WKMB.

Call letter actions
Seashore Broadcasting Co., Orleans, Mass. Granted WYLC.
Warwick Broadcasting Corp., Warwick, N. Y. Granted WTHBQ.

Existing AM stations

Final actions

KNCR Fortuna, Calif.—Broadcast Bureau granted license covering installation of auxiliary trans., for auxiliary purposes only. Action July 10.

WLLK Jefferson City, Mo.—Broadcast Bureau granted CP to change from 1500 to 1550 kc, 1 kw, N. of Ant., new construction to be made at South Fulton. Action July 10.

WGF Watkins-Glen, N. Y.—FCC denied petition for reconsideration of its denial of WGF's petition to change from 2400 to 2500 kc, location to be on highway 54, two miles south of Watkins Glen, N. Y. Action July 12.


WBCJ Canton, Ohio—FCC granted renewal of its license covering changes. Action July 9.

Review board in Everett, Wash., FM proceeding, Docs. 17844-5, adopted order vacating station's pending station impersonation comments requested be accepted within 10 days of release date of order adopted July 11, and that replies to comments were accepted within 5 days of the expiration of the time for filing comments. Action July 11.

Review board in Doneison, Tenn., FM proceeding, Docs. 18517-8, granted in part petition to enlarge issues filed April 28 by Great Southern Broadcasting Co. Action July 11.

Actions on motions

Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, granted petition by Brinsfield Broadcasting Co. to leave in amend application to show consummation of purchase to effectuate sale, WMBR Utica, N. Y., and to show that J. Stewart Brinsfield and Stanley J. Brinsfield Jr., have withdrawn from Radio Voice of Naples, Fla., and firm to continue operations as a broadcasting trans. Action July 11.

Hearing Examiner Millard F. French in Murphy, N. C. and Blue Ridge, Ga. (Cherokee Broadcasting and Pannell City Broadcasting Co.), FM proceeding, on examiner's recommendation to grant preliminary conference for July 17 (Docs. 170867-8). Action July 11.

Rulemaking petitions

Jesse R. Williams and Albert Mack Smith, Calhoun City, Miss.—In their amended petitions, they seek a rule allowing them to assign new channel to WMBR Utica, N. Y., and to show that J. Stewart Brinsfield and Stanley J. Brinsfield Jr., have withdrawn from Radio Voice of Naples, Fla., and firm to continue operations as a broadcasting trans. Action July 10.

WIBX Utica, N. Y.—Requests institution of rule making to add channel 254 to WIBX Utica and delete channel 252. Action July 11.

Stonested Corp., Chesapeake, Va.—Requests amendment of rules to assign channel 254 to WIBX Utica and delete channel 252. Action July 10.

University of California, Irvine, Calif. Requests university's best amendment of rules to assign channel 254 to WIBX Utica and delete channel 252. Action July 11.

Hartwick College, Oneonta, N. Y. Requests WRHU(FM).


New FM stations

Starts authorized

WXOS(FM) Plantation Key, Fla. — Authorized station operation on 100.3 mc., ERP 100 kw, Ant. height above average terrain 450 ft. Action June 20.

WFMJ(FM) Honolulu — Authorized program operation on 90.5 mc., TPO 10 w. Action July 2.

WWFM(FM) Bellefontaine, Ohio. Authorized program operation on 98.3 mc., ERP 1.3 kw, Ant. height above average terrain 430 ft. Action July 9.


Final actions


Other actions

Review board in Berkeley, Va., FM proceeding, Docs. 17884-5, adopted order vacating station's pending station impersonation comments requested be accepted within 10 days of release date of order adopted July 11, and that replies to comments were accepted within 5 days of the expiration of the time for filing comments. Action July 11.

Review board in Doneison, Tenn., FM proceeding, Docs. 18517-8, granted in part petition to enlarge issues filed April 28 by Great Southern Broadcasting Co. Action July 11.

Call letter applications

WABU(FM), John Carroll University, University Heights, Ohio. Requests WUJC(FM).

KIOO(FM) Nanmar Electronics, Oklahome City. Requests KJAK(FM).


WRNJ-FM, WRAC Broadcasting Co., Racine, Wis. Requests WRAC-FM.

Call letter actions


WVUN-FM, WRAC Broadcasting Co., Racine, Wis. Granted WRAC-FM.

License renewals, all stations


Summary of broadcasting
Compiled by FCC, July 1, 1969

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed STA</th>
<th>CPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,242</td>
<td>4</td>
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<tr>
<td>Commercial AM, July 1</td>
<td>1,885</td>
<td>7</td>
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<tr>
<td>Commercial TV-VHF</td>
<td>494</td>
<td>2</td>
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<tr>
<td>Commercial TV-UHF</td>
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<td>0</td>
</tr>
<tr>
<td>Total educational TV</td>
<td>160</td>
<td>17</td>
</tr>
</tbody>
</table>

* Special Temporary Authority
* Includes 25 educational AM's on nonreserved channels.
* Includes two licensed UHF's that are not on the air.

Modification of CP's, all stations
- Broadcast Bureau granted licenses covering completion dates for following stations:
  - KWIC(FM) Salt Lake City, to Aug. 30.
- Action July 10.
- Broadcast Bureau granted mod. of CP for KDFK-TV, Portland, Ore., to add translator to KDFK-TV station: KYAR-FM Anchorage, to Jan. 10.
- Action, Dec. 10.
- Broadcast Bureau granted mod. of license for KOCN(FM) Pacific Grove, Calif., to Dec. 3.
- Action, Oct. 15.

Other actions, all services
- FCC proposed amendment to rules to provide that, prior to recording telephone conversations or broadcasting the conversation live, licensees must inform other party of intention to broadcast conversation. Action July 9.
- FCC, in notice of proposed rulemaking, proposed to prepare rules to require licensees to make complete carbon recordings of all conversations.
- Announcement, July 11.
- National Citizens Committee for Broadcasting, Inc., requests that FCC require licensees to maintain complete records.
- Action, July 11.
- Earl C. Lewis, Midland, Tex.—Requests amendments of rules governing responsibility of emergency broadcasters to serve as backup for licensees in case of market failure. Action, July 11.
- FCC denied request by a number of tobacco companies for extension of time for filing comments in the commission’s proceeding prohibiting broadcast cigarette advertising (Doc. 1968). Action, July 9.

Translator actions
- Broadcast Bureau granted mod. of CP's to the following translators, to add translator to K2BPP, KB2BI and KB2BF, all Camp Desert Reporters; WNBA1 Pearbys, Va. Action, July 10.
- KTCD Hollister, Calif.—Broadcast Bureau granted license covering new UHF translator. Action, July 10.
- KTTH Hollister, Calif.—Broadcast Bureau granted CP to replace expired CP for new UHF translator. Action, July 10.
- The Aspen Telephone Co. (187th Avenue, Aspen, Colo.)—Broadcast Bureau granted license for translator to replace translator serving Roaring Fork Valley and Glenwood Springs rural area, on ch. 9. Action, July 16.

CATV
- Application
  - Lake Cablevision Co.—Requests distant signals from WTVY (DTV) Fort Pierce-Vero Beach; WMEF-TV, Orlando; WENH-TV, Dayton Beach-Orlando; WEND-TV, Jacksonville; WTVT, Tampa-St. Petersburg; WALC-TV, Moline, Ill.; WMC, Memphis, Tenn.; WCBD, Charleston, S.C.; WJCL, Savannah, Ga.; WRAL, Raleigh, N.C.; WDBA, Day-ton, Ill.; WDIV, Detroit, Mich.; WKEF, Springfield, Ohio; WAGA, Atlanta, Ga.; W52D, Tampa, Fla. Action, July 11.

Final actions
- FCC extended time for filing reply comments on proposed modification of rules governing CATV translator. Action, July 15.
- FCC denied motions by United Utilities Inc. and telephone companies asking the commission to provide facilities to affiliated CATV systems at rates determined by telephone companies. Action, July 16.
- FCC denied petition by Scarber Cablevision Inc. to serve translator, in alternative, for temporary waiver of non-duplication requirements; ordered it to comply with the requirements within 30 days. Action, July 16.

Ownership changes
- Applications
  - KFRA(VFM) Fayetteville, Ark.—Seeks assignment of license from KFRA Inc. to Little Chief Broadcast- ing Co., to owner, for $35,000. Action, July 17.

(Continued on page 76)
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 100 foot reels only, and keep the tapes. All applications and classiﬁcations 35¢ per word—$4.00 minimum.

Help Wanted 30¢ per word—$2.00 minimum.

Deadline for copy: Must be received by Monday for publication next Monday. Display ads $25.00 per inch. 5¢ or over billed at run-of-book rate. Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunities advertising require display space. Agency commission 10%. All rates are for space only on display space.

No charge for blind box number.

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

RADIO

Help Wanted—Management

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

Attractive owner offers excellent opportunity to experienced radio station manager who can sell and become investor in full time AM facility, located in upper Midwest. Opportunity now for right man with $50,000 capital. Reply Box C-90, BROADCASTING.

Pennsylvania powerhouse seeks general manager with strong sales record, able to handle staff and talent. Top station, solid non-metro growth market. Sales up 30% this year. Salary, incentive. This position open only twice in 20 years. Send full backgrounder, strong, strict confidence, to Box C-93, BROADCASTING.

Small Wyoming station desires mature, sales-minded station manager, Salary & over-ride. Box C-119, BROADCASTING.

To run stereo FM station in top 25 market for major broadcast company. Send resume to Box C-170, BROADCASTING.

Immediate opening in radio department of Back to the Bible Broadcasters, Inc. Supervise Tape duplication department; part-time board work from 10 AM-1 PM. Send full backgrounder, technical knowledge and experience required. Send resume to: Back to the Bible Broadcast, Lincoln, Nebraska 68501.

Sales Manager-Assistant General Manager—experienced—successful—excellent opportunity for right person. Station, West Central Kentucky. Phone (502) 259-3165.

SALES

Iowa opportunity for salesman or program manager wanting sales. Continuous sales training offered. Box F-249, BROADCASTING.


Number one station in the Ann Arbor, Michigan market. Immediate opening for “one man” on the sales staff. Salary, commission and many fringe. Established account list with potential for growth. If you want to “grow” in the great-to-live-in-University of Michigan-student radio world, we need someone. Send resume to: Bob Filippiak, WAAM Radio. P.O. Box 1600, Ann Arbor, Michigan, 313-971-1600.

Creative salesman needed in booming west Georgia. Very good possibility job could grow into something much bigger. Write Bob Thoburn, WLBB Radio, Box 569, Carrollton, Georgia.

Announcers...continued

Bright, mature voice, fast-paced man. Top forty C/W MOR DJ will be considered. Outstanding station. Opportunities, excellent working condition. Send tape and resume. Box C-79, BROADCASTING.

Wanted, meaning man for middle of the road, small market station. Salary commensurate with ability. Excellent working conditions. Box C-82, BROADCASTING.

Western Penna. Full-time newsroom air personality. Must have experience. Box C-109, BROADCASTING.

Evening announcer for Lake Erie area station. Opportunity for beginning with good voice and reading ability. Box C-110, BROADCASTING.

One exciting opportunity open for one exciting voice who’s hooked body and soul on today’s and tomorrow’s popular music sound. Send complete details to Box C-118, BROADCASTING.

Announcer: Small city eastern Virginia, Relaxed “contemporary” format personality. Please reply by 6 to midnight shift. Start $100 plus generous beneﬁts. Music love? You have capability play-by-play basketball—football. Send full story—tape, which we will return; references, which we’ll check. Box C-128, BROADCASTING.

Experienced morning announcer for successful, small-market, MOR Missouri station. Above average salary. Excellent air personality. Send aircheck and resume to Box C-139, BROADCASTING.

Near St. Louis. Experienced, versatile announcer. No beginners. To: $125, Tape, resume, photo. Box C-144, BROADCASTING.

Announcer needed immediately. At telephone MORK ABC Virginia station. $125.00 weekly. Telephone: 703-886-3010 or write Box C-169, BROADCASTING.

Maryland station. Announcer with some experience willing to work any shift. Send tape, photo and resume. Box C-176, BROADCASTING.

Top 30 Station, top rated, top market has immediate opening for Drake format. Box C-181, BROADCASTING.

Nightman—for up-tempo MOR. Home station of 6-station group with plenty of opportunities for advancement. Will consider part-time. Required Excellent working conditions. Studio design and equipment. Send resume, and photo, tape, and aircheck and resume to: Operations mgr., KFOR Radio, 1445, Neenah, Wisconsin 54956.

Major market stations like our announcers. As result we are now accepting applications for the morning and midnight shifts. Please send resume and aircheck (no calls) to Harley Drew, Program Director, WBQQ AM/FM, Box 1443, Augusta, Georgia 30901.

Wisconsin AM/FM in Milwaukwee metro area. AM combo. MOR. News or copy writer? Send resume, and photo. Send us your best. We’re ready to talk. Mature voice. Happy Midwest roots. WBKV, West Bend, WICO.

WCOA Radio—one of the south’s most respected stations. Up to date LTD and FM. Friendly reliable air host. Work in a splendid vacationland on Florida seawas, with a staff of 30 radio professionals. Nice place to stay put in a pleasant community. Salary open. Rush air check and resume to Jim Fennelly, program director, WILM Radio, 920 King St., Wilmington, Delaware.

Top 40. Experienced personality with production talent and music/program director potential. Solid opportunity to move up. Resume and tape to: Mary L. Litchfield, Country/Western.

Immediate opening for MOR personality in top 100 market. Men must be a professional with third party billing and willing to stay put in a pleasant community, salary open. Rush air check and resume to Jim Reilly, program director, WILM Radio, 920 King St., Wilmington, Delaware.

Announcers—continued

First phone announcer. . . . No maintenance . . night time top 40/MOR. Send resume and references to: Ritchie Haney, WING, Charlotteville, Virginia. Equal opportunity employer.

Bright sounding morning man wanted! Experienced airman only. Move up to nation’s 49th market. Tapes and resumes to Peter Jerome, WJOB, Radio Center, Hammond, Indiana.

Creative announcer wanted for small chain. Opportunity is very good in small college town. Write Bob Thoburn, WLBB Radio, Box 569, Carrollton, Georgia.

Announcer, first, six-month shift. 5 day week, benefits. Contact Harry Johnson, WDBD, Daytona Beach, Fl.

We need a first phone announcer who will do a solid job for us in return for good pay, excellent benefits; some experience and a professional sound a must. Contact: Jack Speech, WNAM, Nisnian, Wisconsin. 414-722-6741.

First phone personality needed yesterday at number 1 contemporary station in central New York for midnight to 5 AM slot, send tape, resume and salary requirements now to: Dave Laird PD, WDBD Radio, Syracuse, N.Y. 13210. No tapes returned. No beginners.

Looking for an experienced, creative afternoon personality & some news. Send resume, radio tape, starting pay at $160. Contemporary MOR. WRLE, Erie, Pa. 5000.00. Send tape or phone: Bill Erb, Station Mgr. for more info. 814-864-5061.

Announcer resigning to college. To apply send tape, resume, photo, college name, please. Haywood Talez, WSAV, Litchfield, Illinois.


First phone combo, no maintenance, world’s best climate. Most compatible staff Florida Gold Coast. Full time network. All fringe benefits and a great place to work. Call 1-305-276-5533 for machine.


First phone announcer for established south Texas daytimer, morning airshift, up tempo, CDW. Sales, if interested: Joe Taylor, 512-325-2113, opening immediately.

TECHNICAL

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 C-23, BROADCASTING.


Chief engineer. Full time SKW directional, medium market, East Coast. Strong on maintenance. Excellent fringe benefits. Complete details and salary requirements. Box C-135, BROADCASTING.

First class engineer for Engineering Department of station group. Must have travelling required. Company benefits and full complete resume and salary requirements. Box C-136, BROADCASTING.

Chief engineer: Unusually attractive responsible position. Successful experience in covering both FM and AM necessary. Follow up on this one—you’ll be surprised. Box C-149, BROADCASTING.

Detroit FM is seeking high caliber 1st class engineer. Box C-172, BROADCASTING.
Chief Engineer needed for AM-FM major market facility. Small staff, full-charged. Will have... 74, BROADCASTING.

Assistant chief engineer—September 1, 1969 FCC first class license—TV studio maintenance experience and camera FM- stereo. Non-smoker preferred. Box G-198, BROADCASTING.

Engineer with FCC 1st class license to assume chief's position. Operation consists of two studios (25,000 FM, 15,000 WW-R) and nine newscasts. Contact XKEO/KWFR, Box G-475, Monitor, N.D. Must be experienced studio and... Box 475, Monitor, N.D.

Immediate opening for chief engineer with Class IV contemporary station. Contact John Bomer, WBIS, Pensacola, Fla. An equal opportunity employer.

Chief Engineer for AM-FM Stereo small market station. Small amount of air work. Salary open. Opportunities with established community-minded station. WBYS Radio, Box 500, Canton, Illinois 61520.

Engineering opportunity for right man. Be chief of engineering AM and highly automated FM. Also interesting work with two-way common carrier equipment. Must be qualified $150.00 plus benefits. Contact Jack Hackman, WDLB, Marshfield, Wisconsin.

Chief engineer for fulltime AM and 30,000 watt FM stereo. Maintenance is primary job. Good salary plus extra money on background music installations. WLOS, Greenville, S.C.


Excellent opportunity available for qualified, experienced radio engineer. Must have first phone license. Must have at least two years experience with large class AM or FM stations. Send resume and references to: GM-10, BROADCASTING. Salary $6,500 to $7,500.

Chief engineer for AM-FM in mid Wisconsin Lake and recreation area. Modern plant; all fringes including profit sharing. AM is 500 watt directional. FM stereo, automated. Top dollar for right man. Some announcing. Will train man with minor maintenance experience. Call Tom Karavakis, 715-256-5525.

Radio-TV engineer, high school diploma. Two years experience required. Send complete resume to: Florida Atlantic University. Personnel Department. Boca Raton, Florida 33432.

Radio-TV newsman needed in top southeastern market. Must be experienced in reporting, writing and on-air operation. Must have leadership ability and desire to advance. Send complete resume, picture and three side-by-side tape first letter to Box G-96, BROADCASTING.

One newsman and one staff announcer needed for expansion of Skw in ideal community near both New York and Philadelphia. Rush full details with tape which will be returned. Box G-184, BROADCASTING.

Excellent opportunity—immediate opening for newsman. Send tape, resume and picture air mail to: WOR, 200 Kansas, Topeka, Kansas 66601.

Newsmen who can work inside and outside, Accent free delivery. Responsible. Major station. Equal opportunity to newsman to newsman, KTRH, Rice Hotel, Houston, Texas 77022.

Immediate opening for a news director, 1000 watts AM, 55,000 watts FM stereo. Operation base city 13,000, do ten markets in four terminals. Must be correspondent in Washington. Prefer journalism degree. Experience a must. Fully experienced, mobile units. XKEO/KWFR, FM, Box 475, Mexico, Mo. 65265.

News Director for strong local news operation. Must be both functioning programmer and newsman. Average pay above man unfraild of hard work with ability to gather and write and deliver news and/or TV, play-by-play sports. WCQI, Coatesville, Pa. 215-384-2100.

Two openings in our Newsroom. Good opportunity, prestige and rewards. New York State salary, but will consider all applicants. Six days a week, MCAM and radio. Starting pay at market size. Apply WQCH, Kingston, New York, Harry M. Thayer, Chairman.
**Technical—continued**

**Young, single, draft exempt, first phone engineer with radio and television transmission experience is seeking position as trainee for television station or public broadcasting network. Contact Stephen Rine, 615 N. Kentview, Grand Rapids, Mich. 49505. I-363-6361.**

**Experienced newsmen desires Iowa position, Family man, Reference man, 240-1146. BROADCASTING.**

**Sports. Football, Basketball, baseball. Pro experience. Now in newspaper end. Wish to return to radio. Box C-152, BROADCASTING.**

**Professional. Six years in all phases of news. Now in good market, want better. Prefer location or assignment in major market. Box C-192, BROADCASTING.**

**Group program manager desires single station—Major market. Tall challenge, tail reward, please. Box C-161, BROADCASTING.**

**I can be "boss" radio, exciting details, write: Box C-162, BROADCASTING.**

**Stiffed! Now air type and music director MOR 500 in big East Coast market has no college background. Versatile, good values. Need challenge with gun-toting west coast or sw pacemaker. You? Box C-168, BROADCASTING.**

**CATV Manager for large community CATV system in major N.E. area. State experience, personal background and salary desired. Send snapshot. Box D-241, BROADCASTING.**

**Male account, this position offers a challenge and good growth. Apply Personnel Dept., WREX-TV Channel 13, Rockford, Ill. 61105, phone 815-968-1813.**

**Chief Engineer for large CATV system. Replying complete details including salary required. Excellent position. Box D-342, BROADCASTING.**

**Engineer, full color, full power VHF-TV and daytime radio. Maintenance and operation. All new equipment. Position requires experience in high-end VTR, live color cameras. Southwest area. Excellent fringe benefits. Reply with resume and requirements to Box C-108, BROADCASTING.**

**Crackerjack-switch technician. First phone. Immediate competition. Position for experienced technician. Superior resume & photo to: Box C-173, BROADCASTING.**

**New York—Binghamton. Dependable person with first class legal degree. Willing to work in VHF transmitter and studio operation. Growth potential for the right person. Salary will be determined by qualifications. Contact Chief Engineer, WBJA-TV, Binghamton, N.Y. 12112.**

**Transmitter supervisor, channel 3, Escanaba, Mich. Transmitter experience necessary, member progressive group operation with liberal fringe benefits. Tired of crowded living conditions? Rec- locate in Escanaba and recreate in lovely area. Excellent promotion potential. Contact Harry Hill, WTVT-TV, Green Bay, Wisconsin. Phone 414-357-5411.**

**Immediate opening: Technician for control room operation and maintenance. 1st class license desirable but not necessary. Arizona call chief engineer collects 602-782-4515.**

**Fetzer TV needs engineer with first class license for WMUP-TV in Michigan's upper peninsula. No normal experience necessary. Company opportunities. Excellent hunting and fishing area. Box C-127, Detroit, Mich. Phone 313-775-1150.**

**Engineers for studio and transmitter operation—rapidly expanding, full-color state network. New building, new equipment. Begin at $10,200 with excellent possibilities for advancement, relocation, insurance and retirement plan. Advance in 6 years to $13,400. Job exists with Western Michigan Public Broadcasting, RFD 1, Box 1478, Owings Mills, Maryland 21117.**

**NEWS**

**Newscaster-Committee top Florida TV market. Experienced only needed. Position requires: Positive attitude, good eye contact, dig, write, interview. Experience, send resume and tape. Box C-123, BROADCASTING.**

**News director and anchorman (combined or separate) wanted for northern California network affiliate, broadcast group ownership. Anchorman to have strong on air personality and authority plus, writing experience. News director to take charge of, build and maintain not necessary the entire operation, but the key professional operations. Send resumes, BRR's and salary requirement. Box C-156, BROADCASTING.**

**Anchorman-reporter, immediate opening Southern medium-sized market. Position requires man with good on-camera personality, writing skill, expanded sales duties and video tape to Box C-177, BROADCASTING.**

**Florida daily TV magazine program needs Hugh Downs type with broad personal interests, able to converse with plumbers as well as presidents. Executive-host-talent position offers top salary in market. Strong knowledge of TV production essen- tial. Box C-187, BROADCASTING.**

**Florida daily TV magazine program with telephone call-in feature needs bright, zippy personality. Top salary for man with dry sense of humor who's always ready to do anything. He will consider top-flight radio man interested in TV. Box C-190, BROADCASTING.**

**Opportunity in August for TV newsman to become an editor with a major network. Directs film, that competes on the air and well grounded in journalistic principles. Write your resume and Vanguard letter to News Director, WDBI-TV, Box 227, Roanoke, Va. 24002.**

**News photographers, writer-reschercher, and girl Friday—all with journalism degree and some experience, for expanded news-documentary depart- ment. Contact Currentaffairs News Director, WCKT-TV, Miami, Fla. PL 1-6602. Equal opportu- nity employer.**

**Programming, Production, Others**

**Commercial Production unit of major market TV station seeking creative camera-man-editor with experience in commercial film production. Applica- tions only from those with such experience will be accepted. Box F-331, BROADCASTING.**

**Major midwest university owned VHF television station has immediate opening for experienced television artist with some studio staging and lighting capability. Complete color facilities. Must have at least college degree in film major. Salary range $9,500+. Write Box C-114, BROADCASTING.**

**Creative idea man who can write , film scripts, puppet bits, general programming ideas for top middletown TV children's program. Directs, film, goes on the road. Excellent background and lighting capability. Send detailed resumes, samples, salary to Box C-137, BROADCASTING.**

**Progressive, established NBC-TV affiliate seeks experienced man in position of production super- visor. Must be creative, tactful and a leader. Send full background info and salary requirement to Box C-140, BROADCASTING.**

**NBC-TV affiliate wants experienced man to be- come top novelist with production-director. Medium size, midwest market. Send background, salary require- ments, etc. to Box C-141, BROADCASTING.**

**Midwest University—with complete broadcasting inst- ructional program and all the usual stuff. NBC and TV operations—Seeks two staffers with M.A. degrees and minimum ten years practical experience. Box C-142, BROADCASTING.**

**Midwest NBC affiliate needs creative commercial director to report to. Box C-157, BROADCASTING.**

**Immediate opening. Continuity director-announcer. Manage three-man department. Creative, mature. Send full background info and salary require- ment to Box C-174, BROADCASTING.**

**Promotion manager-for thriving network-affiliated TV in Florida. Excellent opportunity to work with all media, familiarity with station procedures re- quired. Must have at least two years of experience and any supporting material to Director of Personnel. WFTV Orlando, Florida 32805.**
TELEVISION

Situation Wanted Management

General manager or sales manager-professional background in TV, with excellent sales performance; sound judgment; good experience; excellent contacts andreferences. All inquiries strictly confidential and personal. Write F-403, BROADCASTING.

Technical

Former Chief Engineer Radio-TV, 20 years experience, firmly grounded in all phases of broadcasting. Solid experience in all phases of broadcasting. All inquiries strictly confidential and personal. Write F-403, BROADCASTING.

Chief Engineer. Available in August, 10 years experience. Excellent contacts and references. All inquiries strictly personal. Write F-403, BROADCASTING.

First phone, experienced AM-TV, prefers transmitter. East. Box C-154, BROADCASTING.

TV Engineer, supervisory, on chief; College Engineering, 15 years experience, maintenance, installation, electronics, etc., St. Louis, Mich. Box C-196, BROADCASTING.

News

Investigative reporter, expert in film technique. Seeks position with professional, dedicated news organization. Bachelors degree in journalism. 4 years in a major market, master's degree, married. Box C-5, BROADCASTING.

Award winning newsmen seeks position with station having bright future; experienced all phases experience radio-TV. Presently employed 50kw, VHF FM, tape, radio, video. Prefer personal audition. Box C-70, BROADCASTING.

Experienced TV news anchorman seeks career advancement opportunity. Solid background in TV news, plus twelve years broadcasting experience. Chuck Runyon, 399 Shamrock Court, Evansville, Indiana. Tel. 4-3562, 416-3562.


Programming, Production, Others

Attention—New York City. Can you use your 20 years of experience, Advertising agency Radio/TV commercial producer: 8 years, radio (announcer, program director), 11 years, recording company (assistant to president, studio manager) 1 year? Also: have created several TV game shows yet unrevealed. Box C-44, BROADCASTING.


WANTED TO BUY—Equipment

We need used 250, 300, 1 kw 6 & 10 kw AM and FM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Turbine St., Laredo, Texas 78040.

FOR SALE—Equipment continued

Browsing multiples monitor, model #209 and GE frequency and modulation monitor, Model 241 BM 1-A. Good condition, $250.00 each or both $400.00. Box C-44, BROADCASTING.

Ampec AG-440 tape equipment at discount, CCA Electronics has a number of new Ampec AG-440, recorder and tape equipment available. Available at shows, and are available at 15% off the list price, with full warranty. These units are only available in cases. Call 550-078-002 sales office, available on a first come-first serve basis. Contact CCA Electronics Corporation, 429 Grove, Gloucester City, New Jersey. (609) 456-1716.

VHF TV transmitters GE TT40/TFSA—RCA TT27AL, TT16AL, TT27AL, with air modification. Contact CCA Electronics Corporation, 429 Grove, Gloucester City, New Jersey. (609) 535-5064.

30,000 feet ±10 soft drawn, non-insulated new copper wire for Antenna system. Cost us a Crown. Make offer. KOLY, Mobile, S.D.


FOR SALE—Equipment

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in 6 weeks. Fully approved for Veterans. Accredited by the National Association of Trade and Technical Schools, Accredited by the National Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters, Elkins Radio License School of Atlanta offers the highest success rate of all First Class License Schools. Fully approved for Veterans training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta Georgia 30309.

To be prepared. First Class License in six weeks. Top quality theory and laboratory instruction. Fully approved for veterans training. Elkins Radio License School of New Orleans. 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Attention Houston and Gulf coast area residents. Elkins Institute offers complete First Class course in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77007.

Announcing, programming, production, newservice, spotting for complete operation. Disc jockeys and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KELF. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2601 Inwood Road, Dallas, Texas 75235.

Radio Engineering Incorporated Schools has the finest and fastest course available for the 1st Class Radio Telephone License. Total tuition $850. Total cash at beginning of class. All R.E.I. Schools. August 12-17 and Sept. 2-7. Write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for veterans training.

R.E.I. in Fascinating K. C. at 3123 Gillion Rd., Kansas City, Mo. 64109. Call (816) 7-1494.

R.E.I. in Delightful Gladstone at 625 E. Colorado St., Glencoe, Minnesota 55336. Call (612) 997-7111.

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Our employees know of this ad.

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KLEO, Wichita, Kan. Member of growing Swanee Chain has opening for Authoritative News Man, with solid background. Top salary, and excellent added benefits for the right man. Resume and tape to:
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For #1 market Radio Station. Immediate openings for Newswriters, Broadcast, or Print Background. Send resume to:
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Top AM-FM station in New England B-market needs aggressive, creative newsmen with authoritative delivery. Play by play helpful but not essential. We want an ambitious man with new approaches to nightly news that appeals to tape and readers.

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Diversified New York Stock Exchange listed communications corporation seeks an attorney experienced in Federal Communications Commission matters. Ideal candidate should have at least two years work as staff member of FCC or have represented clients or company subject to FCC regulation. His current base earnings will probably be in the middle teens and he'll be seeking a key position as a member of a corporate legal staff reporting to the Vice President & General Counsel, New York City location. Principal duties will be for the broadcasting division. The successful candidate will also handle a variety of legal assignments for other New York City based divisions. Send resume with salary history and requirements to:
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#1

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#1

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#1

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Number One Rated NBC station in one of California's most beautiful areas is looking for a minimum of two account executives for expanding sales staff. One of the openings is for an experienced television salesman; the second position could be filled by a young, eager, dedicated, hard-working TV salesman looking to improve himself. If he needs seasoning and direction, our management staff of true professionals can point him in the right direction. Our company has multiple broadcast holdings, and is an expanding concern. If you are our man, we will give you a fair starting guarantee against commissions plus expenses. The future will be up to you. If you are interested in joining a fast-moving organization with lots of room for promotion, write us at once with complete details including salary and work history. Positions open immediately.

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Full time AM and class B FM with excellent coverage of fast growing large market. Highly profitable and well equipped. Priced at six times annual cash flow with very good terms available to qualified buyer.

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We regard these clippings as endorsements of our editorial quality. And so may you, if you're an advertiser looking for an environment that will add importance to your message.

Take our word for it. Just as journalists everywhere take our word for what is going on in your business.
**Actions**

- **KYAK-AM-FM Anchorage** — Broadcast Bureau granted assignment of control of KYAK Inc. to Charles Briner & Co. (33 1/3% after), and Glenn S. Miller (47.1% before; 33 1/3% after) to Robert W. Fleming (1.9% before; 33 1/3% after). Consideration: Cancellation to equity of $7,000. Action July 9.


- **KNWA/AM-FM Fayetteville, Ark.** — Broadcast Bureau granted control of Kessler radio and TV properties, from Dr. Louis J. Harkins (66.6% before; none after), to Mr. Paul N. Austin (55% after; none before). Consideration: $26,000. Principals: Maulin Cummings, president; Harold R. Linn, vice president and treasurer; and Peter J. Harkins, secretary (45% after; 11% before). Action July 9.

- **KCAL-FM Palisades, Calif.** — Broadcast Bureau granted control of KPAL Broadcasting Co. from Harry Maizlish, deceased (85% before; none after), to Leonard and Stephen Maizlish, co-administrators of estate (both none before; 85% after). No consideration involved. Action July 2.

- **KJAY Sacramento, Calif.** — Broadcast Bureau granted control of Keejer radio properties, from Mr. Marvin C. Powell, deceased, and Jack Powell (both 50% before; none after), to Jack L. Powell, executor of estate (subject to gross receipt tax, 100% after). No consideration involved. Action July 2.


- **KWJH-TV Panama City, Fla.** — Broadcast Bureau granted assignment of license, from Cone Drive Gears Division of Michigan Tool Co., to Broadcasting Co., for $399,000. Seller: Donald C. Price, sole owner. Edward M. Crain, chairman of board. Action July 5.


- **WYAS-AM-FM Jackson, Miss.** — Broadcast Bureau granted control of WYAS Co., to WYAS Co. (100% after), to WJAG-AM Co., for $100,000. Principals: Robert W. Fleming (each 100% before and after). Action July 5.

He studied economics during a period of economic upheaval in America—the great Depression—but at the last minute he changed his mind and went into radio and television. Economics, he explains jokingly, "was good at the dinner table for about three minutes," but broadcasting "is a business people are always interested in."

Which means, says George Bristol, that it is "a business that goes 'round the clock, that you can never get away from." When you are in the broadcast field, "you get swallowed up by the business," which absorbs both time and energy. Mr. Bristol puts in a long day at CBS and a long commute on the New Haven ("a trainload of hucksters") to his home in Westport, Conn. ("an advertising exurbia"). His family, he says, is the safety valve: "This is a great counterbalance and a great influence toward sanity, if I have any, because they don't know about this business and they couldn't care less."

Mr. Bristol is director of administration, CBS/Broadcast Group advertising and design department, which means he is overseer of advertising services for the news division, the radio and television networks, the stations division, CBS Enterprises, as well as corporate advertising.

Creative people are notoriously tricky to administer, but Mr. Bristol is a creative administrator. His job, he says, "is creative in the sense that I create the conditions under which the really creative people can create effectively." It is significant, he continues modestly, that he is second in command, that the top job in his department is a creative post held by Lou Dorfsman, vice president, advertising and design, CBS/Broadcast Group; it bespeaks CBS's emphasis on creativity. "Frankly, I'm like Avis. I'm number two around here." But he quickly adds, "it's not as though I came from IBM. I have done creative work myself. When times get tough I pitch in and do some of the writing."

George Treat Bristol Jr. was born 54 years ago in Newburgh, N.Y. His family tree includes Robert Treat, colonial governor of Connecticut and founding father of Newark, N.J. ("He should have stayed in bed," his descendent quips).

Mr. Bristol attended Amherst College in Massachusetts, where he was editor of a school publication, Student. He graduated in 1936 with a BA in economics. He joined the editorial stuff of Dun's Review, where he remained until World War II broke out, and he continued his studies on the graduate level at New York University. His special interest was government regulation of business. "never knowing I would end up in that racket," he jokes.

Like many broadcasters, he was ini-How Bristol backs the new fall season for CBS Television

itiated into broadcasting in the Army, where he was by chance assigned to communications jobs. During the Second World War, Mr. Bristol handled public relations chores for the military. For a while, he broadcast a daily radio program of armed service news over WSB Atlanta.

At the same time, he busied himself with freelance newspaper and magazine writing. One story he wrote for the New York Times was expanded to book length and published by Dial Press under the title "Salute Me: the Dilemmas of a Second Lieutenant." The book is a humourous treatment of an Army adjustment problem: the quick transition from enlisted man to officer. Mr. Bristol appeared to have licked the problem himself, attaining the rank of captain, though he calls officers candidate school a "strange metamorphosis" and admits that he always remained leery of sergeants. The book, he says, "gave me enough dough to buy me a car and get me moving around the territory and get married."

Mr. Bristol's ambitions following the war veered in the direction of radio programing, and he made arrangements to go to work for CBS Radio. But when the Army finally let him go, the radio opening was filled and he was offered the job of copywriter in the CBS promotion department. Mr. Bristol has been at CBS ever since—a total of 23 years.

Mid-summer is the height of the busy season in Mr. Bristol's office, with fall schedule promotion just getting under way. But Mr. Bristol is a very organized executive, and new season promotion has become a very organized effort. He says he first sinks his teeth into full promotion problems around Christmas time of the previous year, well before the fall schedule has ever been determined. While audience and trade promotion are a big part of his job, he considers the most important function is to influence "opinion leaders," to "acquaint the people who are least satisfied with television with the good of it."

When his attention is not turned to business responsibilities, it is turned to family life—that "counter balance" which he says makes his hectic career possible. He has five children, two grown boys and three girls still at home, which he depicts as a "harem." Edward Macon Bristol, 22, is married and a reporter with the Hagerstown (Md.) Herald Mail. George Treat Bristol III "looks like a hippy now with a beard and the whole works." He is 20 years old and a sophomore at Clark University in Worcester, Mass. Kathleen Lauder, 17, Patricia, 15, and Elizabeth, 9, constitute the harem. Recently, the Bristols entertained a Japanese girl visiting the U.S. on a student exchange program—which made George Bristol feel really outnumbered. The only break is that "you have to cut the grass yourself."

Sailing on the Long Island Sound near their home is a favorite Bristol family sport. Mr. Bristol credits his children with keeping him fit: "sometimes, when you say, well I'll just sit under a tree when you have the capacity to play golf or tennis, they get you off your duff."
Spending spree

It may be possible that all of those research projects that the FCC announced on July 11 will be worth their costs to the taxpayer, but we doubt it. The circumstances of their selection give little reason for confidence.

As the FCC explained in its public notice (Broadcasting, July 14), some $450,000 worth of assignments to various public and private agencies were obligated as of June 30. What the public notice omitted to mention was that if the FCC had not made up ways to commit the $450,000 on or before June 30, which is the end of the government's fiscal year, it would have had to return the appropriation to the United States treasury.

No bureaucrat in Washington could hold up his head in the company of colleagues if he were ever caught on June 30 with an unspent government dollar. Only days before the deadline, with $450,000 still on its hands, the FCC was in danger of being drummed out of town. An item in this publication on June 9 described the race against time.

So, as a matter of self-preservation, the FCC managed to divide the money among nine assignments. For eight of the nine we will reserve judgment until the work is done. As to the ninth—the engagement of Dr. Hyman Goldin, now of Boston University, as a consultant to the FCC's staff in its study of conglomerate ownerships in broadcasting—we can state right now that it bespoke more haste than thought.

Dr. Goldin acquired a distaste for commercial broadcasting during many years as the FCC's economist, when he kept adding up television revenue figures while on a civil-service salary. His general prejudices may be identified from an article he wrote for The Atlantic's July issue. The piece was entitled "The Television Overlords," which turned out to be the networks, and referred to the "media barons," a phrase used by FCC Commissioner Nicholas Johnson in an earlier article in the same magazine.

Hiring Dr. Goldin to study conglomerates is like hiring a mouse to study cheese.

Busy, busy, busy

The role that FCC Commissioner Nicholas Johnson has played so far (or so far as is known) in the challenge to the license renewal of WPX(T) New York is not entirely in character. For once, it appears, he kept his mouth shut.

That, of course, was before the WPX case attracted public attention and got him back in natural form again.

As Johnson-followers will remember, a group calling itself Forum Communications filed an application for channel 11 New York on the same day that the license of WPX, the occupant, was renewed along with a batch of other licenses in New York and New Jersey. Earlier, Forum had requested and been denied a deferment of action on the WPX renewal.

Mr. Johnson first spoke up in the case as the one dissenter in the commission's 5-to-1 vote denying Forum's request for a delay in the issuance of WPX's license renewal. His dissenting statement was so strong that Chairman Rosel Hyde later accused Mr. Johnson of attacking the integrity of the other commissioners.

Nowhere in this first statement, however, did Mr. Johnson mention that he was in possession of a letter of complaint about WPX and had attempted to use it to dissuade the Broadcast Bureau from renewing WPX's license. Those facts came out later, after Forum had petitioned the FCC to call back the WPX license and put it up for grabs.

In that petition Forum quoted a Variety story, which turned out to be wrong, reporting that the FCC had renewed the WPX license while its staff was investigating charges of distortion in the station's news programming. To protect itself the staff had to set the record straight.

George Smith, chief of the Broadcast Bureau, told the commission that no investigation was under way, although he had indeed received a complaint—forwarded by Mr. Johnson's office after the order renewing WPX had been signed. The complaint was in a letter written by Nancy McCarthy, former WPX staff member, to Arthur Alpert, producer, who had forwarded it to Mr. Johnson.

On June 18 Mr. Smith notified the commissioners that he had set aside the WPX renewal and was instituting an investigation into Miss McCarthy's allegations. Two days later Mr. Johnson issued a lengthy statement accusing the Broadcast Bureau of dereliction. He attempted to minimize his own role by calling the letter of complaint "irrelevant" to his main point that the Broadcast Bureau should have initiated investigation back in January after publication of a Variety story, which in that case was correct, reporting that a WPX employee had accused the station of misrepresentations in news broadcasts.

Mr. Johnson said he had submitted the letter to the Broadcast Bureau by midday May 22, the day the license was renewed. He said he had not submitted it earlier because the writer and transmitter had "urgently asked that we not divulge its contents to anyone."

That is where the matter stood until Broadcasting asked Miss McCarthy and Mr. Alpert explicitly whether they had asked Mr. Johnson to keep the letter secret. Miss McCarthy had never been in touch with the Johnson office before the Forum case against WPX came up and hence had made no request at all. Mr. Alpert recalled asking that Miss McCarthy be protected but saying nothing about concealing the letter's contents. He said he sent the letter to Mr. Johnson because he thought it merited investigation.

At this point it is pertinent to ask why Mr. Johnson has been so sensitive about the letter, and why he or his staff kept it around from January until May 22 and did nothing about it until a competing application was filed against WPX's facility. Mr. Johnson has denied encouraging rivals to file against incumbent licensees. For a man who takes no sides in such cases, he has been very active here.
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We believe thinking kids are worth listening to. So the Herald-Traveler Corporation sponsors the Greater Bostonians. And the Repertory of Classical Drama. And Student Government Day. "Classroom 5," the Children’s Book Fair…exciting, stimulating projects specifically designed to help kids think for themselves.

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