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A rundown on the NAB's lineup at fall conferences. p68

IN ITS TIME PERIOD...

What first-run half-hour syndicated show is

first in Metro Rating in 30 markets?
greater than all competition combined in Metro Rating in 9 markets?
first in Total Women in 34 markets?
greater than all its competition combined in Total Women in 10 markets?
greater than all its competition combined in Total Viewers in 11 markets?
first in Households in 34 markets?
first in Total Adults in 31 markets?
greater than all its competition combined in Young Men (18-49) in 10 markets?
first in Total Viewers in 38 markets?
first in Total Men in 26 markets?
greater than all its competition combined in Total Adults in 11 markets?
first in Young Women (18-49) in 35 markets?
first in Metro Share in 28 markets?
leading program on an independent in Total Adults in 3 markets?
greater than all its competition combined in Metro Share in 10 markets?
greater than all its competition combined in Total Households in 10 markets?
first in Young Adults (18-49) in 29 markets?
leading program on an indie in Total Women in 4 markets?
leading program on an indie in Young Adults (18-49) in 3 markets?
greater than all its competition combined in Young Women (18-49) in 12 markets?
leading program on an indie in Total Viewers in 4 markets?
leading program on an indie in Young Men (18-49) in 3 markets?
greater than all its competition combined in Young Adults (18-49) in 10 markets?
leading program on an indie in Total Men in 3 markets?
greater than all its competition combined in Total Men in 12 markets?
leading program on an indie in Metro Rating in 4 markets?
first in Young Men (18-49) in 27 markets?
leading program on an indie in Metro Share in 4 markets?
leading program on an indie in Total Households in 4 markets?

Source: ARB February/March 1969
Information is based on averages within the program's time period (where it was stripped 4 or 5 days per week).
Your MPS Representative has complete market by market details.
Audience and related data are based on estimates provided by the rating service indicated and are subject to qualifications issued by this service. Copies of such qualifications are available upon request.
1. tied for first in 4 of the above markets
2. tied for first in 2 of the above markets
3. Plus additional independent stations where ranked first in time period
4. tied for first in 1 of the above markets
A First-Run Syndicated Program
Making Television History!

Ask yourself what TRUTH OR CONSEQUENCES can
do for your station in your market. Ask your rep. Ask MPS.

METROMEDIA
PROGRAM
SALES

485 Lexington Avenue, New York, New York 10017 (212) 682-9100
THE NEWPORT-JAMESTOWN BRIDGE, an important new transportation link, was built because of the area's population growth. It joins Jamestown and the city of Newport, thus averting the long drive around Narragansett Bay or a long wait for ferry service.

When you think of Providence, think of WTEV

The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.*

UP 29%—7:30 pm to 11:00 pm Sun. thru Sat.
UP 34%—9:00 am to midnight Sun. thru Sat.
UP 77%—noon to 5:00 pm Mon. thru Fri.

*Based on Feb.-Mar. 1969 ARB estimates as compared with Feb.-Mar. 1968 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB, available upon request.
Keepers of the fires

There will be still another seminar next spring on how to deal with broadcasters through FCC, if present plans hold. On motion of Office of Communication of United Church of Christ (Rev. Everett C. Parker)—tireless cultivator of this field—Broadcasting and Film Commission of National Council of Churches has agreed to serve as co-sponsor, and National Conference of Christian Broadcasters is expected to follow suit. Plan is to invite representatives of some 25 leading denominations to Washing for "informative" sessions on how FCC works, forms it uses, etc. FCC, perhaps National Association of Broadcasters, may also be invited.

No date has been set, but leaders are talking of March as likely timing. If so, sessions would precede by month "national" convocation that National Citizens Committee for Broadcasting plans to hold in New York "for all citizens appalled at state of broadcasting," at which avowed number-one topic is to be "what local groups can do to make sure stations live up to what they say they will do" ("Closed Circuit," July 28).

One family

Proof that Nixon administration regards broadcast journalism on par with printed press is coming up. As policy, Nixon administration has decided to intermix newspaper publishers and editors with radio and television station and network owners and managers at White House media functions. This is handwork of Herbert G. Klein, director of communications for the executive branch, who integrated news operations upon assuming office last January.

Bench strength

With new network TV prime-time season only in first month, plans already are beginning to jell for possible second-season replacements (in January or early February) for returning series that can't keep pace or new ones that indicate little staying power. While networks are still talking about newly introduced product and not anxious yet to promote substitute shows, following programs look to be in bullpens:

ABC-TV: The Johnny Cash Show, reprise of successful summer hour in association with Screen Gems; Nanny Will Do, half-hour comedy out of 20th Century-Fox: Engelbert Humperdinck Variety Hour. CBS-TV: Hee Haw, pickup of highly rated summer country-and-western variety hour; The Singer, Mel Torme variety hour. NBC-TV: half-hour situation comedy to star Flip Wilson, out of Screen Gems; Arnold's Closet Revue, comedy starring Arte Johnson and produced by Schlatter-Friendly; From A Bird's Eye View, half-hour comedy about airline hostess, produced by Sheldon Leonard in London: The Strange Report, hour detective show produced by Norman Felton in London; hour country variety with Roy Rogers and Dale Evans.

Pre-emptibles

NBC Radio affiliates will be told this week at convention in San Juan, Puerto Rico, that they'll be given unsold commercial positions in network's hourly news for sale to their own accounts. Only catch is that network may recapture positions on 48-hour notice.

Arthur A. Watson, NBC Radio president, is calling it "no waste plan."

NBC Radio's five-and-a-half-minute newscasts on hour contain two commercial positions, one for minute, other for 30 seconds. Until now network has filled unsold spots with news. In future it will fill with promotional material which affiliates can dump to insert own commercials.

Better late

Retirement will be little sweeter for FCC Chairman Rosel H. Hyde if he is in office—as expected—when President Nixon signs legislation fattening retirement for government employees. He would get some $24,000 annually under new plan, some $1,000 more than he would have gotten otherwise. Legislation went to White House after Senate approved it last week. Chairman Hyde is not expected to be replaced by Dean Burch before next week.

What public is owed

Ditchley Foundation, Oxford, England, host at seminar on law over July 4 weekend which included new Chief Justice Warren E. Burger, several federal judges and other U.S. lawyers, is turning its attention to "Responsibilities of Communications Media." It has scheduled "an expert Anglo-American conference" for weekend of Jan. 9-12, 1970, to which it is inviting selected guests on both sides of Atlantic "at highest possible level" from "commercial and public-service radio and television, newspapers and magazines, advertising, academic and institutional specialists."

Terms of reference for conference, as outlined by Provost H. V. Hodson, are "to consider the responsibilities of those controlling mass communications media (including especially television) and their executive subordinates to the society they serve, in political, social, educational, health and moral terms; how those responsibilities should be reconciled with the competitive motivation of commercial media; the corrective role of public-service media; and any improvements in public control which may thus be indicated."

No relief

FCC Chairman Rosel H. Hyde and General Counsel Henry Geller appear likely losers in effort to put commission on tighter leash in investigating allegations of news distortions. Chairman Hyde is backing Mr. Geller's proposed policy statement in which commission would declare intention to refrain from investigating such charges barring extrinsic evidence licensee or top management is involved (Broadcasting, Sept. 29). Statement is opposed by Commissioners Robert T. Bartley, Kenneth A. Cox and H. Rex Lee. And Commissioner Nicholas Johnson, who holds swing vote, is regarded by commission sources as unlikely to accept general counsel's position.

Commissioners Johnson, Cox and H. Rex Lee have drafted opinions designed to bridge gap within commission. But Chairman Hyde is believed unwilling to compromise. As result, observers say, he will lose. Policy argument grew out of commission consideration of charges leveled at CBS's Hunger in America. Commission will clear CBS of charges in that case.

Ousting

Barring unexpected, first public appearance before non-official audience to be made by incoming Chairman Dean Burch of FCC is scheduled before DuPont Awards in New York on Friday, Nov. 14. Dean Burch, who, along with FCC nominee Robert Wells, appears before Senate Commerce Committee on confirmation hearing this Wednesday, has been turning down all invitations until he gets settled. DuPont Awards committee has made prior to non-participation decision. Awards for first time will be presented under auspices of Columbia University School of Journalism.
Find out why students protest. From guys with long hair and guys with short hair.

The Students for a Democratic Society have very definite opinions of what's wrong with our society. Society has very definite opinions of what's wrong with them. You'll hear differing points of view from our students, their professors, and our congressmen in the one-hour special, "SDS: Reform to Revolution." We reach no conclusion. Because we think you should reach your own.

Our SDS program is just one of the 52 prime-time specials Group W is presenting on its five television stations this year. Each week we bring you a special that's different from the one you saw the week before.

For example, one will star professional football players over thirty. Another will star musicians too young to remember them. And still others will be exposing you to problems only you can solve.

We did a special on the SDS because we don't think you should judge them by what's growing on the top of their heads, but rather by what's going on inside them.

GROUP W

WBZ - WBZ-TV BOSTON - WINS NEW YORK
KYW - KYW-TV PHILADELPHIA - WNJ-TV BALTIMORE
KDKA - KDKA-TV PITTSBURGH - KPIX SAN FRANCISCO
WIND CHICAGO - WIND FT. WAYNE - KFWB LOS ANGELES

WESTINGHOUSE BROADCASTING COMPANY
At workshop on TV advertising conducted by Association of National Advertisers last week in New York, ways of getting most for advertiser's dollar is dominant theme. Right commercial for right audience stressed. See ... 

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Avco Broadcasting turns back on NAB TV Code Authority in announcing it will disregard code article prohibiting live models in lingerie commercials; claims article is archaic, without foundation. See ...

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Milwaukee Advertising Laboratory derives unorthodox, albeit tentative, findings from five years of product tests, including possible cost-per-thousand delusion, negative effect of commercials and 'best' medium myth. See ...

They're destroying ad myths in Milwaukee ... 54

House approves bill authorizing $20 million for Corp. for Public Broadcasting and HEW facilities grants of $15 million a year for three years. Legislation now moves to conference between House and Senate. See ...

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WGN Continental Broadcasting Co. offers to donate WFMT(FM) Chicago to charitable or educational institution, yielding to pressure from citizens group which opposed WGN's take-over of station. See ...

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Research organization for WMAL-TV Washington disputes TV study by Institute for Policy Studies used by black group to help persuade FCC to deny station's license renewal. See ...

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Major issues confronting broadcasting—such as impending loss of cigarette advertising, pay-TV threat and CATV negotiations—will head NAB fall conferences. Plans for 50th anniversary celebration to be announced. See ...

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Broadcasting

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Broadcasting, Oct. 13, 1969

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At workshop on TV advertising conducted by Association of National Advertisers last week in New York, ways of getting most for advertiser's dollar is dominant theme. Right commercial for right audience stressed. See ...
exclusive
Rona Barrett stands alone. She is uncontested as the television reporter for worldwide entertainment news. Her stories are gathered through an intimate network of contacts. These private sources come up with the facts she reports daily. Rona, alone, offers this exclusive news service to stations...A news feature the station across the street can't duplicate.

flexible
Rona Barrett builds interest in programming throughout the day. Most stations use Rona in the news. Some stations use Rona to heighten the appeal of their women's show. Some schedule her reports before the evening movie.

popular
Rona's popularity is living proof of her television success. Her newscasts are now carried by 35 stations. Her fan mail is fantastic. Rona's hardback book on Hollywood will be published soon.

total
Is your news service total? Not without Rona. Entertainment news rivals sports news. Provide both and you've got complete appeal.

Team up with Rona Barrett...She makes the difference.
N.Y. right to franchise suffers court defeat

Comtel's lease pact with telco may go before FCC

Right of New York City cable system to operate without city franchise when using existing underground telephone lines was upheld for third time in New York State Court of Appeals decision late last week. But final determination of issue rests with FCC in December hearings.

Similar court decisions have been issued in Michigan, Ohio and Maine.

Court unanimously affirmed without comment two lower court decisions in favor of Comtel Inc., cable subsidiary of Bell Telephone Inc. (Broadcasting, Oct. 28, 1968 et seq.). Under commission's 1968 decision asserting its authority in Section 214 matters, FCC could still veto plan by refusing to give "certificate of public convenience and necessity" to telephone company for additional lines.

Telephone companies dispute commission's contention it is authorized to require certification, and have taken their fight for reversal to Supreme Court. High court is expected to rule soon, possibly this week, on whether it will review case.

Section 214 does not represent only possible commission approach to regulation of CATV systems not subject to local or state control. In pending rulemaking proceeding, aimed at revamping CATV rules, commission has asked for comment on whether it has authority to regulate CATV on rates, technical standards and other matters in areas where no local franchising is required, and whether commission should exercise that authority.

Representative of city, Morris Tarshis, director of bureau of franchises, noted that "the FCC may still decide to set up its own rules—it's not governed by the appeals decision. "The city intends to continue franchising," he continued, "and it will request a clarification from the state legislature that it never intended to let CATV operate without city regulation."

Mr. Tarshis envisions franchised cable services eventually providing alternative telephone service to present telephone-company monopoly. "The phone company is not going to let companies using their lines set up a competing communications network," he declared. "The public needs a place to come and complain, and the phone company is the last one they'd want to be deciding who can operate such services."

"The decision really doesn't represent any change at all for us," said Richard Flynn, legal counsel for Manhattan Cable Television, one of three franchised systems in New York. "There is no question of our right to use city streets." There is still question of Comtel's right, though, he claimed.

"It's highly possible that the FCC may say they can't continue," Mr. Flynn said. "Section 214 says they're supposed to avoid duplication of facilities." He felt decision only enriched Manhattan's franchise by allowing it to offer other services.

Irving Kahn, president of Teletromp Corp., which holds franchise in upper Manhattan, also cited necessity to wait for commission action, but noted that if decision was upheld, Telepromt corp. would begin using telephone lines to service entire city. "It's not harmful to us at all," he said. "But I think it's harmful to the public because of the lack of control of standards now set by the city. The decision is completely contrary to FCC policy," he added.

Network-TV spending up

Investment in network television rose to $135,787,000 for September, gain of 11% over September 1968. Television Bureau of Advertising reported Friday (Oct. 10).

Using figures compiled by Broadcast Advertisers Reports, TVB said that spending by TV networks from January through September 1969 increased over same 1968 period by 10.3% to $1,159,204,900.

Nonduplication ordered

Platteville Cable TV Corp., owner and operator of 12-channel CATV system in Platteville, Wis., was ordered to cease and desist from violating FCC'S nonduplication rule in initial decision by Hearing Examiner Herbert Sharfman released Friday (Oct. 10).

Action stemmed from complaint by WMTV(AM) Madison, Wis., one of eight stations whose signals are carried by Platteville.

WMTV charged Platteville refused to provide nonduplication protection for its NBC programs when it offered same-day carriage of programs as broadcast by WOC-TV Davenport, Iowa, another NBC affiliate.

Cease-and-desist order was issued after Platteville failed to respond to commission inquiry into matter. Platteville had argued it had ended carriage of WOC-TV's NBC programs and order would be "superfluous." But Examiner Sharfman said "luck of amity between parties in past," if nothing else, justified order for WMTV's protection.

Date with some Angels

Even before 1969 World Series started, KMPC(AM) Los Angeles was able to sell out play-by-play coverage of California Angels for 1970, although team had disappointing season this year.

Four advertisers, each sponsoring one-fourth of broadcasts, renewed for next season. They are Standard Oil, Anheuser-Busch, Continental Airlines and Lorillard Corp. Sponsorship contracts cover Angels' baseball network of 20 stations, including KMPC, in southern and central California, Arizona and Nevada.

More cut-rate politics

Westinghouse Broadcasting Co. announced Friday (Oct. 10) that all of its radio and TV stations would grant discounts of 25% off fixed rates to all political candidates, retroactive to Oct. 1. Stations are WINS(AM) New York; WBZ(AM-FM-TV) Boston; KYW(AM-TV) Philadelphia; KPIX(TV) San Francisco; KDKA(AM-FM-TV) Pittsburgh; WOWO(AM) Fort Wayne, Ind.; WIND(AM) Chicago; KFWB(AM) Los Angeles, and WJZ-TV Baltimore.

Another TVC acquisition

Television Communications Corp., New York, said Friday (Oct. 10) it has acquired CATV franchise for Martinsburg, W. Va., and has eight new commitments for its electronics CATV-programing system.

Martinsburg franchise, which is TVC's first system in West Virginia, will service 5,000 potential subscribers, increasing company's number of operating systems to 17 in 12 states, with total subscriber potential of 260,000.

Gridtronics is TVC's four-channel system designed to increase number of continually programed channels available to home.

Dampers on satellite use

Idea of direct TV broadcasting from synchronous satellites into home receivers received setback following consider-
Weeks'S Headliners

Tom E. Paro, general manager of WRC-TV Washington, elected NBC VP, whose appointment as general manager became effective Oct. 1 with retirement of Joseph W. Goodfellow, will continue to report to Raymond Welpott, president of NBC-Owned Television Stations Division.

Grover C. Cobb, VP for broadcasting of Gannett Co., elected president of WHEC Inc., Rochester, N.Y. (WHEC AM-FM there). He succeeds Paul Miller, who remains head of Gannett Co. and member of WHEC board of directors. Move is to further sever broadcasting from Gannett newspaper operation. WHEC is wholly-owned subsidiary of Gannett Co., national communications firm.

In additional moves, Gannett directors Allen H. Newton and John E. Heselden resign. John R. Purcell, financial VP of Gannett resigns as secretary and treasurer of WHEC, but is elected assistant secretary and assistant treasurer. Richard K. Blackburn, chief engineer of WHEC elected secretary and Leo L. Wesley, WHEC auditor, elected treasurer. Glover Delany continues as VP and general manager.

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

ation by world's radio engineers at meeting in Geneva of International Consultative Committee on Radio (CCIR), which also recommended standards for film and tape programs (see page 75).

Participants agreed that powers needed to provide service to home equivalent to what terrestrial TV broadcasters provide are now infeasible, given present satellite state-of-art. Some examples of powers needed: for AM video system on 800 mc, 25 kw transmitter and 60-foot antenna would be required on satellite. FM video system on same frequency would require only 63 w, but still need 60-foot antenna. Antenna height is considered crucial drawback to direct TV broadcasting.

If 12,000 mc band was used, AM video system would need 80 kw but only five-foot antenna; using FM video system, power would be only 500 w with same antenna. Last is believed only method whereby direct broadcasting of television would be feasible now, although it would not be compatible with present U.S. TV system which uses AM modulation for video.

Head of U.S. delegation participating in direct-satellite-broadcasting working group was George Jacobs, chief, frequency division, U.S. Information Agency.

Lunar color TV possibility

Although engineers hold dim view of using color TV on surface of moon next month when Apollo 12 mission goes for second landing, fact is that Westinghouse color-TV camera used aboard spacecraft in Apollo 11 has been modified for use on lunar surface and is undergoing tests. Because bandwidth for color TV will have to be narrowed to accommodate other essential data on same single channel, color video from moon may not be as sharp in resolution on home black-and-white receivers as Apollo 11's was last July. But color should add more information for viewers.

At present no firm decision on use of color TV on moon has been made by National Aeronautics and Space Administration, however, one should be made soon.

Group still wants to scrap

Citizens Committee to Save WMT said Friday (Oct. 5) it is "pleased" WMT Continental Broadcasting Co. plans to give WMT(FM) Chicago to some underdetermined carrier from WMT board. Committee added it is reserving judgment on legal point of whether WMT has property to give away in first place. Raising of issue may depend upon to whom WMT wants to give pioneer fine-arts station and in what manner.

Original sale of WFM to WGN for about $1 million has been contested in courts and before FCC by citizens' group whose local counsel now is Robert Bennett, one-time aide to Commissioner Nicholas Johnson.

Committee cited unresolved questions as to an appropriate procedure to donate WMT and said it is "concerned that WMFT under any proposed new ownership [will] provide service in keeping with public interest. The Citizens Committee will cooperate with [WGN Continental] and its successor to accomplish this objective."

Committee also indicated it has interest beyond WMFT case, saying its "work has only begun." Apart from "our continuing work in future WMFT proceedings, the committee will continue its efforts to assure that the structure of the broadcasting industry and the content of its programming give proper recognition to the public interest." Committee concluded with observation that "there still is a place for the American scene for a good fight."

ABC's ratings improve

Although ABC-TV placed close third in Nielsen 70-city Multi-Network Area (MNA) ratings for week ended Oct. 5, new ABC series, Movie of the Week, placed first in new-show rankings. And its Room 222 and Marcus Welby, M.D. were not far behind.

NBC's Then Came Bronson and Bill Cosby were among top-rated new shows, as were CBS's Jim Nabors and Medical Center. Average ratings for week were NBC 20.4, CBS 17.5, and ABC 17.2.

Top-10 programs were led by NBC's Laugh-In, and included five—ABC's "The Immortal" and "Those Magnificent Men in Their Flying Machines"; NBC's "Duilius, Dandies and Arabesque," and CBS's "The Sandpipers." Other top-10 shows were NBC's Bonanza, Then Came Bronson and Bill Cosby, and ABC's Room 222.

New music-license committee

Membership of new All-Industry TV Stations Music License Committee has now been firmed up and will be announced this week or next.

In addition to Robert H. Smith of wcby-TV Bristol, Va., who takes over from retiring chairman Charles Tower of Corinthian Broadcasting ("Closed Circuit," Oct. 6), members will be John McCoy of Storer Broadcasting and Paul Goldman of KNOE-TV Monroe, La., both members of present committee.

Eight other new members are Les Arries, WBN Inc., Buffalo, N. Y.; Joe Dougherty, Capital Cities Broadcasting; Joe Liss, WGN-TV Chicago; John McClay, Taft Broadcasting; Cecil Morris, Westinghouse Broadcasting; Dick Percival, KRNT-TV Des Moines, Iowa; Jim Stabile, Metromedia, and Blaine Whipple, KSL-TV Salt Lake City.

For practical purposes, prime job of old committee—negotiation of new music-license contract with American Society of Composers, Authors and Publishers, which took almost eight years—was matter of history by last Friday (Oct. 10). New contracts it had negotiated reportedly had been signed and returned to ASCAP by virtually all TV stations, and last of tail-enders were expected shortly.
What has 8 Academy Awards
A great singing voice
Oversized ears a cleft chin a western drawl a beautiful face a husky voice delightful dancing feet a cigarette dangling in the mouth laughter beautiful legs rock hard fists sex appeal and above all...
These are only a few of the glittering stars who make magic in LION/70...70 of Leo’s greatest post ’48 features. Never on a Network. Always a local hit. Top ratings that get better all the time.

Find out how to make the LION/70 roar in your market. Call the man from MGM-TV now.
A calendar of important meetings and events in the field of communications.

October


Oct. 12-15—Convention of American Association of Advertising Agencies Western Region. Los Angeles. Speakers: John Thrace; Clay Buckboust; Bart Cummings; Bill Sharp, J. Walter Thompson; Albert Petcavage, Doyle Dane Bernbach; Carl Kotchian, Lockheed Aircraft Corp.; Charles Adams, Mancus, John and Adams; Jim Lavenson, Hotel Corp. of America, Santa Barbara Biltmore hotel, Santa Barbara, Calif.


Oct. 13-16—Seminar on antenna site design and maintenance, sponsored by National Cable TV Center, Pennsylvania State University, University Park, Pa.

Oct. 14—Annual stockholders meeting, Meredith Corp., Des Moines, Iowa.


Oct. 15—Panel on "law and order" and the role of media, sponsored by Triangulate Stations. Includes: Simon: Charles Guettel (R-N.Y.), Representative Lionel Van Deerlin (D-Calif.), Philadelphia District Attorney, Robert Specker, and other participants: Gallery of Performing Arts, Lincoln Center, New York.


Oct. 15—Continuation of hearing on CATV by committee on corporations, authorities and commissions of New York state legislature. Robert Kelly, Republican assemblyman from Brooklyn, is chairman, Albany, N.Y.


Oct. 17—New deadline for reply comments on FCC's proposed rulemaking banning cigarette advertising. Previous deadline was Aug. 10.


Oct. 20-23—Annual board and membership meetings of Television Bureau of Advertising. HEW Secretary Robert H. Finch will deliver keynote address. TVB's service to small business is theme of TVB's new presentation, "Small business growing larger," to be premiered at Wednesday session. Shoreham hotel, Washington.


Oct. 24-26—Fall meeting of Missouri Broadcasters Association, Cheshire Inn, St. Louis.


Oct. 29-30—Production '70 workshop on video-tape television production methods, a second edition of Reeves television workshop, which began in 1968. Reeves Television Studios, Reeves Lincoln Square, New York City.


November

Nov. 3—New deadline for reply comments on FCC's proposed rulemaking requiring licensees to show nondiscrimination in employment practices. Previous deadline was Sept. 5.

Nov. 3—New deadline for filing reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Pre-
Ineludi

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City

Company

Broadcasting, Oct.

BROADCASTING

The SESAC

ANNIVERSARY

CELEBRATION

November

1735

DECEMBER

THE

WSM-

GRAND

OLE OPRY'S

44th

ANNIVERSARY

CELEBRATION

October 16-18, 1969

Nashville, Tennessee

And invites you to share the celebration with us in the SESAC Hospitality Suite in the Governor's Room, Andrew Jackson Hotel, Nashville.

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Canada Add $2 Per Year

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January Publication

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vvious deadline was Oct. 1.

Nov. 3-7—Annual armed forces audio-visual communications conference with Department of Army as host. Annual audio-visual, pictorial, TV and communications equipment symposium will be held in conjunction with conference. Sheraton-Park hotel, Washington.


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

Nov. 6-7—Cablecasting seminar, sponsored by the National Cable TV Association. National Cable TV Center, Pennsylvania State University, University Park, Pa.


Nov. 7-8—Annual fall meeting. Maryland-District of Columbia-Delaware Association of Broadcasters. Annapolis Hilton hotel, Annapolis, Md.

Nov. 8-12—Annual convention, National Association of Educational Broadcasters. Sheraton-Park hotel, Washington.

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


Nov. 18—Deadline for filing comments in FCC's proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

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


DECEMBER

Dec. 4-5—Special board of directors meeting of Association of Maximum Service Telecasters Inc. La Quinta hotel, La Quinta, Calif.


Dec. 6-11—Galaxy conference on adult education, sponsored by Committee of Adult Educators Associations. Utilization of TV for continuing education, among other subjects, will be explored. John W. Macy Jr., president of Corp. for Public Broadcasting and Henry Alter, National Educational Television, are scheduled to speak. Sheraton-Park and Shoreham hotels, Washington.

Dec. 8-12—Annual National Association of Broadcasters engineering/management seminar. Purdue University, West Lafayette, Ind.

Dec. 15—Presentation of first national awards in communications media by American Civil Liberties Union. New York.

Dec. 27—Deadline for filing reply comments in FCC's proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.
We'll do
a month's work
for you
free!

Write or call collect at (203) 327-2000. We'll send Audimax or Volumax or both to your station. If you can part with them after 30 days, we'll even pay the freight. But if you want to make your station their permanent home, all you do is pay $665 for each instrument. $695 for the FM Volumax.

Chances are you'll be so sold on Audimax and Volumax you'll want to keep them.

And you should. After all, they can increase your program power up to 8 times.

Solid state Audimax is an automatic level control years ahead of the ordinary AGC. By automatically controlling audio levels, it frees engineers, cuts cost, boosts your signal.

Volumax, also solid state, out-modes conventional peak limiters by controlling peaks automatically without side effects. The FM Volumax is unconditionally guaranteed to prevent overmodulation and SCA crosstalk. By expanding effective coverage and improving reception, they bring in extra advertising revenue.

We can afford to give Audimax and Volumax away free for 30 days. Because they are so good, most people can't afford to give them back.
Your choice of RCA microphones is greater now than it ever was. No surprise — from the foremost designer of broadcast equipment, RCA, going strong, too, after more than 40 years of building-in top performance in microphones.

Recognize that versatile maker of stars up top? It's RCA's famous 77DX polydirectional ribbon type microphone. It may just have put more stars on the air than any other microphone.

Now, in addition to the 77DX, and the many famous RCA professional microphones you are familiar with, RCA offers these new 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 113MC2, Harrison, N. J.

A Detroit veteran

Editor: On Oct. 10 George Pierrot is to celebrate his 21st consecutive year on Detroit television as host of his live travel-adventure program. This is the longest running TV program of any kind in Detroit. We believe it to be the most durable TV travel show anywhere in the world. Does any reader know of an older one?

For 15 of the 21 years his program appeared on both WXYZ-TV and WWJ-TV Detroit. He is now on WWJ-TV 5-6 p.m., Monday-Friday; 5:30 p.m., Saturday, and 7-7:30 p.m., Sunday. Here's a picture of Mr. Pierrot taken on a recent show — Dick Fenemel, vice president, George F. Pierrot Productions, Detroit.

Mr. Pierrot (l) and guest from Alaska, Don Cooper.

Some old-timer nominees

Editor: I certainly enjoyed the Sept. 22 "Special Report" on Bonanza, but I must take exception to some television programs omitted from the list of durables.

I have a copy of the TV "Comparograph" in Broadcasting, Oct. 12, 1953, and found these shows on the air at that time and still on: The Jackie Gleason Show (your article stated it was eight years old), Dragnet, Original Amateur Hour, Kraft Hour and Lucille Ball (your article stated it was eight years old). In non-prime time (daytime) I discovered [many] old-timers still on the air — Milliard D. Hansen Jr., NBC, Chicago.

(The first group of programs mentioned above have undergone radical changes in format, or have not been on the air continuously. Non-prime time shows, as stated in the legend for the table, were not included in the list.)

Other audience neglected

Editor: With regard to the flap involving the license renewal of WMAL-TV Washington, on the charge that the station does not serve the Negro community (Broadcasting, Sept. 8 et
OVERWHELMING LEADERSHIP IN NEWS

LATE NEWS - 11 P.M.
COMPARE FOR THE NO. 1 NEWS STATION

WSYR-TV's LATE NEWS WITH NEWS SHOWS OF COMPETING STATIONS

March 1969 ARB

181% More Homes Than Station B; 35% More Homes Than Station C

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<th>Homes</th>
<th>Women</th>
<th>Women 18-49</th>
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<td>WSYR-TV*</td>
<td>52,000</td>
<td>38,800</td>
<td>23,900</td>
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<td>18,500</td>
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<td>WSYR-TV Advantage over Station &quot;B&quot;</td>
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<td>Station &quot;C&quot;</td>
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March 1969 NSI

211% More Homes Than Station B; 55% More Homes Than Station C

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<td>WSYR-TV*</td>
<td>59,000</td>
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<td>WSYR-TV Advantage over Station &quot;B&quot;</td>
<td>211%</td>
<td>194%</td>
<td>170%</td>
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<td>Station &quot;C&quot;</td>
<td>55%</td>
<td>61%</td>
<td>50%</td>
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*WSYR-TV figures include satellite WSYE-TV, Elmira, N.Y.
Audience measurements are estimates only, subject to the limitations of the source.

EXPERIENCE! KNOW-HOW!
ON-THE-AIR-REPORTERS WHO ARE NEWSMEN!
An 18-man news team, led by the dean of Central New York newsmen, Fred Hillegas, knows its business. And its only business is WSYR-TV NEWS. Check the figures—they tell the story.

WHY NO. 1?

Get the full story from HARRINGTON, RIGHTER & PARSONS

WSYR-TV

Channel 3 • SYRACUSE, N.Y. • 100 KW
Plus WSYE-TV channel 18 ELMIRA, N.Y.
Looking for Food Sales?
The Roanoke-Lynchburg Television Market
Delivered an estimated
$363,038,000* in Food Sales During 1968
For more information call us, or your PGW Colonel.

WDBJ-TV
Roanoke

*Sales Management’s Survey of Television Markets 1969

ADVERTISEMENT

Famous last words:
"So go ahead and sue"

Juries, at best, are unpredictable. Especially in lawsuits for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. So if you’re part of the communications industry, don’t be tempted to say: “Go ahead and sue.” Even when you’re right, there’s no assurance a jury will decide in your favor. Moral? Don’t take chances. Take out an Employers Special Excess Insurance Policy instead. Simply decide what you can afford in case a judgment goes against you...we’ll cover any excess. For details and rates, write to: Dept. E, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta. 34 Peachtree, N.E.

Graham Junior College
RADIO AND TELEVISION PROGRAMING
Learn by doing. Two Year Work-Study Degree Programs in Radio and Television Broadcasting and Management. Radio & TV Communications, Liberal Arts, Professional training on School Station WREB-TV, Activities, Placement, Dormitories. Co-Ed. Catalog. Write Mr. Roberts.
Graham Junior College (Founded as Cambridge School) 632 Beane St., Boston, Mass. 02215

seq); there is a case to be made also that Negro-oriented stations have little, if anything, to offer the non-blacks.

Listening to Washington’s Negro-oriented operations (wok and wot) recently, I found that the disc jockeys were all black, the music was aimed specifically at blacks, news and commercials ditto, and the “lingo” or “jive talk” was totally beyond my comprehension.

Why then, cannot a charge similar in nature and content to that aimed at WMAL-TV, be brought against these two stations? Or any other Negro-oriented operation in the country, of which these would be typical? Of course these comments will meet with ridicule, yet the logic of my argument would seem to hold up, even beyond the initial surge of contempt. The point here is that programming for the whole community is a two-way street. WMAL-TV (or any other radio or TV station) is not serving a geographical area as strictly defined as a football playing field.

Radio and TV signals cannot recognize city lines or state boundaries; they spill over into suburbs and nearby communities, where the bulk of the metropolitan residents live.

The death of any city, and particularly Washington, is assured when city boundaries serve as ‘iron curtains’ beyond which there is no interest, concern or involvement on the part of suburbanites...Alain Dolinger, Chevy Chase, Md.

Book with a warning:

Editor: We have received an unusual book, submitted by a 20-year-old student at Aberdeen University, giving a penetrating review of every British pirate radio station. We withheld our opinion until we had time to check out the facts. Meanwhile the book, “When Pirates Ruled the Waves,” has gone through two editions and is now well into its third.

We have satisfied ourselves that the author has done a thorough bit of research—but more important are his astute observations concerning the weaknesses in the British broadcasting system. His warning is clear: The concentration of the immense power of radio and TV in one body is a danger to democracy.

I am convinced readers of Broadcasting will find this delightful reading. Copies of the book, by Paul Harris, may be obtained from my office at $6.95 for the hard cover and $2.95 for soft cover or at $5 and $2 each, respectively, if ordered in lots of five or more...T. R. Thomason, executive director, International Broadcasters Society, Postfach 128, Béssum (NH) The Netherlands.

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Sol Talhoff, president; Bertha Taishoff, executive vice president and secretary; Maury Alper, vice president; Edwin H. James, vice president; B. T. Talhoff, treasurer; Irving C. Miller, comptroller; Joanne T. Cowan, assistant treasurer.

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Sol Talhoff, editor and publisher Lawrence B. Taishoff, executive VP

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SALES
Maury Long, vice president-general manager. Ed Sellers, Southern sales manager; George L. Dant, production manager; Harry Stevens, traffic manager; Bob Sandor, assistant production traffic manager. Sarah Birch, classified advertising; Dorothy Coll, advertising assistant; Kathy Kinsley, secretary to the vice president, sales.

CIRCULATION

BUSINESS
Irving C. Miller, comptroller. Sheila Thacker. 

BUREAUS

New York: 444 Madison Avenue, 10022. Phone: 212-763-6440.
Chicago: 212-763-6440.

Chicago: 360 North Michigan Avenue, 19001. Phone: 212-461-3148.
Lawrence Christopher, executive editor. T. Byrne O’Donnell, Midwest sales manager. Rod Carnegie, assistant.


BROADCASTING, Oct. 13, 1969
An open letter to the citizens of
Northern Illinois and Southern Wisconsin

October 7, 1969

Dear Friends:

Today WREX-TV becomes a part of the Gilmore Broadcasting Group. It will be an exciting affiliation, because the people at WREX-TV share with us a long-standing belief in community participation.

As president of Gilmore Broadcasting Corporation, I believe in our responsibility to participate in the life of the communities in which our stations broadcast. The entire Gilmore Group management, as well as I, have practiced community involvement in each of our station areas--and we look forward to continuing this policy throughout the Channel 13 coverage area.

We recently published a statement of philosophy of the Gilmore Group, and I would like to quote some of it to you:

"What are local broadcasters doing about today's social problems? In the Gilmore Group, our answer is--everything we can. Poverty and race. The generation gap. Air and water pollution. Safety. Law and order. Every phenomenon on the national scene has its counterpart in our communities.

"We study the pulsebeat. Dig for the facts. Stir, sting, spur. We look for solutions. We editorialize. We communicate. We help make good things happen.

"And we're inspired to do more."

Sincerely,

James S. Gilmore, Jr.
President
Gilmore Broadcasting Corporation
Radio can be a memorable medium for spots

Radio is turning 50 next year. And this is causing a lot of people to reminisce and recall, and to make some agonizing comparisons.

Just a few weeks ago, Joel Siegel wrote an excellent article in The Los Angeles Times West Magazine, the gist of which said that the good old days of radio are sorrowfully lost forever. And that even the best of today's TV is sorely lacking in imagination and certainly in audience involvement when compared with the heyday of radio.

Well, the good old days may be gone but the golden days certainly are not. At least the gold that advertisers are willing to lay out for spots today is running a lot richer than anything The Shadow, Fibber McGee, and Andy 'n' Andy ever saw.

And all this money is producing something else besides costlier spots. We are slowly but surely developing an art form that rivals even the best of old radio inventiveness, high comedy, and imaginative production. I'm referring to today's "radio commercial."

It's a medium that everyone is familiar with and only a few really understand. It's amazing, but we have a large crop of "radio writers" who think they've earned that title just because they've run reams of script paper through a typewriter. When they talk to you about a favorite hobby, or something their kid said, or some gal they're in the process of lining up, they do a creditable job of expressing themselves. But when they turn their attention toward a blank sheet of paper the light goes out. And an incredible parade of used words flows onto the paper—about 175 to the minute—and then this practiced radio writer is incensed because the local announcer "murders" his copy.

Today's enormous radio budgets and rich pool of acting and musical talent provide the copywriter with a golden opportunity to write 60-second classics every time an assignment comes up, yet only a handful are really equipped or inclined to respond to this challenge. Several very brilliant and very aware creative people saw this opportunity coming years ago and established creative radio services to fill an ever growing need.

Are Chuck Blore, Stan Freberg, Mel Blanc, Klein/Barzman, etc. worth it? In many cases, yes. A memorable, talked-about, thought-provoking radio campaign can mean the difference between selling a product or just placing it on the shelf. How much is this success worth? Usually a lot more than these people charge. Doyle Dane Bernbach is hardly in need of permanent outside creative assistance, yet when it comes to radio for many of their clients, they've used Blore's services time and time again.

But what of the copywriter within an agency and his chances of producing a great moment of radio for a client? I think, like all creative work, the art of the radio commercial improves dramatically with practice and experience. And, unfortunately, the average copywriter will write 50 ads and a dozen TV spots to one radio commercial.

And TV writing is very different from radio. Today, art directors are becoming our best TV commercial writers because they "see" situations and they train themselves to tell a story in pictures. No longer must we script TV commercials with separate columns for audio and video, attacking each in turn. The words and the pictures have become one. And a single, simple idea is everything.

And radio? The sound in radio must provide the picture. And the voice of a character or a narrator must be selected with infinite care and patience, because the sound of that voice will provide pictures that even the best graphics can never equal. But few of us accept this. And our preference for the more familiar forms of advertising is proof of our reluctance to become more comfortable with radio.

It's fascinating to watch different types of writers receive different kinds of creative assignments. Some love the brevity and concentrated impact of outdoor posters. Others live for a full color ad in Life Magazine. TV turns on the new breed. They use an advertising agency much the same as poets used the patronage of nobility centuries ago. They cut their teeth on 60-second commercials and parlay what they learn into meat for future films. But only a few of us really get turned on by a radio assignment. And yet once introduced to "sound" as a vehicle for persuading someone to react in a certain way, it's just a matter of time until you're completely hooked on radio.

Fifty years from today, why shouldn't people remember a different kind of classic—the Excedrin headache, Pepsi Cola music, Al Capp's gems for State Farm Insurance, Mel Brooks's comedy for Circus peanuts, and Ken Nordine's jazz poetry for Fuller paint. It may not be Bergen and McCarthy, but what the hell... stations seem to be trying to provide as much time for commercials as programs. And if we're going to have to share the responsibility for radio's quality...

The tools are all around us. The money to produce with is becoming more plentiful every day. It's time to stop worrying about the loss of Just Plain Bill. Radios are going to be turned on for a long time to come. Let's do something good with all that time.

Cliff Einstein is vice president and creative director of Dailey & Associates, Los Angeles. Since his first job with Carson/Roberts/Inc., Los Angeles, he's worked on both coasts as a writer, copy supervisor and creative director, serving national agencies. Mr. Einstein has won a long list of advertising awards, many of them in radio. He was last year's sweeps winner in American Advertising Federation competition. Mr. Einstein's father was radio's great comedian: Paskyarkus.
Why?

When 4 girls were murdered at Cape Cod, WPRO had a man on the scene for a week. When Kennedy’s car went off the bridge, WPRO was there fast. Why? That’s the question we always ask. Why. There’s more to WPRO than meets the ear.
IVC-300
THE 3-PLUMBICON* COLOR CAMERA PRICED AT $29,500.

Now there's a 3-Plumbicon color camera you can afford. It's IVC's "Maverick." For the first time, studio, remote and commercial colorcasting is now easier and less expensive. The IVC-300 gives true Plumbicon flexibility, registration and stability. It is versatile enough to be used as a front-line studio camera, a utility, auxiliary or back-up unit. The IVC-300 is compact (weighs 67 lbs. without lens), mobile, transportable — an easy one-man operation. Low light level performance is outstanding. Fast action pick-up produces superior results. All the sophistications are built-in — Varotal XX, 10:1 zoom lens, with local or remote servo-driven iris, negative registration, adjustable gamma correction, 9-inch viewfinder, built-in filter wheel, R/G/B sequencer (optional) and cable corrector.

The IVC-300 is priced for every broadcaster's application — at $29,500. It's flexible, affordable and available. Made in the U.S. by IVC, the company that built and sold more color television cameras in the last year than any other manufacturer. Phone (408) 738-3900 or write International Video Corporation, 675 Almanor Avenue, Sunnyvale, California 94086 for literature and a demonstration.
20 years ago WBTV's Clyde McLean had to drive 56 miles through the storm to tell you there was one. In those days the only TV studio was on top of a mountain. Today "Cloudy" McLean reports the weather to more people than any other television weatherman in the Southeast. Clyde is just one of the reasons ARB gives us 60% share of homes.* It was great to be first in the market. And we've got the talent to stay there.

*The audience figures are based on share of total homes viewing Charlotte stations, 9 A.M.-Midnight, Sun-Sat., Feb./Mar. 1969 ARB. They are estimated and subject to error.
TV utopia: bottom dollar, top job

That's goal advertisers keep seeking, but they're advised to go in many ways

Television advertising was dissected by some of its most expert practitioners last week in a two-day search for ways to make it produce more for the same money—if not for less money.

In the dissection, at a workshop conducted by the Association of National Advertisers, agency, advertiser and production-firm executives offered a seemingly boundless variety of suggestions both to cut costs and to expand efficiency under the over-all theme of "Getting Maximum Mileage from your TV Advertising Budget."

The suggestions ranged across a broad spectrum from harder negotiations with broadcasters—a rate card's function, said one agency man, is to "establish the highest price"—to sophisticated research and a radical simplification of spot-buying paper-work.

In between, in the area of day-to-day economies, the range went from consolidation of assignments for higher discounts to speculative deals with new production houses; from the hiring of a resident expert for the advertiser's staff to giving the cost-watching assignment to the agency creative director; from emphasis on copy-testing to the elimination of copy-testing.

Some 320 executives of ANA member companies attended some or all of the workshop sessions, held Tuesday and Wednesday (Oct. 7-8) at the Plaza hotel in New York.

The generally accepted importance of getting the right commercial seen by the right audience was at the heart of several approaches—including an on-the-scene demonstration of a computer system that not only analyzes network program audiences but in each case also meets the network's offering price with a counteroffer.

Not all speakers came to tell advertisers how to spend less in television.

E. L. Timberman Jr. of Kenyon & Eckhardt International told them to spend more—or at least, after saving money with some suggestions he gave them, to put the saving back into experimental commercial production. Mary Wells Lawrence of Wells, Rich, Greene told them the best way to save was not to scrimp.

Alfred Plant of Block Drug, a former chairman of the ANA Television Committee, recommended that advertisers put an expert on their staff to oversee commercial planning and production. John O'Toole of Foote, Cone & Belding said the agency creative head is the man who knows best where savings can be made, and he also offered a list that he said had wrought "some real benefits" at his agency during the past year.

Gene Case of Case & Krone, a new, small agency, recommended the cost-consciousness of new, small agencies. Fred Goldstein of Liggett & Myers laid down some conditions for research on TV commercial effectiveness. Robert Winkler of Video Prints suggested economies in commercial post-production stages. Lincoln Diamant of Spots Alive tackled the problem from the standpoint of test commercial production. And Marion Preston of J. Walter Thompson Co. surveyed talent uses with an eye to economy.

Control of commercial production costs was also explored in a panel session, and the computer demonstration—by Gardner Advertising—was a featured attraction of another.

The computer's performance capped a discussion of network and spot-TV planning and execution that was enlivened by calls for smarter timebuying and characterization of rate cards as instruments denoting where the bargaining starts.

Avram Butensky, vice president and senior associate media director of Dancer-Fitzgerald-Sample, told the advertisers a smart buyer, given time and tools, can save them a lot of money by negotiating better spot buys—up to 20% to 40% better than average.

Rudolph Maffei, executive vice president and general manager of Gardner, New York, hung the "highest price" label on rate cards in response to a question from the floor asking how many advertising people ever look at Standard Rate & Data except to get the name and phone number of a station manager.

Mr. Maffei said his answer was not cynical, but reflected the facts of advertising life. Mr. Butensky added that this is "a business where you never
know whether you got the best price" and said this situation would continue "as long as stations wheel and deal."

Mr. Butensky was also talking about wheeling and dealing—at least in part—in earlier, prepared observations.

Enumerating five areas of economy in spot buying, he said one was "to train buyers to understand the market, understand the station's rate card and understand what the word 'negotiate' really means." He continued:

"The old system where stations sold five plans, 10 plans or frequency discounts are fading from the scene. Now the high-rated spots have flat rates. However, the flat rate is a moving one. It is one of charging what the traffic will bear.

"Depending on volume, the stations can sell a given spot at any number of prices. To those in the trade, the price differences are labeled as Section I or Section II, or P-1 or P-A, or Grid I or Grid II.

"To the buyer with the ability to negotiate, there are ways of getting even lower prices. And that is where it is all at. The smart buyer, with the ability to wheel and deal, with the ability to pool his resources, with the ability to create packages, and with the ability to main-

Mr. Maffei

tain a good rapport with the stations, will with ample time get the best buy—sometimes as high as 20%-40% better than the next buyer.

"For an advertiser spending $1 million in spot, a good smart negotiation, dealing from strength, can get an extra $200,000 to $400,000 worth of spots. That's economy where it counts."

But good buying, Mr. Butensky said, depends on other factors that are also potential economy areas—on the buyer's being given a "clear definition of objectives" for the campaign, for example, and on the development of simpler paperwork systems to ease the buyer's lot.

The emergence of piggybacks and emphasis on demographics "have made spot schedules more efficient" but are also "breaking the buyer's back with paperwork," not only hampering his buying but also making the field less attractive to newcomers, Mr. Butensky said.

Most agencies have developed or are developing simpler paperwork systems, he continued, but agreement is needed on an over-all system that "may come in the form of adjusted billing procedures, new types of schedules or even a totally different way of reporting."

The difficulties inherent in spot buying, he said, have contributed to the rise of independent buying services, which "in effect" are "charging an extra 5% or 10% and sometimes higher out of the client's budget to do a job that agencies are expected to do as part of their regular 15%.

Explicitly staying out of the current controversy over which does a better job, agency or buying service, Mr. Butensky maintained that "simply stated, the better, dedicated buyer, properly trained, with ample time, will make the best buy."

(A representative of a company whose full line of services includes buying, President Richard Gershon of Independent Media Services, was also on the panel, but he devoted his remarks to planning rather than executing campaigns.)

Mr. Butensky also had a warning about even greater need for accuracy as computers come more and more into play:

"Unless the buy is accurately recorded by the buyer and the station, unless the schedule is properly entered into each agency's system, the billing discrepancies will mount. A station with $500,000 in past-due accounts will have double that in a year from now."

Network advertisers were told by Gardner's Mr. Maffei that they are wasting money if they are slipshod in defining their target audiences.

He said 50% to 60% of all requests for network availability for products sold to housewives "still call for women 18-49 as the target audience"—although women over 50 represent more than a third of the female head-of-household population and almost one-third of food-dollar expenditures.

This waste is compounded, Mr. Maffei said, when planners fail to take product-usage data into account. He said women over 50 account for 55% of diet margarine usage, for example, for 40% of instant coffee, 35% of gelatin desserts.

"Using the more precise product-usage data for target-audience planning alters the values certain shows will have," he noted.

He offered figures to demonstrate that for reaching women 18-49 the Ed Sullivan Show is 41% less efficient (on a cost-per-thousand basis) than Saturday Movies, but on a product-usage basis is more efficient for reaching pain-reliever and gelatin-dessert users, is equally efficient for toothpaste users, and "only marginally less efficient" for cold cereals, detergents and cake mixes.

With Charles Haines, Gardner director of media research, Mr. Maffei demonstrated the agency's on-line computer system called GIANT—for Gardner instant analysis of network television—which analyzes network program audiences on a product-usage basis.

The GIANT computer, based in Chicago and linked to New York by telephone lines, has already been stocked with data on all prime-time network shows, with the audience of each analyzed in terms of its usage of a wide variety of product categories. Similar data for other programs and products is currently being fed in, according to Gardner officials.

Given a program and product category, GIANT produces an analysis that includes a cost-per-thousand users of the product and, based on Gardner's pre-stored estimate of an acceptable C-R-M, calculates what the price for the program ought to be. This is the so-called counter-off to the network's offering price, also shown on the printout.

Other major presentations at the workshop are covered in successive reports starting on this page. The program was developed by a committee headed by William Claggett, vice president and director of communications and marketing services for Ralston-Purina Co.

Quality of message is called critical

Some of the dimensions of the cost problem were drawn by Barrett F. Welch, president of the Carter Products Division of Carter-Wallace Inc. (Arrid deodorants, Carter's pills, etc.).

In 1954, he recalled, Carter was an alternate-week sponsor of Meet Millie and "for 18,000 a minute we got billboards, in-program isolated commercial positions, sponsor identification and a potential U.S. home coverage of 90%." In 1969, he said, "we are getting the same 90% home coverage through a series of network participation packages on ABC, CBS and NBC—at $40,000-plus per participation."

Along with total costs, he continued,
circulation costs have also risen, "but not alarmingly so, considering the trend of the times." Between 1960 and 1969, he said, the rise in cost-per-thousand homes was 14% for evening network television, 31% for spot TV, 20% for spot radio, 6% for magazines and 21% for newspapers.

The most serious problem, he said, is "the cost of making an impression." To illustrate, he said the number of prime-time network advertisers rose 64%—and the products they advertised rose 72%—between 1958 and 1968; the number of 30-second (or shorter) prime-time network commercials amounted to 80% of all prime-time network commercials in 1968, as against 38% in 1964, and the weekly total of prime-time network messages climbed 30% in the same four-year span.

What to do? Mr. Welch had some suggestions:

- "We need to know more about the kinds of people who buy our product, and we need to spend more time and effort matching these characteristics against our programing."
- The 30-second commercial is another way to cut costs, but if not done and used properly it can also be "a waste of money."
- "We need to know more about the net effectiveness of each of the three major kinds of television—prime-time network, daytime network and local spot. Each has its peculiar advantages and each serves several distinct purposes." And what is the justification that makes $4 an acceptable cost-per-thousand homes for prime-time network advertising, $2.40 for fringe evening spot and $1.60 for daytime network?
- "There is a great need on the part of the advertising agencies to upgrade the quality of their spot-buying procedures."

But the point of greatest leverage in advertising is in the commercial itself, Mr. Welch said. "I would much rather have a great piece of copy coupled with an average or mediocre media buy than a mediocre piece of copy coupled with a great media buy."

To emphasize commercial variation and the importance of copy testing he said that in tests of 16 one-minute commercials for one Carter Products brand, the top four commercials scored 159% higher than the bottom four, the next four scored 84% higher than the bottom four and the third-best group of four scored 50% higher than the bottom four.

But what it all nets down to, he concluded, is that "the best way to get the maximum mileage out of your TV budget is to put the strongest possible message against those people who buy the most of your product."

Economy held to be role of the creatives

John E. O'Toole, president of Foote, Cone & Belding Advertising Inc., advised agencies to put responsibility for reducing commercial production costs into the hands of the agency creative director, whatever his title may be.

"Only a person who has been there himself, who has had the responsibility on a production venture for those hundreds of decisions that add up to 90 feet of film, can really understand the dynamics of cost and quality in commercial production," said Mr. O'Toole.

"In dozens of ways a creative director can make economy a concern, a challenge and a source of professional pride—while others within the agency might be ineffective in promoting it or even set off a reaction."

But it must be made a source of pride, "not an inhibiting influence on ideation," he cautioned.

Mr. O'Toole presented 10 questions that he said had produced "some real benefits" since they were circulated to FC&B creative people a year ago as points to consider from time to time.

The questions in effect urged creative people to insist on being given enough time to do a job, and to consider whether animation might be appropriate ("reduces talent payments"), and is "less expensive than many kinds of live action"); whether location shooting might not be better than building sets (less expensive, more authentic); whether people are really needed to get the story across, whether "lots of people" are needed and whether people's faces need to be shown (all to cut down talent payments and residuals); whether video tape might be better than film ("no cheaper" for equivalent-quality production but can save expensive time); whether music is necessary and, if so, show many voices or instruments; whether fancy effects are needed ("very expensive" and "quite often a substitute for a real idea") and whether big-name (and therefore more expensive) directors, cameramen, etc., are really necessary.

"Once a creative department gets cost-conscious themselves," Mr. O'Toole said, "their inborn irascibility and unease with the status quo extends beyond the executional phase. They look for and find ways of saving time during shooting, or improvising to produce a better and less expensive effect. They even apply the curious insight a cruel destiny has given them to the modus operandi of their suppliers and suggest better ways of conducting our business with them."

Mr. O'Toole

An in-house expert saves money at Block

Alfred L. Plant, advertising vice president, Block Drug Co., recommended that advertisers emulate his company by engaging a TV commercial production coordinator. He told the ANA audience to "spend some dollars and save thousands by doing so."

Mr. Plant said it is now estimated that the over-all bill for TV commercial production, talent and prints approximates $250 million, broken down to about $85 million in film and $15 million in tape productions; $25 million for agencies, pension funds and taxes; $60 million in talent and approximately $65 million for prints and shipping.

He explained that a specialist can make a contribution to an advertiser in three areas—quality control, schedule control and cost control. He characterized cost control as the most important, claiming that a staff coordinator could be useful in suggesting which companies could be called in to bid for and execute jobs; could represent the advertiser at pre-production meetings and during actual production, asking for retakes or vetoing the agency producer's request for more retakes. During post-production, Mr. Plant noted, the staff specialist plays a role in selecting the music, deciding on opticals and shepherding the commercial through the rough cut and answer print.

In scheduling, a staff coordinator can make certain that the client's assignments are spaced out to eliminate unnecessary overtime and rush-time changes, Mr. Plant stated. In cost con-

Mr. Plant

BROADCASTING, Oct. 13, 1969

27
Getting new producers to work at spec rates

E. L. Timberman Jr., president of Kenyon & Eckhardt International, warned against "too much preoccupation with the admittedly high cost of commercial production."

He wasn't against saving money—K&E, he said, is bringing in commercial producers at an average cost believed to be 10% to 15% below the industry average—but he was concerned lest advertisers put so tight a lid on total commercial budgets that even "responsible creative experimentation" would be ruled out.

"There are any number of ways in which experimental work can be done without incurring excessive costs," he said. "As a matter of fact, I would consider it irresponsible to confine such effort to full-cost full production commercials: $20,000 or $25,000 or $30,000 and up is still a lot of money."

Filmed storyboards—art work or still pictures put on film with a sound track—cost $500 to $1,500 and will show, better than a regular storyboard ever can, what the commercial will look like in finished form, he asserted. They can also be used, he added, to test different ideas and variations of the same basic idea, expanding the range of possibilities and avoiding the expense of producing a full-fledged commercial only to find that it won't work.

Mr. Timberman chided advertisers who take a "penny-wise and pound-foolish" attitude toward market-testing new commercial ideas.

"There is not yet any definitive technique for testing advertising short of going to market with it," he asserted. "And to have a product on the market—no matter how well it is going—and not have one or more market tests of new copy is every bit as irresponsible as owning a home and not having it covered by insurance."

"All campaigns eventually wear out. Competition changes constantly. Popular tastes and moods change. So should advertising. And when Nielsen or your sales say your advertising is no longer working, it is already too late to change it in any way except near panic."

He cited an "I came back to Brylcreem" commercial, made when competition was cutting into Brylcreem sales but questioned on the grounds that perhaps Brylcreem should never admit that anyone ever stopped using it. The answer, he said, was sought in a one-market test of the commercial.

"The results," he said, "were practically instantaneous, and we quickly expanded the campaign to national coverage. Today Brylcreem is at its highest point ever in sales and in close contention again for the leading position in the hairdressing market."

Mr. Timberman also showed two other commercials, one for Brylcreem and one for Macleans toothpaste, that he said were produced for market tests and cost less than $5,000 each. How?

"There are lots of good new production companies in the film business," he said. "They want work and they want sample reels. And they are willing to speculate with you and your agency on a new piece of copy."

"We have negotiated arrangements with such companies whereby a certain price has been set for a film for test-market use. If the film is expanded to regional or national use then there is an additional payment due. But if the new copy works well enough to warrant expansion to a broader area, that extra payment is the cheapest money you ever spent."

When advertisers do save money on production, Mr. Timberman suggested, they should put the saving into "experimential film production—economical experimental film production"—and into market-testing the result. "Who knows?" he said. "You may get a couple of extra share points on the market . . . and think what that could mean to profits."

Talent is the pay-off, says Mary Lawrence

Mrs. Mary Wells Lawrence, president of Wells, Rich, Greene Inc., New York, advised economy-minded advertisers that the best way to save money is not to scrimp but to hire the best talent and pay them well to keep them. She contended that a campaign should not be measured by its cost, but by its results.

She told the audience that she measures the production cost of a commercial in terms of the percentage of the people who watch it and recall it. She pointed out that two commercials for American Motors cost $75,000 to produce and scored high in tests. She added that the commercials ran for two years and she estimated they averaged out to five cents per use, as related to commercial cost per television station.

"You better stand out and away from the crowd with a presentation that gets more people to wake up, sit up and look at your commercial in the first place," she advocated. "And if it costs a little more to wake them up, well, in the balance, we'd rather spend a little more and get a lot more attention."

Mrs. Lawrence said her agency seeks "maximum mileage" for its advertising and aims for ideas that are "big" and attract attention. This results in publicity that is obtained "not by accident but by design."

Should big producers be chosen instruments?

A panel on controlling TV commercial production costs reached the conclusion that a reduction in expenditures could be achieved through consolidating agencies' requirements with relatively few production companies, thus gaining volume discounts.

It was not surprising that this approach was suggested; the panel consisted of executives of three of the largest TV commercial production houses: Peter Mooney, president of Audio Productions; William Susman, executive vice president, MPO Videotronics, and George Tompkins, board chairman. VPI Productions, all New York. They made introductory statements and subsequently answered questions from the audience.

Mr. Tompkins attributed rises in commercial production costs over the last five years not only to normal inflationary factors but to an outmoded system. He said there are more than 500 companies engaged in commercial production and that the average agency last year worked with about 83 different producing organizations.

"Where is the weight of agency volume?" he asked. "Where are cost controls? They just don't exist. I submit that consolidation of production can cut costs, maximize efficiency and promote higher standards."

Mr. Susman cited the competitive-bid system of selecting outside producers as a strong factor leading to
Let's face it. We're all in business to make money. But some of us are better at it than others.

At the new HR Radio, we know the more we do for our selling team, the more they do for our clients. And the more business our clients do, the more money we all make.

This is the main reason behind the merger of HR Radio, Stone and Butler. Because now we provide greater manpower, facilities, services, and coverage.

Starting with a staff of 75 "pros" in ten offices from coast-to-coast. Representing the top stations in the top markets.

HR Radio backs these stations with a five-man research team. They know how to make facts and figures sell hard.

With an impressive variety of promotion ideas and materials.

With programming analysis and recommendations by experts.

And with a nine-man management group that brings in the business by talking directly with decision-makers above the time-buying level.

We've been selling radio — nothing but radio — for a combined total of more than 80 years. We've been through it all. The problems. The solutions. The constant changes that make our industry so exciting. And we know how to make this experience pay off.

If you'd like to know more about the new HR Radio sales team, and what we can do to increase your sales, give us a call. It will be profitable for both of us.

MR Radio
THE GREEDY ONES

HR Radio
THE GREEDY ONES
price increases. He claimed that this system often results in a low bid by a producer on the first try, followed by a higher bid on the next assignment in order to recoup losses. This chain, he said, often leads to financial instability of production houses.

During the question-and-answer period, one advertising executive asked whether Mr. Tompkins actually was seeking help in competing with smaller companies. Mr. Tompkins replied that he was not asking for help, but was suggesting consolidation of business as an approach that could "bring order out of anarchy."

He pointed out that once a production company has a fixed relationship with an agency, the producer has more time and opportunity to work under the agency's guidance and turn out jobs more efficiently.

Small agency says copy testing is waste

The small creative agency can help to cut television advertising costs, according to Gene Case, partner in Case & Krone, which was formed only last spring.

Mr. Case pointed out that the small agency becomes adept at working with small budgets, does not become a "prisoner of the 15% commission machine" and is imbued with "desperation" to succeed.

Mr. Case, who formerly was with Jack Tinker & Partners, where he was accustomed to budgets running into millions of dollars, told the audience it is "a sobering experience" to work with client budgets of $200,000.

"You never look at a 60-second commercial quite the same way again," he remarked. "I now find it difficult using more than 10 seconds."

Mr. Case indicated that the 15% commission impels agencies, on occasion, to spend more money than is actually needed to effectuate a campaign. He pointed out that the small creative agency is willing and able to work on a variety of financial bases.

A third merit to the small creative agency in "the war against overspending," according to Mr. Case, is "desperation." He asserted:

"The small creative agency is desperate . . . to make noise, to get its clients seen, to build a record of successes before it becomes just last year's small creative agency, which is to say dead. Out of this desperation, a controlled and inspired desperation, great and profitable things can come."

Mr. Case's final point was one he called "a real money-saver" and it involved copy-testing. His advice: Eliminate copy-testing.

"The problem of copy-testing is not the theory, which is magnificent, but the practice, which is ludicrous," Mr. Case declared. "Advertising is a craft which has few of the advantages of art, but most of the disadvantages of art. And one of art's disadvantages is that it cannot be objectively evaluated in the short run.

"I think that we know for sure more about television commercials today than we know about television commercials testing systems. Therefore, we should not use commercial testing systems to evaluate commercials. We should use commercials to evaluate commercial testing systems. Incidentally, it follows that the commercial testing services should be paying us for their learning experience."

How talent buying can control costs

Marion Preston, supervisor of broadcast talent relations for J. Walter Thompson Co., New York, offered four suggestions for "stretching" an advertiser's TV commercial talent dollars. But first she warned the audience that such costs are likely to rise at the conclusion of negotiations that now are under way between the industry and the American Federation of Television and Radio Artists and the Screen Actors Guild.

She urged agency copywriters to become acquainted with the cost structure of talent so that they may keep this in mind when creating a commercial.

She recommended that advertisers and agencies estimate and review talent costs before producing a commercial so that they will have a reasonably accurate view of the amount of money that will be involved.

"And I think it's important to hire performers in their proper classifications," she reported. "Different classifications carry different rates, and if you think a particular part or performer is being engaged at a higher rate, challenge his classification."

The JWT executive pointed out that economies can be effected through proper scheduling of commercials for a campaign. By staggering starting dates on two different commercials, she explained, it is often possible to reduce talent costs under various provisions of talent agreements.

She was opposed to using non-union shops for commercial production, pointing out that many advertisers and agencies have agreements with various talent unions that could be compromised by such production. Similarly, she looked with disfavor on production abroad if the move is undertaken simply to avoid talent-union jurisdiction. She agreed that foreign production is justified if the overseas locale is an integral part of the commercial.

16mm seen as one way to keep budget down

Lincoln Diamant, president of Spots Alive Inc., New York, upheld test production of TV commercials as desirable in this era or rising costs, but cautioned that a spot that may save on production and resembles a commercial message does not necessarily make for valid testing.

Mr. Diamant pointed out that certain costs are fixed, including those for film and tape and for cameras and recording personnel. The one big "discount" variable, he noted, is labor, but he acknowledged that in U.S. metropolitan areas it is difficult for major production houses to indulge in test-spot "cutting." This puts test commercial filming in New York, Chicago and Los Angeles almost exclusively in the non-union or semi-unionized 16mm area, according to Mr. Diamant.

He offered these suggestions about test commercial production:

1. Decide to shoot in 16mm and keep casts and sets simplified. If a city park lawn can fairly represent the 12th hole at the Castle Harbor golf club in Bermuda, he advised, use it.

He felt that producing the entire test on tape offers specific advantages. Mr. Diamant said while it must remain a studio spot since a test budget cannot afford tape cameras on location, a client can use color at no extra cost and can combine the best of both live and animation. Mr. Diamant showed a reel of test commercials, including a spot produced by his company for Macy's that was used on the air in New York. The total cost for this spot, he said, was $999 gross.
KTXL-TV FACTS
TO "FORTY" FY YOUR TV BUY
in SACRAMENTO/STOCKTON

NET WEEKLY CIRCULATION INCREASED 13%

between March & May while audiences on
the other 3 stations declined!

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<tr>
<th>Station</th>
<th>Nov ARB</th>
<th>Mar ARB</th>
<th>May ARB</th>
<th>Change</th>
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<tr>
<td>KTXL</td>
<td>76,400</td>
<td>130,200</td>
<td>147,700</td>
<td>13.4%</td>
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<tr>
<td>KCRA</td>
<td>610,400</td>
<td>608,600</td>
<td>588,000</td>
<td>-3.4%</td>
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<tr>
<td>KOVR</td>
<td>572,400</td>
<td>504,900</td>
<td>536,000</td>
<td>-5.1%</td>
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<tr>
<td>KXTV</td>
<td>524,700</td>
<td>529,000</td>
<td>528,000</td>
<td>-0.4%</td>
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</tbody>
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KTXL-TV SETS IN USE INCREASED SUBSTANTIALLY while
the other 3 stations experienced normal Spring decreases.

1. KTXL-TV HOMES INCREASED 36% in early
evening fringe to prime time. KTXL, Channel 40
now delivers an average share of audience of 11% between 5-7:30 PM in spite of net-
work & local news and Perry Mason pro-
gramming on the other stations.

2. PRIME TIME RATINGS (7:30-11 PM avg. M-F)
SHOW KTXL-Tv NOW DELIVERS 30%
MORE homes than in March '69. THIS AMAZ-
ING INCREASE is in spite of competition
from 3 major network stations.

3. KTXL-TV IMPORTANT 5-6 PM RATINGS
INCREASED TOO! TV Homes increased 62%
with Munsters/Martian programming. Chan-
nel 40's SHARES increased to a 17 in May
ARB — almost double the shares shown for
that period in the March ARB.

P.O. Box 40 Sacramento, CA 95814
Telephone (916) 447-2943 Teletype (916) 367-3522

REPRESENTED BY
AVERY-KNODEL, INC.
Detroit (313) 961-9607
St. Louis (314) 281-5851
San Francisco (415) 981-5345
Los Angeles (213) 265-6395
Chicago (312) 421-5680
New York (212) 872-3971
Dallas (214) 747-7761
Atlanta (404) 872-3971

BROADCASTING, Oct. 13, 1969
Avco will use live lingerie models

Murphy decides group will ignore code rule barring real women in TV ads for underwear

Widening cracks in the Television Code Authority's rigid rules governing advertising, particularly regarding feminine attire, appeared last week when Avco Broadcasting announced it would no longer be bound by the code article regarding the use of live models.

John T. Murphy, president of Avco, in a letter to Robert W. Ferguson, president of WRFG-TV Wheeling, W. Va., and head of the television code review board, said Avco television stations would disregard the article in the code pertaining to the use of live models in advertising of women's lingerie.

The Avco stations involved are: WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, all Ohio, WLWI (TV) Indianapolis and WOAI-AM-FM San Antonio, Tex.

Although the move may conjure up fanciful images of sexy commercials the immediate result is expected to be something less lurid. The code article in question prohibits the use of live models unless fully clothed. Avco spokesmen say they have had considerable pressure from retailers, new arrivals in the television commercial market, who have found their advertisements unacceptable.

Mr. Murphy's letter says: "It is our intention, of course, to watch this most carefully, and in the event there is a public protest, we most certainly will reconsider our decision."

Previously in the letter Mr. Murphy said: "In our opinion, this article of the code is archaic and makes no sense at all when you consider the bikini is on live models on such programs as Laugh-In and the other entertainment programs such as Dean Martin, Mike Douglas, Johnny Carson, etc. I might add beyond the bikini, the display of navel and suggestive movements of dancers in scanty attire."

Mr. Ferguson said the matter would be on the agenda of the TV code review board which meets Dec. 8-9 in Los Angeles. He said no special meeting was contemplated and that no actions indicating disagreement with the code had been received other than the one from Avco.

If Avco proceeds to use live models as indicated in the letter it presumably would be found in violation of the code and would be subject to revocation of the code authority's seal of approval. The move seems unlikely.

Although the authority has received no other complaints, it is known that pressure from advertisers, particularly local retailers has been increasing. Many retailers are getting into the television medium for the first time. They have found to their surprise that much of the available material did not fit the restrictions of the code. Avco spokesmen stress that they plan to look carefully at all submitted commercials and will insist that they be tasteful.

That the code may relax again is quite possible. The television code review board will consider the issue and make recommendations which must be considered by the authority. But only a year ago the National Association of Broadcasters' television and radio boards of directors approved code changes to permit the advertising of personal products relating to externally applied feminine-hygiene deodorant sprays and powders.

Finishing touches put on TVB's D.C. agenda

Top agency media names and TV advertiser representatives will take part in Television Bureau of Advertising's annual meeting to be held in Washington Oct. 21-23 at the Shoreham Hotel.

TVB announced last week that these agency people from New York will discuss spot TV at an Oct. 22 panel: Justin Gerstle, senior vice president and executive director of the media program department, Ted Bates & Co.; Warren Bahr, executive vice president and media director, Young & Rubicam and George Simko, vice president and manager of media, Benton & Bowles.

On Oct. 23, Phillip Biddison, vice president of Ritchie Advertising, Houston, will outline his agency's TV presentation to a bank client, and David Oreck, president of McDonald Sales Corp., New Orleans appliances and furniture distributor, will discuss TV's place in his advertising plans.

A session on local TV's role in the economy will be held from the point of view of retailers on Oct. 23, and includes William S. Hansen, president, Julius Garfinckel & Co., Washington specialty store store; Alfred Eisenpreis, vice president, planning, research, public relations, Allied Stores; Albert Cohen, vice president, publicity, Winkelman's women's specialty store chain with headquarters in Detroit; and Duke Marx, president Marx Advertising, Milwaukee, producer of high fashion retail commercials; Sam Burgio, area manager, Montgomery-Ward, Albany, N. Y.

Keynote address by Robert H. Finch, Secretary of Health, Education and Welfare, will follow a dinner and reception on the eve of the convention (Oct. 21). Also featured on the program is a new TVB color film presentation. "Small Business Growing Larger"; bureau reports on local and national TV and a reception for members sponsored by MGM-TV on the evening of Oct. 22.

New firm to provide spot-buying service

The establishment of SFM Media Service Corp. to provide advertisers and agencies with buying and placement services was announced formally last week by Walter E. Staeb and Stanley H. Moger, president and executive vice president of the firm (Broadcasting, Sept. 29).

SFM already has approximately $15 million in billing from five advertisers and agencies, according to Mr. Staeb. The primary emphasis, he said, will be on spot broadcast time-buying, which will be undertaken by an initial staff of 16. SFM Media Service is located at 5 East 43rd Street, New York.

Mr. Staeb served most recently as vice president and media director at Ted Bates & Co., New York. Mr. Moger has been in the station representative business for 10 years and recently was with Storer Television Sales Inc. in New York.
In New York City from 8 p.m. to sign-off, Monday thru Friday, To Tell The Truth is the highest rated program telecast by any independent station.

SOURCE: NEW YORK ARBITRON. WEEK ENDING OCTOBER 4, 1969

AUDIENCE MEASUREMENTS ARE ESTIMATES ONLY, SUBJECT TO THE LIMITATIONS OF THE SOURCE.
Tar, nicotine ads tougher to write

FTC decides comparisons now used are not precise, insists on more detail

The Federal Trade Commission last week issued a policy statement on tar-and-nicotine claims in cigarette advertising that isn’t likely to make life easier for copywriters.

The commission said qualifying words such as “low,” “lower,” and “reduced” used to describe tar-and-nicotine content of one cigarette brand compared to another are “imprecise.” The proposed clarifying remedy may put more statistics and less “springtime” into those commercials.

The trade commission was acting on a request from Stockton Helfrich, director of the National Association of Broadcasters’ Code Authority. Mr. Helfrich wanted to know, among other things, whether the commission had any policy regarding the use of those qualifying words.

The question was prompted by a prior commission ruling three years ago that stated the commission wouldn’t challenge commercials displaying the tar-and-nicotine content so long as those figures were shown to be “accurate and fully substantiated by tests conducted in accordance with” those in the commission’s laboratory. The commission’s attitude was that where tar-and-nicotine comparisons were made, they should be “factual, fair and not misleading.”

But Mr. Helfrich wondered whether there was any point on the FTC tar-and-nicotine rating list where the commission felt such qualifying descriptions as low or lower would be misleading and not factual or fair. In addition, he asked: “May any cigarette be described as lower in tar and nicotine than another cigarette regardless of the difference in yield between [them]? Is there a point at which differences are considered insignificant and therefore should not be referenced in cigarette advertisements?”

The commission’s answer essentially was that all disclosures are significant. Qualifying adjectives serve to "create an imprecise picture as to the amount of tar and nicotine contained in the featured brand," it said.

Unless the basis of comparison is disclosed, the commission said, the use of the adjectives in such comparisons “can therefore lead to the conclusion that the advertised brand is lower in tar and nicotine than just about all other brands.”

The commission said the “imprecision” could be avoided by “clear and conspicuous disclosure” in both audio and video portions of the ads of:

- The tar-and-nicotine content in “milligrams of the smoke” produced by the advertised cigarette and in “milligrams of the lowest and highest yield domestic cigarettes.”

- “If the tar-and-nicotine content of the advertised cigarette is compared to any other specific cigarette, the brand name and tar-and-nicotine content in milligrams of the smoke produced by such other cigarette.”

The commission advised that all figures should be based on the most recent testing period and should compare cigarettes of comparable size (king, regular, etc.) and type (menthol, filter, etc.).

Rep appointments:


Agency appointments:

- Lingerie Division, Warnaco Inc., Bridgeport, Conn., has named Kenyon & Eckhardt Advertising, New York, to handle its account. Former agency was Marshman & Co., New York.
- Beverage Division of Midrock Oil Corp., Texas, has named Scofield, Braselton, William & Hiers Inc., Atlanta, to handle advertising for seven Dr. Pepper bottling plants in Georgia and Alabama.

Business briefly:

Milton Bradley Co., Springfield, Mass., manufacturer of games and toys, through Harvey & Carlson, New York, has launched a $2.5 million fall advertising campaign on ABC-TV’s and CBS-TV’s Saturday and Sunday morning children’s shows and the Today show on NBC-TV. The television campaign is part of $4-million advertising budgeted by Bradley for 1969.

Denison Manufacturing Co., through Chirag & Cairns, Boston, enters network television by advertising the “Buttononi” attacher on all three networks’ movie schedules, the Today, Tonight and Joey Bishop shows, network daytime spots and local station spots.

Jell-O, division of General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, will expand its market for Jell-O 1*2*3 into nine Western states. Spot and network television in new Western markets, as well as print and coupons, will be used in the campaign.

Dubonnet, the aperitif wine of Schenley Industries Inc., through Gilbert Advertising Inc., both New York, begins a heavy spot television drive today (Oct. 13) on 11 stations in New York, Los Angeles and San Francisco.

Admiral Corp., Chicago, through Campbell-Ewald Co., Detroit, has purchased sponsorship for its appliance and electronics products on NBC Radio’s News on the Hour, David Brinkley Reports and Chet Huntley.

Mattel Inc., Hawthorne, Calif., through Carson/Roberts, Los Angeles, has purchased full sponsorship of NBC-TV’s special, Hey, Hey, Hey—It’s Fat Albert, Wednesday, Nov. 12 (7:30-8 p.m. NYT). Animated program is based on characters created by comedian Bill Cosby.

North American Philips Corp.’s Home Appliance Division, through LaRoche, McCaffrey & McCall, both New York, has begun its first major, national consumer campaign for its new Norelco line of personal care products (hair setters, hair dryers, etc.). Spot television with provisions for local dealer tags is being used in more than 40 major markets, as well as ads in magazines with large female audiences, in a drive that continues into December.

Wynn Oil Co., Azusa, Calif., through Needham, Harper & Steers/West, Los Angeles, will co-sponsor CBS Radio coverage of the Apollo 11 moon shot scheduled for Nov. 14-21. Wynn participated in sponsorship of CBS’s Apollo 11 coverage in July. The Association of American Railroads, through McCann-Erickson, both New York, previously signed for one-quarter sponsorship on NBC Radio (Broadcasting, Sept. 15).

Hill debate on time is due next week

Pastore will hear plans for free or cut-rate TV during federal elections

Moves to require broadcasters to furnish time to political candidates at cut rates or gratis will be explored at two days of hearings Oct. 21-22 by Senator John O. Pastore (D-R.I.) and his Communications Subcommittee of the Senate Commerce Committee, it was announced last week.

Ostensibly the hearing will be held.
McClatchy Television - Two Great TV markets combined rank 13th among the Nation's top ADI TV markets with more TV households than Minneapolis-St. Paul, Indianapolis, Baltimore, or Houston.

You can reach 28 California counties and 2 Nevada counties — a total market of over $7.5 billion with 820,000 TV-households — with McClatchy TV.

- KOVR: Operates from California's tallest broadcasting tower in California's 3rd largest TV market, reaching 564,900 TV homes. Forty-eight percent of the TV-households in the ADI area get your message in full color.

- KMJ-TV: 1,600,000 watts of broadcasting power. Reaches 237,100 Southern Valley TV homes. Forty-six percent of the TV-households in the ADI area see your products in living color.

So for powerful sales in the nation's 13th largest TV area, put your message on McClatchy TV.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended September 28, 1969
(net time and talent charges in thousands of dollars)

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<td>Monday-Friday</td>
<td>$1,100.7</td>
<td>$360,491.8</td>
<td>$13,944.2</td>
<td>$429,954.5</td>
<td>$13,182.1</td>
<td>$415,503.3</td>
<td>1,982</td>
<td>$37,237.0</td>
<td>73,819</td>
<td>$1,148,946.9</td>
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</table>

on the bill (S-2876) sponsored by Senators Philip A. Hart (D-Mich.) and James B. Pearson (R-Kan.), which calls on broadcasters to provide time for senatorial and congressional candidates at about 30% of regular commercial rates. The Hart-Pearson bill was co-sponsored by 34 other senators, more than one-third of that body's membership, and aims to provide senatorial candidates with 120 minutes and House candidates with 60 minutes of prime TV time during the last five weeks before election date (BROADCASTING, Sept. 15).

But, according to Senate sources, the hearings will also hear the free-time proposal issued by a Twentieth Century Fund commission early this month. That plan suggests that broadcasters be required to set out a block of half-hour, prime-time periods for use by candidates for president and vice president with the charges, about 50% of regular commercial rates, to be paid for by the federal government (BROADCASTING, Oct. 6).

Witnesses will be members of the FCC; members of the Twentieth Century Fund group, including its chairman, Newton Minow, a former FCC chairman who is now a Chicago lawyer, and Dean Burch, nominated by President Nixon to be chairman of the FCC, an Arizona lawyer who was aide to Senator Barry Goldwater (R-Ariz.) in the 1964 presidential campaign and for not quite a year chairman of the Republican National Committee during that time; a representative of the Committee for a More Effective Congress, which drafted the model for the Hart-Pearson bill, and the three TV networks. Others may be added to this list, which was announced last Thursday (Oct. 9).

Meanwhile, on the heels of the Twentieth Century Fund recommendation, a spokesman for the CATV industry called on cable TV operators to make time available on their systems for nothing or for "lowest possible cost" to candidates for all offices.

Frederick W. Ford, president of the National Cable TV Association, told members of his association in a letter last week, that they ought to make their program origination channels available for this purpose.

Computer knows how to find commercial talent

Not unlike a computer dating service, Cast Index, a division of Reeves Tele- com Corp., New York, as announced last week will offer subscribers a data bank of commercial talent. Stressing that the library of talent will not render agents and casting directors obsolete, Arthur Cohen, president of the new company, outlined the enterprise, which would make up-to-date information on actors and models available to participating advertising agencies.

Calling the Cast Index a "time compressant," Mr. Cohen said the computer system will narrow down for clients the unwieldy list of available talent into suitable audition lists. Access to the data bank is through terminals connected by telephone lines to the computer's storage devices. The terminal is portable and suitable for use in an office or on location. Sought-after characteristics are fed into the terminal unit and the central storage bank responds with file numbers, referring to a library of resumes and photographs supplied Cast Index subscribers.

Information such as product conflict and union membership will be offered, as well as physical descriptions.

Registration in the index will cost actors and models $52 per year. Agencies will be charged between $2,000 and $4,000—depending on size, for unlimited use. The service will also be available on a per-use basis for $600 a year and form $5 to $1.50 per use.

New animation aids unveiled in N.Y.

Two computerized animation systems, designed for the production of animated television commercials, films and video tapes, were demonstrated in New York last week.

Products of the Computer Image Corp., Denver, were the Animag and the Scanimate. The Animag is said to be able to generate its own images for animation. The company hopes to use it for production of full-length cartoon motion pictures "sometime in the future." The Scanimate uses a television camera that transforms the basic image—a station logo, for example—by exploding, zooming, shrinking, undulating or squeezing it in any number of combinations.

Schick picks Needham

Schick Safety Razor Co., Culver City, Calif., last week named Needham, Harper & Steers, Chicago, to handle a projected multi-million dollar advertising campaign for the advertiser's line of injector blades. NH&S was awarded the account from among five agencies.

The other agencies were Foote, Cone & Belding; Compton advertising; and Honig-Cooper & Warrington, all through Los Angeles offices; and Edward H. Weiss & Co., Chicago.
Fifty-two half-hour color episodes now available for local programming.

Here's programming that is designed to be the perfect local spot carrier. All you do is insert the commercials. Program material is delivered to you without any sponsor or commercial content. These retitled and revised episodes of "Death Valley Days" are available on a reciprocal sales agreement basis. You receive an exciting color anthology series, perfect for family audiences. In exchange, U.S. Borax receives commercial time outside the show.

For additional information, contact Les Wallwork, McCann-Erickson, Inc., 3325 Wilshire Boulevard, Los Angeles, Calif. 90005. Phone (213) 385-3302.
### Matching TV markets and sales areas

An exclusive guide for media buyers: composition of TV markets by county size

Advertisers data is reported by sales district, region, and county size. Media planning uses the TV market as its basic unit, and often these different pieces do not fit together well. This month’s “Telestatus” deals with the problems of reconciling county-size reporting with television-market definitions.

County-size data is based upon a rather complex definition of county-population concentration. A working description, based upon these definitions, would be: “A” markets are the 26 major metropolitan areas; “B” markets are the medium-sized cities; “C” markets are the smaller towns; and “D” markets are largely rural areas.

County-size sales data shows where the brand has its greatest strength, whether it is a large-city, urban, or rural brand. And since geographic flexibility is one of the strengths of spot television, county-size statistics are important inputs for spot television planning. For example, if Brand “X” has an above-average “A” market sales potential and national media typically underdelivers in these larger markets, then major market spot might be recommended to supplement the national effort. And here is where the problem of “fit” occurs. Market definitions used by the media planner today are television markets (ADIs’s), and each market comprises counties which fall into different county-size groupings.

A case in point: The top 20 ADI’s are all “A” county markets, yet over 20% of their populations live in non-
“A” counties. So the media planner using spot to increase “A” county impression-weight cannot assume that the spot dollars spent in “A” markets are all contributing to this goal.

The following tabulations from American Research Bureau show the distribution of ADI TV households by county size for each ADI market and in incremental groups of 10 markets. Household figures are in thousands.

#### Table: Data for ADI Markets

<table>
<thead>
<tr>
<th>Rank</th>
<th>ADI Markets</th>
<th>ADI Homes</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
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<td>1,196.7</td>
<td>94.5</td>
<td>77.5</td>
<td>1.07</td>
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<tr>
<td>8</td>
<td>Cleveland</td>
<td>1,227.1</td>
<td>614.4</td>
<td>433.8</td>
<td>168.2</td>
<td>1.07</td>
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<td>737.4</td>
<td>165.9</td>
<td>75.5</td>
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<tr>
<td>18</td>
<td>Seattle-Tacoma</td>
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<td>21</td>
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<td>396.2</td>
<td>60.3</td>
<td>92.8</td>
<td>4.5</td>
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<td>406.7</td>
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<td>41.8</td>
<td>395.2</td>
<td>24.1</td>
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<td>Memphis</td>
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</tbody>
</table>

#### Analyzing ADI Markets

- **30 ADI Markets**: 30,369.2
- **22 ADI Markets**: 22,665.6
- **5 ADI Markets**: 5,581.0
- **5 ADI Markets**: 2,520.3
- **5 ADI Markets**: 1,593.0

These figures show the distribution of ADI TV households by county size for each ADI market, providing valuable insights for media buyers and planners.
<table>
<thead>
<tr>
<th>Rank</th>
<th>ADI</th>
<th>Markets</th>
<th>ADI</th>
<th>Markets</th>
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<td>42,579.3</td>
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<td>256.5</td>
<td>1-60</td>
<td>43,131.1</td>
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<tr>
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<td>Davenport, Iowa-Rock Island, Ill.</td>
<td>254.2</td>
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<td>1-60</td>
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<td>99.</td>
<td>Baton Rouge, La.</td>
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<td>1-60</td>
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<td>1-60</td>
<td>43,131.1</td>
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<td>1-60</td>
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<td>Charleston, S.C.</td>
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<td>43,131.1</td>
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<td>107.</td>
<td>Multnomah, Wash.-El Dorado, Ark.</td>
<td>119.1</td>
<td>1-60</td>
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<td>108.</td>
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<td>109.</td>
<td>Quincy-Hannibal, Mo.</td>
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<td>120.</td>
<td>LaCrosse-Eau Claire, Wis.</td>
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<td>1-60</td>
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BROADCASTING, Oct. 13, 1969
A new face for Emmy?

NATAS streamlines awards telecasts, begins TV contract negotiations

The National Academy of Television Arts and Sciences announced last week that its Emmy Awards television presentations will be simplified, beginning next year, with a reduction in the number of categories from 32 to 26.

Seymour Berns, academy president, said the board of trustees had approved revisions that will eliminate from the telecasts the presentation of technical awards; establish a new award for the best news series, and subdivide the variety or music award into two classifications, one for variety or popular music, and another for classical music.

Mr. Berns added that the technical awards will be given at a dinner or luncheon to be held simultaneously on both coasts. He said this move will give the 1970 two-hour telecast, scheduled for ABC-TV on June 7, "20 or 30% more airtime" for entertainment and the presentation of awards.

He told newsmen at a conference in New York that the academy is in "better financial condition today than it has been in a long time." Reports that NATAS was having money problems circulated last month following the announcement that Peter Cott, executive director, was resigning Dec. 31. Mr. Berns said that a successor to Mr. Cott will be named after Jan. 1, 1970.

He reported that the Television Quarterly, which has been published by the academy for the past eight years, was discontinuing publication, but claimed the action was only partly related to finances. He indicated the magazine would resume publishing after the academy has "taken a hard look to broaden its appeal."

Mr. Berns told the conference that the academy was negotiating with the TV networks, which carry the Emmy program yearly on a rotating basis, for continuation of the telecasts beyond 1971. He declined to say whether NATAS was seeking more than the present $250,000 annually from the networks. saying he did not want to negotiate in public.

WGA fends off special strike fund

Members of the Writers Guild of America have voted against a proposed additional assessment of 1% of their earnings to be used for a strike fund. The
Why let the sun set on your profits?
The night is filled with money

Does your money-making potential end with sunset? GO FM, and night is the start of a new day's programming. GO FM, and you can increase your money-making potential day and night. But go with RCA. For a number of very practical reasons. Your technical problems will be solved by the world's most experienced broadcast equipment manufacturer. RCA will plan your entire station, from microphone to tower. RCA will help you sustain your station. Whether you need a replacement part, or a new transmitter, one phone call to your local RCA man means immediate service! You will also enjoy the convenience of single-source purchasing, as well as the technical advantages of completely matched systems. Today, as it has been for years, RCA is the only complete source of everything you need to produce the finest FM (and AM) signals possible. For greater value when you buy—and lower operating costs for years to come—be particular. Insist on RCA.

New BTE-15A Stereo/SCA Exciter System to increase your FM profit potential! Add Stereo and SCA and you're in the total FM business! Buy any of the new RCA FM transmitters and all you need is the optional stereo and SCA generator. Or plug the entire BTE-15A system into many previous-generation transmitters! Another reason why anti-obsolescence is "standard equipment" in RCA!
New FM transmitters for the sound that says "today".

Once again, RCA has advanced the "state of the art". RCA's new FM transmitters are engineered to take full advantage of today's sound and feature—in every model—the only FM exciter with integrated circuitry (IC) and complete instrumentation!

The new line includes:
Five solid state transmitters (1-KW to 40-KW) for mono or stereo operation, all with built-in facilities for remote control. Most models offer in-the-field power-expansion facilities. Most models are designed for "non-stop" parallel operation.
RCA has everything you need to make FMoney.

Everything. From microphone to towers. And everything matched for excellent performance and economical system expansions. Shown here are but a few recent additions to the audio line.

The new BC-17 Three-Channel Console for AM and FM. Features completely solid state design, will handle AM-FM, FM-Stereo and SCA audio switching... plus the upcoming new "Galaxy" series of microphones.

The New Audio Automation System. Designed to run a full day’s programming for you. It switches between many preselected audio sources and sequences them automatically in any preset pattern.

See the man from RCA for the best of everything in radio. Ask him about our new antennas, reel and cartridge tape recorders, turntables, pickups, microphones.

And be sure to send for our new Station Planning Literature for everything you want to know on how to make floor plans, choose and maintain your equipment! Write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.

RCA... Totally Responsive
measure failed to gain approval by seven votes, or 1% of the total votes cast. Actually 65% of the votes were in favor of the additional assessment. The WGA's constitution, however, requires two-thirds, or 66% of the votes, for passage.

Four other amendments to the guild's constitution were approved overwhelmingly:

- An increase in dues from $10 per quarter with a 1% credit against the gross a writer earns.
- A measure permitting Writers Guild of America, West, and Writers Guild of America, East, to vote separately on matters that affect the divisions individually.
- Nonresident writers to be granted full membership status (without initiation payment of $200) provided their home guild reciprocates.
- A new quorum requirement that considers mail and floor vote together for purposes of meeting the necessary number of members to conduct business at membership meetings.

Networks' profits bind hampers AFL, NFL talks

The top network sports-programming executives will barely have time to catch their breath from negotiations on the 1972 Olympics (Broadcasting, Oct. 6) before entering into serious negotiations on the 1970 professional football contracts.

Football Commissioner Pete Rozelle reportedly is anxious to settle on terms with CBS-TV and NBC-TV, holders of the options on NFL and AFL contracts respectively, by next month. Mr. Rozelle has indicated he would like to get $39 million in rights from television (Broadcasting, May 19), but the networks maintain they are already hard pressed to make a profit at present prices ($20 million from CBS, $9 million from NBC). Neither network has sold out football advertising so far this year.

If either network drops out, Hughes Sports Network is likely to place its bid, but an HSN spokesman said last week that Hughes would be faced with the same problems as the networks in trying to get advertisers at high enough prices to make a profit.

CBS's asking price for minutes in NFL games this year was estimated at $73,000, while NBC raised its prices from $28,000 to $40,000 this year on the strength of the AFL win in the Super Bowl.

Reports that NBC was likely to drop football rather than pay another $6 or $7 million for rights could not be confirmed because the decision makers were in Japan negotiating for the Olympics.

WOR-TV free time in campaign lauded

But FCC questions plan requiring candidates to appear personally

WOR-TV New York was commended by the FCC last week for its plan to give free time to candidates for mayor of New York and governor of New Jersey during nearly a full day of political programming.

But the station also received a note of warning about one feature of the plan—one that limits the free-time offer to candidates who appear in person during their broadcasts.

WOR-TV, owned by RKO General Inc., will air the special programming between 7 a.m. Monday, Nov. 3, and 1:30 a.m. Tuesday, election day. Fifteen-minute segments will be made available to each of the 14 candidates, seven for mayor and seven for governor. The remainder of the time will be given over to introductory remarks, commentary and explanatory material by station personnel.

The commission, which had been asked for a declaratory ruling on the station's compliance with the equal-time law, said "the proposal appears to constitute a highly commendable effort . . . to present a program with considerable public appeal in the discharge of one of the most important of [the station's] public interest responsibilities—con- tributing to an informed electorate." The commission also commended the station for its advance planning.

But, it said, the ground rule laid down by the station requiring candidates to appear in person "may be inconsistent with the provisions of Section 315 with respect to candidates who prefer to participate by prerecorded videotape or film."

The commission noted that a candidate might prefer to prerecord his appearance rather than participate in the "give and take" of a live appearance. Or he might choose to devote his last day of campaigning to purposes other than appearing live on the program, the commission added.

Under the station's plan, candidates who refuse to appear in person or who do not use all of their free time would not receive substitute time.

Candidates who do appear would be free to use their time in any manner they wish. They could use film or other material and have others on the program with them. The station will also make office facilities and equipment for receiving and replying to telephone calls available on request.

The services the station plans to offer the candidates don't end there. It will provide them with transportation to and from the studios—including helicopter service.

Four in radio-TV to get safety awards

Winners of broadcast and print media Distinguished Service Awards in the accident prevention program of the National Safety Council will be honored in Chicago Oct. 28 at a breakfast ceremony arranged by Howard Pyle, council president. This is the fifth year the annual awards have been conducted on a competitive basis.

The broadcast winners for service in 1968 include: WSN(AM) Milwaukee and W KYC-TV Cleveland, in respective radio and TV station categories; Tim Spencer, WEHT-TV Evansville, Ind., for TV individual, and Gary Shepard and Sandor Reich, CBS News, for radio.

WSN has aired Sound of Safety series at 5:15 p.m. each weekday, plus specials. WK YC-TV did a half-hour documentary on Drownproofing and aired extensive spot drive on this and related subjects. Messrs. Shepard and Reich did a major feature on air safety while Mr. Spencer aired editorial series on traffic safety including daylight Halloween trick-or-treating.
NBC-TV clings to Nielsen lead

ABC-TV, CBS-TV new shows start later but still trail in numbers race

NBC-TV continued to lead the Fast National Nielsen ratings race during the week of Sept. 22-28, when CBS-TV presented its new programing and ABC-TV opened most of its new shows. NBC's 20.1 average rating, 34 average share, was trailed by CBS's 18.3, 31 and ABC's 16.8, 29.

These ratings represent an 8% increase for ABC and a 6% increase for NBC over last year, while CBS was down 10%.

ABC's premieres of The Music Scene and The New People and CBS's new episodes of Here's Lucy, Mayberry RFD and Doris Day faced abnormal competition from NBC's comedy special programing Monday night (Sept. 22), and specials and strong movies dominated the rest of the week on all three networks.

ABC's new shows seemed to do either very well or very poorly. Marcus Welby M.D., Room 222 and Movie of the Week all had ratings above 21, while Mr. Deeds Goes to Town, Jimmy Durante Presents the Lennon Sisters, The New People and The Music Scene had ratings below 14. CBS's top performer was The Jim Nabors Show with a 21.4. Its other new shows, Leslie Uggams, The Governor and J. J., Medical Center and When In Rome received ratings ranging from 18 to 15.

The Bob Hope special on NBC Sept. 22 led the ratings for that week followed by NBC's Laugh-In, the Saturday movie, "Shenandoah", and the Bill Cosby Show. CBS's Peanuts special came next, then ABC's Sunday movie, "Nevada Smith", then NBC's Walt Disney and Flip Wilson Special. Completing the top 10 were ABC's new Marcus Welby and NBC's Dean Martin.

In the New York Nielsens for Thursday, Oct. 2, through Wednesday, Oct. 8, with the exception of Friday night, movies were the top choice. The fare included "The Sandpiper", "Arabesque", "Those Magnificent Men in Their Flying Machines", "Counterpoint", "The Over-the-Hill Gang" and "Two for the Road".

The Friday movie on CBS was "Double Trouble" with Elvis Presley, which did not approach the ratings of Name of the Game and Bracken's World on NBC.

Other top-rated programs last week were NBC's Laugh-In, Ironside, Dean Martin and Bonanza, ABC's Bewitched, Mod Squad and Room 222 and CBS's Jackie Gleason and Ed Sullivan.

The New York Nielsen ratings for Oct. 2-8:

**Thursday, Oct. 2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-8 p.m.</td>
<td>ABC—Ghost and Mrs. Muir</td>
<td>12.0</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>CBS—Family Affair</td>
<td>10.0</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>NBC—Daniel Boone</td>
<td>13.3</td>
<td>23</td>
</tr>
<tr>
<td>8:30-9 p.m.</td>
<td>ABC—That Girl</td>
<td>16.3</td>
<td>27</td>
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<tr>
<td></td>
<td>CBS—Jim Nabors</td>
<td>16.0</td>
<td>27</td>
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<tr>
<td></td>
<td>NBC—Daniel Boone</td>
<td>17.5</td>
<td>29</td>
</tr>
<tr>
<td>9:30-10 p.m.</td>
<td>ABC—Bewitched</td>
<td>20.8</td>
<td>31</td>
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<tr>
<td></td>
<td>CBS—Jim Nabors</td>
<td>18.5</td>
<td>27</td>
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<tr>
<td></td>
<td>NBC—Ironside</td>
<td>21.0</td>
<td>31</td>
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<tr>
<td>10:30-11 p.m.</td>
<td>ABC—Tom Jones</td>
<td>17.6</td>
<td>23</td>
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<td></td>
<td>CBS—Thursday Movie</td>
<td>26.8</td>
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<td></td>
<td>NBC—Ironside</td>
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<td>ABC—Tom Jones</td>
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<td></td>
<td>CBS—Thursday Movie</td>
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<td>NBC—Dragnet</td>
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<td>ABC—It Takes a Thief</td>
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<td></td>
<td>CBS—Thursday Movie</td>
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<td></td>
<td>NBC—Dean Martin</td>
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<td>ABC—It Takes a Thief</td>
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<td>CBS—Thursday Movie</td>
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<td></td>
<td>NBC—Dean Martin</td>
<td>22.2</td>
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**Friday, Oct. 3**

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<td>7:30-8 p.m.</td>
<td>ABC—Let’s Make a Deal</td>
<td>7.6</td>
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<td></td>
<td>CBS—Get Smart</td>
<td>14.6</td>
<td>31</td>
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<tr>
<td></td>
<td>NBC—High Chaparral</td>
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<tr>
<td>8-9:30 p.m.</td>
<td>ABC—The Brady Bunch</td>
<td>13.4</td>
<td>26</td>
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<tr>
<td></td>
<td>CBS—Good Guys</td>
<td>12.2</td>
<td>23</td>
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<tr>
<td></td>
<td>NBC—High Chaparral</td>
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<td></td>
<td>ABC—It Takes a Thief</td>
<td>8.1</td>
<td>15</td>
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<td></td>
<td>ABC—Mr. Deeds</td>
<td>8.1</td>
<td>15</td>
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<td></td>
<td>ABC—Hogan’s Heroes</td>
<td>16.4</td>
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<td></td>
<td>NBC—Name of the Game</td>
<td>23.6</td>
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<td></td>
<td>9-10:30 p.m.</td>
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<td></td>
<td>ABC—Here Come the Brides</td>
<td>6.4</td>
<td>11</td>
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<td></td>
<td>CBS—Friday Movie</td>
<td>7.2</td>
<td>12</td>
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<td></td>
<td>NBC—Name of the Game</td>
<td>25.6</td>
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<td>9:30-10 p.m.</td>
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<tr>
<td></td>
<td>ABC—Here Come the Brides</td>
<td>5.2</td>
<td>14</td>
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<tr>
<td></td>
<td>CBS—Friday Movie</td>
<td>12.2</td>
<td>21</td>
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<tr>
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<td>NBC—Name of the Game</td>
<td>26.2</td>
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<td>10-11 p.m.</td>
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<tr>
<td></td>
<td>ABC—Durante &amp; Lennon</td>
<td>9.0</td>
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<td></td>
<td>CBS—Friday Movie</td>
<td>10.4</td>
<td>18</td>
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<td></td>
<td>NBC—Bracken’s World</td>
<td>26.8</td>
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<td></td>
<td>10-11 p.m.</td>
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<td></td>
<td>ABC—Durante &amp; Lennon</td>
<td>8.5</td>
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<td></td>
<td>CBS—Friday Movie</td>
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<td></td>
<td>NBC—Bracken’s World</td>
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**Saturday, Oct. 4**

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<td>7:30-8 p.m.</td>
<td>ABC—Dating Game</td>
<td>5.5</td>
<td>11</td>
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<tr>
<td></td>
<td>CBS—Jack in Gleason</td>
<td>20.7</td>
<td>41</td>
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<td></td>
<td>NBC—Andy Williams</td>
<td>13.3</td>
<td>27</td>
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<td></td>
<td>8-8:30 p.m.</td>
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<td></td>
<td>ABC—Newlywed Game</td>
<td>7.7</td>
<td>14</td>
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<td></td>
<td>CBS—Jack in Gleason</td>
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<td>40</td>
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<td></td>
<td>NBC—Andy Williams</td>
<td>15.1</td>
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<td></td>
<td>8-9:30 p.m.</td>
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<tr>
<td></td>
<td>ABC—Lawrence Welk</td>
<td>10.9</td>
<td>20</td>
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<td></td>
<td>CBS—My Three Sons</td>
<td>16.8</td>
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<td></td>
<td>NBC—Adam-12</td>
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<td></td>
<td>9-10 p.m.</td>
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<tr>
<td></td>
<td>ABC—Lawrence Welk</td>
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<td></td>
<td>CBS—Green Acres</td>
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<td></td>
<td>NBC—Saturday Movie</td>
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<tr>
<td></td>
<td>9:30-10 p.m.</td>
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<tr>
<td></td>
<td>ABC—NCAA Football</td>
<td>7.2</td>
<td>14</td>
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<tr>
<td></td>
<td>CBS—Petitecoat Football</td>
<td>15.7</td>
<td>30</td>
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<tr>
<td></td>
<td>NBC—Saturday Movie</td>
<td>24.5</td>
<td>47</td>
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</table>
San Francisco DJ moves show from radio to TV

In a programming development that has national implications for all music radio stations and all nonnetwork affiliated TV stations, KBHK-TV San Francisco last week started an early morning, three-hour daily disk jockey program block that stars the leading radio personality in the market, is sponsored by some of the leading radio advertisers, and is being promoted as a show to listen to and not watch. For the last decade and until this month, the Sherwood-show, heard on KSFQ(AM) San Francisco, was reputed to be the most popular radio program in the San Francisco bay area. Don Sherwood, the personality who conducts the show, has been called the Arthur Godfrey of San Francisco, and is said to be as indelibly identified with the area as newspaper columnist Herb Caen.

KBHK-TV, a nonnetwork affiliated UHF station owned by Kaiser Broadcasting Corp., has taken Mr. Sherwood's radio show and transposed it essentially intact to television. The program, which started Oct. 6, is heard and seen from 6 to 9 a.m. each weekday. It features music, news, traffic reports, weather, and Mr. Sherwood's satirical comments and observations. Little effort is made to make the program visual (particularly in the first hour). When music is played, the camera is focused on a venerable cathedral-style radio. Promotion for the show, on billboards, bus cards and on radio (reportedly only one station turned down the advertising), says: "Listen to Sherwood. Turn to TV. You don't have to watch."

Mr. Sherwood is in direct competition with his own former and other radio stations not only for early morning listeners but for advertisers. At least a half-dozen of his current sponsors previously advertised with him on radio and some are making their first investment in television. The station is suggesting that advertisers use their radio spots for TV. In some instances, as he did on radio, Mr. Sherwood is delivering some of the spots personally. Among radio advertisers now sponsoring on television are Niagara Luminous, Harrah's club of Reno, Oberti olives and Cory copy service.

Kaiser Broadcasting officials indicate that this is a test program for the group. If the radio show on TV proves successful, the concept is likely to be tried on Kaiser's five other UHF stations.

Lescolieu signs up for Avco specials

Jack Lescolieu, veteran NBC Today Show performer, has signed with Avco Broadcasting Corp. to be anchorman and narrator for a series of special products.

John T. Murphy, Avco president said last week in Cincinnati the projects will include nationally syndicated documentaries, regional television specials, radio and television sports programming and coverage of events such as the Indianapolis 500, the San Antonio Fiesta and the Ohio State Fair.

Outdoor music programs will be taped for TV

Network Associates Corp., New York, announced plans last week under which it would stage 26 live entertainment programs of 90 minutes each throughout the country and tape these musical events for national syndication to television in one-hour versions.

The live entertainment shows will be presented before audiences in outdoor locations and will feature top names in the contemporary music scene. The series, titled Sound and Look of the 70's, will begin production in the spring of 1970, it was stated.

Network Associates Corp., which has been active in TV and film production, recently was acquired for stock and cash by Jerome J. Garfield, former di-
STATEDMENT of OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962, Section 436, Title 39, United States Code)

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1 certify that the statements made by me are correct and complete.

MAURICE H. LONG
Vice President and General Manager

*Average no. copies each issue during preceding 12 months.
**Single issue nearest to filing date.

... about paid circulation
The current barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.
The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

BROADCASTING delivers more paid circulation annually than the combined paid circulation of the vertical competitive publications.

rector of administration and operations for Spectran, Ltd., New York, and Alan Lurie, former president of Winston Pharmacal Corp. and once vice president of marketing for Amfrel-Grant Inc. Mr. Lurie said NAC also plans to produce a package of other film programs for TV and theatrical exhibition.

A new criterion for license renewal
Boston-based foundation, with expansion in mind, wants rule against violence

A new anti-TV violence voice was heard last week as the Foundation to Improve Television asked the FCC to amend its rules to provide for denial of license to any applicant for a television station who proposes to air programs which "contain an excessive amount of fictionalized violence and horror during the hours prior to 11 p.m."
The foundation was organized last May for the sole purpose of opposing purported excessive violence and horror on TV. Its president and director is William S. Abbott, an Arlington, Mass. attorney. It is based in Washington, temporarily at the offices of its attorney, Welch & Morgan, which has represented several groups challenging TV licenses.
The foundation is supported entirely through dues and contributions from its members. Most of these are Boston-area businessmen and educators, although the foundation seeks a national membership.
The petition cited numerous psychological studies supporting its thesis that televised violence leads to a distortion of reality and aggressive behavior in children. "The commission can no longer avoid responsibility for the sick society that television violence and horror has helped to create," it said.
For purposes of its proposed amendment, the foundation defined violence as "the overt expression of force intended to hurt or kill," and horror as "a painful emotion of fear, dread, abhorrence." It proposed that its amendment would be applicable when a program contained acts of brutality or mental cruelty, "which, when viewed by the average person, would be considered excessive."
Welcoming the findings of the National Commission on the Causes and Prevention of Violence, the foundation said the commission's report "lent ample weight to its proposition that televised violence injures children and the public health generally."
The foundation said it recently monitored the three Washington network TV stations to determine whether violence had diminished, after the networks had "allegedly" reduced its portrayal. Its findings, the foundation said, showed that "the profusion of violence remains despite the claims of the networks to the contrary." (The stations were monitored prior to the new fall season.)
Contending that the commission is authorized and "required" to enact the proposed amendment, the foundation said that, "despite the First Amendment and Section 326 of the Communications Act [dealing with censorship and free speech], the commission does possess the power to regulate programming and penalize those that have broadcast or propose to broadcast certain types of programs by denying them a license in the first instance or refusing to renew."
The foundation said that commission and court decisions have shown that, "within the public interest standard, the commission may (and has) condemned certain types of programming without running afoul of the First Amendment and Section 326 of the act. . . . It is submitted that the First Amendment was not designed to protect the communication of TV violence and horror to the detriment of American children."
The "Red Lion" case, the foundation argued, "made it clear that the First Amendment standards applied to television are different from those applied to other mediums, and that it is the rights of the viewers, rather than the broadcasters, which are paramount."

Haynsworth nomination sparks possible debate
The climax of the nomination of federal Judge Clement F. Haynsworth of South Carolina to the U. S. Supreme Court appeared to be racing to a TV finish late last week following approval of his nomination by the Senate Judiciary Committee in a 10-to-6 vote.
The committee's meeting was highlighted by a "bill of particulars" concerning Judge Haynsworth's business and financial activities while a member of the Fourth Circuit Court of Appeals, presented by Senator Birch Bayh (D-Ind.), who is fighting his confirmation.
Following the committee meeting, Senator Ernest F. Hollings (D-S.C.), who sponsored Judge Haynsworth's nomination, challenged Senator Bayh to a TV debate on the nomination. Senator Hollings said he had asked for time on all three TV networks. Network sources indicated late Thursday (Oct. 9) that they had heard of the Hollings request but had not received it. It was noted, however, that the South Carolina senator was scheduled to appear Friday (Oct. 10) on Joseph Benti's CBS-TV morning news show and that CBS has been invited was still trying to get Senator Bayh on the same show.
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VISUAL ELECTRONICS CORPORATION
Program notes:

'Sadbird' on CBS • Second CBS Playhouse presentation on CBS-TV this season will be an original comedy drama, "Sadbird," written by George Bellak, produced and directed by William Graham and starring Jack Albertson, Jack Weston, Gabriel Dell, Linda Lavin, Kathleen Dabney, Sorrell Brooke and, making his debut in a major role, Robert Foxworth. It is scheduled for Monday, Dec. 1 at 9:30-11 p.m. EST under sponsorship of General Telephone and Electronics, through Doyle Dane Bernbach, both New York.

Brainchild • The latest brainchild of Dick Orkin, creator of the Chicken Man series, which aired on over 400 stations, is the Mini People. The program, a 52-week series of 90-second vignettes syndicated by Hartwest Productions Inc. is a quiz show featuring children under the age six.

Sherlock Holmes Revival • Charles Michelson Inc., New York, reports the sale of 15 half-hour radio programs, The Best of Sherlock Holmes, to 180 stations. The new Holmes programs have been bought by stations that currently are scheduling The Shadow, Lone Ranger and The Green Hornet radio series and will be used as a continuation program as each of the other shows completes its run.

Bullish syndie business • Winters/Rosen Distribution Corp., a subsidiary of Winters/Rosen Production, Hollywood, reported earnings of more than $1.25 million in sales for the six-month period ending Aug. 31. This is W/R's first year in distribution. Among properties contributing to W/R's distribution sales are The Barbara McNair Show, reported as sold to 50 markets, including eight out of the top ten; and the Buck Owens TV Ranch Show, in more than 50 of the top 100 markets.

TV shuffle • Filmways Inc. has reorganized its television operations into five separate divisions: nighttime network production, daytime network production, syndicated production, specials production and distribution. Richard St. Johns, president of the parent company, will supervise coordinations and also be responsible for overall financial management. Al Simon, president of Filmways TV Productions, a Filmways Inc. subsidiary, is in charge of all TV production for all TV divisions.

Firm of best-sellers • Spillane-Fellows Productions Inc. has been organized by novelist Mickey Spillane, and producer Robert Fellows. The new company owns all of the literary properties written by Mickey Spillane. It will be based in both Hollywood and Nashville and will produce motion pictures, television programs and records. Spillane-Fellows is publicly owned, with a capitalization of $5 million. Mr. Spillane is chairman of the board. Robert Blees, formerly producer of Combat, among other TV series, is president.

Legislator-speaker • Representative John V. Tunney (D-Calif.) and Julian Bond, Negro member of the Georgia House, will address some 800 advertising, broadcasting and recording industry executives expected to attend the fourth annual national radio program conference at Atlanta in December. The conference is sponsored by San Francisco programming consultant Bill Gavin. The legislators will appear during sessions dealing with "the urgency of communicating" and the responsibility of communications media in dealing with young people. Other sessions during the three-day conference (Dec. 5-7), will cover new concepts and directions in radio programming and a roundtable discussion of music trends and styles. The site for the conference is the Regency Hyatt House.

Association expands • Associated Films Inc., New York, has moved two of its distribution centers to larger quarters. Dallas exchange, managed by Ivan Clark is now at 8615 Directors Row, (214) 638-6791 and La Grange, Ill., office is at 512 Burlington Avenue, (312) 352-3377.

NCTA assures McClellan it's screening movies

A trickle of responses has begun to come in to Senator John L. McClellan (D-Ark.) in his current campaign to bar from television motion pictures that are too strong in content or treatment (BROADCASTING, Sept. 29, Oct. 6).

Frederick W. Ford, president of the National Cable TV Association, declared that "programs of questionable taste, moral value or social conscience are clearly not in the public interest nor consistent with NCTA policy or code." Mr. Ford said that where movies rated "M" (for mature), "R" (for restricted) and "X" (for adults only) violate the provisions of the NCTA code they would not be recommended by the association or scheduled by member CATV systems.

Among early responses from motion picture firms, was one from Walt Disney Productions which informed the senator that it does not make movies that fall in the questionable categories.

Senator McClellan's questionnaire went to leading motion-picture producers and distributors, the Motion Picture Association of America, all commercial TV stations, the TV networks and the National Association of Broadcasters.

---

Voters' Time

The report of the Twentieth Century Fund Commission on Campaign Costs in the Electronic Era

BOLD NEW RECOMMENDATIONS FOR PUBLIC TELECASTS DURING PRESIDENTIAL CAMPAIGNS

By a distinguished panel:

Newton N. Minow
(Chairman)
Dean Burch
Thomas Corcoran
Alexander Heard
Robert Price

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50 (PROGRAMING) BROADCASTING, Oct. 13, 1969
Focus on Finance

RCA hits new highs in third quarter

Robert Sarnoff takes note of the effect of measures used to fight inflation

RCA reported record third-quarter and nine-month earnings last week, although "the restrictive effect of fiscal and monetary measures aimed at curbing inflation became increasingly apparent in the third quarter," according to RCA President Robert Sarnoff.

Third-quarter earnings totaled $39.7 million on $804 million in sales. Earnings for the first nine months were $106.5 million on sales of $2.348 billion.

A major profit source for RCA was the electronic data processing division, whose domestic computer bookings were up more than 40%, and NBC had record sales in the third quarter, with revenues up 8% over last year. RCA Globoom and RCA Service Co. also set new sales records, though government business continued to decline in the third quarter.

Mr. Sarnoff said RCA's long-range growth plans centered on intensified marketing programs related closely to new developments in technology, citing the new home TV tape player, "Selectavision," as an example (BROADCASTING, Oct. 6).

For the nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1969</th>
<th>1968</th>
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<tr>
<td>Earnings per share</td>
<td>$2.63</td>
<td>$1.56</td>
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<tr>
<td>Sales</td>
<td>2,347,800,000</td>
<td>2,077,400,000</td>
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<tr>
<td>Net Income</td>
<td>106,500,000</td>
<td>102,400,000</td>
</tr>
</tbody>
</table>

Financial notes:

- Bell Television Inc., New York, has filed with the Securities and Exchange Commission for registration of 1,282,225 outstanding common shares and $250,000 of 5% convertible subordinated debentures, which may be offered for public sales by company stockholders at $11 per share maximum. Bell provides closed-circuit and private communications services and operates a New York CATV system.
- Telephase Corp., Memphis, newly formed broadcast consultant and programming concern, which also intends to sell broadcast equipment, has merged with Gideon B. Matthews Programing Consultants in a stock transaction. John B. Fry is president of Telephase, and Gideon B. Matthews is vice president.
- National General Corp., Los Angeles, in TV production and distribution, has acquired Wygod, Weis, Florin Inc., New York, an investment banking and brokerage firm. Acquisition was made through NGC Capital Management Corp., wholly owned subsidiary of National General Corp. Deal was for an undisclosed number of National General common shares.
- Board of directors of Technicolor Inc., Hollywood, has voted a dividend of 10 cents per share on the company's common stock, payable Nov. 4 to shareholders of record Oct. 14.
- John Blair & Co. agreed to sell the Blair Building in Chicago at 645 North Michigan Avenue to Romanek-Golub & Co., Chicago real estate firm. The cash proceeds of "several million dollars" will be applied to other areas of Blair business.
- Roadside spinoff - Andy Griffith, whose TV series last season ended an eight-season run on CBS-TV and who just signed for a new weekly half-hour series to begin on CBS with the 1970-71 season, last week announced a spinoff business venture. Mr. Griffith, with financial backing for the New York investment banking firm of Loeb, Rhoades Co., formed the Andy Griffith Barbecue Co., a roadside restaurant operation with both company-owned and franchised outlets. The company will be based in Raleigh, N.C., with former North Carolina Governor Terry Sanford as president. Mr. Griffith will serve as chairman of the executive committee and on the board of directors. Also on the board is Richard O. Linke, Mr. Griffith's long-time personal manager.
- Doyle Dane Bernbach Inc., New York, has declared a quarterly dividend of 22 cents per share, payable Oct. 15 to stockholders of record Sept. 30.

New CATV group makes public offering

National Cable Communications Corp., Greenwich, Conn., is going public. The newly formed company is principally owned by group-CATV operator Lawrence Flinn Jr.

The registration statement filed with the Securities and Exchange Commission calls for an offering of 170,000 common shares, 150,000 of which are to be sold by the company, and 20,000 of which are to be sold by a stockholder. The transaction is being handled through Burton, Dana, Westerlund Inc., New York, at $10 per share maximum. The Burton firm will receive $20,000 for expenses and be entitled to purchase, for $150, five-year options to purchase 15,000 shares.

Stockholders of National Cable are Mr. Flinn, president-treasurer, 84%; William Turner, vice president, engineering, 9%; and George H. Bright Jr., director, 7%.

National Cable, a holding company, was formed in August to acquire four Gannett Co. earnings will show increase

Paul Miller, president of the Gannett Co., Rochester, N. Y., last week told a Chicago analyst group that the newspaper chain and group broadcaster sees no slowdown in revenues "even though we keep reading about business beginning to turn soft."

In answer to a question, however, he did say the company would feel a general economic slowdown, if one occurred. John Purcell, financial vice president, predicted Gannett would be "on target" this year with an earlier forecast of a 12% to 14% earnings increase.

Mr. Miller said Gannett expects broadcasting to become a bigger factor in the company's operations and added that Gannett is holding discussions looking toward the acquisition of radio, TV and CATV properties, but has not lessened its interest in acquiring newspaper properties. Gannett now owns a Geneva, N. Y., cable system.

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Mr. Miller
The Broadcasting stock index

A weekly summary of market activity in the shares of 90 companies associated with broadcasting.

<table>
<thead>
<tr>
<th>Company</th>
<th>Stock Symbol</th>
<th>Closing Price</th>
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<td>Capital Cities</td>
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<td>286</td>
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The theoretical growth fund includes media stocks

Four specialists in broadcasting stocks agree that about 5% of a hypothetical million dollar investment fund should go into broadcasting companies for sound investments. The four senior broadcasting analysts were Robert P. Bingham Jr. of Shields & Co., Ernest Levenstein of Moore & Schley, Carmine Muratore of Thomson & McKinnon Inc. and Harvey Sandler of Goldman & Sachs Co., all Wall Street concerns.

In a roundtable discussion presented by The Wall Street Transcript last month, the four men were presented with the following question:

"If you had a friend who had just been put in charge of a business risk hundred million - dollar growth fund, would you advise him to put any portion of his money now into the companies we have been discussing (broadcasting) and, if so, what rough ballpark percentage?"

All four analysts replied with an immediate yes to the first part of the question and agreed to a figure of about 5% for the second part, except for Mr. Sandler who thought that something less than 5 was more appropriate. Depending upon the character of the imaginary portfolio, the panel said,
several stocks would make good investments.

If the portfolio were of an aggressive nature, Mr. Levenstein said, of the 5% "the lion's share should be in ABC . . . plus well-run aggressive mature companies." Messrs. Muratore and Bingaman agreed on ABC, with Mr. Muratore favoring Capital Cities also as a good investment and Mr. Bingaman singing out Corinthian.

Mr. Sandler thought that the correct percentage of the hypothetical fund should depend on the type of fund. "The longer term kind of fund," he reasoned, "I'd put in something like CBS, which I think is good for a long-term investment, and I would supplement that with some of the more aggressive groups." He also made the point "that there should be some part of any aggressive, or even balanced portfolio, in broadcasting."

Equipment firms merge

Technicolor, Hollywood, and American Astrionics Inc., Palo Alto, Calif., last week reached an agreement in principle to merge. American Astrionics, a privately-owned company that manufactures high-speed electronic systems, would become part of Technicolor. The deal calls for a transfer of 159,000 shares of Technicolor Inc. common.

The transaction has been approved by the boards of directors of both companies. It is still subject to approval by the shareholders of American Astrionics.

Technicolor is involved in both film and video-tape processing. Its stock is traded on the American Stock Exchange.

Company reports:

Grass Valley Group Inc., Grass Valley, Calif., manufacturer of TV broadcast equipment, reported an 81% increase in sales and a 59% gain in net income for the nine months ended Sept. 30:

- **Earned per share**: 1967 $0.29; 1968 $5.04
- **Sales**: 1967 $2,680,000; 1968 $4,700,000
- **Net income**: 1967 $797,000; 1968 $365,000

H&B American Corp., Los Angeles, major cable TV company whose announced merger into Teleprompter Corp. is awaiting approval of stockholders, reported a 61% increase un-

Investing

<table>
<thead>
<tr>
<th>Programmers</th>
<th>CBS</th>
<th>N</th>
<th>37%</th>
<th>35%</th>
<th>34</th>
<th>32%</th>
<th>25</th>
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<td>91</td>
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<td>99</td>
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<td>39%</td>
<td>19%</td>
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<td>10</td>
<td>3%</td>
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<td>21%</td>
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<td>21%</td>
<td>21%</td>
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<td>6%</td>
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<td>6%</td>
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<td>35%</td>
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<td>806,013</td>
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**Grand total 678,622 $31,931,413**

**Standard & Poor Industrial Average 102.46 94.77**

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

Shares outstanding and capitalization as of September **Trading temporarily suspended.
** New addition to stock index.

**H&B American Corp., Los Angeles, major cable TV company whose announced merger into Teleprompter Corp. is awaiting approval of stockholders, reported a 61% increase un-

**For the year ended July 31:**

- **Earned per share**: 1969 $1.10; 1968 $1.10
- **Revenues**: 1969 $14,192,544; 1968 $12,851,370
- **Net income**: 1969 $1,890,345; 1968 $1,260,623
- **Average shares outstanding**: 4,971,614 4,967,173

**Total 141,991 $ 3,534,392**

**Total 32,488 $ 956,564**

**Grand total 678,622 $31,931,413**

**Standard & Poor Industrial Average 102.46 94.77**

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

Shares outstanding and capitalization as of September **Trading temporarily sus-

**New addition to stock index.**

**BROADCASTING, Oct. 13, 1969**

53
They're destroying ad myths in Milwaukee

Five-year test project shakes old beliefs; C-P-M, steady exposure don't always make up successful campaign

The Milwaukee Advertising Laboratory is alive and well and living in the sustained optimism that eventually it will prove false some of advertising's most cherished verities—among them, cost-per-thousand, scheduling practices and even the so-called super-creative commercial.

After five years and about a hundred tests on products in a range of some three dozen categories—many involving foods and personal-care brands and most buying TV—the principals of the advertising-effectiveness laboratory are agreed on this basic conclusion: "Advertising works—but not in the way you think it does" ("Closed Circuit," July 28).

Consultant G. Maxwell Ule and the laboratory's operations manager, Clifford Wenthur, also agree on another basic finding—a test facility such as theirs can successfully compare "apples and oranges." One of the chief hurdles of the market researcher in studying media mixes and other combinations of unequal has been overcome, they claim (see page 56).

Some of the product tests have run through various phases of two or three years; others for periods of six months or a year. Test panels comprising families in the greater Milwaukee area report in weekly diaries the specific purchases they have made, producing for the laboratory its clinical "X-factor" in terms of actual sales results.

The "input" of advertising to the panels is controlled carefully by "muting" the TV commercials according to panel grouping and by "split runs" or control of home deliveries of newspapers and magazines. The TV muting is accomplished by a device on the individual set, triggered at the station: it is not visible to viewers at large in the market.

The laboratory is a nonprofit division of the Journal Co., publisher of the Milwaukee Journal and Sentinel and licensee of WTMJ-AM-FM-TV Milwaukee. WTMJ-TV is NBC affiliated. Two other local stations also are participating—ABC-affiliated WITI-TV (Storer Stations) and independent WVTW (TV) (WKY-TV System Stations). CBS-affiliated WISN-TV (Hearst Corp.) has not participated.

Mr. Ule, a former senior vice president for marketing and research at Kenyon & Eckhardt, has been involved with the laboratory since its inception. He also is consultant to Million Market Newspapers Inc., in which the Milwaukee Journal participates. Mr. Wenthur, a long-term Journal Co. employee has also been concerned with the laboratory since its pilot runs in 1964, just preceding regular operation.

"Cliff is the operator and I'm the planner and interpreter," Mr. Ule explains, adding, "I'm the architect and he's the contractor."

Mr. Ule bursts profusely with interpretations, drawn from his reading of the test findings and based upon his years of marketing research, a background that prompts him frequently to caution that many of the conclusions are clearly tentative and in some cases are purely hypotheses.

Among the findings:

- There may be a negative effect of commercial content. "I am not concerned with TV selling. I am concerned with TV unselling. We have evidence that the more you advertise, the more you unsell You are your own worst enemy, not your competition," Mr. Ule asserts.

- Cost-per-thousand may be an unrealistic measurement. Optimum result in sales is all that counts. Eventually a good research man, a good media planner and a good computer will work the pants off any creative team in the country," Mr. Ule says.

- Regardless of what creative process is used, media strategy can extend its active life and increase its effectiveness independently of anything else. "Media scrambles" or a constant flux within a medium, as well as among other media, may become more significant than the annual media-mix decision. For TV, flights or waves of commercials are far more efficient than a sustained note for most purposes.

- Advertising may work faster and wear out faster than previously suspected. This may be especially true in TV since it involves more exposures. How long will a given commercial last? No hard data on that yet, but some sleepers taken out of the can after a long rest have outperformed the new fancy high-cost version.

- There are optimum levels for advertising. Sometimes the low advertising weight, rightly directed, will get sales response far more efficiently than the block-buster campaign.

- The value of longevity in a medium, a steady state of exposure week in and out, is a myth. In testing so far, it doesn't appear to hold up. Measures eventually could tell one when to get out of the medium.

- In new-product introduction, the rule of Wall Street should be followed: Cut your losses and let your profits run. I prefer a hot product that is ready to move up to a hot creative idea any

Ad lab generates new spot-TV dollars

About $1.5-million worth of extra spot dollars has reportedly flowed into the Milwaukee television market during the last five years as a result of the testing there by the Milwaukee Advertising Laboratory.

No one really has the exact amount, all admit, but this is the most expert consensus. The windfall has largely gone to the three stations participating with the laboratory—WITI-TV, WTMJ-TV and WVTW (TV). WTMJ-TV, owned by the Journal Co. as is the laboratory, has assisted also in development of technical engineering devices, such as the muter that is attached to the home receivers of the panel families (see page 56).

"There is no question some additional dollars have come to our station as a result of the testing," WVTW's manager, Joseph Loughlin, reports. But he notes it's a hard figure to determine. There is close security surrounding the testing and not every test function involves muting at each station.

Roger LeGrand, vice president and general manager of WITI-TV, is hopeful the laboratory will continue to grow in its present direction and praises its efforts to maintain research integrity. He believes TV's stature has been enhanced, although virtually all of the strictly media comparison data has been disclosed only to the clients who contracted for such studies.
day," Mr. Ule asserts.

* The value of 30's versus 60's, half page versus full page, daytime versus nighttime? In these areas, data is not yet conclusive. Mr. Ule, however, appears to suspect that one of the biggest myths in TV today may be that 30's are better than or as good as minutes— but that's still his personal opinion. "Don't toy with the viewer's capacity to learn or you do so at your own peril," he says.

* There is no such thing as the "best" medium, each being able to perform better at a given time under given circumstances. "I condemn no medium. I only condemn bad practitioners," Mr. Ule states.

If these views are a bit unsettling to an advertiser, an agency or a medium, that's Mr. Ule's intention. It is the candid way he tells the story to major advertising prospects coast to coast. He believes that the most valuable function the laboratory can perform is to make people think and to challenge established practices.

"We've disturbed the management of some clients so much, to the point of soul searching and introspection, they didn't sleep well at night," Mr. Wenthur recalls. One client was so upset over the results he fired the laboratory, he says, but later apologized in an open executive meeting when the test findings were completely supported in other work and in the field.

Although the laboratory is not yet completely on a self-sustaining basis, it continues to consider expansion moves that will improve its usefulness in the testing of advertising effectiveness. Radio will be included among the media measured as soon as development work on a new muter device is perfected. As in the case of the TV muting system, this too would require special experimental authorization from the FCC.

When the radio muter is finished, it will take about a year to work radio into the media-evaluation work of the laboratory. Radio would be much more costly, however, because of the multiple sets and smaller size, but it would not be impossible depending upon advertiser interest.

Measuring of point-of-purchase promotion impact may come sooner than radio. Another new test area under way is couponing. The "cents-off" deals offered so consistently in some areas of grocery-product marketing especially intrigue Mr. Wenthur.

"I wonder if in some categories brand loyalty also may be a myth," he says, "when we see people jump from brand to brand whenever they get eight cents off."

In certain of these categories, half the sales to the local supermarket are at deals, he notes, "and each brand takes its turn at the deal. At that point he gets a better share of the market."

But it isn't always worth it, Mr. Wenthur says, remembering one case where a manufacturer tried to force a product by heavy advertising and promotion deals. "When he got all done, it cost him $1.13 to get back a dollar in sales," he relates.

Proving the efficiency of a media strategy, a creative strategy or a combination of these and other marketing factors is the exercise that most delights Mr. Ule. Working with the laboratory is "a constant intellectual binge," he says, because he can put the theories into his "test tube" and see the hard fact of sales results. While he will not divulge client confidences he will discuss general principles.

Concerning the laboratory's basic finding that advertising does work but not the way one usually thinks, Mr. Ule says tests have turned up unexpected side effects. For example, the commercial often sells more of an advertiser's nonadvertised variety of product than that being promoted, or, the negative effect of the message turns prospects to a competitor's product instead.

"There has been a great deal of assertion than the creative process accounts for the overwhelming proportion of the effectiveness of advertising," Mr. Ule notes. "But the evidence we have is that the creative process may not be nearly as important as people suspect and the difference between one creative strategy and another may be nominal," he claims.

"In fact," he continues, "we have evidence that the most important single thing is not to have the negative selling out of your creative process. That's the most critical of all, which was a surprise to us. Your own creative
How the lab actually works

Briefing sessions planned
In N.Y. this week for ARF manufacturers

The method with which the Milwaukee Advertising Laboratory has succeeded in testing unrelated "apples and oranges" in various media and strategy combinations will be detailed by the laboratory's technical consultant, Max Ule, at the 15th annual conference of the Advertising Research Foundation in New York tomorrow (Oct. 14). A special committee of the ARF has helped advise the laboratory in sample design, diaries and certain other aspects.

The laboratory also will host a special private forum for manufacturers on Oct. 15 there. This session will concentrate on optimizing the size of the advertising budget for brand introduction and brand maintenance as well as laboratory model design and functions.

Since the laboratory measures actual sales results as reported in weekly purchase diaries from its panel participants, the end effect of the controlled advertising input is all that counts, Mr. Ule indicates. He therefore is not concerned with what may be the nature of the mix used in the inputs—whether they pit copy platform against scheduling-technique variations, or specific media styles against coupons and direct mail. All that matters is that the inputs are controlled.

"MAL shows what people actually do, not what they say they will do," Mr. Ule emphasizes, "and there is a difference. They themselves don't know what they will buy until they do it."

The Milwaukee facility has three test panels, an A and a B market, each with 750 families, and a C market which presently has about 725 families. Television muting is confined to the A and B panels and is varied between them for the testing. Families in the A and B panels get free TV service on their sets for permitting the muting device to be installed.

Each participating TV station has a special control device that an engineer triggers, according to log instruction, to mute a given commercial for a given panel segment. The audience at large notices no change in reception. Special FCC permission has been obtained for the testing, which includes network commercials as well as the specially purchased local spots.

The muting works effectively on station breaks, 30's, minutes or even to split a piggyback of two 30's as long as there is a clear point of break made possible in the piggyback format. All three stations report they have had no technical problems.

(George Comte, vice president and general manager of WTMJ-TV, one of the participating stations, says his engineers have been working on a prospective radio muting device for a long time and, more recently, the electronic industry at large has been surveyed for answers. A Chicago research group is submitting a prototype very soon, he says. If the device is accepted, he notes, it then will be up to the laboratory and its clients to determine how soon the device can be implemented. This could take a year, it is indicated.)

All families on the three panels receive points, credited to a "bank," for correctly filling out the weekly diaries and mailing them promptly. Point totals are sent to them on periodic statements and they may be used to purchase merchandise from a premium gift catalogue. Annual point value is about $45 retail.

The diaries are designed so the housewife can easily note purchases—and prices—as she unloads them at home after her return from shopping. They are processed by Dwight Spencer & Associates, Chicago, and the ultimate coded report sheets go to clients monthly. The laboratory structures its tests on a sequential numbered period system, four weeks to a period. Diary returns average 94%.

Structuring of the sample family panels to correlate to the Milwaukee market at large is carefully watched. The replacement rate in the A and B markets averages about 18% yearly with the C market about 22%. The Journal Co.'s papers have precise con-

process can be against you more than the creative process of your competitor."

Laboratory findings also show that despite the creative platform used, the right strategy in media use and scheduling can extend the active life and increase the effectiveness of the campaign independently of all other factors.

"Holding creative constant, holding advertising-dollar input constant," Mr. Ule explains, "the way you enter media and the way you use media—in terms of, say, frequency, reach and scheduling—can make their own independent contribution by reaching markets that are more responsive."

But in determining the best strategy, cost-per-thousand factors deserve only nominal consideration in Mr. Ule's view. "There is no necessary correlation between what I call near measures and actual sales results," he says. "You could have a CPM of $1.80 and get zero sales, which translated means an infinite cost, while you could also buy a symphony program at a CPM of $8 and it could be the best darn property for your particular product."

Concerning finds that advertising may work faster than previously suspected, Mr. Ule explains that while this evidence in some cases proves almost immediate response to advertising, it also shows much faster wear-out of both media and creative message than previously thought. "This has serious implications for refreshing both the medium and the content," he notes.

The commercial life may be much shorter than thought, Mr. Ule says, and in some cases a given spot may have a useful life span of only weeks, depending on total exposure. Further data is needed in this area, he agrees, but what concerns him is that at some point a negative effect may begin as use continues into over-use.

He doesn't begin to probe what this means in terms of production of commercials and high costs for filming in exotic locations. But he is not against the fancy spot per se, if it only proves itself in sales.

Does this mean more demographics, more research into the tastes, habits and characteristics of the market? No, Mr. Ule replies, stating demography is too neutral and even "psychographics" may not prove relevant.

"I would say demographics are largely suspect—and so are large volume users, another love today," Mr. Ule says, "because what we are trying to do is separate the warm bodies from the rest, those who are responsive to your particular product at a given time. And this is harder than most of us think."

His preferred method is to use the laboratory or some similar system where you bypass assumptions about people, "give them stimuli and measure the actual responses in sales under the discipline of the experimental design."

A whole new research area, he explains, is that concerning optimum levels for advertising, a concept already suggested by the test evidence to date. "Just as a tree doesn't grow to the sky," Mr. Ule says, "there isn't an infinite expansibility of demand for a product. There is strong evidence that at a particular moment in time a brand can profitably use so much advertising and no more or no less. Now this doesn't mean this is a permanent level. It may be a year or six months before a product is ready to grow or ebb."

"It may be after a certain period of
trol of home delivery so the print split-runs are managed easily. The panels now have 100% TV-set ownership with 35% color; there are 2.1 TV sets per home.

Annual "membership" in the laboratory for a client costs $23,000. New six-month fees for new product-introduction testing are $11,500, if only the A and B panels are used. C panel costs an extra $3,500 for the six-month test.

In addition, the client must spend whatever is required to purchase the advertising in the market for the test.

For example, an advertiser who expects to spend $6 million nationally to introduce a product would allocate 1% or $60,000 for media in Milwaukee. This would be distributed among the panels or media models depending on the nature of the test.

If it were a weight test, attempting to learn what would be the optimum national budget in, say, TV, the ratio would be proportionately varied from panel to panel through muting combinations to reflect the alternate national levels considered. Sub-cells within panels at the same time also can test other factors such as couponing and product sampling to learn if they should support the campaign.

When someone questions whether the diary method is adequate, Mr. Ule mounts his soap box. He admits diaries have certain faults "but they are so superior to a telephone interview or a

Mr. Ule (l) and Mr. Wenthur compare notes at the multiple-channel TV monitoring unit that has not been turned off since it was started five years ago.

The evidence suggests the advertisers should explore the possibilities of endless shifting, inter-media as well as intra-medium," he says. "It should be a field day. The evidence suggests—and you may quote me—that there should be an annual advertising budget and that is all. There should be no annual plans. They are an anachronism. There maybe should be three plans a year, or two or four.

"The important thing is this: We won't worry about media mixes necessarily, we may just worry about media scrambles, shifting constantly from one to another through time."

Agencies obviously would have to come up with alternate plans throughout the year instead of the annual plan, Mr. Ule agrees, and this would be far more costly. The need for a new system of compensation would quickly outdate the traditional commission or media discount system, he feels.

"Does advertising sell people things they don't want? The posing of this classic myth causes Mr. Ule to laugh. "I look at it as an economist," he re-

broadcasting, Oct. 13, 1969
plies, "and I believe in the almost in-
finite expansibility of human wants. They are not static. What was accepted
standard 100 years ago would be re-
jected today.

"In a society where freedom of choice is
still going to be respected, if people want something, then our system will
be able to provide it through advertising
to them. Whether they need it or not
is a moralist point of view. We could
survive with 80% less than we have
but who wants to. You are not going
to manipulate. The very fact that there
is no monopoly of communication
means that what you and I say about
each of our products tends to be a self-
corrective antidote to over-exaggera-
tion by each of us."

(The foregoing report was prepared
and written by Lawrence Christopher,
senior editor, Chicago).

Kuehn is optimistic
on ad lab and AdTel

The Milwaukee Advertising Laboratory
and AdTel, a dual-cable system operat-
ing in an unidentified market of 100,-
000 population, represent "important
steps in the development of improved
TV advertising measurement" and hold
promise for even greater contributions
in the future.

This verdict was delivered by Alfred
A. Kuehn of Market Science Associ-
ates, New York, in an analysis of the
two systems—both of which test com-
mmercial effectiveness by feeding dif-
ferent commercials to different sets of
homes and keeping track of resultant
buying patterns—at a one-day workshop
conducted by the Association of Na-
tional Advertisers in New York on
Sept. 25.

Mr. Kuehn's report found "reason to
hope for much greater effectiveness in
the use" of both the ad lab and AdTel.
"These improvements, coupled with the
very considerable success that many ad-
vertisers have already had in the use of
these facilities insure a very rapid rate
of development in our knowledge of
advertising effectiveness over the next
few years," Mr. Kuehn concluded.

U.S., India plan
instructional service

Educational TV from a synchronous
communications satellite hovering over
the equator for 20 million Indians is
docketed for 1972 under an agreement
between the U.S. and India.

The agreement, culminating two years
of negotiations, provides that an Amer-
ican Applied Technology Satellite will
be used to beam instructional farm and
health programs directly to 5,000 rural
villages throughout the western area of
the subcontinent. Each village will re-
ceive the space signals on a 8-to-12-
foot receiving antenna feeding into a
23-inch, conventional black-and-white
TV set using 625-line resolution. The
TV set is the same as those now being
manufactured by Indian set makers that
sell for about $500 although it is hoped
that this price can be brought down to
about $200 each. Villagers will gather
around these sets to view the sched-
uled programs that will focus on farm-
ing, fertilizer and family control.

The programs are to be transmitted
to the satellite from an Indian govern-
ment earth station to be built at Ahma-
dabad. At present India's only TV sta-
tion is in New Delhi, broadcasting to
less than 10,000 sets in the service area.

The satellite, which will also carry
about 200 experiments for American
scientists, will use a unique, 30-foot,
high-gain, narrow-beam antenna fed
into an 80-w transmitter.

The Indian government is expected
to spend about $12 million on the two-
year experiment. The agreement be-
tween the U.S. and India was signed
Sept. 19.

Meanwhile, NASA's plan to permit
use of its ATS spacecraft for experi-
ments in domestic satellite communica-
tions systems (BROADCASTING, May 12)
moved another step forward two weeks
ago. The space agency issued an "in-
ventory" in conjunction with the Com-
munications Satellite Corp. of satellites
and ground facilities that could be used
by TV and radio networks and others
interested in testing domestic satellite
communications. Available are 12 satel-
tiles and 25 earth stations.

On West Coast Lucy now
has two distributors

John E. Pearson, who as late as last
month was handling international sales
of the Lucy show for the syndication di-
vision of Paramount Television, last
week became a head-to-head competitor
of both the program property and the
CBS's Stern to assist
in Tel Aviv conference

A series of seminars concerned with
creating mass communications systems
in developing nations will be part of the
Second World Congress of Engineers
and Architects to be held in Tel Aviv
in September 1970.

Joseph L. Stern, vice president, en-
ingineering, CBS Television Services, will
moderate the seminars. Mr. Stern is in
charge of the CBS consultative and ad-
visory services, implementing an agree-
ment made with the Israel Broadcasting
Authority in 1966. He has also been
associated with design, construction and
training activities for CBS in Argentina,
Venezuela, Peru, and in Caribbean
countries.

NCK sets up unit for
Canada and Caribbean

Norman, Craig & Kummel Inc. has es-

dablished a new creative and market-
ing liaison unit, "NCK/Western Hemi-
shire," for its two Canadian and four
Caribbean offices.

The unit will operate out of Toronto,
headed by Edward Roncarell, president
of NCK/Canada. Creative director Ross
Ballard and marketing vice president
Derrick French and William Mass, all of the Canadian office, will also work in the Western Hemisphere unit.

The offices in Toronto, Montreal, San Juan, P. R., Jamaica, Trinidad and Barbados now bill approximately $14 million, NCK President B. David Kaplan reported. "We fully expect to close out 1969 billing more than $16 million in Canada and the Caribbean," he said. The Caribbean offices alone bill around $6.5 million, the agency said.

The Canadian offices were recently named to handle Shulton's Old Spice line, previously at Ronalds-Reynolds & Co., with billings not yet determined, and Rapid Data System Ltd., a $100,000-account formerly at C. D. Loblan & Associates.

The San Juan office recently acquired the $400,000 Polo Viejo rum account from H. Migaglioni Advertising Inc.

Additional brands to be named are from General Foods, Shake'n Bake, Open Pit barbecue sauce and Good Seasons salad dressing, with billings undetermined; Clubman Stores men's wear shops, with billings of $100,000, previously at Publicidad Antillas; and the Raquet Club hotel, whose $50,000 account was previously handled by Hayes Advertising Associates, Miami, in the U.S. and by National Export Advertising in Puerto Rico.

'Peace Radio' may be new call in Mideast

A group of teachers, artists and businessmen, calling themselves "The Voice of Peace," is soliciting funds to equip a "peace ship" with broadcasting equipment to send messages for "peace" to the Middle East. They ran a large ad in the New York Times, last Thursday (Oct. 9) for this purpose.

According to Abe Nathan, the group's president, a Tel Aviv restaurant owner and self-proclaimed ambassador of good will, about $150,000 is needed to acquire a transmitter and other electronic equipment, as well as television and radio receivers to monitor Syrian, Israeli, Egyptian and Voice of America broadcasts.

He said the plan calls for the ship to sail Nov. 15, and then anchor in international waters in the Mediterranean. From that point, broadcasts in Arabic, English, French and Hebrew will be sent into the area urging people not to fight.

The broadcasts will include music, news and readings from the Koran and Bible. Analysis of hostile broadcasts from the countries involved will also be aired. The broadcast staff will consist of professionals.

The ship will be manned by a Dutch crew. The 170-foot freighter was purchased with donations made by the people of Holland.

Abroad in brief:

Canadian sales arm - International Video Corp. of Canada Ltd. has been formed to market the complete product line of International Video Corp. in Canada. IVC, based in Sunnyvale, Calif., manufacturers and marketers of color TV cameras and video tape recorders for broadcast and closed-circuit use. IVC of Canada will be based in Montreal. It will handle sales in Canada of both IVC color TV cameras and video tape recorders. Emil Adamyk, formerly manager of instructional/industrial product sales for RCA Ltd., has been named general manager of Canadian marketing for IVC of Canada.

Overseas tapes - Ampex Corp., Redwood City, Calif., one of the leading U.S. producers of recorded stereo tapes, has started manufacturing recorded tapes in Nivelles, Belgium. The tapes are for marketing in Great Britain, Europe, Africa and the Middle East. A new marketing organization, Ampex Stereo Tapes Europe, has been established in Reading, England, to handle distribution of tapes throughout the marketing area. Ampex's plant in Nivelles is already producing recorded cassette tapes and is expected to begin production of 8-track cartridge tapes early next year.

Performance-Plus in a Showcase Console

When a line of audio consoles achieves the ultimate in error-free performance and solid-state reliability, combined with unmatched styling excellence, you've got something good going. To be specific, the Visual series of audio consoles.

And the beauty is not only cabinet deep; Visual has built in beautiful performance as well. Here is the first audio console line to utilize the latest and most reliable components, operator-oriented control positioning, and plug-in modular construction for accessibility and ease of maintenance.

The evolutionary Visual audio console line includes models "8x1" eight-channel monaural, "8x2" stereo, and "2x1" four-channel monaural.
House approves $20 million for CPB

Now it's up to appropriations committees to make actual grant of the money approved

The House of Representatives last week overwhelmingly approved a public broadcasting bill that authorizes $20 million for the Corp. for Public Broadcasting and $1.5 million a year for three years for facilities grants through the Department of Health, Education and Welfare.

The final vote on the bill (HR 7737), supported by the House Commerce Committee, was a lopsided 279 in favor and 21 opposed. But the approval came only after the managers of the legislation faced a tough battle to keep the $20 million figure for CPB. Representative Clarence J. Brown (R-Ohio) offered an amendment to cut the figure to $10 million, as recommended by the White House. This motion was defeated when 190 members voted nay and only 131 voted in favor.

The authorization legislation, which is for the fiscal 1970 year that began July 1, now goes to conference between the House and Senate to iron differences. The Senate bill (S-1242), passed last May, also provided for $20 million for CPB, but proposed to authorize unspecified funds for facilities grants on a five-year period.

Whatever is the final resolution of the two bills, both CPB and HEW must await the actions of the appropriation committees and the action of both houses before the monies are actually granted. Although $9 million was authorized in the 1969 fiscal year, only $5 million was appropriated for CPB. Although $12.5 million was authorized in the 1970 fiscal year, only $4 million was appropriated for facilities grants in 1969.

During the debate in the House, several members complained that no long-term financing plan, promised for CPB in the 1967 Public Broadcasting Law, was yet in sight. Representative Leonard Farbstein (D-N.Y.) was particularly insistent on this point, stating that he thought "the media" and set manufacturers ought to "contribute" to the cost of public television. Mr. Farbstein earlier this year introduced a resolution calling on the FCC to determine how broadcasters and manufacturers could be tapped to support public broadcasting (Broadcasting, May 12).

A charge of bias in news presentations was leveled at WETA(TV) (ch. 26) by conservative spokesman Representative H. R. Gross (R-Iowa), who claimed that the programs put on by the Washington ETV station were "ultra liberal." Mr. Gross also termed John W. Macy Jr., president of CPB, former chairman of the U.S. Civil Service Commission and talent recruiter for Presidents Kennedy and Johnson, as "never known to be a conservative." A number of congressmen supporting the legislation noted that for every $1 in funds supplied to stations under the HEW matching-grants activity, local stations raised $10 from state and local governments and public contributions. Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, disclosed that he personally had made donations to WNDT(TV) (ch. 13) New York-Newark, N.J. Mr. Celler strongly supported the public broadcasting bill.

During the debate it was stressed that no matter what programs CPB underwrote and offered to individual noncommercial, educational stations, it was specified that local stations had the right to refuse them. And should there be abuses, "we will always have the chance to review them," according to Representative William L. Springer (R-Ill.), a member of the commerce committee, who was strongly supporting the bill.

Burch, Wells due for Senate hearing

Hearings on the nominations of Dean Burch and Robert Wells to be members of the FCC have been scheduled by the full House Commerce Committee for Wednesday (Oct. 15).

Senator John O. Pastore (D-R.I.), who is chairman of the Communications Subcommittee of the Commerce Committee, will preside.

As of late Thursday (Oct. 9) no witnesses other than the nominees themselves had been scheduled, although undoubtedly both men would be supported by senators from their home states who would make the customary formal appearances before the committee. Nicholas Zapple, the committee communications specialist, said late last week that there had been some telephone calls from possible witnesses, but no formal requests to testify had yet arrived. Mr. Zapple did not indicate whether the inquirers seemed to be favorable or opposed to the nominations.

Mr. Burch, an Arizona attorney who was administrative assistant to Senator Barry Goldwater (R-Ariz.) from 1955 to 1959 and who was chairman of the Republican National Committee from June 1964 to April 1965, is slated to succeed retiring FCC Chairman Rosel H. Hyde. Mr. Wells is general manager of the Harris group of radio stations, whose home base is Garden City, Kan. He will succeed FCC Commissioner James J. Wadsworth, who is being appointed to the U.S. delegation to the Intelsat conference.

Minority job rules elicit varying views

The Dixie Network, adding its comments to those already received on the FCC's latest proposals in its anti-discrimination rulemaking (Broadcasting, Oct. 6), echoed the view of the National Association of Broadcasters that the proposals are misplaced.

Dixie said it was "inappropriate for this commission to single out a particular law which is applicable to all businesses and make it the subject of a specific commission regulation."

WPXI Inc., whose license renewal for WPX-TV New York is being challenged, supported the proposals, which call for the filing of data on minority employment by broadcast stations. WPXI said the proposals "will encourage broadcast licensees to make frank evaluations of their performance in this vital area. . . . Our only concern," WPXI added, "is the administrative burden on the commission the evaluation of additional information would entail."

WPXI suggested that the proposed annual reports exclude unskilled and service workers from figures on minority employees to reflect a more accurate picture of their employment in administrative and reporting positions.

Doubleday Broadcasting Inc. opposed the proposals, arguing with NAB that the small broadcaster would "bear the principal burden and is least equipped to do so."

The International Brotherhood of Electrical Workers objected to the proposed requirements for another reason. "The stipulation that 'non-discrimina-
tion clauses' be included ‘in new or renegotiated union agreements,’ IBEW said, “places the commission in the posture of being a third (albeit unseen) party at the bargaining table.”

The union also argued that the rules would improperly duplicate the duties of the Equal Opportunity Employment Commission.

The network comprises stations in Tennessee and Mississippi.

**Anderson’s journalism rapped in license fight**

The journalistic practices of columnist and broadcaster Jack Anderson have been questioned by United Television and Broadcasting in seeking license renewals of their WOKK and WPAN-TV in Washington.

The renewals are being contested by Washington Community Broadcasting Co. Mr. Anderson, partner of the late widely known political columnist Drew Pearson, is a stockholder of Washington, as was Mr. Pearson. United originally questioned the practices of both men, but following Mr. Pearson’s death maintains that: “All of the questions which originally were raised with respect to Pearson and Anderson as a working team remain in the case as to Anderson.”

United’s applications for renewals and Washington’s competing applications were set for consolidated hearing by the FCC last June. Washington has charged WOKK with promoting a local numbers racket in connection with its religious programming (Broadcasting, June 30).

In seeking to include a issue of Mr. Anderson’s qualifications as a party to the hearing on Washington’s application, United cited instances of alleged “poor performance” in journalism on his part.

These included alleged incidents of eavesdropping, the use of papers which had been stolen from the files of Senator Thomas J. Dodd by Senator Dodd’s employees, and an assertion by Mr. Anderson in an article of Feb. 24, 1969, which United called “an unmitigated inaccuracy.”

This concerned group broadcaster and Ambassador to Great Britain Walter H. Annenberg. Mr. Anderson said in the February article that “Annenberg’s conventional stations have been fighting CATV.” United said “it is incomprehensible how Anderson could have reported this as a fact . . . Annenberg’s companies have been among the strongest proponents of CATV within the broadcast industry.”

The commission has granted another issue sought by United—to determine whether Washington or its principal, Dr. Phillip C. Brooks, failed to keep its application up to date and if so whether the failure reflects adversely on Community’s qualifications. The data concerns allegedly unreported liens against Dr. Brooks’ property affecting his financial qualifications.

**ARB denies conspiracy to injure 2 stations**

Dr. Peter Langhoff, president of the American Research Bureau, has denied charges that his firm conspired with two Michigan television stations to economically injure other stations in the Flint-Saginaw-Bay City, Mich. market.

The charges were contained in a $7-million antitrust suit against ARB and WJRT-TV Flint and WNEM Saginaw-Bay City. The suit was filed by WJIM-TV Lansing and WNXX-TV Saginaw. The complaining stations allege that combining the three cities in one market “misled” advertisers to believe the areas were served primarily by WJRT-TV and WNEM-TV (Broadcasting, Oct. 6).

Dr. Langhoff said: “We have defined this market as we have all other markets in accordance with general policies developed through ARB’s extensive experience in audience measurement.” The Flint-Saginaw-Bay City area has been reported as one market since 1960.

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**YOU AND THE LAW**

A program as in tune with today as your 10 o’clock newscast. Youth and experts facing each other, discussing all facets of law and order. Youth from all parts of the country, experts from all walks of life, meeting together in a stimulating half-hour program that fills a constant programming need. Hosted by Raymond Burr, “You and the Law” is sure to receive national recognition. First series run now available . . . 10 half-hours in color. Already scheduled in New York, Chicago, and other markets. Contact your local Kiwanis club or write to Kiwanis International, 101 East Erie Street, Chicago, Illinois 60611.

A public service program produced by Kiwanis International in cooperation with the Kiwanis International Foundation.
WFMT becomes a million-dollar gift

WGN decision to donate the fine-arts FM follows court action by citizens' group

WFMT (FM) Chicago is being offered as a donation to "one or more" local charitable organizations or educational institutions to keep it on the air, Ward L. Quaal, president, WGN Continental Broadcasting Co., announced Thursday. The gift would be subject to FCC approval.

WGN Continental's acquisition of the pioneer fine-arts outlet from original owner Bernard Jacobs for $1 million has been under fire from a local group known as the Citizens Committee to Save WFMT, which has kept the sale in litigation before both the courts and the FCC. The committee last Monday petitioned the U.S. Court of Appeals for the District of Columbia to order the commission not to allow WGN Continental FM Co., a subsidiary, to operate the station any longer.

WGN Continental also operates WGN-AM-TV Chicago. It is an autonomous division of the Tribune Co., publisher of the Chicago Tribune and Chicago Today. Through WN Continental FM, WGN Continental has invested some $250,000 in improving the facilities and studios of WFMT since taking over operation in late April 1968.

Mr. Quaal said the WGN Continental board on Thursday voted to donate the station as a result of the latest court action by the citizens' group. If the committee's petition is granted, he said, "WFMT may be forced to go off the air for an indefinite period of time" because Mr. Jacobs' illness would prevent him from resuming control.

Mr. Quaal related that WGN contracted to buy WFMT in 1967 "at the urging" of Mr. Jacobs, "who was suffering from multiple sclerosis. Mr. Jacobs chose WGN because he believed WGN was best qualified to continue the operation he had established."

The FCC approved the sale of WFMT to WGN Continental FM by a vote of five to one but subsequently the citizens' group protested and went into the court of appeals. The court set aside the FCC grant and eventually the commission set the case for hearing. Meanwhile WGN Continental was allowed by the FCC to continue operating the FM station. The committee's chief objection has been that the grant to WGN Continental would lead to undue concentration of control of media in Chicago.

Mr. Quaal, however, pointed out that there are 96 radio and television stations within the WFMT service area and each of the three national networks has an FM station in Chicago as well as AM and TV outlets.

Mr. Quaal also observed that the committee on Feb. 14, 1969, said it would not contest the authorization of the FCC for WGN Continental to operate WFMT pending completion of the hearing. He also noted that as recently as Sept. 10 the commission unanimously "reaffirmed this authorization." He said WGN was surprised by the committee's court filing Monday.

"Any closing down of WFMT," Mr. Quaal said, "would injure the station, harm the employees on the fine staff of WFMT and deprive Chicago listeners of a valued broadcast service. The so-called Citizens Committee to Save WFMT is apparently unconcerned about the possibility of such a close-down or about the effects of continued litigation on the personnel and operations of the station."

A qualification on the proferred donation is that the group or groups which receive the gift shall agree to continue employment of the staff and "continue the broadcasting of the fine-arts and educational programs of WFMT. This will accomplish WGN's goal of preserving WFMT for the people of Chicago."

There is yet no specific charitable group or educational institution in mind, WGN Continental representatives explained, but a possibility could be a major university in the area. Talks have not been held with any of them, however, it was pointed out.

Mr. Quaal said the necessary applications for approval "are being prepared and will be filed shortly."

Los Angeles area now has a religious UHF

A church-owned commercial TV station, with programming almost totally of a religious nature, was scheduled to go on the air in Southern California on Sunday (Oct. 12). KHOF-TV, channel 30, is licensed to San Bernardino, but has its transmitter just inside the Los Angeles county border, operates out of the Los Angeles bedroom community of Glendale, and expects to cover Southern California from San Diego to Santa Barbara. The UHF station is owned and operated by Faith Center, Glendale, founded 22 years ago by the Rev. Raymond Schoch.

Faith Center also has owned and operated KHOF (FM) Los Angeles for some 13 years. The FM station has a commercial license and operates full-time with all-religious programming. In addition to the radio and TV stations, Faith
WXEX-TV denied right to shift main studio

A petition by Nationwide Communications (WXEX-TV Petersburg, Va.) for reconsideration of a June 10 FCC ruling defining its main studio location has been denied by the FCC.

In the same action the commission dismissed Nationwide's motion for stay, granted it a rule waiver to permit WXEX-TV to identify as a Petersburg-Richmond station and rescinded a prior waiver authorizing Richmond-Petersburg identification.

Nationwide, which had requested the FCC ruling to determine whether its plans for an auxiliary studio in Richmond would comply with the commission's main studio location rule requirements, said it would maintain color origination facilities at both its main studio and the Richmond auxiliary studio.

In its June 10 ruling, the commission said that Nationwide would be in compliance with the rules if, exclusive of network programs, over 50% of non-network programs, with about the same percentage of locally produced programs, originate from the Petersburg studio. It also required Nationwide to show, in subsequent renewal applications, where non-network programing originated.

The FCC also noted that the existing WXEX-TV studio was destroyed by fire and the station is using a temporary studio in Petersburg. It cautioned Nationwide that its decision was based on Nationwide's representations that it would maintain a fully staffed studio in Petersburg and warned that it would be in violation of the main studio location rules if it began operation from the proposed Richmond site before it returned to operation from the permanent Petersburg studio.

Nationwide had requested that this portion of the commission's language be deleted from the ruling, charging it was an attack on Nationwide because it allegedly implied that the fire might be used as an excuse to avoid its obligations to Petersburg.

The commission said no attack was intended, did not think any was made, and was still of the opinion that, where a station operates from temporary studios, it should construct permanent studios in its city before building permanent auxiliary studios in other cities.

Stations

The FCC added that, since WXEX-TV is licensed to Petersburg, it should place Petersburg first in its station identification announcements.

Skiatron sues to sever its agreement with STV

Skiatron Electronics and Television Corp., New York, owner of a patented system of pay television, filed suit last week against its licensee, Subscription Television Inc., charging failure "in its obligation to utilize and exploit the Skiatron systems."

Skiatron asked the U. S. Southern District Court in New York for a declaratory judgment that "such failure constituted a material breach by STV of the [licensing] agreement," and that Skiatron by virtue of such breach by STV, was entitled to terminate the agreement and it has been duly terminated."

Arthur Levey, president of Skiatron, notified STV by letter that the company regards its 90-year licensing agreement signed in 1963, inoperative. STV had not replied as of late last week.

"Skiatron has the opportunity to license the Skiatron systems to others who are unwilling to expend large sums of money when any doubt exists as to the right of Skiatron to grant such licenses," the company states.

The suit was filed for Skiatron by the New York law firm of Botein, Hays, Sklar and Herzberg.

NBC Radio meeting opens in San Juan

The annual NBC Radio network affiliates convention was slated to open Sunday (Oct. 12) in San Juan, P. R., and to continue through Tuesday (Oct. 14).

Speakers at the Monday session will be Donald J. Mercer, vice president, station relations; Julian Goodman, NBC president; Arthur A. Watson, president of the radio division; George Gallup, vice president, sales, and Beverly L. Smith, vice president, radio-television programing, McCann-Erickson Inc.

Chuck Blore, president of Chuck Blore Creative Services, Hollywood, will address Tuesday's meeting on the subject of "do it on radio."

Xmas Music

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If you answer NO to any of the above. Then—ALTO FONIC can help you

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P.S. We can also supply your station with programing the other 364 days a year, as we do for approximately 300 other stations including networks, major groups, and independents.
A blast at the boys from the institute
Statisticians hired by WMAL-TV find serious fault with programing analysis in license-lifting guide

A battle of statistical analysts—dry and arcane to outsiders, critical and exciting to those involved—has been joined in connection with the effort of a group of Washington-area black residents to persuade the FCC to deny the license-renewal application of WMAL-TV Washington.

The group claims the station, owned by the Evening Star Broadcasting Co., discriminates against Washington's black community, in programing and hiring practices, and that its performance is poor, and deteriorating.

The last charge was based on a comparative study of the performance of the 32 television stations in the mid-Atlantic region. The study was prepared by the Institute for Policy Studies, of Washington, established six years ago to observe significant social, economic and political institutions in the nation. The institute has made its television study available for groups wishing to contest license renewals of incumbent broadcasters (BROADCASTING, Oct. 6).

WMAL-TV, in a three-volume response on Oct. 3, denied all of the charges (BROADCASTING, Oct. 6). And as part of its rebuttal to the charge concerning its service, WMAL-TV presented an analysis of the institute's study, provided by Resource Management Corp., of Bethesda, Md., and Santa Monica, Calif., a research organization specializing in government and commercial studies.

RMC finds the institute's study wanting in a number of respects. And where the institute ranked WMAL-TV 25th among the region's 32 stations, on the basis of its performance, RMC ranked it anywhere from seventh to 17th, depending on program classifications used.

WMAL-TV achieves its best ranking under the RMC revision when absolute hours are used as measures of news and public affairs programing performance, and when entertainment and sports and local and regional news components are deleted from the basis of comparison.

Another factor in the improved showing is new figures for news and public affairs programing that WMAL-TV has submitted to the commission in amendment to its renewal application. The amendment shows the station programed almost two hours more of news in 1969 than its composite week indicates; and it notes the station reclassified some programs as public affairs after determining that other stations included in that category programs that WMAL-TV had carried as entertainment.

A these various changes reflect criticisms of the institute's methodology that are contained in RMC's report.

In its comparison, the institute considered the percentage of total programing devoted to news, public affairs, entertainment and sports, and to locally originated programing; and measured local and regional news as the percentage of total news. Other categories in its comparison were the percentage of news employees to all personnel, the number of hours of local prime time programing, and the number of public service announcements. The institute also compared each station's performance with records it compiled in the 1963-1969 and 1966-1969 periods.

RMC said that use of percentage of total programing time to measure various categories of programing is misleading in the case of a station that has a long programing day and presents "entertainment at times when the public is not interested in news or public affairs programing."

Furthermore, RMC said, the institute makes no "persuasive case" for the proposition that performance of such a station "varies inversely with the amount of entertainment and sports programed." RMC believes use of entertainment and sports programing as a criterion "unfairly penalizes the station with a long programing day."

RMC also said that the institute provided no indication that all stations involved in the study used the same criteria in classifying public affairs and local and regional news programing. RMC noted that WMAL-TV had classified "Girl Talk" as entertainment while other stations counted such segments in their public affairs programing. And the percentage of total news that is local and regional, RMC said, repre-

The practical processor for Ektachrome
The Pako Model 28EK Cine/Strip Processor is a small-size, low-cost unit for processing both 16mm and 35mm Ektachrome. It handles over 1600 feet per hour with consistent high quality results.

1. Light-tight 2400-ft. magazine permits leader and film footage to be handled together eliminating costly start-up time.
2. Footage counter records the total footage for comparisons with chemical usage.
3. A unique automatic speed control on the film take-up maintains constant film tension.
4. First developer rack is adjustable (1/4 f-stops) for film exposed at other-than-normal exposure indexes.
5. Drawer-type electrical control panel simplifies inspection. And Pako's nationwide distributor network means that parts and factory-trained personnel are readily available.
6. Automatic replenishment system, automatic temperature control, controlled impingement drying system, and rpm tachometer included.

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Processing Systems for the Photographic, Graphic Arts, Motion Picture, Medical and Industrial X-Ray Industries.

64 (THE MEDIA)
sent's "only educated guesses by the stations."

RMC also questioned the basis on which the institute had adjusted the scores of the stations studied to account for their size and resources available for public service.

On that basis, WMAL-TV ranked last in the institute's study.

RMC said the ARB market is used as an indicator of station size and resources "by implication" and the 30-minute advertising rate "by assertion."

But RMC said advertising rates used "are not of the same class and are not for the same hour of the day," nor were they taken "from the same rate cards of the same date."

In any case, RMC said, no empirical support is provided for the indicators used.

The total income of stations in an area as a percent of the total revenues could also be used, RMC said.

RMC was also critical of the institute for indicating a change in rank for each station studied for the 1963-69 and 1966-69 periods. RMC said that using both time periods "tends to reward doubly some stations and penalize doubly others" because the 1966-69 change in rank is already reflected in the change made over the 1963-69 period.

Forum files amendment on WPIX area needs

Forum Communications Inc., which is seeking to oust WPIX-TV New York as occupant of channel 11, has given the FCC something more to think about—some 70 pages worth.

Forum last week filed an amendment to its application for channel 11, providing a report on its "continuous" effort to ascertain the needs and interests of the public in the channel 11 service area.

The amendment reports on interviews with 102 community leaders. (Forum's original application reported on interviews with 486 individuals). It also contains copies of reports by two research companies retained by Forum. Their recommendation: conduct a continuing program of small "in-depth" interviews with representatives of various segments of the population.

Lawrence K. Grossman, the former NBC advertising vice president who is president of the new corporation, told the commission that Forum will follow that advice as long as the application is pending and, if it is granted, as long as Forum operates the facility.

Forum said its new interviews led it to the conclusion it should emphasize community-action programming, design a decentralized news staff to provide coverage of New York's variegated community, and develop a "total programming concept," under which all locally produced programs will focus at a given time on a single theme.

Delay is debated in KRON renewal case

Examiner Naumowicz says he cannot hear the issues until next January

Skirmishing over procedures in the KRON-FM-TV San Francisco renewal case continued last week, as the complaining witnesses appealed the hearing examiner's ruling postponing the hearing date and dividing the proceeding into two segments.

Hearing Examiner Chester F. Naumowicz Jr., at a prehearing conference on Oct. 3, continued the hearing date from Dec. 2 until Jan. 8, 1970 for some issues and until March 1970, at a date to be set later, for the remaining issues.

The examiner said his calendar would not permit the hearing to commence on Dec. 2, and that if the hearing were to take the estimated 60 days, he could not fit it into his schedule until the middle of March. In addition Broadcast Bureau and KRON attorneys had requested additional time to prepare their cases.

Charles C. Moore, counsel for Albert Kihn and Blanche Streeter, the parties whose complaints led to the commission's designating the stations' license-renewal applications for hearing, appealed the ruling last week to the review board.

He said the hearing should begin on Dec. 2 but that if it cannot commence until Jan. 8, that all issues should be aired in the one hearing.

Mr. Moore noted that the commission in March had set the hearing date for July 7, and said that the continued delay "does nothing but work hardships upon complainants and their counsel." Mr. Moore said that he is working without compensation and that the postponement will require the interview of witnesses twice.

He also said that, with the passage of time, witnesses will forget facts or become unavailable. He said one "key witness" has been offered a job by KRON-TV and two others have been rehired by other VHF stations in San Francisco, "and will by necessity be reluctant witnesses over concern for their jobs."

Mr. Moore said the examiner's crowded schedule should not be allowed to delay the proceeding further. He said that either the examiner's other cases should be postponed, or a new examiner should be assigned to hear the case on Dec. 2.

The hearing had been postponed to that date at the initial prehearing conference, on May 19, over the objections of the complainants.

Mr. Moore said that in providing for prehearing discovery, he called attention to the necessity for prehearing briefs to be submitted shortly after designation. In the KRON case, Mr. Moore said, "far more than a relatively brief period has elapsed since the case was first discussed at the prehearing conference."

The issues Mr. Naumowicz proposes to hear starting Jan. 8 include the question as to whether the KRON stations have slanted the news to advance the interests of the parent Chronicle Publishing Co. Other issues deal with Chronicle's investigation of Mr. Kihn and Mrs. Streeter and with whether such investigation constituted an effort to harass and intimidate them.

The remaining issues include questions as to whether Chronicle Publishing has an undue concentration of control of mass media in the San Francisco Bay area and whether it has engaged in anticompetitive or monopolistic practices. Another issue is whether the stations' past programming, particularly its public-service programming, was of sufficiently high quality to counterbalance adverse findings on the anticompetitive and news-slandering issues.

High Point group seeks license of WGHP-TV

A group of High Point, N. C., residents will shortly file a competing application for the channel now occupied by WGHP-TV High Point-Greensboro-Winston-Salem, N. C. The president of the group, operating as Furniture City Television Co., and one of its board members, was affiliated with another group which unsuccessfully competed with licensee Southern Broadcasting Co. in 1962 for the channel.

Southern began operating channel 8 WGHP-TV in 1963. The station's license expires Dec. 1; Southern has already filed its renewal application with the FCC.

Furniture City's lawyer, Washington attorney Donald E. Bilger, said the group's application would be filed "on or before Oct. 31." He said the group will argue that WGHP-TV "has failed to meet the tastes, interests, concerns and problems of the community, and will, according to its own application, do even less in the next three years."

Phillip Lombardo, general manager of WGHP-TV, told Broadcasting that neither the station nor Southern would comment for the present on the con-
Post stations deny liberal bias

They dispute charges that they take editorial cues from parent newspapers

WTOP-AM-FM-TV Washington told the FCC that documents accusing them in effect of a liberal bias in their programming have no merit and should be dismissed.

The allegations were made last month by Allen C. Phelps, of Washington, in an informal complaint, and by the Federation of Citizens Associations of the District of Columbia, in a brief letter (BROADCASTING, Sept. 29).

Mr. Phelps, a delegate member of the federation, asked the commission to deny renewal of WTOP-AM-FM-TV or at least defer action on the renewal applications until it determines if the stations have been operating in the public interest. The federation said the commission should, "as a minimum, obtain assurances" that WTOP-AM-FM-TV will "present unbiased news."

Mr. Phelps accused WTOP-TV of favoring liberal causes while suppressing the views of conservatives. The federation asked the commission to determine if the stations were presenting news and comment "with a bias reflecting the opinions" of the parent Washington Post Co.

The stations, in their reply, said neither document "affords the slightest basis for the relief requested" and does not "even purport" to provide facts in support of the charges made.

"Perhaps the best answer to both of these papers is that if the commission gives weight at renewal times to such submissions it will encourage irresponsible harassment of radio and television stations and will find its resources dissipated in needless and frivolous charges," the stations said.

They maintained that they honor their obligations under the fairness doctrine by labeling editorials and commentary and by soliciting and providing time for reply comment. They also denied that the stations "slant" news through their newsmen—a charge, they noted, that was not supported.

And they labeled as "false" Mr. Phelps's contention that the Washington Post's policies are "imposed upon" radio and television stations. They said the operations of WTOP Radio and WTOP-TV are "largely separate from one another" and are "completely separate from those of the Washington Post."

More strike aid is on the way

Muffler magnate finances new Washington center to help fight licenses

Add the Citizens Communications Center of Washington to the growing list of groups created to aid and encourage citizens groups in their efforts to influence the kind of broadcast service they receive.

The center came into being about six weeks ago to serve principally as a service and support facility for local and national citizens groups in their dealings with the FCC, and to aid them in gaining access to the media.

It was established with the help of the Robert F. Kennedy Memorial, which is providing the center with office space and secretarial assistance. The late Senator Kennedy was deeply interested in the role of television in society, particularly in its effect on children.

Funding was provided by Gordon Sherman, president of Midas International, manufacturer and marketer of automotive replacement parts and recreational vehicles.

The executive director—and at present sole paid employee of the Citizens Communications Center—is Alfred Kramer, a 30-year-old graduate of Stanford Law School. He took up his new duties after terminating a two-year association with Covington and Burling, one of Washington's largest and most prestigious law firms, where he had been engaged principally in antitrust work.

Mr. Kramer last week said he undertook his new job out of a feeling that, as a lawyer, he could not tolerate "the

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by EDWARD W. CHESTER

A brilliantly comprehensive book on the influence of radio and TV on national and local politics—from the historical rather than the topical viewpoint. The period covered is from 1920, when KDKA announced Harding's victory, through the 1960 elections. The author, a member of the History Department of the University of Texas at Arlington, has made use of all available data, including unpublished material from the Presidential libraries. With Notes on Sources and a bibliography of some 500 items. "Thorough and invaluable."—Publisher's Weekly. $7.50 at your bookstore, or from

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66 (THE MEDIA)
great disparity in the relative input" between that of citizens' groups and industry members in commission proceedings.

According to its statement of purpose, the center will attempt to reduce that "disparity" by preparing manuals on citizens' rights to access to the media and on FCC procedures, and by providing complaints with rudimentary legal and strategic advice in the initial stages of proceedings, and then referring them to lawyers or other professional services.

It will also do research for citizens' groups and provide them with information on legislative, judicial and administrative proceedings that may affect broadcasting in general and specific areas.

The center will provide legal representation in some cases before the commission—if resources permit and the cases seem particularly significant. However, Mr. Kramer stressed that the center does not intend to become a communications law firm as such.

The center is providing legal assistance in one FCC case, that involving the hearing on the renewal applications of KRON-FM-TV San Francisco. Mr. Kramer is representing witnesses whose complaints led to the hearing, in prehearing conferences in Washington.

The center is also working on two of the manuals promised in the statement of purpose. One will incorporate the results of a study by RFK Memorial student volunteers last summer on how members of the public may file complaints against local stations and on the reaction they might expect from the commission (Broadcasting, Aug. 11). The other is on citizens' access to media.

Mr. Kramer said that the center's emphasis "is not on encouraging license challenges, either through petitions to deny or competing applications." Rather, he said, the emphasis is "on involving communities with their local radio and television stations as they are involved, or should be, with other institutions affecting their lives."

However, he acknowledged that the center's activities may lead to petitions to deny.

Mr. Kramer is presently drawing for support on law school students, some of whom have temporarily dropped out of school, as well as on lawyers who are serving on a volunteer basis. The center expects to receive additional financial support from individuals and foundations that will enable it to increase its paid staff.

Meanwhile, there was a reminder last week of the other groups that are aiding citizens' groups concerned about their local broadcast service. The Office of Communication of the United Church of Christ was reported to have agreed to provide legal representation for the Washington area blacks who are opposing the license renewal application of WMAL-TV Washington. (Broadcasting, Sept. 8).

Edgar S. Cahn, executive director of the Citizens Advocate Center of Washington, said the church is making Earl K. Moore available as one of the counsel in the case. Mr. Moore represented the church in its successful court fight to overturn the FCC decision renewing the license of WLBT(TV).

The Citizens Advocate Center, which is foundation supported, represents citizens' groups in their dealings with various federal agencies. The FCC is not normally one of the agencies with which it deals. But its lawyers helped in the preparation of the petition to deny the WMAL-TV license.

CBS says minorities hold 11% of its jobs

Growth of minority employment at CBS from 3.9% of total CBS employment in March 1963 to 11.1% in June of this year has been cited by Dr. Frank Stanton, CBS Inc. president, in a memorandum distributed to department heads. He said CBS is taking additional measures to insure continued movement in this area.

Dr. Stanton said that while the CBS staff as a whole increased by 71% from March 1964 through June 1969, the minority employment grew by 386% during the same period. He made clear that advances were not made solely on clerical levels, noting that the number of advanced positions—technical, professional, managerial and executive—had increased by 8% at the company since 1964, while the number of minority employees in these categories rose by 56%.

"We are not talking about a percentage based on a handful of people," he stated. "We are talking about nearly 350 current minority group employees in these categories."

Dr. Stanton cited various efforts by CBS to expand minority employment through management training, colleges and universities and other organizations, including the broadcast bank of the National Urban League. He called on CBS departmental units to further improve the ratio and said he was asking for quarterly reports on the status of minority employment at each CBS unit.

Two new ABC affiliates

The ABC American Contemporary and Information radio networks each picked up an affiliate last week. WAVZ(AM) New Haven, Conn., owned by Kops-Monahan Communications, joined ABC Contemporary; WDOK(FM) Cleveland, owned by Westchester Corp., joined ABC Information.

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BROADCASTING, Oct. 13, 1969
NAB has a cross-country checkup

Fall conferences will cover major issues
plus plans for broadcasting's 50th anniversary

A panel discussion of serious issues confronting the broadcasting industry will head the program for the six fall conferences to be held this year by the National Association of Broadcasters.

Another highlight will be the announcement of plans for the 1970 year-round celebration of the 50th anniversary of broadcasting.


Opening the first day's joint session will be the panel on major issues confronting the industry. Such problems as the impending loss of cigarette advertising, the threatened spread of pay-TV and negotiations for an accord with CATV will be high on the list. The reaction of broadcasters to continuing attacks by FCC Commissioner Nicholas Johnson is certain to be in evidence in these discussions, billed as free-swinging and uninhibited. The panelists will be broadcasters from NAB stations and the discussions will involve the delegates and NAB staff members. Willard E. Walbridge, vice president and general manager of KTRK-TV Houston and chairman of NAB's board of directors, will be moderator.

The panelists for the Chicago meeting are: Richard D. Dudley, Forward Communications, Wausau, Wis.; Simon Goldman, WJTN(AM) Jamestown, N.Y.; John H. Lemme, KLTIF(AM) Little Falls, Minn. and Ben A. Laird, WDOZ(AM) Green Bay, Wis.

Vincent T. Wasilewski, president of NAB, will speak to the first day's luncheon sessions of the conferences and is expected to talk at length about the key issues facing the nation's broadcasters.

Mr. Wasilewski will head the NAB team at the conventions. Others from the headquarters staff will be: George W. Bartlett, vice president for engineering; William Carlisle, vice president for television, and Paul B. Comstock, vice president for government affairs.

Also attending the regional conferences will be: John M. Couric, vice president for public relations; La Rue M. Courson, manager of production; John A. Dimling Jr., vice president for research; Stockton Heffrich, director of the Code Authority; Harold Niven, vice president for planning and development; Charles M. Stone, vice president for radio, and William L. Walker, director of broadcast management. John B. Summers, assistant general counsel, will be attending the conventions in place of Douglas Anello, who resigned as general counsel Oct. 1 (Broadcasting, Sept. 29).

Planning for the celebration of broadcasting's 50th anniversary next year will be outlined by Mr. Couric prior to the luncheon meeting.

The first day's afternoon will be divided into radio and television sessions.

For the radio session Mr. Stone will present a film, "I Am Radio." Maurie Webster, vice president division services, CBS Radio, will talk about creative commercials; Herman Edel, president Herman Edel Associates Inc. will offer an audio-visual presentation on music programming; Mr. Bartlett will talk on "What Managers Should Know About Engineering," and J. R. Livesay, WLH(AM) Mattoon, Ill., will moderate a panel on "Small Market Feedback." Panelists will be Philip Spencer, WCSS(AM) Amsterdam, N.Y. and Ernie Sanders, NAB regional manager.

In the television session Roy Danisch, Television Information Office director, will speak on a subject to be announced. Mr. Walker will report on the American Society of Composers, Authors and Publishers contract.

Jacob A. Evans, Television Bureau of Advertising, will lead a discussion on "What Advertising Policies for the '70's?" Panelists will be William Oberholtzer, vice president and media director, Leo Burnett Co., and Robert Leonard, WMAQ-TV Chicago.

Hamilton Shea, Gilmore Broadcasting, Harrisonburg, Va., vice chairman of the television board, will give a secondary-market report. Mr. Dudley will report on the CATV negotiations and the outlook for progress.

The final morning sessions will be marked by two workshops. Mr. Bartlett will conduct the engineering discussion on new cartridge test tape. John Andre of Broadcast Electronics will talk about equipment operation and maintenance. Following in a joint session Mr. Walker will conduct a workshop on credits and collections. Panelists for this will be Arlie Davis, WLH-FM New London, Wis.; Robert Krieghoff, WOC-AM-FM-TV Davenport, Iowa, and Joseph Laskowski, Triangle Publications, Philadelphia.

Mr. Dimling will take a new look at NAB research and Mr. Heffrich will discuss the codes. Mr. Summers will head a discussion of license renewals with an FCC representative to be named.

NAB report to analyze secondary TV markets

The National Association of Broadcasters plans to present a report of special interest to its secondary TV market stations as part of its fall conference programs.

The report, William Carlisle, NAB vice president for television said, will review the past year and preview the coming year activities of the Secondary Television Market Committee. It will cover CATV, audience measurement and personnel recruitment and retention. It will be given by members of the committee.

The secondary market includes stations not in the top-100 markets as de-
Shakespeare says it isn't so

He disputes McGinniss on strong-arm threat during 1968 campaign

Thoughts of political reprisal against a broadcast network, attributed to U.S. Information Agency Director Frank Shakespeare during the 1968 presidential campaign, were denied by Mr. Shakespeare last week.

The incident is related by reporter Joe McGinniss in his book, "The Selling of the President 1968." Mr. Shakespeare, who had gone to the Nixon campaign media and advertising triumvirate from CBS, was purportedly quoted in conversation about television's impact on the candidate and candidate Nixon's reaction to what he termed unfair convention coverage.

"Now, now listen to this. Here's what I thought I'd do. I thought I'd go to Walter Scott, the NBC board chairman—this would be in private of course, just the two of us in his office—and say, 'Here are the instances where we feel you've been guilty of bias in your coverage of Nixon. We are going to monitor every minute of your broadcast news, and if this kind of bias continues, and if we are elected, then you just might find yourself in Washington next year answering a few questions. And you just might find yourself having a little trouble getting some of your licenses renewed.'"

"Shakespeare paused and smiled. 'I'm not going to do it because I'm afraid of the reaction. The press would band together and clobber us. But god-dammit, I'd love to.'"

Mr. Shakespeare, asked to comment on the passage, said: "I recall the general thrust of the conversation about Scott. . . . McGinniss is totally inaccurate in implying the veiled threat. I did not go to Scott. When men are running for public office, particularly on the national level, the question of television is foremost in their minds. The concentration of the candidate's exposure on television is at a peak and he forms lasting impressions about the medium—a thing I believe television has failed to understand."

He said the person believes he is intimately aware of the facts, and he forms lasting judgments on the way he is treated. Television must bend over backwards during national campaigns to ensure candidates are treated impartially, he said.

Mr. Shakespeare continued: "I believe the book is written from an intensely anti-Nixon point of view. It contains a lot of partial truths taken out of context."

The McGinniss book is published by Trident Press, New York. It is an incisive examination of the technique of selling a political candidate, primarily with the use of television, and in this particular case, the promotion of Richard M. Nixon for President of the U.S.

The men guiding the campaign for the Republican standard bearer believed that it would be a TV contest, that their man was best suited for this medium. They proceeded to coordinate their considerable skills toward projecting their man to the voting public.

Reporter Joe McGinniss watched the entire operation, the making of the "law and order" commercials, the careful planning of the first panel show and the nervousness of the high command as its members felt their candidate was slipping in popularity with the voters in October.

Mr. McGinniss observes of that Oc-
AM in Puerto Rico is sold to Mooney group

Mooney Broadcasting Corp., Nashville-based group radio station owner, announced last week it is buying WUNO (AM) Rio Piedras (San Juan), P. R., for $1,642,000, subject to FCC approval.

Principals of the seller—San Juan Broadcasting Corp.—include W. M. Carpenter, president; William de la Cruz, vice president, and Ramon A. de la Cruz, secretary-treasurer. The sellers own WSTX(AM) Christensted, St. Croix, V. I.

Mooney Broadcasting owns WMAK (AM) Nashville, and WKGN (AM) Knoxville, both Tennessee. A month ago it received FCC approval to purchase WBSR (AM) Pensacola, Fla., for $290,000 (Broadcasting, Sept. 15), and it is still awaiting commission approval to buy WPDO (AM) Jacksonville, Fla., for $1.1 million (Broadcasting, March 31).

George P. Mooney is president and principal stockholder of Mooney Broadcasting. Other officers and stockholders include Robert Crenshaw and W. Pat Poore Jr., vice presidents, and Frank H. Marsh Jr., secretary.

WUNO, established in 1949, is full time on 1320 kc with 5 kw day and 1 kw night.

Broker handling the sale is Blackburn & Co.

Changing Hands

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

- WUNO (AM) Rio Piedras (San Juan), P.R.: Sold by W. M. Carpenter, William de la Cruz and Ramon A. de la Cruz to George P. Mooney and others for $1,642,000 (see story this page).
- WEMT (TV) Bangor, Me.: Sold by Melvin L. Stone, Herbert S. Hoffman and others to American Diversified Industries Corp. for stock valued at over $400,000. Mr. Stone owns WOYU (AM) Bangor and WRMU (AM) Rumford, both Maine. Mr. Hoffman owns WUNR (AM) and WNOF (FM) Brookline, Mass. American Diversified Industries is a publicly held and diversified company currently trading over the counter at about $5.50 per share. Its interests include motion-picture and TV film distribution. It also operates a Jellico, Tenn., CATV system and has interests in franchises for Canton and Spruce Pine, Tenn. C. E. Feltner Jr. is chairman. WEMT is a channel 7 ABC-TV affiliate with 58.9 kw visual. Broker: Blackburn & Co. (Corrected from a Sept. 29 item).
- KMCO (AM) Conroe, Tex.: Sold by Eunice Hardy Smith and others to Earle Fletcher for $245,000. Mr. Fletcher owns KCLR-FM-Cleburne and 80% of KBAN (AM) Bowie, both Texas. KMCO is a daytimer on 900 kc with 500 w.
- WEWE (AM) Washington, N.C.: Sold by Rose Springer to Roy D. Wooster Jr. for $150,000. Mrs. Springer is applicant for a construction permit for a new AM at Suffolk, Va. Mr. Wooster is applicant to purchase WRON (AM) Ronco-verte, W. Va., for $175,000 (Broadcasting, July 14). WEWE is a daytimer on 1320 kc with 500 w. Broker: Blackburn & Co.

Approved:
The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 80).

- WVGT (AM) Mount Dora, Fla.: Sold by David A. Rawley Jr. to Leon A. Ganapol and others for $35,000. Mr. Rawley has interests in KCON (AM) Bartlesville, Okla.; WJKE (AM) Granite Falls, N. C., and is the applicant for a new AM at Graham, N. C. Mr. Ganapol is a retired druggist. WVGT is a daytimer on 1580 kc with 1 kw and has a construction permit for operation with 5 kw. The vote was 3 to 1 with Commissioner Robert T. Bartley dissenting. Commissioner Nicholas Johnson did not participate.

Cable television

- Jamestown, N. Y.: H&B American Corp., Los Angeles, has agreed to ac-
quire the capital stock of Jamestown Cablevision Inc. in exchange for an undisclosed amount of H&B common stock. Jamestown Cablevision, principally owned by Simon Goldman, serves 7,500 subscribers. Mr. Goldman, who will remain as president of the CATV system, is also principal owner and president of Jamestown Broadcasting group of radio stations including WJTN-AM-FM Jamestown. With the acquisition, H&B will own 65 CATV systems in 114 communities serving about 250,000 customers. The prospective merger of H&B into Teleprompter Corp., New York, also a multiple CATV owner, was announced last summer (Broadcasting, Aug. 11).

Cypress drops bid to acquire AM-FM outlets

Cypress Communications Corp., a nationwide multiple community antenna TV systems owner and operator based in Pacific Palisades, Calif., last week saw a deal it had been contractually committed to for a year—a deal that was looked to as contributing "significantly to the company's underlying values"—end up as no deal. The deal called for Cypress to purchase a group of five major-market radio stations from Dynamic Broadcasting Co., Pittsburgh, for $2.5 million. The announcement of the termination of this transaction was made jointly by Cypress and Dynamic.

At the same time, it was disclosed that a pending application to the FCC for a transfer of the Dynamic radio properties to Cypress had been withdrawn. The FCC application, filed last January, had been pending for more than nine months.

A spokesman for Cypress indicated that FCC objection was not the reason for the termination of the deal. "We hadn't run into any particular difficulty at the commission," he said, "but it has been taking quite a while. They had asked some questions but there didn't appear to be any reason why the transfer should not go through."

Instead of any FCC obstacle, the spokesman pointed out, the deal was called off because Cypress, which owns one broadcast property, a TV station (KTXL Sacramento-Stockton, Calif.), decided to concentrate on the cable TV field, and Dynamic, which is privately owned, decided to continue independent operation of its four AM and one FM stations. Last fall, Cypress, which only came under its current corporate name and into existence as a publicly owned company (over-the-counter) a few months earlier, announced that it was acquiring Dynamic for $2.5 million in cash, notes and convertible debentures (Broadcasting, Nov. 4, 1968). In an interim report to shareholders, after the

Final transfer papers were completed last Monday (Oct. 6) for Gilmore Broadcasting Corp.'s acquisition of WREX-TV Rockford, Ill., from the Gannett Co. for $6.85 million (Broadcasting, Sept. 1). Attending were (l to r) Hamilton Shea, executive vice president and chief operating officer of Gilmore Broadcasting; James S. Gilmore Jr., president of Gilmore Broadcasting, and Joe M. Baisch, one of the founders of the channel 13 ABC-TV affiliate, who will continue as vice president and general manager of WREX-TV.

deal was announced, Cypress management confidently revealed that "it is expected that Dynamic will become a significant part of the...group in the spring of 1969."

The Dynamic stations are WILD(AM)

Boston; WAMO-AM-FM Pittsburgh; WUFO-(AM) Amherst (Buffalo), N. Y., and WLTE(AM) Miami. Cypress serves a total of more than 50,000 CATV subscribers in some 10 states.

Presbyterian group hears media experts

The 50-member Council on Mass Media of the United Presbyterian Church in the U.S. held the first of a series of meetings in Washington last week to consider the functions of its office of public affairs.

The council heard talks by four men prominent in the mass-media field. Robert F. Lowe, private consultant who did a fairness doctrine study for the Senate Commerce subcommittee on communications, spoke on the development of public policy. Robert F. Guthrie, counsel to the House Interstate and Foreign Commerce Committee, talked about issues he sees developing before Congress in the field of communications. Leonard H. Marks, attorney and former U.S. Information Agency director, talked of the range of opportunities he sees for the church on the communications front, and Vincent T. Wasilewski, president of the National Association of Broadcasters.

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spoke of specific issues that confront broadcasters now and will in the months ahead.

The meetings were held at the Marriott Twin Bridges motor hotel in Arling-
ton, Va. The public affairs office, of which Miss Jane Goodman is the di-
rector, is in the new National Presbyterian Center in Washington. The coun-
cil will meet again in February 1970.

Another broadside against Johnson

Ferguson calls on commissioner to disqualify himself from Ga. renewals

Broadcaster attacks on FCC Commissioner Nicholas Johnson continued last
week with the request that he disqualify himself from consideration of the
license renewals of Georgia broadcasters.

Don Ferguson, general manager of WSOV(AM) Savannah, Ga., in a speech
prepared for the Georgia Association of Broadcasters’ FM-Day meeting in
Atlanta Friday (Oct. 10) charged Com-
misioner Johnson implied a threat
against broadcasters at renewal time.
Mr. Ferguson noted Georgia licenses
come up for renewal in 1970.

He said that in speaking to broad-
casters at the annual GAB institute at
the University of Georgia last January,
Mr. Johnson responded to a comment
that he and the broadcaster were not in
agreement: “That’s all right tonight,
but we had better agree once every three
years.”

“Wasn’t that a threat to the licensee?
. . . surely it was!” Mr. Ferguson said.

Commissioner Johnson, told of the
remarks, said he had no recollection of
this statement, that it was not clear
from the context what if any signif-
cance the statement might have and that
in any event he had no recollection of
ever intending to threaten broadcasters
on this or any other occasion.

While Mr. Ferguson was trying to
keep the ball rolling in the campaign
against Commissioner Johnson, other
broadcasters were trying to disavow
the actions of their state associations.

The National Association of Broad-
casters was exhibiting obvious reluc-
tance to go along with cries of “impeach
Johnson” while at the same time sound-
ing strong objections to some of the
commissioner’s charges against the
industry.

Although eight directors of the Colo-
rado Association of Broadcasters, on
Oct. 3, asked President Nixon to re-
move Commissioner Johnson from of-

cine, several other Colorado broadcasters

Ohio station renewals set for oral argument

The FCC has designated the license
renewal applications of WCHC(AM)
Washington Court House, WCHI(AM)
Chillicothe and WKOV(AM) Wellston,
all Ohio, for oral argument Nov. 3.
Hearing Examiner Thomas H. Donahue
in an initial decision last January pro-
gressed a proposal of the renewal appli-
cations on payment of a $10,000 fine
by each station, which was excessive,
the licensees argued. Exceptions urging
denial of the applications were filed
also by the Broadcast Bureau.

The renewal applications were set for
hearing by notice of apparent liability
Jan. 30, 1968. Issues at the hearing in-
cluded determination of the extent of
the violations by each station, the cir-
cumstances surrounding applicants’ re-
sponses to the violation notices and
whether WCHC falsified its operating
logs. Also included were issues to de-
termine if any or all of the applicants
could not be relied on to fulfill the
duties and responsibilities of a licensee.

said the move was “silly.” One said
“Johnson calls them as he see them.”

William Grant, president of KOAA-TV
Pueblo, Colo., said of the Colorado
action: “I believe the board had no
authority to pass such a resolution and
in any event it is unwise. However much
broadcasters may disagree with Com-
missioner Johnson, he seems to me to
be doing a conscientious job as he sees
it.”

Presidents of four Southern states’
broadcasting associations Sept. 28
(BROADCASTING, Oct. 6) sent a letter to
Vincent Wasilewski, president of the
NAB, requesting action to seek Com-
missioner Johnson’s removal from of-

The request was referred to the NAB
board of directors. Meanwhile Mr.
Wasilewski sharply contested Com-
missioner Johnson’s recent remarks in a
speech to the Tennessee Association
of Broadcasters (BROADCASTING,
Oct. 6). The commissioner’s remarks
that sparked the latest controversy were
made in an interview in TV Guide, on
ABC’s Dick Cavett Show and on CBS’S
Face the Nation. He had assailed what
he called the political power of the
broadcasting industry and charged that
network management interfere with
news judgment and that commercial
pressures produce network censorship.

A request of the NAB that it orga-
nize a promotion campaign for the
broadcasting industry is being consid-
ered by the executive board. NAB
officials however, are known to feel
generally that the attacks on Commis-
sioner Johnson serve to give more
publicity to criticisms of the industry.

The most violent reaction to Com-
missioner Johnson’s remarks seems to
be coming from many smaller-market
stations. Broadcasters in the larger
market areas, while possibly agreeing
with the objections to the commissioner,
are reluctant to be in the position of
critics, especially at renewal time.

Cox gives rabbis lesson in pressure

He says present climate makes broadcasters listen
when public speaks up

Community religious groups can make
themseives felt, and heard, in today’s
climate of a “growing teamwork be-
tween the public and the broadcast
licensee.” That was the message FCC
Commissioner Kenneth A. Cox deliv-
ered to a meeting of rabbis in New
York last week.

The commissioner was luncheon
speaker Thursday (Oct. 9), the win-
day of a two-day national conf-
ference on communications media atten-
ded by representatives of rabbinical
organizations from various cities in the
U.S. and under the auspices of the
Board of Rabbis.

Mr. Cox cited current public
pressure for license renewal as the new
role of fairness in the industry.

A well-organized industry created a climate in which broadcasters
must be more receptive to public
and requests of responsible groups in
a community. He urged the commis-
sion to work more closely with broad-
castmg industry in the community. Particularly on such issues they
should bring sufficient attention of a station.

The affirmation of the fairness
principle in broadcast practice, he said, should not be interpreted by the religious
leaders as the “right and perhaps the
ubiquity to the congregation” of informa-
tion on time on the station to preser-
view and to have spokesmen of the
point of view appear should be the
FCC’s responsibility. One side of an important issue be
presented on the station. And, if the station
does not agree to the time request, com-
munity leaders can go to the FCC,
was said, noting also that in matters
of “national concern” the networks, to
ought to be approached directly on the
management level.

Most of Mr. Cox’s remarks were
directed to the area of public service programming, though at one point he
touched the entertainment area noting
an absence of “more serious drama,”
the dance, the arts and “serious seri-
sous intent” in the weekly diet on tele-
vision. He suggested that responsible
would extend trucntion period

Commissioner Kenneth A. Cox, expressed concern over com-
mission action last August denying ex-
tension of time to three permittees. He said the action was "the very real problems faced by permittees, and serves no real terest."

Comment was contained in a letter to a majority opinion favoring six UHF CP's (BROAD-
CASTING, Aug. 18). Specifically, the com-
missioner objected to the cancella-
tion granted to Radio Longview TV Longview, Tex., Il-
diocasting Co. for WTVG TV Ill., and Rovan of Florence TV Florence, S.C.

Mr. Cox told the rabbis that "the permits maintain taste, decency and responsibility as to arguments by Radio that it was experimenting such as "obtaining network affilia-
tion for other programming."

In a discussion following his formal re-
marks, Mr. Cox told the rabbis that the last resort, they could indicate to
the FCC "around station renewal time" failing resolution of their dissatisfaction with the local station.

Mr. Cox said, in outlining options now open to religious leaders, that if an issue was "real serious" they "can join in a petition" against renewal should such a petition be indicated in the community, or "if extremely seri-
ous" they "can join in filing with new applicants" for a station's license.

VHF grant hinges on operations by owners

Grant of a channel-6 TV station in Nampa, Idaho, to Snake River Tele-
vision Inc. was proposed last week by FCC Examiner Forest L. McClenning.

In recommending the grant, the examiner last week denied the mutually exclusive VHF TV application of Idaho Television Corp. The grant, however, is conditional to whatever action the com-
mission may find appropriate as a result of the proceedings involving developing patterns of ownership in the CATV in-
dustry. Another condition provides that Snake River cooperate with the Idaho

state police in correcting any possible interference to police-radio facilities that might occur because of Snake River's proposed transmitter site.

Condition of the grant to Snake River concerning CATV ownership was based on the fact that although Snake River holds no direct ownership inter-
ests, its stockholders have various interests in broadcast and CATV media. Al-
though Idaho Television was preferred because it holds no media interests, Examiner McClenning concluded that Snake River should get the grant because of its integration of ownership and management. "None of the stockholders of Idaho Television Corp. would devote full time to the day-to-day operations of the proposed station," he explained. And two Snake River stock-
holders plan to devote full time to the proposed operation, the examiner added.

Snake River is controlled by William A. Martin, executive vice president and secretary, Robert Taylor, and Richard F. Shively, vice president and treasurer, each with a 25% interest. James L. Berlin is president with 5%. Mr. Martin is former president and manager of KMMJ(AM) Grand Island, Neb., and is now engaged in management of num-
rous CATV systems. Mr. Shively is president and 11.8% stockholder of Telesis Corp., CATV systems operator, 100% owner of WLFH-TV Lafayette, Ind., and has an interest in KNOP-AM-TV North Platt, Neb. The late Robert Tay-
lor, former host of Death Valley Days, was listed as a 25% stockholder. Another 5% stockholder, Howard D. Johnson, owns controlling interests in KBLI(AM) Blackfoot, KSUB(AM) Cedar City, both Utah, and KTLF(TV) Pocat-
ello, Idaho. Mr. Johnson also owns 35% of KVEL(AM) Vernal, Utah.

Idaho Television is owned by James U. Lavenstein, president and 30% stockholder, Daniel T. O'Shea, vice president and 29% stockholder, M. Walker Wallace, chairman of the board, treasurer and 20% stockholder, and others. The owners of Idaho Television also have pending the applications for a TV at Pocatello, Idaho—which is in a comparative hearing with the license renewal application of the present licensee KTLF(TV) Pocatello—and for modification of the license of KOET(TV) Ogden, Utah, proposing to authorize a combined educational-commercial operation on what is now an educational channel.

The goal that CATV sees in the offing

The cable-TV industry will grow in 10 years to 7,500 systems serving 30 million households from the 2,300 systems and 3.6 million subscribers now, a cable company has forecast.

The prediction was contained in the annual report of Television Communications Corp., New York. TVC also forecast a rise of total cable revenues from today's estimated $300 million to $3 billion over the next decade.

According to TVC's report, regulatory problems now faced by cable op-
erators are "normal in the development of any new industry."

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A Pittsburgh UHF remains dormant

Evans applies for unoccupied UHF it bought but never got from Putnam

Evans Broadcasting Corp. last month found itself stymied in an effort to acquire by purchase the construction permit for WENS-TV Pittsburgh (ch. 22), now held by Springfield Television Broadcasting Corp. So last week it tried a new tack.

It petitioned the FCC to declare Springfield's CP expired or forfeited, and to accept and grant the application for the facility that Evans filed simultaneously with its petition. Evans based its petition on the fact that Springfield has failed to build a station in the four years it has held the permit.

Springfield had agreed to assign the CP well as its license for WJZB-TV (ch. 14) Worcester, Mass., to Evans for $600,000, plus $375,000 for a five-year consultancy fee, in a contract dated Nov. 27, 1968. The parties filed an assignment application in February. However, the commission never acted on the application. And Springfield notified the commission on Sept. 30 that it was exercising its option under the contract to terminate it. Either party was free to withdraw on 10 days notice after June 1.

Evans said that in discussions on a possible extension of the contract, Springfield "at first requested that Evans's earnest-money deposit of $50,000 be released immediately for the right to extend the contract." Evans said it rejected the request.

Springfield had obtained $50,000 from United Artists Corp. for its failure last year to honor a contract to acquire the Pittsburgh and Worcester properties for $800,000.

That proposed transaction was scuttled in October 1968. UA's parent, Trans-America Inc., announced its intention to merge with Metromedia Inc. The Springfield stations, plus Metromedia's and those already owned by UA, would have put the merged company over the seven-station limit set in FCC rules. However, Trans-America and Metromedia later abandoned their efforts to merge because of difficulty in obtaining Justice Department clearance (BROADCASTING, June 16).

Springfield's president, William Putnam, in a letter to the commission on Sept. 12, indicated the company intends to go ahead with construction of WENS-TV. He noted that problems involved in finding a new antenna site appeared near solution and that Springfield's WKED-TV (ch. 22) Dayton, Ohio, financial picture was improving.

Springfield had cited difficulties in finding an antenna site as well as WKED's financial problems in explaining its failure to put WENS-TV on the air. Springfield had said it wanted to see WKED viable so that it could give WENS-TV its full support.

Evans, however, argues there is no justification for the delay in the construction of the Pittsburgh station.

Springfield had acquired the CP from Telecasting Inc., in 1965, at a time when the commission was determining whether to extend or cancel construction permits that had been dormant for long periods of time. Telecasting had obtained the permit in an initial grant in 1952 and operated a station from 1953 until 1957, when it went dark.

Evans, in its petition, noted that Springfield had promised the commission to build a station promptly. But, Evans said, Springfield "has managed to parlay the six-month construction permit accorded it in 1965 into four years of unconscionable delay without even filing a [request] to extend the construction period."

Accordingly, Evans said, "the commission should forthwith declare that Springfield's permit has long since expired and is not presently valid or, in the alternative, declare it automatically forfeited."

Evans made no mention of any wish to acquire WJZB-TV. The Worcester station was destroyed by fire in May and has not yet returned to the air.

Evans Broadcasting, which is wholly owned by New York financier and industrialist Thomas Evans, has recently put KDNL-TV (ch. 30) St. Louis on the air, and says it is proceeding with the task of putting KMEC-TV (ch. 33) Dallas back into operation. It acquired both in the past year. Its purchase of WUHF-TV (ch. 61) Hartford, Conn., is pending.

Evans said its performance record provides "positive assurance" it will build "as quickly as possible."

AMST asks the FCC for freedom of information

The Association of Maximum Service Telecasters has invoked the Freedom of Information Act in formally requesting the FCC to permit inspection of technical data relating to a proposed rulemaking opposed by AMST.

Efforts to obtain the data, AMST said, have been unsuccessful. At one point permission to inspect the materials was tentatively refused because they might contain "trade secrets," the association said, adding that other requests were denied, referred, or met with suggestion that they be put in witness

Irrespective of commission rule exchanging materials available for publication (which reflect the Freedom Information Act), AMST said, general matter it is entitled to the data as an "interested person."

The proposal in question would permit the licensing of police emergency radio call boxes in the AM band. AMST contends that pale igneous not existing allocations designed to prevent interference to television channels 4.

The data sought by AMST studies conducted by the staff in connection with a request by the city of Boston to waive permitting the license for call boxes without regard to allocations standards.

AMST noted that in denying the request, the commission stated: "Necessary laboratory tests . . . indicate that other signals cause interference to reception of vision channels 4 and 5 within 200 feet of each box."

In the present proposed rulemaking, the commission said "some departure" from existing allocations may be justified since "the low power used has been found to essentially restrict the area of potential interference to TV reception to distances less than 200 feet from call box locations."

Atlanta protesters continue their fight

The Citizens Committee to Preserve the Present Programming of WGA-AM-FM (Atlanta) has appealed an FCC order approving the sale of the stations (BROADCASTING, Aug. 25).

The appeal was filed with the United States Court of Appeals for the District of Columbia.

The citizens group has protested the transfer of the stations from Glenkaren Associates Inc. to Strauss Broadcasting Co. on the grounds that their classical-music format would be jetisoned.

The sale was approved in August 1968. Following protests by the citizens group, the commission directed Strauss to conduct an additional survey of public needs. The survey indicated that 73% of those responding approved the proposed format, which included some classical fare. In affirming the sale last August, following a request for reconsideration, the commission observed that because WGA-AM-FM started with a classical-music format, Strauss was not required to "forever more" continue with the format.
5-million watts gets
UHF into new homes

A UHF station in Charlotte, N.C., has just quadrupled its claimed coverage, from 167,000 homes to 665,123, with a new, 5-million-watt operation.

WCCB-TV (ch. 18), in the central North Carolina city, completed installation of a new transmitter and a new antenna late in August, and has been testing since then. Last week, after everything had checked out, "meeting or exceeding everything had checked out, "meeting or exceeding expectations," according to General Electric, which installed the equipment and field tested the installation, the station made its official announcement.

Under its new high-powered operation, the station said it has added large segments of the population to its city-grade, grade-A and grade-B coverage areas, so that it now covers 2.3-million people in an 18,000-square-mile area. The increased power also has significantly improved reception within its metro area and environs, the station noted.

Owned by group broadcaster Cy N. Bahakel, the Charlotte U is now operating with a transmitter feeding 100 kw into a new antenna that is 1,295 feet above average terrain and 1,249 feet above ground. The antenna, however, is directionized toward the northeast and is also beam-tilted. Formerly, wccb-tv, which is affiliated with ABC, radiated 1,320 kw from an antenna that was 1,127 feet above average terrain and 1,071 feet above ground.

ABC's Marx slated
for ABTO presidency

Frank L. Marx, vice president in charge of real estate and construction, ABC Inc., is expected to resign from ABC after a 26-year association to become president of ABTO Inc. when his employment with that company under a contract is effected.

ABTO has filed with the Securities & Exchange Commission proposed initial offerings of 180,000 common shares and of a $5-million principal amount of convertible subordinated debentures for sale though an underwriting group to be headed by Bear, Stearns & Co. (Broadcasting, Oct. 6). The contract arrangement with Mr. Marx was disclosed in a preliminary prospectus.

Mr. Marx, it was stated, will serve as president and director of ABTO at a yearly salary of a minimum of $50,000 with "certain fringe benefits," and three other ABC executives, Alfred R. Schneider, and Herbert R. Hahn, both vice presidents, and Theodore F. Shak-er, group vice president, will serve as directors along with several executives of Technical Operations Inc., Burlington, Mass., which with ABC jointly owns ABTO. The company was formed last May to continue development of the commercial application of TV and professional motion pictures of a process for taking color pictures on black-and-white film.

IBEW, CBS pact
due for union vote

The International Brotherhood of Electrical Workers is expected to announce in Washington today (Oct. 13) whether broadcast engineers and technicians employed at CBS have approved or rejected a contract offer from the company.

Approximately 1,180 CBS employees belonging to IBEW voted in a mail referendum last week. Union officials had recommended that the CBS proposal be rejected.

Although IBEW officials would not disclose the terms of the offer, they said it fell "far short" in wages and fringe benefits. Top pay under the current three-year pact is $250 a week.

CCIR wants standards
for TV tape and film

A recommendation that would establish international technical standards for TV programs on film and on video tape, has been adopted by the International Radio Consultative Committee (CCIR), the technical advisory group to the International Telecommunication Union.

At the six-week meeting in Geneva that ended Oct. 3, the group on TV fixed standards for frame frequencies (24 or 25 per second), film densities and color balance for film, and sst specifications for sync and control signals, dimensions, speeds and track positions for tape.

The group on aural broadcasting accepted in principle a test tape by the British Broadcasting Corp. on subjective loudness and recommended that after further study among broadcasters of various countries it be adopted as an international test tape for measuring loudness of aural broadcasting.

The broadcast group also adopted standards for monitoring stereo transmission that coincide with present FCC rules. A major subject of discussion at the Geneva meeting was satellite broadcasting, but no decisions in the field were reached.

The CCIR recommendations will be presented to the international plenary meeting of the ITU in New Delhi in January. A. Prose Walker, Washington consulting engineer, is chairman of the U.S. groups on aural broadcasting, television and tropical-satellite transmissions. He is also international chairman of the group on aural broadcasting.

Technical topics:

New head-cleaning cartridge • A new head-cleaning cartridge, model 301 at $10.95, has been announced by Marathon Broadcast Equipment Sales Corp., Danvers, Mass. The device with programmed, continuous tape loop, permits automatic, daily maintenance of tape cartridge equipment.

Remote control VTR • Concord Communications Systems, a division of Concord Electronics Corp., Los Angeles, has introduced a remote control video tape recorder with electronic editing and automatic gain control features. The new model VTR-720 is a helical-scan, dual rotating head system that weighs 60 lbs. It is priced under $1,400.

Home VTR planned • The development of a consumer-priced color and black-and-white video tape recorder will be the project of the newly formed Hegeman Laboratories Inc., Glen Ridge, N.J. The new corporation will also specialize in top-of-the-line high-fidelity kits and factory-wired units, and electronic musical instruments, according to chief technical officer A. Stewart Hegeman. Hegeman Laboratories is at 176 Linden Avenue, telephone (201) 743-6219.

Stereo mixer • Gates Radio Co., Quincy, Ill., announces a solid state, four-channel mixer, called the Stereo Producer. The equipment can take six microphones and 10 turntable, cartridge or reel-to-reel recorders.
Broadcast advertising

Martin Stern, research director, Wells, Rich, Greene inc., New York, named senior VP and sales director. John Burns, William McGivney and Irving Sloan, account group heads in New York office, and Victor Olesen, account group head in Detroit office, all named VP's. Robert Engelke, director of media, and Lewis Wechsler, director of TV network operations, New York, named VP's. Murray Hysen named VP and director of research. George D'Amato, creative group head—art; Herbert Green, creative group head—copy; and Philip Parker, creative group head—art, all named creative VP's.

Warren G. Pfaff, creative supervisor, J. Walter Thompson Co., New York, named senior VP.

Gerald V. Kelleher and Richard M. Whidden, account supervisors, Dancer-Fitzgerald-Sample, New York, named senior VP's.

William H. Peltier, VP/director of client services, Arthur Meyerhoff Associates, Chicago, joins Feldman/Norton Advertising there as executive VP.

E. Patrick Healy, director of Peace Corps for Congo, rejoins Young & Rubicam, New York, as VP and director of personnel.

Norman L. Bernauer, with Raveill-Farley Advertising, Independence, Mo., named VP.

Aan Strom, with Compton Advertising, New York, joins Cunningham & Walsh there as associate marketing-merchandising manager.

Lawrence J. Angiome, senior media research analyst, Metromedia Inc., New York, appointed to newly created position of assistant manager, sales development projects, Metro Radio Sales and Metromedia Radio there. Phyllis Leibert, assistant to research director, Mutual Broadcasting System, New York, appointed senior research analyst for Metro Radio Sales and Metromedia Radio.

Jim Baier, manager of TV-radio department of BBDO, Los Angeles, elected VP.

Sid G. Koss, sales promotion and radio-television director for White Front stores, Los Angeles, named retail advertising manager for KFWB(AM) Los Angeles.

Stanley Mack, with KDWB(AM) St. Paul, appointed sales manager.

James A. Ostreich, director of research for Hicks & Greist, New York, named VP of Tele-Research-East, New York.

Jim Redfield, with ABC-TV West Coast, named supervisor, commercial integration unit managers.

Shel Leader, director of sales promotion, WCBS-TV Burlington, N.J.-Philadelphia, joins J. M. Korn & Son, Philadelphia, as assistant manager of radio-TV department.


Jack Dosdouin, director of station operations, WFTV-TV West Palm Beach, Fla., appointed general sales manager. Harry LeBrun, also with WFTV, appointed local sales manager.

Frank Mangan, with RKO Television Representatives Inc., Chicago, appointed Midwest sales manager there.

Richard M. Earle and Buddy B. Radich, creative supervisors, and George I. Baldwin, account supervisor, Grey Advertising, New York, all named VP's.


Melvin Kornazia, with WCBS(AM) New York, appointed retail sales manager.

Charles Lee Hutchins, former copy director, Young and Rubicam, Los Angeles, joins Houston office of Ketchum MacLeod & Grove Inc. as creative director.

Lynn B. Reed, with KOA(AM) Denver, appointed manager of local radio sales.

Jack Rattigan, with WMMR(FM) Philadelphia, appointed sales manager.

Thomas B. Rice, on sales staff of Katz Television's Detroit office, appointed manager. He succeeds William W. Joyce, who retires.

Stephen A. Werby, with Kenyon & Eckhardt Advertising, New York, appointed research account manager.

William C. White, creative partners. Charles E swell, copywriter, and Salvatore Auditore, art director, Jack Tinker & Partners, New York, join Pappert, Koenig, Los there. Specific assignments have not yet been released.

Ed Yeaker, executive VP and director of marketing for Spun-Lo Edidleron, New York, joins Tatham-Laird &
Robert D. Double-day, general sales manager, KATV-(TV) Little Rock, Ark., and VP of station's parent company Griffin-Leake TV Inc., group owner, named president of newly formed Leake TV Inc. New corporation was formed following division of Griffin-Leake TV interests which received FCC approval last week. (BROADCASTING, April 21). T. Rod Holliday, head of Griffin-Leake's central accounting division in Muskogee, Okla., named VP and secretary of Leake TV and Robert Snider, VP-engineering with Griffin-Leake, named VP and director of engineering. James Leake Jr., with KTUL-TV Tulsa, Okla. and John Griffin Leake, with KATV Little Rock, both appointed directors and Carl Lester, with Griffin-Leake TV, appointed director, controller and assistant secretary-treasurer, all with Leake TV. Bob Muth, general manager of KTUL-TV and Tom Goodgame, general manager of KATV, both named VPs of respective stations. Leake TV holdings include KTUL-TV Tulsa, KATV-(TV) Little Rock, WSTE-(TV) Fajardo, P.R. and interest in Cable TV Company, operator of CATV system in Ponca City, Okla. 

Mr. Doubleday

Kudner there as account supervisor.

Nicholas C. Gilles, VP, business affairs, NBC, New York, named VP, financial planning and treasury operations. He succeeds Rocco Laginestra, who was named executive VP, RCA Records, (BROADCASTING, Oct. 6).

Mr. Doubleday

Roberts B. Bascom, VP, corporate staff, Westinghouse Broadcast- ing Co., New York, joins WBNX-AM-FM there as general manager. Harry Pape Jr., manager of banking and investments, St. Regis Paper Co., New York, appointed assistant treasurer, ABC there. Mabel Rappaport, in financial department, ABC-TV and Radio, West Coast, appointed assistant controller, radio, and TV there.

Mr. Bascom

James T. Ragan, with Athena Communications Corp., New York, CATV systems operator, named president.

Jim Cathey, manager, WCWB-TV Macon, Ga., joins KGNS-TV Laredo, Tex. as general manager.

Dave Wolfenden, with Bloomington Broadcasting Corp., Bloomington, Ill., appointed director of FM operations. Bloomington operates WJBC(AM) and WBNQ-FM Bloomington and WROK-AM-FM Rockford, III.

Dean James Slack, sales manager WNYT-TV Burlington, Vt., appointed station manager of WVNY(FM).

John R. Heuzel, president and general manager, WHDL(AM) Olean, N.Y., re-elected president and treasurer of Community Broadcasters Association there. Others re-elected are: F. E. Lackey, WHOP(AM) Hopkinsville, Ky., chairman; and Ronal Bonebrake, KOCY(AM) Oklahoma City, VP and secretary.

L. Stanley Dunn Jr., with KFOG(FM) San Francisco, appointed operations manager.

C. Blakey Locke, former president and general manager of Beaumont (Tex.) Broadcasting Corp. (KFDM-(AM) Beaumont (now KLVI)) and Beaumont Televisi- sion Corp. (KFDM-TV Beaumont) re- t i n g a f t e r 3 0 years there. He has been serving as officer and director of KFDM-TV since May when station was sold to A. H. Belo Corp., Dallas, publisher of Dallas Morning News and licensee of WPAA-AM-FM-TV Dallas.


Lynn W. Renne, former president of WCLR(AM) Crystal Lake, III., appointed regional manager of mountain states region for National Association of Broadcasters. His headquarters will be in Denver.
John D. Furman Jr., promotion manager, Cox Broadcasting Corp.’s WBAT-TV, Atlanta, appointed coordinator of broadcast standards for parent company there.


Stuart Clark, program director for TV Transmission CATV, Lincoln, Neb., joins Times-Mirror Co. of Los Angeles as division manager for Palos Verdes and Long Beach, Calif., CATV systems.

Bob Mikkelson, sales manager and assistant general manager, KDTH(AM) Dubuque, Iowa, joins WGEZ(AM) Beloit, Wis., as general manager.

Hollis Francis, commercial and program manager, WJAG(AM) Norfolk, Neb., named president of Nebraska Broadcasters Association. Amos Eastridge, program manager, KMTV(TV) Omaha, named president-elect and Roger Larson, KFOR(AM) Lincoln, treasurer.

Programing

Jerrold M. Boulding, operations manager, Sonderling Broadcasting Co.’s WWR(AM) New York, also appointed VP of radio division and national program director for company. Both are newly created positions.

Ed Staub, in sales for Warner Bros-Seven Arts Ltd., named southeastern division sales manager for Western Video Industries, Hollywood.

Jack Baur, head of casting for 20th Century-Fox Films Corp., Los Angeles, named executive head of casting for both TV and feature films.

Roger Gardner, production manager, WCCO-TV Minneapolis-St. Paul, appointed program director. He is succeeded by Charles Sorlien, assistant production manager.

Steve Nenno, with ABC-TV West Coast, named supervisor, program unit managers.

Frank Stringer, chief director, WFLA-TV Tampa-St. Petersburg, Fla., appointed operations director.

Kent L. Colby, formerly personnel supervisor, KBLF-TV Helena, Mont., joins KAUS-TV Austin, Minn., as operations manager/program director.

Michael Gottlieb, with MPO Videotronics Inc., New York, appointed director.

Russ Knight, with WCUE(AM) Cuyahoga Falls, Ohio, appointed program director.

Tom Crane, music director, WPBS(AM) Philadelphia, joins WPBS(FM) there as program director.

William M. Jackson, producer for ABC News, New York, appointed program manager for KFXP(TV) San Francisco.

Don Reed, with WIOD-AM-FM Miami, appointed to newly created position of promotion and program director.

Julian Breen, production manager, WABC(AM) New York, appointed assistant program manager and director of production.


Edward E. Ettinger, executive VP, elected to board of directors and chairman of finance committee. Thomas J. Welsh, chairman of board, and John Bowles, vice chairman of board, both resign. Paul W. Fassnacht remains as president and chief executive officer.


Cyril Peters, director of cultural programs, WRIF(FM) New York, resigns. No future plans announced.

MRN reassigns newsmen, sets up Beirut bureau

Metromedia Radio News has announced changes in assignments at its Washington and Paris bureaus, along with opening of bureau in Beirut: Arnold McKay, former Agence France Presse correspondent who joined MRN in Paris over year ago, named head of Beirut office; Bob Moore, MRN White House correspondent, is to be MRN’s featured morning newscaster, and is succeeded at White House by Tom Girard, who covered Congress.

Mike Dewey, general assignment reporter, will anchor afternoon and evening newcasts; Walter Rodgers, chief congressional correspondent, moves from House to Senate side of congressional coverage, Roger Gittens, general assignment reporter and producer of Metrolog weekly news review, succeeds Mr. Rodgers in House coverage. Jim Laurie, who has been reporting on major governmental agencies, replaces Mr. Gittens.

Additions at MRN’s Washington bureau include: Steve Nelson, news engineer at WNEW(AM) New York and MRN’s New York bureau, in newly created position of technical director; Sherman Frankenstein, formerly WCBS(AM) Baltimore reporter; Lee Sommers, former WNEW news assistant, and Bob Hughes, formerly WSGM(AM) Huntington, N.Y., reporter, all named general assignment reporters.

Walon Green, co-author of screenplay for The Wild Bunch, joins Wolper Pictures Ltd., Beverly Hills, Calif., to develop new projects.

News

John Harris, assistant bureau manager, CBS, Los Angeles, named CBS West Coast bureau chief. He succeeds Sam Zelman, who becomes West Coast producer for CBS-TV’s 60 Minutes. Replacing Mr. Harris is Joan Sweeney, formerly night news manager, UPI, Los Angeles. Eugene W. Katt, manager, CBS News administration, New York, appointed manager of operations, CBS News election unit there.

Baxter Ward, newsmen, joins KHJ-TV Los Angeles, as newscaster and host of daily three-hour program concerned with local happenings. Mr. Ward, formerly newscaster for KABC-TV Los Angeles, and news director for that station, resigned earlier in year to run for mayor of Los Angeles.

Matthew Boxer, business manager, ABC News, New York, appointed assistant manager for ABC News political unit. He succeeds Irving Fang, who becomes professor in communications department, University of Minnesota, Dominic Savino, assistant business manager, succeeds Mr. Boxer as business manager. Marshall Lopez, with ABC-TV West Coast, named supervisor, sports and news-unit managers.

William Swing, former executive assistant to Senator Mark O. Hatfield (R-Ore.), appointed to head Chris Craft Station’s new opened Washington bureau. Bureau will be located in suite 905, 1730 M Street NW, Washington 20036.

Bill Affleck, production manager, WIXL-TV Lansing, Mich., joins WWJ-TV Detroit as staff news director.

Alfred J. Alcorn, on leave of absence from WEEI(AM) Boston, rejoins station as director, editorial and public affairs.

Andrea Lee Aliff, reporter, Chicago Tribune, joins WTJU(TV) Miami in same capacity.

Larry Schmitz, news director, KLEM(AM) Le Mars, Iowa, joins news staff of KCAU-TV Sioux City, Iowa.

Hank Stoddard, with WTMJ-AM-TV Milwaukee, appointed sports director.

Mary Young, formerly reporter with Louisville (Ky.) Courier Journal, joins WKBW-TV Cleveland in same capacity.

Frank Tremaine, VP and general man-
agger, UPI headquarters, New York, named general manager of newly created North American department, and A. P. Bock, controller and secretary, also UPI New York, elected VP and assigned added responsibilities for budget control functions and computerized management information.

Roy Starks, reporter and news editor, KMOX-TV St. Louis, joins WAST(TV) Albany, N.Y., as news director.

Bill Wasinger, with KOLI(AM) Omaha, and Dennis Charles, news director, WSTM(AM) St. Joseph, Mich., join WSBT-AM-FM-TV South Bend, Ind., as newscaster and southwestern Michigan correspondent respectively. Mr. Charles will be based in Benton Harbor, Mich.

Promotion

Jay Howard, formerly with promotion department of KFIA(AM) Los Angeles, joins promotion department of KLAC(AM) Los Angeles.

Bob Briley, KHQ-TV Spokane, Wash., appointed to newly created position of public affairs coordinator.

John D. Furman Jr., promotion manager, Cox Broadcasting Corp.'s WSB-TV Atlanta, appointed broadcast standards coordinator of parent company.

L. George Geiger, production manager, WFLA-TV Tampa-St. Petersburg, Fla., appointed director of creative services.

Ray Eisbrenner, PR director, Gray & Kilgore, Detroit-based communications firm, joins P/R Associates, PR firm there, as VP.

Gary B. Bassford, press-relations representative, WTB-L-TV Baltimore, joins WJZ-TV there as PR manager.

Leon H. Brown, youth director of Addison branch of Young Men's Christian Association, Cleveland, joins WXYZ-TV there as community-relations coordinator.

Equipment & Engineering

Charles C. Snider, VP-international for Consolidated Electrodynamics Corp., division of Bell & Howell, Chicago, named to newly created position of executive VP and general manager of International Video Corp., Sunnyvale, Calif.

John M. Kent, sales manager, Oak Electro/Netics Hart-Advance relay division, Crystal Lake, Ill., appointed district sales manager for Southern California with headquarters in O/E/N's newly opened corporate sales office, 5005 West Century Boulevard, Los Angeles.

G. Ronald Casey, assistant manager-advertising and sales promotion, General Cable Corp., New York, joins Sylvania Electronic Components, operating group of Sylvania Electric Products Inc., New York, as advertising manager for electronic tube and semiconductor divisions.

Pat McLaughlin, TV remote supervisor, WFLA-TV Tampa-St. Petersburg, Fla., appointed assistant chief engineer.

James Hallowell, assistant operations supervisor, WCAU-TV Philadelphia, appointed technical director. He is succeeded by Theodore Vawter, technician.

George Sheehan, national exhibits manager for video products, Sony Corp. of America, Long Island City, N.Y., appointed district manager for New Jersey and eastern Pennsylvania. He succeeds Morris Washington, who will now concentrate sales efforts in upper New York state and Connecticut.

Edward Sherry, in Sony's video products sales, appointed to manage New England territory with exception of Connecticut.

William F. Carpenter, applications engineer, educational and industrial products division, Ampex Corp., El Grove Village, Ill., appointed product manager of division.

Dr. C. J. Savant Jr., director and VP in charge of instrument systems group, Dynasciences Corp., subsidiary of Whitaker Corp., Los Angeles, elected chairman of board of directors and chief executive officer, MCA Technology Inc., Santa Monica, Calif. MCA Technology Inc. was formed through merger earlier this year of two MCA companies, Gauss Electrophysics Inc. and Saki Magnetics Inc.


Byron J. Werges, manager-sales planning for radio-receiver department, General Electric's consumer electronics division, Syracuse, N.Y., appointed manager-advertising and merchandising for department. Chester J. Syp, sales engineer, General Electric's visual communications products department, Syracuse, N.Y., appointed district sales representative for metropolitan New York City area.

Allied Fields


Bernard E. Kalman, with ABC legal department, New York, appointed general attorney for theaters and real estate.

Marjorie S. Reed, formerly law clerk to Robert E. Maxwell, chief judge for U.S. District Court for Northern District of West Virginia, joins National Cable Television Association as attorney.

Deaths

Former Representative Joseph Y. Resnick, (D-N.Y.), 44, co-founder of Channel Master Corp., died Oct. 6 of heart attack while on Las Vegas business trip. His home was in Ellenville, N.Y. With two brothers, Mr. Resnick started Channel Master Corp. in 1947 to manufacture pre-assembled TV antennas. Company now manufactures transistor radios and TV sets, and is engaged in plastics research. He is survived by his wife, Ruth; three sons and one daughter.

E. Edward Jacobson, 69, president of Certified Broadcasting Co. and of KDOC-(FM) San Diego, died Oct. 4 of a heart attack. Mr. Jacobson began Certified Broadcasting, background music and sound systems firm, some 15 years ago. He is survived by his wife and two daughters.

Diane Linkletter, 20, youngest child of TV personality Art Linkletter, died Oct. 4, after fall from her Hollywood apartment window. In addition to her father, she is survived by mother, two brothers, and sister.

Let's talk computerized traffic / accounting

Broadcast-to-Broadcaster

Program Logs • Avails • Confirmations • Billing • Rep Reports • Copy Shortage Reports • Sales Analysis & Prognosis • Aging of Accounts Receivable • Time Income Reports • Sales Journal, etc.

CALL OR WRITE P.O. BOX 966, COLORADO SPRINGS, COLO. 80901 / (303) 471-3900
New TV stations

Applications


- Butte, Mont.--KMSO-TV Inc. Seeks VHF ch. 21: ERP 16.5 kw vis.; 26 kw aud. Ant. height above average terrain 1,043 ft.; ant. height above ground 227 ft. P. O. address: c/o Charles S. Whitaker, W. Main St., Missoula, Mont. 59801. Estimated construction cost $350,000; first-year operating cost $35,000; revenue $144,000. Geographic coordinates 46° 46' 30" north lat.; 114° 26' 30" west long. Type trans. GE TT-22-A. Ant. RCA TP-85M. Legal counsel Fisher, Head, Rowell; con- (continued...)


Actions on motions

- Chief, Office of Opinions and Review, in Hutchinson, Kan. (Minneapolis Star and Tribune Co. [transferee]) and KSTV Broadcast- ing System Inc. [transferee], voluntary joint request for waiver of control; Hutchinson Inc. licensee of KTVH-TV; granted petition by United Broadcast Bureau and extended through Oct. 3 time to respond to petition for re- consideration and waiver of hearing, except joint request (Doc. 18331). Action. Oct. 3.

- Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (The Heart Of The Black Hills Station), renewal of licenses of KRED-TV and KDSJ- TV; scheduled time to file reply briefs in response to proposed findings of fact and conclusions of law (Doc. 18376). Action. Sept. 30.

Fine


Call letter action


Network affiliations

ABC

- Formula: In arriving at clearance payments ABC multiples network's sta- tion rate by a compensation percentage (which varies with time) times the fraction of hour substantially occupied by programs for which compensation is granted, and then by fraction of aggregate length of all programs. In July 1969, ABC deduces 20% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and Intercon- nection charges.


New AM stations

**Actions on motions**

- Chief, office of opinions and review in National Association of Broadcasters, Service Bureau Co., and Natick Broadcast Associates Inc., filed notice of motion by Broadcast Associates and extended through Oct. 14, time to file opposition to request for reconsideration of most of the proposed dates, Oct. 1, First call right. Programs delivered to station. Network rate, $400; compensation paid at 33%/2 of all equivalent hours over 30 hours monthly, multiplied by prime-time rate.


**Existing AM stations**

**Application**

- **KODA Houston.** Seeks mod. of license to change to 1010 kc, 250 w. 3 kw-LS. Date: S.H.: 6:00 a.m. or sunrise, whichever is earlier to local sunset. Date: Oct. 8.

**Final actions**


- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** KWOX El Dorado, Ark.; KGuW Shreveport, La. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** KWMZ McComb, Miss.; KTXL Webster, La. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** KWFY Amarillo, Texas; WURM El Paso, Texas. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** KWSU Waynesboro, Pa. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** WJBX Cheraw, S.C.; KGMW Grinnell, Iowa. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** WCAR Oklahoma City, Okla.; WREX Rockford, Ill.; WBJN Washington, D.C. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** WJDL Mobile, Ala.; WLBX Jackson, Miss.; KPTX Kansas City, Mo. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** WJXK Alexandria, La.; WQBA Bayamon, P.R. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** WJRT Lansing, Mich.; WJXL Jacksonville, Fla. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** WJSM Kansas City, Mo.; WJSR Washington, D.C. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** WJUE Lansing, Mich.; WJXL Jacksonville, Fla. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** WJXK Alexandria, La.; WQBA Bayamon, P.R. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** WJRT Lansing, Mich.; WJXL Jacksonville, Fla. Action Sept. 1.

- **Broadcast Bureau granted licenses covering installation of auxiliary trans. for following:** WJSM Kansas City, Mo.; WJSR Washington, D.C. Action Sept. 1.
Summary of broadcasting

Compiled by FCC, Oct. 1, 1968

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</table>

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

Fines

W P A T Paterson, N. J., -- FCC notified of apparent liability for forfeiture of $500 for failure to include in reply to inquiry performance measurements description of instruments used and procedures followed in obtaining required data, failure to include measurement data showing spurious radiation present to degree capable of causing objectionable interference for both main and alternate main transmitters, failure to make regular inspections transmitting equipment and failure to log these inspections. Action Oct. 1.

* KOOS Coos Bay, Ore.-- FCC ordered to forfeit $1200 to fine $400 for failure to make required daily visual observations of tower lights, failure to make required daily visual observations of tower lights, failure to log time carrier was turned on or off and failure to log station identification announcements. Action Oct. 1.


New FM stations

Applications


Applications

In general, the FCC approved a number of applications for the establishment of new FM stations. Among the approved applications were those for stations in Illinois, Ohio, Nebraska, California, and Pennsylvania.

Final actions


Actions on motions


Chief Hearing Examiner Arthur A. Glidden in Rochester and Henrietta, both New York (David H. Poliuk, Richard Greener and Michael A. Geller, publishers firm). Petition for proceeding, granted in part petition by Broadcast Bureau granted Aug. 24 a motion to stipulate on petition for reconsideration of petition on demy filed by National Feb. 28 (Docket No. 18125):

Chief, Broadcast Bureau, on request of Connecticut Broadcasters Inc., licensee of WCSSJ, granted Aug. 24 a motion to stipulate on petition for reconsideration of petition on demy filed by National Feb. 28 (Docket No. 18125):

Chief Hearing Examiner Thomas H. Donahue in Aurora, Ind. (Deartwine Broadcasting and Greepco Inc.) FM proceeding, on request of Dearborn County Broadcasting Inc., granted hearing to Oct. 7 (1968-1846-A):


Chief, Broadcast Bureau, on request of Monroe County Broadcasters Inc., licensee of WCSP, granted Aug. 24 a motion to stipulate on petition for reconsideration of petition on demy filed by National Feb. 28 (Docket No. 18125):

Chief, Broadcast Bureau, on request of WFIJ, granted Aug. 24 a motion to stipulate on petition for reconsideration of petition on demy filed by National Feb. 28 (Docket No. 18125):

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Chief, Broadcast Bureau, on request of WFIJ, granted Aug. 24 a motion to stipulate on petition for reconsideration of petition on demy filed by National Feb. 28 (Docket No. 18125):
WFLA had an opening in their recording studio. They filled it with a Magnecord 1021.

Magnecord tape recorders occupy a large number of highly responsible positions in the communication's world. Somewhere in the hills of Turkey, Magnecords are listening to foreign language broadcasts. And closer to home, voice-controlled Magnecords wait patiently to hear from our men in outer space. These are the kind of recommendations that got Magnecord its position at WFLA.

The tape recorders at WFLA run day after day, all day, under the most exacting broadcast conditions. And that's Magnecord's kind of work. The tougher the better. (Because Magnecords are built to take it, day after day, every day of the year.) The die-cast main-plate assures you of permanent mechanical alignment. Timing accuracy is held constant by the hysteresis synchronous capstan tape drive. And the payout and take up reels have their own heavy duty split-capacitor motors.

The quality of a Magnecord does not vary from model to model. But features do. If you would like the complete story on our full line of Magnecords, write. We'll see that you get an answer. Promptly.

BROADCASTING, Oct. 13, 1969

WFLA AM/FM STEREO, TAMPA
Other action

- **KRON-TV** San Francisco—Hearing Examiner Chester F. Neumowitz Jr. directed KRON to make series of documents covering activities and policies available in proceeding for renewal of licenses (Doc. 59858). Action Oct. 6.

**Fines**

- WBNC-FM Conway, N. H.—FCC ordered to forfeit $500 for repeated failure to observe provisions of rule 73.790 to make performance measurements at year-end certification interval.

- WSVS-FM Creve, Ill.—FCC ordered to pay $200 for repeated failure to observe provisions of rule 73.790 to make equipment performance measurements at required time intervals.

**Call letter action**


**Call letter actions**

- KMYR-FM, Karjo Broadcasting Ltd., Denver. Granted KNOW-FM.


- WXAO-FM (formerly放映 Broadcasting Corp., Kenosha, Wis. Granted WZKCN-FM)

**Renewal of licenses, all stations**


- WUPF-FM, Oudtshoorn, Minn.—Broadcast Bureau granted mod. of CP to change time trans. and ant. Action Oct. 2.


- **WUHS(FM)** Urbana, Ohio—Broadcast Bureau granted license covering new station. Action Oct. 3.

- Dileo Broadcasting Co., Washington, Pa.—Broadcast Bureau granted mod. of CP to change time trans. location to McNich Road, change ant. orientation. Action Oct. 2.

- WUPR-FM, Utusdo, P. R.—Broadcast Bureau granted mod. of CP to change time trans. and ant., height to 710 ft., granted mod. of CP to extend completion date to Feb. 15, 1970. Action Oct. 3.

- WNOK-FM, Columbus, S. C.—Broadcast Bureau granted license covering new trans. and ant.; changes in ant. system; ant. height 486 ft. ERP to 100 kw. Action Sept. 29.

- **KNTU(FM)** Denton, Tex.—Broadcast Bureau granted license covering new station; modified its permit for new station. Action Oct. 2.

- **KLTJ(FM)** Lake Jackson, Tex.—Broadcast Bureau granted mod. of CP to change in studio location; provisions of rule 73.500 permitting change of location of studio beyond corporate limits of lake Jackson, at eastern intersection Highway 41 and U. S. 290, granted mod. of CP to control permitted. Action Oct. 2.

- **W-committee** Winona, Minn.—Broadcast Bureau granted license covering new station; specify type trans. Action Sept. 29.

- **WUVT-FM** Blackshear, Ga.—Broadcast Bureau granted license covering new station; specify type ant. Action Sept. 29.

- **WMRA(FM)** Harrisonburg, Va.—Broadcast Bureau granted license covering new station; Action Sept. 29.

- **WJMJ(FM)** Salem, Va.—Broadcast Bureau granted license covering new station; specify location. Action Sept. 29.

- **WTZE-FM** Tazewell, Va.—Broadcast Bureau granted license covering new station; specify type ant. Action Oct. 1.

- **WSSR-FM** Toms, Va.—Broadcast Bureau granted license covering new station; Action Oct. 3.

- **KCHR(FM)** Richland, Wash.—Broadcast Bureau granted mod. of license covering change of remote control location; provisions of rules waived to extent of required distance of a mile beyond corporate limits of Richland, at West Lewis and Route 28, Pasco. Action Oct. 2.

- **KKSJ(FM)** Baker City, Ore.—Broadcast Bureau granted license covering installation of new trans.; specify type trans. Action Oct. 3.

**Modification of CP’s, all stations**

- Broadcasting Bureau granted mod of CP to complete installation of new stations, WKJQ(AM) and W5KFV(FM) Vacaville, Calif., to Nov. 1; WBYF(FM) Vicksburg, Miss., to Dec. 31; WKJQ(AM) Lexington, Ky., to March 30, 1970; WMEH-FM Bangor, Me., to Feb. 1; WEFM Morningside, Md., to Jan. 15, 1970; and WISU-TV North Fort Worth, Tex., to March 15, 1970; WBYM-FM Bayamon, P. R., to March 17, 1970; WDKM-TV Chagres, P. R., to March 15; WTPM-FM Antonio, Tex., to Nov. 20. Action Sept. 30.

**Other actions, all services**

- Broadcast Bureau notified of apparent corporate financial liabilities, for violations of rules in that renewal applicants were not time or monies paid. $100 WBAV-FM Dover, N. J.; $100, WLVF(FM) Frankfort, Ky.; $100 WJYF-FM Palmyra, N. Y.; $250, WAAZ-FM Norwich, N. Y.; $250, WUHH-FM Westerly, R. I.; $400 WSPR-FM Bayamon, P. R.; $250 WNYO-FM Niagara Falls, N. Y.; $250 WNCN(FM) New York. LICENSEES were directed to pay or contest the forfeitures. Action Sept. 30.

- Hearing Examiner James F. Tierney in American Broadcasting Companies Inc. renewal of authority to deliver network radio and TV programming in Canada and Mexico, ordered date and time and taking deposit for renewal. Agreement among councils for all parties; dates and time and conditions of program was subject to protective order (Doc. 18606). Action Sept. 30.

**Translator actions**

- Ulysses S. Bartness, Belling, Calif.—Broadcast Bureau granted license for translator to serve Belfair, Wash. Action Sept. 29.

- Ulysses S. Bartness, Pal River Mills, Calif.—Broadcast Bureau granted CP for translator to serve Butte Creek and Burney on ch. 13 by rebroadcasting KHSD-TV, Chico, Calif., Action Sept. 29.


- Manatee Cablevision, Inc.—Broadcast Bureau granted CP to change frequency of VHF translator operating at San Clemente, Calif. Action Sept. 30.

- FCC granted application for transfer of control of Winter Garden Telecommunications Systems Inc. from Grant D. Mendenhall, et al., to Cable Corp. Corp., Winter Garden, Fla., license for translator. Winter Garden is licenses of translator stations KTLC-FM, KRJAI and KJAROM all Carrizo Springs and Crystal City, both Texas.

**CATV**

- Manatee County, Fla.—FCC will deny petition by GT&E Communications Inc. for extension of period of time to file petition of request of order for permission to demonstrate Cablevision Inc. from starting operation of CATV systems. Approval of grants of control permitted under the Commission's. Application Sept. 19. It has discontinued and will not undertake CATV service until January 1970. Application continues. CATV distribution facilities provided while proceeding (Doc. 18810) is pending. Action Oct. 1.

- Midwest Video Corp. (MIVGF) requested approval of this order for application of Marg Media Ltd., creator of CATV in 1968, and CATV Corp, (KQDFG) to serve Clovis, N. M.—Fil daughter, Midwest Video Corp. requesting reconsideration. Action Sept. 29.
Savvy, Athens and South Waverly, all Pennsylvania, and Benton and Waverly, both New York, seeks waiver of provisions of exclusivity requirements of rules. Action Oct. 1

- California, Pa.—FCC ordered Southwest Pennsylvania Cable TV Inc., operator of a 1,300-subscriber CATV system, to comply with provisions of new exclusivity requirements of rules in 30 days. Southwest sought waiver of provisions of exclusivity for WICT-TV Pittsburgh, as opposed to Filmore-bred WYTV (TV station) in Allegheny County.

- Walla Walla, Wash.—FCC approved permit applications for 1,000-subscriber CATV systems in Pasco and Walla Walla, Wash., by the B & B Communications Corp. over CATV system in Walla Walla. The applications were held in abeyance in B & B's request for permission to carry distant signals of KYTV-Bellingham, Wash. Action Oct. 1

Actions on motions


Ownership changes

Applications

- WIGO(AM) Atlanta: WYDE(AM) Birmingham, Ala., and WMPI(AM) Phoenix—seeks assignment of license from Basic Communications Inc. to Basic Communications Inc. to operate WIGO(AM) in Atlanta at 1450 kHz from 6 a.m. to 10 p.m. ($250.000,Calls $47,925, net). ($175,000, net). Action Oct. 1.

- KMRS(AM) Minneapolis, Minn.—seeks assignment of license from Radio-KMRS, Inc. to KMRS(AM) to operate WIBG(AM) in Minneapolis at 980 kHz from 6 a.m. to 10 p.m. ($250.000, Calls $69,375, net). ($175,000, net). Action Oct. 1.

- WJNE(AM) Fort Wayne, Ind.—seeks assignment of license from WJNE(AM) to operate WJWE(AM) in Fort Wayne at 1230 kHz from 6 a.m. to 10 p.m. ($250.000, Calls $47,925, net). ($175,000, net). Action Oct. 1.

- WYTV(AM) Pittsburgh, Pa.—seeks assignment of license from WYTV(AM) to operate WYTV(AM) in Pittsburgh at 1450 kHz from 6 a.m. to 10 p.m. ($250.000, Calls $47,925, net). ($175,000, net). Action Oct. 1.

Other action


Final actions

- WGY(AM) Utica, N.Y.—Broadcast Bureau granted transfer of control of B & B Communications Inc. (60% before, none after) to Brown Communications Inc. (60% before, none after). Action Sept. 29.

- WMMT(AM) Caruthersville, Mo.—Broadcast Bureau granted transfer of control of WMMT(AM) to WMMT(AM) at 850 kHz from 6 a.m. to 10 p.m. ($150,000, Calls $29,475, net). Action Sept. 29.

- WADV(AM) Allentown, Pa.—Broadcast Bureau granted transfer of control of WADV(AM) to WADV(AM) at 1230 kHz from 6 a.m. to 10 p.m. ($150,000, Calls $29,475, net). Action Sept. 29.

- WYCL(AM) Jacksonville, Fla.—Broadcast Bureau granted transfer of control of WYCL(AM) to WYCL(AM) at 850 kHz from 6 a.m. to 10 p.m. ($150,000, Calls $29,475, net). Action Sept. 29.

- WCCE(AM) Charleston, W. Va.—Broadcast Bureau granted transfer of control of WCCE(AM) to WCCE(AM) at 1330 kHz from 6 a.m. to 10 p.m. ($150,000, Calls $29,475, net). Action Sept. 29.

- WMLW(AM) New York—Broadcast Bureau granted transfer of control of WMLW(AM) to WMLW(AM) at 1340 kHz from 6 a.m. to 10 p.m. ($150,000, Calls $29,475, net). Action Sept. 29.
RADIO
Help Wanted—Management!

Northwest suburban group wants hard working manager who is all local salesman. Person selected will receive $500 plus other benefits.

Box K-93, BROADCASTING.

Sales manager for a 50 kw major midwest market station. Must have a proven record of performance and ability to direct and motivate five man sales staff. This man is not an armchair manager but one who teaches men to sell creatively by example. He should be an expert with ratings but uses it where we wouldn’t be adverse for a salesman. If you are aggressive, professional and want to make money with a growing organization write giving full particulars. All replies confidential. Box K-32, BROADCASTING.

Major market mid-Atlantic prestige station seeks young and creative sales executive. Excellent future and big dollars with outstanding broadcasting experience and building. All replies confidential. Box K-76, BROADCASTING.

Miami branch studio manager. Commission and salary guaranteed to $600. Box K-116, BROADCASTING.

We want two pros. Tired of medium market salary limitations? Move up to unlimited potential at the mid-west’s prestige station. Sales executive has excellent rating position in metro market and leads nearest competitor by overwhelming margin. If you have a good track record we have a fast track 30% commission plan can make $25k+ first year. R.S.V.P. WTLIC, Tom Mathis, General Manager, Indianapolis.

We need good salesmen-announcers for training as managers. Have 4 stations now, plan four more. Strong background in sales, and excellent opportunity for rapid advancement. Contact Donald Curtis, P.O. Box 428, Chervilley, N.C.


Talent, initiative, and management ability are the three things we need to get one of the most outstanding chains of radio stations in the western United States off the ground. There will be multiple opportunities for growth into station management, just as soon as you have proven yourself. This is a young, hard working progressive kind of place to work. If you would be interested in time sales, or air work, or perhaps both, please send a resume, tape and a picture immediately to P.O. Box 239, Fortuna, California 95540.

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. Rates for 1st class ads. Employment and Business Opportunities space. Agency commission only on display space.

Help Wanted—Sales

Human Being. Not a fill-in-the-blanks robot. Show us how you enjoy sales and marketing. How hard you work to develop your own personality, timely information and mid-road-contemporary music into a program that people find imaginative. Like a challenge. Mail yourself (by tape and photo) to this mid-American market. Box K-10, BROADCASTING.

Midwest 10kw station located in college town has opening for dir with first phone. No maintenance. Good working conditions. Salary based on ability and experience. Send tape, resume and salary requirements to Box K-24, BROADCASTING.

Wanted—assistant manager-salesman, extra income for play by play. AM/FM program separately owned. Mississippi State University, Phillips, W50, 601-333-1230.

$15,000 to $30,000 income range is what a normal counter at a Columbia School of Broadcasting studio earns. We have 32 offices and studios in the U.S. and Canada. We are looking for some super-sharp 26-38 year old executives to join our organization. No counselors. Teachers just explain our school to prospective students. 5 year course. Hold current broadcasting license. Resume and photo to: Wm. Anderson, President, Columbia School of Broadcasting, 4444 Market Street, San Francisco 91118. (Not affiliated with CBS, Inc. or any other institution.)

Sales

Major midwest market needs the right man. Percentage of station gross a possibility. Outstanding opportunity Box K-115, BROADCASTING.

Salesman for Midwest major market AM/FM-facility. Not the top station in the market, but then if we were, we wouldn’t be adverse for a salesman. If you are aggressive, professional and want to make money with a growing organization write giving full particulars. All replies confidential. Box K-32, BROADCASTING.

Major market mid-Atlantic prestige station seeks professional sales executive with progressive sales management background and future. Good for both you and the station. All replies confidential. Box K-76, BROADCASTING.

Country jack, for modern format can swing into the Midwest. Immediate opening for top man. Good people, good benefits. Send tape, resume and photo to this midwestern market, Box K-10, BROADCASTING.

Top 40 personality with production talent and sales background. Direct potential. Solid opportunity to move up. Resume and tape to WELK, Charlottesville, Virginia.

Domestic opportunities to travel. If you are aggressive, professional and want to make money with a growing organization write giving full particulars. All replies confidential. Box K-32, BROADCASTING.

If you’re a young guy, preferably unmarried, for an all-night show. We’re looking for someone who can be a top innovator with eyes for better things! If you have tape, send tape and resume to Jeff Kaye, WKBW Radio, 140 Main St., Buffalo, New York 14229. Hurry!

Send tape and resume to Norm Brooks, Program Director, WCST Radio, P.O. Box 1788, Atlantic, Iowa. WCST is an AM/FM operation. All replies will be held in strictest confidence.

We need a young guy, preferably unmarried for an all-night show. We’re looking for someone who can be a top innovator with eyes for better things! If you have tape, send tape and resume to Jeff Kaye, WKBW Radio, 140 Main St., Buffalo, New York 14229. Hurry!

We’re young and small, but we’ve got style! We need two air personalities. If you’re a WNEW fan, send an air check to: Jeff Kaye, P.O. WPHD, 88 Court Street, Auburn, Maine 04210.

If you’re a good radio personality announcer and can combine this talent with other broadcast skills, we’re interested in you. No beginners. Send tape and complete resume. General Manager, WSOY Radio, P.O. Box 2250, Decatur, III. 62526.

Top 40 professionals. We may have a place for you on our staff. $12,000 a week. Good voice essential and production know how a must. Send tape and resume to Jim Powers, Program Director, WURL Radio, P.O. Box 1510, Lynchburg, Virginia.

We’re young and small, but we’ve got style! We need two air personalities. If you’re a WNEW fan, send an air check to: Jeff Kaye, P.O. WPHD, 88 Court Street, Auburn, Maine 04210.

First phone needed immediately, middle of road market. Middle of road to better music for one of our school stations. Must be a top innovator with eyes for better things! If you have tape, send tape and resume to Jeff Kaye, WKBW Radio, 140 Main St., Buffalo, New York 14229. Hurry!


Send resumes to: MOR, immediate opening. $1,000/week. No beginners, please. Call management, 318-442-6621.

Dj pro for leading contemporary station, beautiful Grand Junction, Colo. Must be sharp on news and production and run their board. No beginners, please. Salary $500 per month. Call Don Birtle (303) 243-1230.

Florida d’tis this MOR pays its people half what they’re worth, because we let them work toward college degree at 1/2 $90 to start. Your chance for college degree. Be good at MOR and call Steve Sullivan, 904-372-2528.

Technicle

Chief engineer for AM FM station. Metropolitan market. No announcing, Box K-358, BROADCASTING.

Chief engineer. A challenging, permanent opportunity with station group Falt salary plus unusually fine fringe benefits. Experience required in all phases of AM/FM operation and supervision. Please supply complete resume with qualifications and requirements first letter. Box K-337, BROADCASTING.

Immediate opening—Midwest—first phone, Hi power AM/FM directional experience essential. Send complete resume, photo and salary requirements to Box K-453, BROADCASTING.
Technical continued

First class engineer assistant chief, AM and FM automation. Gulf coast—ideal working conditions, new equipment. Box K-114, BROADCASTING.

Chief engineer: for east coast, major market AM and FM stations. Must be fully experienced, in complete maintenance, including directional antennas, first class construction. This is a permanent position with an excellent future in a growing company. Write in confidence giving complete details of your work experience and personal background along with references which will be checked. Box K-116, BROADCASTING.

Group owned AM station has opening for chief engineer. Check this out, if you are looking for a career with a future. Box K-133, BROADCASTING.

Chief engineer: for 5 kw directional station plus FM facility in central Penna. Must assume full responsibility for maintenance. Ability to assume an air shift brings extra pay. Also looking for 1st phone ditch for upcoming job at our swinging modern—model units. Must provide local and deliver news and emergency messages. Position in growing market. 215-364-2100.

Programming, Production, Others

Traffic director/male or female/experienced in making daily logs/must understand FCC rules/must have traffic experience in radio. Must have strong Spanish ability. Write, deliver principal news, public service, sports. Salary, plus air check and ample travel. Beautiful city, tranquil, cost of living low. Only 1-5 hours from Miami. New company directed by Americans owns largest AM-FM chain in country. Extensive expansion, upgrading planned. Need 1st class engineer—experienced planning, building, tuning, AM-FM, single directionals. Spanish here is not required. Must be resourceful-patient-experienced in directing others. Unusual opportunity to expand one's career and work with a group of wonderful people. Permanent with excellent future. Replies to Box 5, BROADCASTING.

Manager/manager engineer immediate opening for engineer in a head—person job working with the largest number of county wide mobile units. Please. Box 15, BROADCASTING.

Engineer—Costa Rica. Live in beautiful Costa Rica—tropical Switzerland of the hemisphere—Latin America's most tranquil, democratic country, where living is easy and cost of living low. Only 1-2 hours from Miami. New company directed by American owns largest AM-FM chain in country. Extensive expansion, upgrading planned. Need 1st class engineer—experienced planning, building, tuning, AM-FM, single directionals. Spanish here is not required. Must be resourceful-patient-experienced in directing others. Unusual opportunity to expand one's career and work with a group of wonderful people. Permanent with excellent future. Replies to Box 5, BROADCASTING.

Chief engineer immediate opening for engineer to head modern—model units. Must provide local and deliver news and emergency messages. Position in growing market. 215-364-2100.

NEWS

Challenge: Rebuild news department at top rated midwest station. Send tape, resume and picture to Box H-146, BROADCASTING.

News director: Air A.M. and noon news, direct staff. Send air check and resume to Box J-118, BROADCASTING.

Illinois. Newsman or newsman-salesman. $150 range. Box K-117, BROADCASTING.

Highly rated Denver area station needs man to join growing news operation. Must be strong on mobile news and on the scene reporting. Must have excellent public relations experience or be a master of public relations. Has the latest in electronic news equipment now in place. Send aircheck, salary requirements and photo to: J. T. Moran, News Director, KLAK Radio, 707 S. Hampden Ave., Denver 80217.

Last 8 newsman of four years to TV. Have patience for digger—not a reter. 51st day of week. Have United Press wire and UP! Audio. Contact Paul Orzech, 102 N. 13th Street, Millard, Iowa. Send aircheck and rates to Box 1410, Le Mars, Iowa.

10 kw news station wants, full-time in staff expansion. Experience less important than initiative and drive. Permanent with advancement and merit increases with improved conditions. End position in audition or phone. News Director, KOAM Radio, Box P, Pittsburg, Kansas.

Director for news-oriented South Texas border station in hot news center. Must be satisfied with nothing less than topmost scooping of media. Salary open. Send resume to Scott Ellis, KOOF, 1635 Laredo, Laredo, Texas 78040.

Newsman-experienced for midwest MOR station with three markets. Duties of news staff job. Apply with resume stating salary requirements to: Warren Boldt, News Director, WSOY, P.O. Box 2320, Decatur, Illinois 62526.

Top news station, northeast Massachusetts, needs news director. Experienced man, aggressive and creative in news. Must be able to write, deliver principal newscasts, head up department, capable of running whole staff. One year minimum. Box J-348, BROADCASTING.

News director for 5,000 watt fullservice suburban station, near Boston. Write, deliver local news and supervise strings. Challenging position in growing market. 215-364-2100.

Bill Weaver, General Manager, KW12, Santa Ana, Ca. Phone 372-3118. Administrative Assistant (formely promoted to Station Manager). Must know FCC rules and regulations; must be anouncer, write and produce sports, news, spots. Salary, plus air check and attractive. Resume to Bill Weaver, 3101 W. 5th St., Santa Ana, Calif. 92703.

Latino—Director de Programas. Live in beautiful Costa Rica—tropical Switzerland of the hemisphere—Latin America's most tranquil, democratic country, where living is easy and cost of living low. Only 1-2 hours from Miami. New company directed by Americans owns largest AM-FM chain in country. Extensive expansion, upgrading planned. News director minimum 5 years experience—all phases Spanish radio—contemporary and traditional music, news, sports, football, novellas, etc. Experience in U.S. radio, plus Latin country, is absolutely required. Must have English helpful but not necessary. Must have confidence and ability to achieve and hold No. 1 rating in this country with packet programming. Should be young but mature, imaginative, with ability to direct people. Unusual challenge and excellent opportunity to grow with this new, progressive organization. Replies confidential. Write giving full resume, education-background-experience. John M. MacLendon, Director, Radio Costa Rica, P.O. Box 120, Jackson, Mississippi 39205.

Public relations specialist, aggressive person to learn and work in corporate-public relations program. Requires minimum three years reporting experience. Send resume to B. R. Huntington, Employment Supervisor, The Dayton Power and Light Company, 409 East Monument Ave., Dayton, Ohio 45402. An equal opportunity employer.

Situations Wanted Management

Superior general manager = superior staff + sound = superior sales + service = license enhancement = community status. If the sequential order reflects your thought then let's talk about the first component. Available March 1st. Write Box K-58, BROADCASTING.

People are your biggest asset: I know how to protect your investment. Family man—43 years experience—South or East. Write Box K-89, BROADCASTING.

Central—Medium market traffic manager seeking to relocate—extremely capable. Can handle sales availability and proficiency of clients if you wouldn't believe. Box K-95, BROADCASTING.

Twenty years experience. Management. Strong sales drive, ability to motivate, Will build audience. Sales, profits. Want challenge. Box K-110, BROADCASTING.

Young positive attitude pro wants small to medium market management challenge. Likes and has complete knowledge in management, sales, and programming. bilingual, strong and stock option. Box K-119, BROADCASTING.

Situation Wanted

Management seeking between Fresno and San Diego, executive programming and sales with major chain. Particular: San Diego, family, self-starter . . . heavy. Box K-121, BROADCASTING.


Station manager/sales manager available immediately. Experience in medium market AM-TV, the hardest working man you can get. Box K-121, BROADCASTING or phone 305-949-8815.

Manager-sales manager small—medium market station. Mature, thoroughly experienced station operation. The salesman, direct selling role. Highest industry references. Box K-142, BROADCASTING.


Sales

Southeast—sales manager—announcer—sportscaster. Strong play-by-play. College graduate, 35, family man. Director small market offering ownership opportunity. Box K-17, BROADCASTING.

Due to financial difficulty of my ETV employer, I'm looking for a position. Loads of TV production experience, some radio sales, college grad, resume upon request. Lee Walker, 601 Raleigh Ave., Norfolk, Va. 23507.

Announcers

Attention Floridians. Jack Newsman 10 years experience, married, 35, veteran, 3rd endorsement. Have done top 40 and MOR shows successfully in morning, afternoon, and night time slots. Strong proven production also experienced as newsman digging, gathering and reporting same. Have also hosted talk shows, telephone open lines, live remotes, etc. Wish to settle in mid or southern Florida. Call (212) 372-1783 after 6 P.M. Box J-158, BROADCASTING.

Looking for responsible position with medium market station in northeast. With present employer 3-1/2 years; no hurry to move. Will wait for right opening. 1st phone. Make contact now if you might become interested. Box K-12, BROADCASTING.

Negro 1st phone—four years experience in announcing, D.J., news and sales. Box K-15, BROADCASTING.

Reads well, some experience. God be with you. Please Dial 315 RE 6-1539 or Box K-16, BROADCASTING.

Florida. 1st phone announcer wants to move up. Reliable, six years experience, can improve your sound. $125.00 minimum. Box K-42, BROADCASTING.

Major market COD personality, now happily employed. I'm not very happy but I'm not in a hurry. Minimum: $10,000/year. Box K-64, BROADCASTING.

Personality looking to do thing? T-40, talk, copy & production experience. Creative, willing to listen and contribute. Prefer Conn. area, but will move for $$$$. Married and ex-Marine. Box K-70, BROADCASTING.

No pre, but working on it with over two years experience. Want central east coast station with staff of active workers. Top position. Experience I want work but also cash. Box K-71, BROADCASTING.

Experienced announcer, cl. 3rd phone, tight board. Young man willing to relocate. Box K-79, BROADCASTING.

Broadcasting, Oct. 13, 1969

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Promoting, Production, Others continued

Quality conscious broadcaster seeking position of production manager at AM fulltimer in medium or larger market. Desire to take complete charge of all production in a station with one of the leading adult music stations. First phone, written resume, salary questions. Contact at 618-451-7511 or Box K-19, BROADCASTING.

Professional TV artist, 6 years color. Top 50 program promotion. Oriental, Arab, Indian, all styles graphics, set design and construction, 1st phone. Comprehensive resume. Phone 406-756-4040.

TELEVISION

Help Wanted

Technical

Excellent opportunity for young aggressive engineer with TV studio maintenance experience. Studio engineering supervisor position open with forward-looking all color station. State experience, salary requirements, Box J-332, BROADCASTING.

Growing Wisconsin U has immediate openings for TV engineers with two or more years experience. Top pay, all fringe. Live and work in beautiful city of 40,000 in midst of great hunting and fishing area. Box K-72, BROADCASTING.

Maintenance engineer. First class license and experience in maintenance of color equipment required. Group owned station. Great opportunity. Box K-129, BROADCASTING.

Florida VHF needs an experienced and licensed TV, BC technician. Write: WBOB-TV, P.O. Box 1833, Orlando, Florida 32802. Florida applicants call 305-141-2491.

First phone engineer for combined transmitter-color studio operation. Strong maintenance desire. Contact: WJSK-TV, Jacksonville, Florida, 904-724-9712.

Experience TV studio technicians wanted. Please send resume of experience to director of engineering, WNAC-TV, Government Center, Boston, Mass. 02114.

Wanted engineers with FCC first class license. Only experienced need reply. Fully colorized station operation. AMPLEX, CA. Excellent fringe and benefits. Please send resume to C. innancu, C.E., WNAC, 135 College Street, New Haven, Connecticut 06510.

Need six engineers, first class license, experience desirable for permanent emplacements in one of the nation's outstanding ETV operations. Staff expanding with move to all new studio facilities, the largest and finest in ETV. Competitive union salaries. If interested, contact: Mr. Fred Edwards, Director of Engineering, WGED-TV, 4337 5th Ave., Pittsburg, Pennsylvania 15213. An equal opportunity employer.

Engineers for studio and transmitter operations—rapidly expanding, full-color state network. New building, new equipment. Begin at $10,200 with excellent fringe benefits including group insurance and retirement plan. Advance in the first two years to $13,400. Send resume to: Maryland Center for Public Broadcasting, RDF I, Box 147B, Owings Mills, Maryland 21117.

Transmitter supervisor for full color VHF transmitter site. Contact Don Savaired, Director of Engineering, WXAS, University of Arizona Placement Office, Tucson, Arizona. Fair Opportunity Employer.
NEWS

The man we're looking for is on an on-camera pro ready to take over anchor man slot now for an aggressive number 1 medium market news operation. He's a trained reporter who can follow a story from beginning to end. He can administrate and is willing to start out as number two man in the department but will not be willing to be number two for very long. In short we're looking for a mover and we'll move right along with him. If you fill that bill rush resume and photograph to PIX with first reply to Box J-333, BROADCASTING.

WANTED-to BUY

Equipment continued

FOR SALE—Equipment continued

One RCA TK 11 camera, one RCA TK-14 camera, two RCA TK-14 camera. Both complete and in excellent condition. Contact: Don Ravensaid, Director of Engineering, Iowa Educational Broadcasting Network, P.O. Box 1158, Des Moines, Iowa. 515-281-3161.

DISCLOSURES

Deepest 11,000 classified gag lines. $10.00. Unconditional guarantee. Catalog free. Edward Orin, Mariposa, Calif. 95388.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly $2 sample. News-features Associates, 1312 Beverley, St. Louis, Mo.

Wild tracks . . . Comical drop-in voice samples: Movies, programs, etc. 100 superb tracks only $5.00 running now in major markets! Unconditionally guaranteed, Command, Box 26348, San Francisco 94126.

FOR SALE—Equipment

Box 147-A

WANTED TO BUY—Equipment

We used 250, 500, 1 kw low power AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irby St., Laredo, Texas 78040.

FOR SALE—Equipment continued

One RCA TK 11 camera, one RCA TK-14 camera. Both complete and in excellent condition. Contact: Don Ravensaid, Director of Engineering, Iowa Educational Broadcasting Network, P.O. Box 1158, Des Moines, Iowa. 515-281-3161.

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Wild tracks . . . Comical drop-in voice samples: Movies, programs, etc. 100 superb tracks only $5.00 running now in major markets! Unconditionally guaranteed, Command, Box 26348, San Francisco 94126.
INSTRUCTIONS continued

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute, in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying, and all phases of TV broadcasting. All taught by highly qualified professional teachers. The nation's newest and most complete facilities are located at Elkins Institute, 2603 Inwood Road, Dallas, Texas 75238.

Since 1946, Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for January. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

American Institute of radio offers the nation's finest quality course for your first class license in three to five weeks, individual instruction. Classes start every Monday. Tuition $300.00, 2622 Old Lebanon Road, Nashville, Tennessee 37214, 615-889-0469, 615-889-2480.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (20 hours 5 week course). Total tuition $360.00. Classes begin at all R.E.I. Schools Oct 13 & Nov. 17. Call or write the R.E.I. School nearest you. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office, 1366 Main Street, Sarasota, Florida 33577. Call (813) 953-6922. Fully approved for Veterans training.


R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205, Call (213) 244-6777.

R.E.I. in Historic Frederickburg at 809 Caroline St., Frederickburg, Va. 22401. Call (703) 373-1441.

Licensed by the New York State department of education, 1st class FCC license preparation for people who cannot afford to make mistakes. Also announce-OJ-news-sports-training. Contact: ATS, 25 W. 55th St., New York, N.Y. 10036. Phone (212) OX 5-9245. V.A. approved—student loan program.


INSTRUCTIONS continued

Detroit—one week first phone instruction, Dec. 12-18th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

Seattle—one week first phone instruction, Dec. 4-10th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.


What are the needs of the broadcast industry? Employees who have a good basic understanding of all station operations, with flexible announcing ability. 1st class tickets, can run talk board, able to write & produce good commercial material, help develop good social relationships, can obtain listener response. This type of extensive training is the reason Don Martin graduates are always in demand. For free brochure call or write, Don Martin School of Radio & TV, Iest. 1931) 1653 N. Cherokee, Hollywood, Calif. H2-2321.

Why 6 weeks when you can do it in ? and for only $295 and in sunny Florida! TIB, 283 S. Krome, Hialeah, Fla.

INSTRUCTIONS continued

We're Professional Headhunters!

Gentlemen headhunters who know all the subtle ways to move people from where they are to your station where they ought to be. Contact head headhunter, Ron Curtis, Nationwide Management Consultants, 645 North Michigan Avenue, Chicago, Illinois 60611 for professional help. Phone if you'd like (312) 337-5318.

RADIO—HELP WANTED continued

PRO FOOTBALL PLAY-BY-PLAY

Major Eastern independent radio station auditioning now for 1970 season. Pro or college experience preferred. Year round position.

Send play-by-play air check and resume immediately. Reply:

Box K-54, Broadcasting.

RADIO—HELP WANTED continued

TALK MAN

Experienced radio broadcaster with news background. Must be able to successfully handle two-way telephone talk show with authority. Top five figure salary and liberal benefits. Ideal living and working conditions in major market. Rush tape and resume to:

Box K-80, Broadcasting, An Equal Opportunity Employer

WANTED

Expanding major market multiple AM station operation needs a general manager and a sales manager experienced in religious broadcasting. Good salary and incentives. Please send full resume and references. All replies Confidential.

Box K-145, Broadcasting.

WANTED

A Top Chain Seeks a TOP FM Gen'L. Mgr. in one of the TOP 10 Markets

Explored in sales, aggressive self-starter, sharp administrator. All benefits, naturally.

Replies in confidence. Write:

Box K-147, Broadcasting.

ANNOUNCERS

AIR PERSONALITY OPENINGS

Several of our Top 23 market clients need professional air personalities. Starting salaries $500 to $400 per week, depending on ability and background. Openings with both top forty and MOR stations. Send tape and resume to Carl Young:


BROADCASTING, Oct. 13, 1969

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ANNOUNCER
Midwest station needs a D.J. who can write copy, voice news on TV, must have imagination and experience. Please send tape and resume to:
Box K-102, Broadcasting.

TELEVISION—Help Wanted

Sales

Young sales-promotion-minded executive wanted as assistant to executive vice president of group TV-Radio operation. Extensive travel involved. If you want to join a fast-growing established group with unlimited possibilities for advancement, send complete resume, with photograph and references, to:
Coleman Austin, Executive Vice President, Bohakel Broadcasting. P.O. Box 1045, Charlotte, N.C. 28201.

We May Have The Man or Woman You Need!

• Announcers • Disc Jockeys
• Newscasters • Sportscasters

We’ve provided thousands of well-trained and motivated men and women for stations coast-to-coast and overseas. Tell us your requirements. We’ll put you in touch with Career graduates (from your part of the country) who meet your needs. No cost to you or the graduate.

CAREER ACADEMY'S
Division of Famous Broadcasters
National Placement Department
611 East Wells Street
Milwaukee, Wisconsin 53202
Phone: (414) 273-4822
TWX: 910 362 1148

ANNOUNCER

MOR ANNOUNCER
Young 16 yr. veteran personality, over 8 yrs. as a major market "NAME". Background of rock & MOR result! And outstanding MOR personality/airism in tempo with today’s lively fun sound.

Box K-146, Broadcasting.

NEWS

WE NEED D.J.’s—All Formats & Beginners
Newsmen
1st Ticket Combo & Engineers
Small Market Salesmen (Good Pay)
P.D.s (Small Market)
Rush Tape & Resume Plus Salary
Requirements to:
Unicom Services, Inc.
7125 W. 44th Ave.
Wheat Ridge, Colo. 80033
303-421-7773

TECHNICAL OPENINGS
Broadcast Equipment Manufacturer urgently needs experienced radio and television engineering personnel. High paying openings now exist for salesmen and product managers. Qualifications must include college degree or equivalent, plus two years of station engineering experience. Starting salaries between $15,000 to $20,000 depending on background and experience. Send resume to: Ron Curtis, Nationwide Management Consultants, 645 N. Michigan Ave., Chicago, Illinois 60611.

WEWORKER
WP0P, Hartford, needs experienced news director. Must be capable of organizing and directing operation of one of the finest news departments in the East coast. Send salary requirements, air check, and writing sample to:
Dan Clayton, Program Director

Announcers

Production, Production, Others

Production Supervisor
Midwest station has opening for production superior, must be "hurk" for details, do 2 to 3 hour D.J. stint, have knowledge of various music formats and select our play list, must be good supervisor with ability to direct staff of eight. Ability and good performance will lead to management team slot. Send photo, tape and background data to:
Box K-101, Broadcasting.

NEWS and SPORTS TEAM
L. S. Brayton
62 Bliss, Apt. #6
West Springfield, Mass. 01089

We May Have The Man or Woman You Need!

• Announcers • Disc Jockeys
• Newscasters • Sportscasters

We’ve provided thousands of well-trained and motivated men and women for stations coast-to-coast and overseas. Tell us your requirements. We’ll put you in touch with Career graduates (from your part of the country) who meet your needs. No cost to you or the graduate.

CAREER ACADEMY’S
Division of Famous Broadcasters
National Placement Department
611 East Wells Street
Milwaukee, Wisconsin 53202
Phone: (414) 273-4822
TWX: 910 362 1148

MOR ANNOUNCER
Young 16 yr. veteran personality, over 8 yrs. as a major market “NAME”. Background of rock & MOR result! And outstanding MOR personality/airism in tempo with today’s lively fun sound.

Box K-146, Broadcasting.

TELEVISION—Help Wanted

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Young sales-promotion-minded executive wanted as assistant to executive vice president of group TV-Radio operation. Extensive travel involved. If you want to join a fast-growing established group with unlimited possibilities for advancement, send complete resume, with photograph and references, to:
Coleman Austin, Executive Vice President, Bohakel Broadcasting. P.O. Box 1045, Charlotte, N.C. 28201.

We May Have The Man or Woman You Need!

• Announcers • Disc Jockeys
• Newscasters • Sportscasters

We’ve provided thousands of well-trained and motivated men and women for stations coast-to-coast and overseas. Tell us your requirements. We’ll put you in touch with Career graduates (from your part of the country) who meet your needs. No cost to you or the graduate.

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WEWORKER
WP0P, Hartford, needs experienced news director. Must be capable of organizing and directing operation of one of the finest news departments in the East coast. Send salary requirements, air check, and writing sample to:
Dan Clayton, Program Director

Announcers

Production, Production, Others

Production Supervisor
Midwest station has opening for production superior, must be "hurk" for details, do 2 to 3 hour D.J. stint, have knowledge of various music formats and select our play list, must be good supervisor with ability to direct staff of eight. Ability and good performance will lead to management team slot. Send photo, tape and background data to:
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NEWS and SPORTS TEAM
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62 Bliss, Apt. #6
West Springfield, Mass. 01089

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ANNOUNCER

Midwest station needs a D.J. who can write copy, voice news on TV, must have imagination and experience. Please send tape and resume to:
Box K-102, Broadcasting.

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Box K-102, Broadcasting.

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543 W. Roosevelt Rd., Wheaton, Ill.

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**Cable television activities**

The following are activities in community-antenna television reported to Broadcasting, through Oct. 7. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in italics.

- **Oakland, Calif.—Focus Cable Oakland; Oakland Broadcasting Enterprises Corp.** New York (multiple CATV owner); Cablecom General of Northern California (multiple CATV owner), and Time-Life Broadcast Inc. (multiple CATV owner), have applied for franchises. The successful bidder will pay the city 8% of the gross annual revenue or minimums of $25,000 the first year and up to $125,000 the fifth year and thereafter, whichever is higher. Owners of the firms range from no installation fee to $995 and monthly service fees ranging from $4.25 to $4.95 with a num-ber of other variables.

- **Florence, Colo.—TeleVents Inc. represented by Carl Williams, has applied for non-exclusive franchises. Subscribers would be charged $14.95 for installation. $5.95 monthly service charge for nine channels, and the firm would pay the city 2% of the gross revenue. TeleVents is also seeking franchises in Cannon City and East Canon, both Colorado.

- **Hillsborough County, Fla.—TM Communications Corp., a subsidiary of the Mirror Co.; Los Angeles (Los Angeles Times) has applied for a franchise in the unincorporated areas of the county.

- **Wauchula, Fla.—Micanopy Inc. (multiple CATV owner) has been granted an exclusive franchise. The president of the firm is G. McVoy, and G. Reynolds is V.P. They also operate several CATV systems in Florida and one in Georgia.

- **East Allin, Ill.—Madison County Cablevision Co. has been granted a 25-year franchise. The city will receive a franchise payment dependent on the number of subscribers. One of the firm's principals is Ralph Smith, recently appointed to fill the Senate vacancy created by the death of Everett Dirksen (R-Ill.). another is Robert Howe, manager of Wirtam (Wood River, Ill.

- **Norton, Mass.—Revere Cable TV Inc., represented by Ernest Lupi, has been granted a franchise. Subscriber's rates would be $60 a year.

- **Ypsilanti township, Mich.—Michigan Communications Group Inc. has been granted a non-exclusive, 30-year franchise. The township has already been granted a 10-year franchise from the city of Ypsilanti. Subscribers will be charged $15 for installation and $3 monthly for up to 20 channels. The township will collect an initial franchise fee of $781 and a monthly fee of $67 plus $1.65 annually or an amount equal to 1% of the gross receipts, 7% of the next $84,757, and 7% of the gross receipts in excess of $240,625. Robert A. Trask is president of the firm, which is located in Ypsilanti.

- **Parsippany, N. J.—Sterling Communications New York (multiple CATV owner), has been granted a franchise. Subscribers will be charged $20 for installation and $3 monthly for 18 channels and the firm will pay the city $1,000 yearly for the franchise plus 3% of the monthly rental paid by sub-scribers. Another CATV franchise has already been secured in the city by WRAN-L (Dover, New Jersey.

- **New Castle, N. Y.—Saw Mill River Cablevision Co., subsidiary of "Time-Life Broadcast (multiple CATV owner), has been granted a franchise.

BROADCASTING, Oct. 13, 1969

(Continued from page 85)
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BROADCASTING, Oct. 13, 1969
94
The man who makes the living room Pontiac's show room

ing to try new ways. Guys like Dave Quaid and Bill Fraker.

Both have shot commercials for him. Mr. Quaid doing the night sequences in the current Pontiac commercials. Mr. Fraker used the Quaid lens system for night shooting in the film, "Bullitt."

"Quaid is the single man who taught me the most," Mr. Pike asserts. But his respect for every man in the film crew is equally as generous as he recalls his TV work over the years for Ford, Chevrolet and Mercury before Pontiac. One of his experimental Mustang commercials set the trend for Ford's "Quiet" series. Collectively they have won him three dozen film awards from Hollywood to Venice.

It was in Hollywood in 1964 while doing a commercial for Mustang that Mr. Pike heard on the radio a song called "Lazy Afternoon" by Morgan King. "It knocked me cold," he relates, and from then on it haunted him and he just knew he had to use it for a commercial. But it would require three minutes.

He had his chance the following year while on the Chevrolet shoot out of Asheville, N.C. "The location was the 12,000-acre Biltmore estate, Quaid was on camera, and everyone knew you had six minutes on Biltmore so we were thinking "Lazy Afternoon" and when the regular work was done," he recalls. It was then or never.

Using the song on tape as a living script, the crew filmed the commercial with an inspiration and spontaneity that was remarkable, he says, "every shot and motion in sync with the music." Chevrolet used it on Bonanza shortly after.

Music is a key ingredient in most commercials for both TV and radio, he believes, and sometimes it can carry much of the message. He is especially particular about customizing radio spots for the target audience today.

An accomplished musician since his high-school years, Mr. Pike swings with the music of the day along with the new generation. "It's a consolidation of what has been learned by the best musicians in both jazz and rock," he says, and its well-schooled sophistication is seen in groups like Blood, Sweat & Tears or Chicago Transit Authority.

"Or," he adds. "the big new band of Buddy Rich. He's 53 yet he's leading a band full of kids, playing Beattle tunes and cutting the rock bands at their own bag."

It was while playing an Albany night spot during high school he learned that reading could be fun. The shoeshine boy told him of books from the Steinbeck school and he began to devour them. In his senior year he wrote 600 words daily just for practice for his English teacher and soon pulled flunking grades up to A's.

His college years were preparation for becoming an English professor but when, during one graduate class, he heard the teacher debate whether Shakespeare wrote "King Lear" in 1606 or 1609, he decided it wasn't his thing.

Mr. Pike's home is on Orchard Lake near Detroit. He enjoys looking out at the island from which Chief Pontiac once ruled the Ottawas, an influence ranging over half the U.S. then. It's the perfect setting for his TV musings: "That's the way it's going to be—Pontiac 70's."

---

Week's Profile

John Raymond Pike—vice president and associate creative director in charge of broadcast, MacManus, John & Adams, Bloomfield Hills, Mich.; b. Aug. 6, 1929, Delmar, N.Y.; AB 1950 Emerson College and MA (English) 1952 Boston University; joined J. Walter Thompson Co., New York, same year, starting in mailroom, then becoming writer and ultimately senior TV writer-producer, with breaks for assignments in Miami and Mexico City offices of agency; left JWT 1965 to join Campbell-Ewald, Detroit, as vice president and associate creative director-broadcast; vice president-associate creative director, Kenyon & Eckhardt, New York, January-April 1969, when he joined present agency; m. Harriet Lowenstein of Santiago, Chile, Dec. 4, 1955; children—Laura, 12, and Karen, 10.
Editorials

Not so cold turkey

There are some signs, faint, to be sure, but signs, that a hint of realism may be straying into the consideration of cigarette legislation. Legislators may be realizing that the abrupt cancellation of cigarette advertising on television and radio guarantees no dramatic reduction in cigarette consumption.

Radio may be given separate treatment as a distinctly different medium from television, as it should have been given from the beginning. The tobacco-manufacturers' dramatic offer to withdraw now from television is being recognized for what it was: a double-purpose attempt to cut advertising expense and, of perhaps larger importance, reduce the exhibition of antismoking messages that must be carried under fairness rules as long as cigarette commercials are broadcast. The antismoking spots are taking effect.

It may be possible to work out a new compromise. A congressional endorsement of the National Association of Broadcasters' four-year phase-out plan or a reasonable modification of it would work to the benefit of all.

More than 'yes' or 'no'

Senator John L. McClellan (D-Ark.) has asked television broadcasters whether they intend to air motion pictures that are rated for adult audiences. His may be simple questions, but they do not lead to simple answers.

To begin with, broadcast standards must differ from theater standards for reasons that are obvious. Hence the system of restrictions adopted by movie interests for theatrical display have no relevance to television.

Not only that, movies in theatrical release today may not become available to television for years. Conventions may change significantly in the interval. This is another reason to suggest that television would be unwise to bind itself now to a system of acceptability adopted not only for another place but also for another time.

Editing is also available to the broadcaster. There are pictures that would offend few members of an audience if only a few explicit scenes were cut.

We could go on, but the point is that choosing and scheduling motion pictures must remain the editorial responsibility of the television broadcaster. These are programming judgments that cannot be delegated to the motion-picture business or a U.S. senator.

Unfair load

The National Association of Broadcasters has raised the obvious and valid objections to the FCC's proposed rules that would require broadcasters to go farther than other businessmen in the recruitment, training and promotion of representatives of ethnic minorities.

The NAB has correctly pointed out that the proposals would enormously increase paperwork for both broadcasters and the FCC, which is already complaining of an inability to handle its current assignments. While increasing paperwork, the proposal would add little to the store of meaningful information on employment practices: among other deficiencies it provides no means of matching reports of the employment of minorities against the availability of minorities in the localities of employment.

The real defect of the FCC's proposed rules is that they are intended to perform a function other than the one they are publicized as intended to perform. They are not a means of ending discrimination against groups of people—a wholly commendable goal. They are designed to force broadcasters to assume a larger burden than that imposed on other small-business men in correcting the disadvantages of some American minorities and as such are discriminatory against broadcasters.

Relentless

Broadcasting in the United States today stands in grave jeopardy. Politically powerful and efficiently organized groups, actuated by selfishness and with a mania for power, are now busily at work plotting the complete destruction of the industry we have pioneered and developed. These groups give no thought to the efforts and the moneys which we have expended nor the services which we have rendered the American public in the development of the greatest broadcasting system in the world. They speak of our business as if it could be cut down and destroyed by the mere wave of a wand or legislative fiat. To protect the present system of broadcasting is a definite obligation which we as broadcasters owe to ourselves and to the millions of the public whom we serve. And adequate protection can be achieved only through efficient organization. In other words, American broadcasting today is given its choice between organization or destruction.

The paragraph you have just read (if you managed to get this far) is a classic, in a way.

What reads like a cliche-ridden overview of conditions in broadcasting today was printed 38 years ago this week in Volume 1 Number 1 of Broadcasting. It was a blurb accompanying an article about reorganization of the National Association of Broadcasters. The quotation was from the late Walter J. Damm, general manager of WTMJ Milwaukee, the outgoing elected president of the then NAB.

The NAB emerged from its reorganization crisis and held reasonably firm for seven years before the next one arose. The script was the same.

So what else is new?
"We make sure kids today know more than we did"

If world events are often confusing to adults, imagine what they're like to children. In 1964, Fetzer television stations in Lincoln and Grand Island, Nebraska decided to do something about it. They originated a series of regularly scheduled children's newscasts to help youngsters better understand the events shaping their future.

The Fetzer Stations

WKZO WKZO-TV KOIN-TV KGIN-TV WJEF
Kalamazoo Kalamazoo Lincoln Grand Island Grand Rapids
WWTV WWUP-TV WJFM WWTV-FM WWAM
Cadillac Sault Ste. Marie Grand Rapids Cadillac Cadillac
If you lived in San Francisco...

...you'd be sold on KRON-TV