

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Rise of independent buying services presents problems. p64H
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Suggested for sophisticated audiences



THAT SHOW

JOAN RIVERS/9:00 A.M. DAILY



CAPITAL TIELINE

MAC MCGARRY/9:30 A.M. DAILY

Now . . . two "in" attractions for sophisticated Washington audiences. The exciting Joan Rivers . . . with the show they're talking about. And, Channel 4's Mac McGarry . . . with the show they're talking to! No kid stuff here . . . a sure-fire daily double dose of stimulating, provocative TV fare. Both in color! Get on your tieline to NBC Spot Sales for availabilities information.

WAC  **TV4**

OWNED

WASHINGTON'S COMMUNITY MINDED STATION

How to be a playboy



First, get Hugh Hefner, the editor-publisher of Playboy Magazine to be your host.

Next, find a "pad"... the Playboy penthouse will do and then throw some swinging parties...

Invite some beautiful girl
Beautiful girls...
Beautiful girls...
Beautiful girls...

after dark...



And exciting performers like Don Adams, Bill Cosby, Tony Bennett, Woody Allen, Phyllis Diller, Don Rickles, The Smothers Brothers and, well, you get the idea.

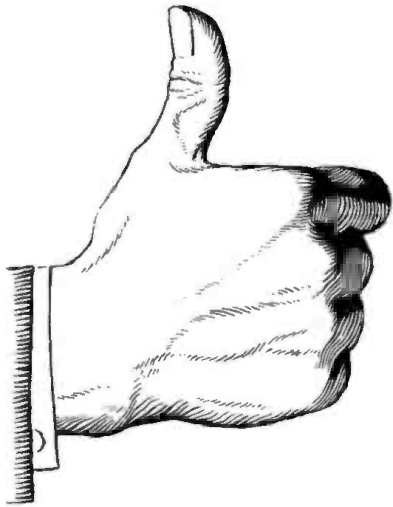
Then mix in a few "In" people like Roman Polanski, Sharon Tate, Bill (Celtics) Russell and George Plimpton.

Put it all on color tape and play it for one hour a week and—pow—you're a Playboy After Dark.

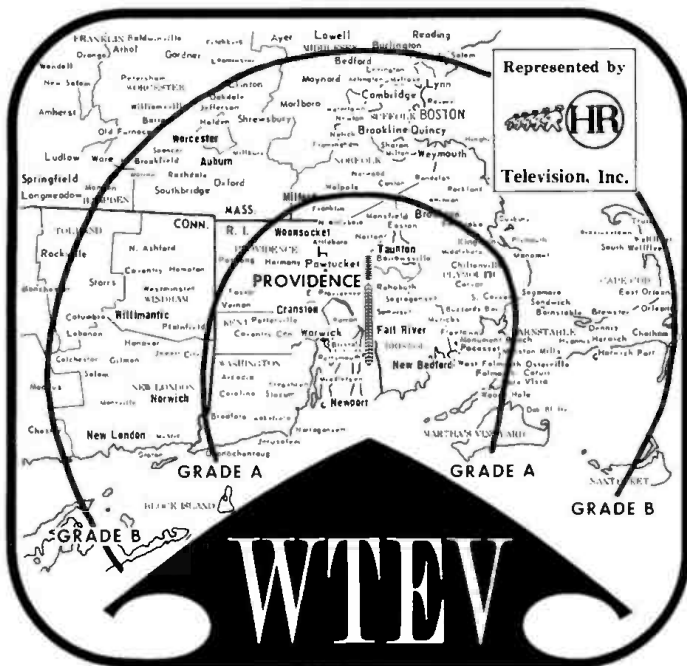
What can being a Playboy After Dark mean to you? Well, just think how many new friends you'll suddenly have...and, new sponsors, too—fellows who already know Playboy Magazine as the single greatest medium for reaching men 18 to 34 (7 million) and 18 to 49 (9 million). Warning: This offer is limited to one station per market for 26 weeks. "PLAYBOY AFTER DARK." Produced by Playboy Productions.



® Distributed by Screen Gems. ⚡



WTEV Television has moved UP in the greater PROVIDENCE area



more reach. more penetration. The combination of the new WTEV 1,049-foot tower and programming specifically planned to increase listenership among all age groups is sharply increasing the station's ratings and audience share of the greater Providence market.

Continuing significant leadership in young-adult audiences.*

UP 74% in total homes Monday through Friday 12:00 noon to 5:00 p.m.*

With WTEV, your sales move up in the greater Providence area.

*Based on Feb.-March 1968 ARB and/or Nielsen estimates as compared with Feb.-March 1967 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by ARB and Nielsen, available upon request.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel



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

Uncertainty seems best way to characterize FCC in wake of appellate court's unanimous decision that commission's rules regarding personal attacks violate broadcasters' constitutional guarantee of freedom of press (see page 30). There is no decision yet as to whether commission will appeal to Supreme Court, although indications are that it will. But more important, there has been no decision as to whether commission will seek to enforce policy on which rules are based. Different court, in case involving WGB Red Lion, Pa., upheld constitutionality of general fairness policy. That decision is awaiting review by Supreme Court.

Commission, then, can proceed to enforce policy or take more cautious approach and await Supreme Court decision; in meantime, it can say nothing regarding its intentions, and let broadcasters guess—or it can lay down guidelines. These are among options.

Fast start

As car makers prepare to launch new models over next few weeks, new gauge has been found to show extent to which they've been revving up TV spending this year. Figures just compiled by Television Bureau of Advertising show that in first six months of 1968, TV billings for passenger cars alone reached \$78,726,300, up 18% from same period of 1967 (year when only TV among all media pulled in more car dollars than year before). In first-half 1968, TVB finds, car billings in spot TV were up 28% to \$35.6 million, in network TV were up 11% to \$43.1 million.

Above the stump

Agencies handling advertising for both Richard Nixon and Hubert Humphrey are hopping mad. Both ordered commercial minutes in NBC-TV's upcoming World Series telecasts, but baseball commissioner, William Eckert, ruled out political advertising. Inside word is that commissioner was supported by John Fetzer, broadcaster and owner of Detroit Tigers, and Paul Porter, Washington lawyer whose clients include broadcasters as well as commissioner of baseball.

Baseball commissioner's calling 'em out before they got to bat struck agency executives as all the more per-

CLOSED CIRCUIT*

plexing because both major-party candidates have bought sports time, without question, on all three networks, including time in regular-season baseball. But in organized-baseball view, World Series is different, and commissioner and advisers didn't want it to look like political rally on TV tube.

Double trouble

FCC is raising sights considerably in preparing appropriations request that it will make for inclusion in President's budget for fiscal 1970. Commission may ask for as much as \$16 million more than \$20 million on which it is currently operating. Normally, commission submits stripped-down request for some \$2 million or \$3 million more than budget on which it is currently operating—then what is trimmed by Bureau of Budget and trimmed again by Congress.

Much of additional money FCC wants would go for research and development. Some \$5 million would be spread over three-year period on pilot management-engineering project of kind recommended by Joint Technical Advisory Committee. CATV would also come in for attention, both in terms of studies of implications of wired-city concept and of beefed-up regulatory power. Funds would also be earmarked for enforcing rules in troublesome citizens band.

Defining markets

On theory that TV market designations used by rating services may not always realistically define those markets, Broadcast Rating Council is thinking of hiring outside experts to review, investigate and recommend. Program is said to be especially sticky in some "hyphenated markets," where two or more markets that are near one another are treated as single market. This is done for various reasons, including in some cases fact that separate rating reports for smaller component markets would be prohibitively expensive. There are also complaints from big single markets when they are dropped notch or two in rank because some hyphenated market shows higher combined viewing or more TV households.

Rating services attack problem by what American Research Bureau calls area of dominant influence (ADI) and

Nielsen calls designated market area (DMA). There are some variations in technique but in general ADI and DMA credit each county exclusively to whatever TV market that county's viewers watch most. Independent study might confirm either ADI or DMA approach—or might come up with entire new way to define markets and name them.

Political bite

TV networks reportedly are asking new season program producers to shorten some of their first half-dozen shows by from 60-seconds to as much as five minutes. Program time is needed to accommodate political spots for presidential candidates. This time is in addition to usual complement of non-political commercials. Some producers apparently are balking, angered because regular program time instead of normal commercial time is being preempted.

Due-bill politics

Some supporters of George Wallace's presidential bid have come up with no money-changing-hands approach to get broadcast time for American Independent Party candidate. It's trade-out of radio-advertising time for hotel space, not uncommon practice but rarely if ever used for political spots. Trade-out is being run by Wallace supporter, C. V. Griffin, co-owner of Park Plaza hotel, Orlando, Fla., who is offering stations hotel due-bill for series of Wallace spots from Sept. 15 through March 15, 1969.

Retail TV

Past year's "mixed media" formula of F. & R. Lazarus department store that made much use of inexpensively produced color-TV commercials proved so successful that concept is being stepped up even more this fall. Five times as many TV spots will be placed by Columbus, Ohio store between now and Christmas as last year, or total of some 3,000 spots. Heavy use of radio also is planned. Byer & Bowman Advertising continues to produce commercials, handle broadcast part of Lazarus campaign—which has drawn attention of retailers all over country.

A guy's got a right to the news. No matter when he decides to get up.

The way things are today, the first thing you want to hear in the morning is what the world did behind your back all night. And what you can expect today.

And we think you should hear it the minute you open those drowsy eyes.

Because we believe everyone has a right to the news.

Whenever he wants it.

And that's what people get on WINS, in New York. KFVB in Los Angeles. And KYW in Philadelphia.

News 24 hours a day. Every minute of the day.

Not the same news over and over. But *new* news. Constantly up-dated. And not just a handful of headlines. We give you commentary. Analysis. Editorials. So you can make some sense of this crazy world.

But the way we broadcast is only part of what makes us different.

It's also the way our audience listens.

When you're talking about things

like Vietnam, crime, the weather, and the traffic... people pay attention. Even when the news stops and the commercial goes on.

And since the news keeps happening, they keep listening.

The way we see it, there's no reason why you shouldn't have news the minute you want it.

History doesn't wait for you.

You shouldn't have to wait for it.

News the minute you want it.



NEW YORK PHILADELPHIA LOS ANGELES
WINS KYW KFVB
ALL NEWS. ALL THE TIME.



WESTINGHOUSE BROADCASTING COMPANY

WEEK IN BRIEF

H. Rex Lee, top Agency for International Development official, 32-year veteran in government service with reputation as able, tough-minded administrator, is tapped for vacant FCC seat. See . . .

TOUGH ADMINISTRATOR . . . 29

Chicago appellate court unanimously declares unconstitutional FCC rules establishing rights of reply to personal attacks and governing political editorials, puts broadcasting in the press' legal sanctuary. See . . .

FCC AND FIRST AMENDMENT . . . 30

House Commerce Committee once again asks FCC to refrain from authorizing pay-TV, this time until end of first session of 91st Congress, but commission still appears ready to go ahead on 13-year-old matter. See . . .

HOUSE SEEKS DELAY . . . 38

Possibility of another "Great Debate" on TV between two major party presidential candidates moves closer to reality as House Commerce Committee reports out resolution suspending equal time restrictions. See . . .

DEBATE A POSSIBILITY . . . 50

Chicago Mayor Richard Daley's version of what happened at Democratic National Convention obtains 100 TV station lineup, wide radio exposure; McCarthy aides ask for equal time to reply to Daley program. See . . .

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FCC blows cobwebs away from three-and-a-half-year old proposal to limit network ownership or control of TV programming in prime time, wants updated industry views, may hold oral argument in November or December. See . . .

PROGRAM OWNERSHIP . . . 62

CATV copyright liability is very much live issue in CATV circles as communications lawyers participate in two-day legal seminar held by National Cable Television Association. See . . .

STILL SIMMERING . . . 64B

1967 TV pretax profits dropped some \$14 million from 1966 high of \$206 million in 11 major markets, according to FCC figures. Only Cleveland, Chicago, New York markets registered higher profits. See . . .

TV PROFITS DROP OFF . . . 64D

Reps advise caution in buying and billing practices while AAAA committee looks into media rates and bartering as spot buyers and sellers cast wary eye at independent buying services or "middlemen." See . . .

CONCERN OVER MIDDLEMEN . . . 64H

TV household penetration in U.S. has risen to 95%, according to American Research Bureau figures which estimate there are 57.5 million TV households out of total 60.6 million households. See . . .

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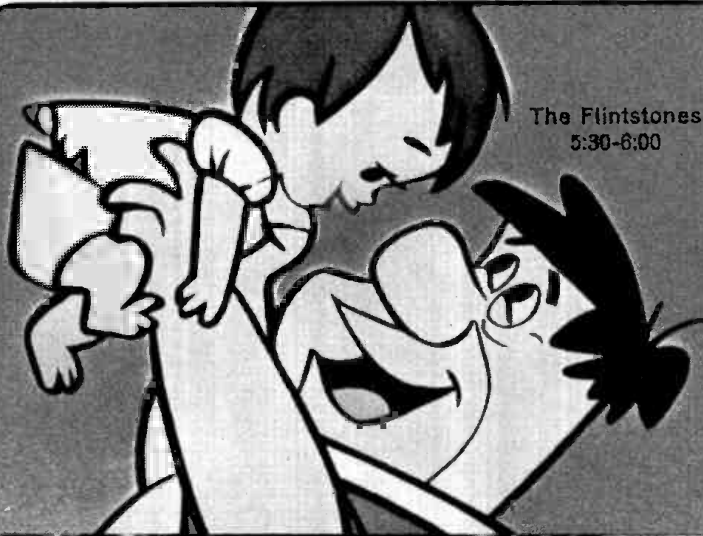
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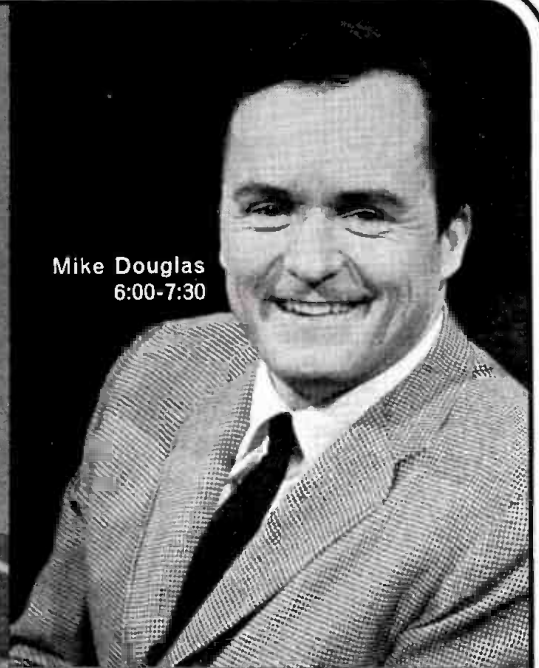
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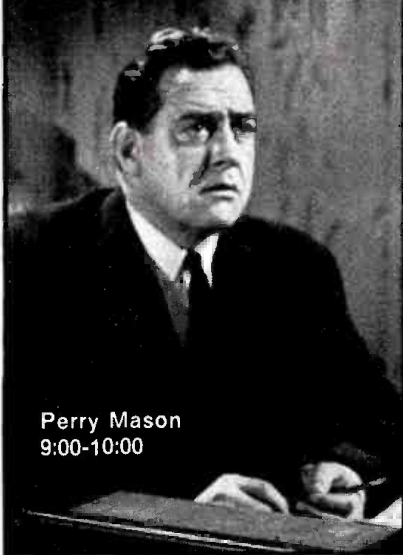
The Flintstones
5:30-6:00



Mike Douglas
6:00-7:30



Steve Allen
8:00-9:00



Perry Mason
9:00-10:00

The Prime Time Variety Society



I Love Lucy
7:30-8:00

Our prime-time lineup reads like broadcasting's Who's Who. We pack 5:30-10:00 every week night with some of the biggest names and most successful shows in television history. From Mike Douglas to Perry Mason. Programs for kids. Adults. And everybody in between. An exciting new prime-time concept!

WGN
TELEVISION · CHICAGO

There's no TV station like our TV station.

Conflict of interest laid at NBC's door

NICK JOHNSON URGES LICENSE RENEWAL HEARING

Congressman's complaint about NBC's Chet Huntley has stirred intra-FCC row in which Commissioner Nicholas Johnson has questioned "RCA/NBC's" qualifications to be licensee and has called for hearing on NBC's pending renewal application for KNBC Los Angeles.

Commissioner submitted views in dissenting to commission letter rebuking NBC for not informing public that Mr. Huntley had interest in aspects of meat industry on which he had broadcast radio commentaries. Commission also said network had not met its fairness-doctrine obligations in connection with broadcasts in question.

Commission directed NBC to file response in 30 days, and to discuss any revisions in procedures which are proposed. Commission, in addition, said "issue of distortion of news" was raised by one Huntley broadcast, and asked for comment on that also. However, commission said it was not saying "deliberate distortion" had occurred.

Commission sent all broadcast stations excerpt from letter advising licensees of their obligation to guard against news employees operating in way to promote their private interests.

Issue was raised by Representative Neal Smith (D-Iowa), who complained about Mr. Huntley's *Perspective* commentaries of May 27 and June 10 on NBC radio, attacking Wholesome Meat Act of 1967, which congressman had sponsored.

Commission noted that during period of those broadcasts, Mr. Huntley owned cattle ranch in Montana and was executive vice president and director of Group 21 Inc., engaged in cattle-feeding in Idaho. In addition, commission found that two principals of Edmund Mayer Inc., which came under meat-inspection law on April 1, are directors of Group 21, and one is president of that company.

NBC, in its comments on complaint, noted that since Mr. Huntley had no financial interest in any enterprise which was subject to meat-inspection law, it did not feel disclosure of Mr. Huntley's interest in those ventures was required.

However, commission noted that NBC knew of Mr. Huntley's interest in livestock business since 1964, when it caused him to abandon plan to lend his name to brand of beef. Accordingly,

commission said network had responsibility to check Mr. Huntley's interest in that area each time he proposed commentary advocating viewpoint on controversial issue connected with livestock business—but it never did.

Commission, furthermore, uncovered two other Huntley broadcasts it said involved question of direct conflict of interest. On March 19, 1964, when Mr. Huntley was feeding 500 head of cattle on farm in New Jersey, he broadcast commentary against importation of Australian beef. And on Feb. 22, 1968, he commented favorably on filing of antitrust suit by cattlemen against grocery chains.

Commission said that May 27 program attacking meat-inspection action, in which Mr. Huntley said "truck drivers" were quitting jobs to become meat inspectors and were talking of "under-the-table" money that could be received for giving misleading inspection stamp, raised fairness-doctrine question. Commission said NBC had obligation to make affirmative effort to obtain contrary view—but only made time available to Representative Smith after he filed his complaint.

Commissioner Johnson called the case "one of the most significant ever to come before this agency." He said it raises question as to "RCA/NBC's fitness to be a broadcast licensee" because of management's apparent attitude about propriety of use of its broadcast stations in ways that serve eco-

nomie self-interest, whether of the corporation or its employees."

Besides urging hearing on KNBC's license-renewal application, Commissioner Johnson recommended that commission conduct inquiry into possible abuses and current policies and procedures of other conglomerate and multi-media licensees regarding conflict of interest.

NBC had no immediate comment on case, but Mr. Huntley said, commission has "exaggerated out of all proportion" his interests in cattle raising. "I have no interest in the meat-packing industry."

He added: "I have never prepared any broadcast or made any statement on radio or television calculated to bring me financial gain. . . ."

Confirmation of HRL is believed imminent

FCC-nominee H. Rex Lee got "welcome abroad" greeting from Senators in Friday (Sept. 13) appearance before Senate Commerce Committee, held two days after President Johnson submitted his name for FCC vacancy (see page 29). Committee quickly reported his name favorably to floor of Senate. Senate confirmation is expected quickly early this week.

During appearance before committee, Mr. Lee got nothing but bouquets from visiting senators. It was Senator Vance Hartke (D-Ind.), however, who goaded Mr. Lee into expressing some observations on TV, although Mr. Lee pleaded lack of precise knowledge. Under spur of Senator Hartke's questions, Mr. Lee commented:

- There is "undue" violence on TV and it's "obligation of FCC" to seek to provide suitable entertainment programs.

- Reduction of TV violence would have "salutary" effect on American society.

- Mayor Daley of Chicago should have been granted time on TV networks to "tell his story and express his views."

Mr. Lee strongly maintained that it is premature for him to express any views on FCC matters, and he held to this view when asked by Senator Hartke for his opinions on educational TV allocations, pay TV, cigarette commercials, section 315 suspension.

Mr. Lee acknowledged that he was approached about FCC commissioner-ship several weeks before Democratic National Convention. He said he told

Pair of kings

With approval of H. Rex Lee as member of FCC virtually assured complications are already envisioned at commission meeting with two Lees as members. First Lee is Robert E., who's been commissioner since 1953.

What really may complicate matters, according to Washington wags, is situation where chairman turns to new member and asks: "How do you feel about this, Rex?" and Bob Lee responds: "Yes, dear." Mrs. Robert E. Lee is known to her husband and friends as "Rex," after her patronymic, Rector.

WEEK'S HEADLINERS



Mr. Frank

er-editor (*Newark [N. J.] Evening News*), Mr. Frank joined NBC News as writer in 1950, and as top news producer was associated with production of Chet Huntley and David Brinkley programs plus various NBC News documentaries. Mr. Frank fills vacancy on board left by death on May 30 of William R. McAndrew, who was president of NBC News.

Elton H. Rule, president of ABC-TV, now reports to Simon B. Siegel, executive VP and Leonard H. Goldenson, president, ABC Inc. (CLOSED CIRCUIT, Sept. 2). **Roone Arledge**, president and executive producer, ABC Sports, will report to Mr. Rule. **Donald Coyle**, pres-

ident, ABC International division, and **Harold Golden**, president, ABC Films, will report to Theodore F. Shaker, group VP. Mr. Shaker's group already includes ABC Owned Television Stations and ABC Television Spot Sales. The new assignments in ABC's chain of command follow recent departure of **Thomas W. Moore**, who was group VP (BROADCASTING, Aug. 26).



Mr. Strouse

will begin lectures on business management, economics, art and history on March 30, 1969. Mr. Strouse joined San Francisco office of JWT in 1929 as space buyer, and served as assistant Pacific Coast manager before moving to Detroit as account supervisor on

Norman H. Strouse, chairman of board, J. Walter Thompson Co., New York, will retire Dec. 31 after 40 years with company. He has been appointed regents' professor at University of California/Santa Cruz, and

Ford account in 1945. He became VP and manager of Detroit office, and was elected director in 1952, president in 1955, chief executive officer in 1960 and board chairman in 1964. He is past chairman of American Association of Advertising Agencies (1964-65).



Mr. Bell

fin-Leake TV Inc. (group owner). He began in broadcasting in 1928 as general manager of WKY Oklahoma City. In 1935 he also assumed general managership of KLZ Denver. Both stations then were owned by Oklahoma Publishing Co. (one of first newspaper owners to enter broadcasting field). Mr. Bell is succeeded by **Jacques DeLier**, assistant general manager of station.

Edgar T. Bell, executive VP and general manager, KWTV(TV) Oklahoma City, resigns for health reasons. Mr. Bell has held position since station went on in 1953, and will continue in advisory capacity to licensee, Grif-

For other personnel changes of the week see FATES & FORTUNES

caller that he had no objection to appointment. He said he had no great hopes that he would receive nomination. Had he known, he observed, he might have watched convention TV coverage more thoroughly.

Backing Mr. Lee's nomination were Senators Frank Church (D-Idaho), Len B. Gordan (R-Idaho), Daniel K. Inouye (D-Hawaii) who referred to Mr. Lee as "an administrator's administrator," James B. Pearson (R-Kans.) and Clifford P. Hansen (R-Wyo.).

Senator John O. Pastore (D-R.I.), chairman of Senate communications committee, presided. He and Senator Hartke were only members of committee in attendance.

Humphrey advertising goes to special shop

Doyle Dane Bernbach, New York, lost advertising account Friday (Sept. 13) of Vice President Hubert H. Humphrey in his bid for the Presidency, after having handled HHH's campaign advertising past four months.

Campaign advertising now will be handled by Campaign Planners Associa-

tion, formed by Democrats in Washington and using space in Democratic National Committee's headquarters. Media buying will be handled by Lennen & Newell, New York, with Barry J. Nova, vice president and management account supervisor, L & N, heading newly formed group in Washington. L & N sources said Mr. Nova "will be available there starting Monday" (Sept. 16).

Neither Mr. Dane nor other agency officials would give reason for Humphrey switch in agencies. But other sources indicated move was choice between two diverse groups who had been handling advertising campaign—United Democrats for Humphrey thru (DDB) and Citizens for Humphrey (L&N personnel, including Mr. Nova, contributing time and talent on voluntary basis). New group is continuation of that voluntary effort, it was said.

Networks get subpoenas for Chicago riot clips

TV network news organizations, it was learned Friday (Sept. 13), have all received subpoenas for access to their tape, film and audio coverage of Democratic Convention week in Chicago. But

apparently they originated with two different bodies investigating disorders—and coverage of disorders that disrupted convention.

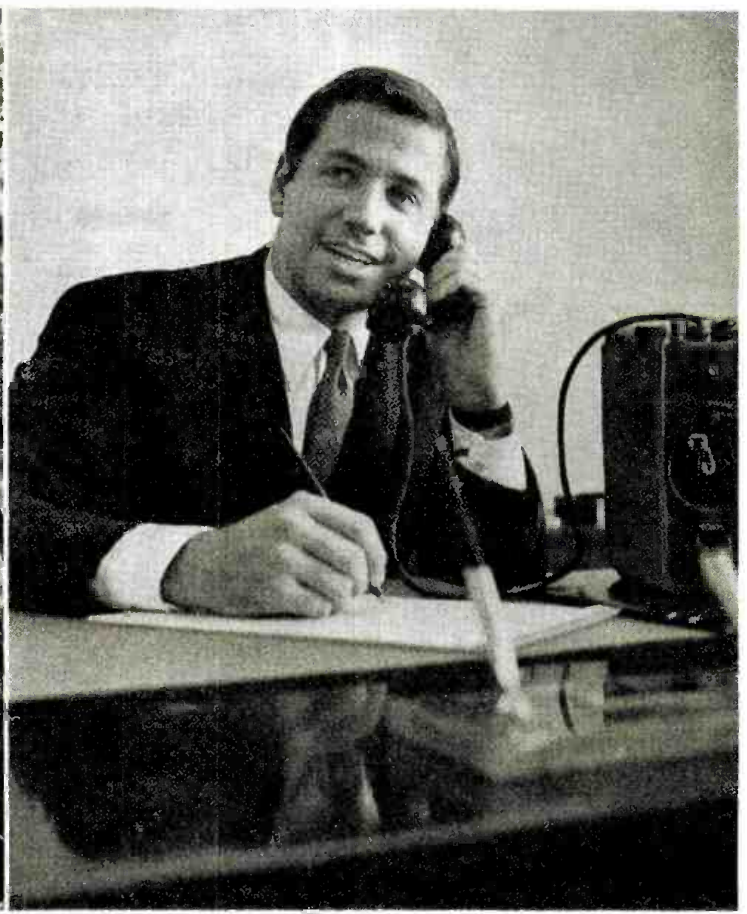
ABC and NBC sources said their subpoenas came from Federal Bureau of Investigation, presumably in conjunction with Justice Department's investigation. CBS sources said theirs was issued in connection with probe launched last week by special federal grand jury (see page 59).

Spokesmen for all three organizations indicated they would grant access called for in subpoenas.

Meanwhile, "hundreds of complaints" sent to FCC concerning television coverage of last month's Democratic convention have been made available to networks for examination.

In letter to ABC, CBS and NBC, Friday (Sept. 13), Complaints and Compliance Chief William B. Ray said that bulk of complaints allege slanted coverage, charging particularly that networks failed to air views of Chicago public officials on police brutality charges, and that there was television bias in favor of anti-Vietnam views.

Complaints will be available for inspection at commission's Washington offices, Mr. Ray said. Network comments are requested within twenty days.



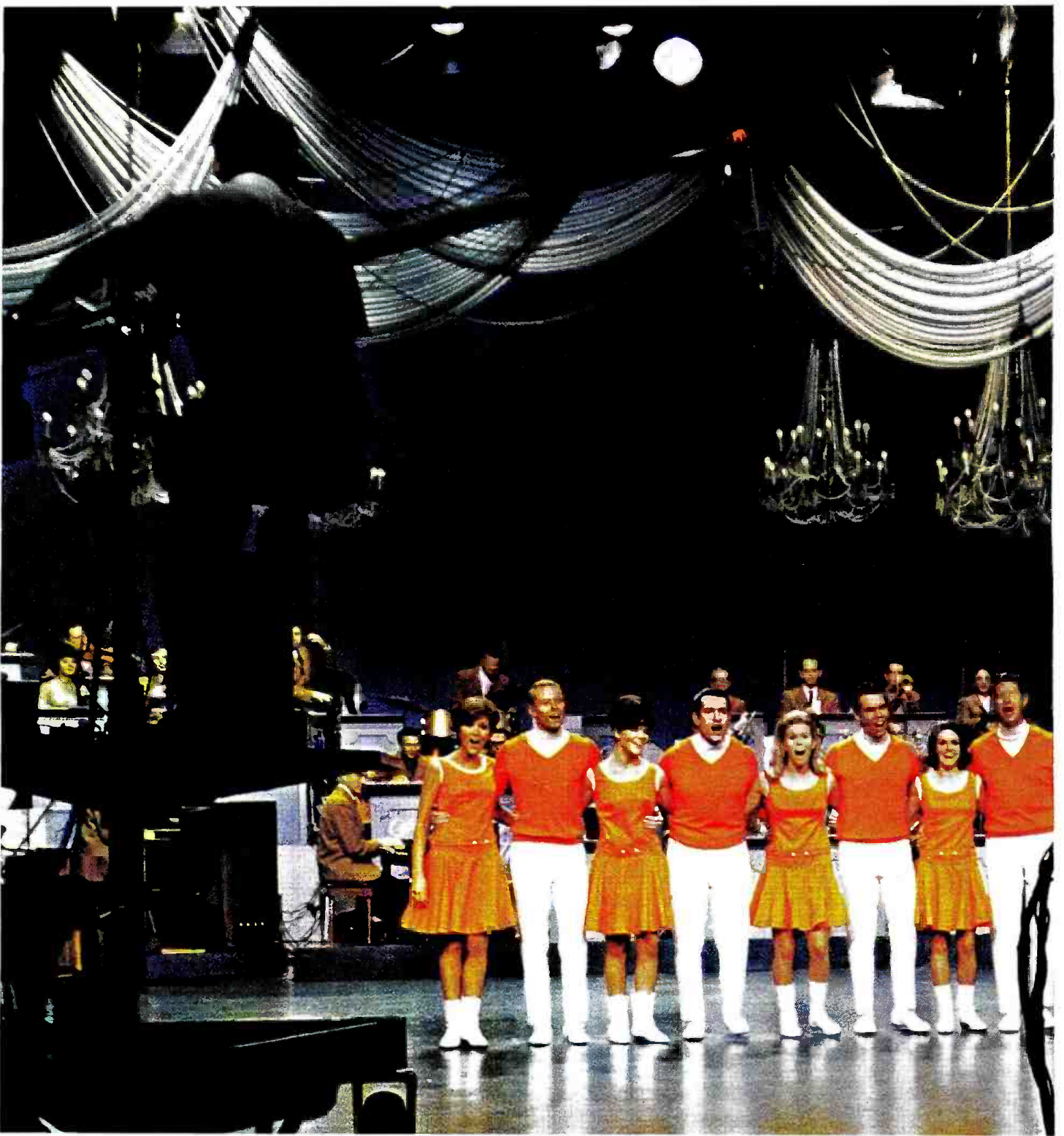
Recently we sent Bob Gooding and Fred Hatten, of our news team, to Viet Nam to film interviews with area servicemen. Needless to say . . .

**“THEY LOVED US
IN VIET NAM!”**

Project: Viet Nam was a great success and another first for WFAA-TV in the Dallas-Fort Worth area. Call Ward Huey, our General Sales Manager, and he'll tell you why they love us at home, too.

WFAA-TV DALLAS-FORT WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.



ABC's "Lawrence Welk Show." Video taped on Memorex 78V.

When the show's rolling,



the tape must not fail.

If it does, you have trouble. Time and money trouble.

Think what your actors, singers, dancers and directors are costing you. Not to mention cameramen, lighting men, sound technicians, floormen, and all the other people who put your show together.

Plus your equipment. Cameras, cables, spotlights, sets. They're expensive, too.

We make our Memorex 78V high-chroma video tape for people who don't want trouble. Who are impatient with re-makes and don't want to waste the time or money.

Of course, if time and money are no problem, then you don't need our non-fail 78V.

Only patience.

(For information, write us: Memorex Park, Santa Clara, Calif. 95050.)

MEMOREX

The Roanoke Lynchburg Television Market

\$358 MILLION*
Food Sales

\$57 MILLION*
Drug Sales

\$2.4 BILLION*
E. B. I.

314,800
Television Homes*

WDBJ-TV  **Roanoke**

*Sales Management's Survey TV Mkts. 9-68

MANHATTAN ESCAPE ROUTE

Proceed by cab, car or foot
to 30 East 65th Street.
Prepare to enjoy famed
Voisin cuisine
in an atmosphere
of unrushed elegance.
"Superb" is the password.

Prix Fixe Luncheon—\$6.00
Reservations LE 5-3800
Dinner, Cocktails, Luncheon
Closed Monday only

Open Sat. and Sun.
for Lunch and Dinner

One of the great restaurants
of the world

VOISIN

30 East 65th Street

DATEBOOK

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

■Indicates first or revised listing.

Sept. 15-17—International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators (IATSE) of U.S. and Canada, convention. Kansas City, Mo.

Sept. 15-17 — Meeting of the Nebraska Broadcasters Association. Cornhusker hotel. Lincoln.

Sept. 15-17—Annual meeting Nevada Broadcasters Association. Speaker: NAB counsel Douglas Anello. Sahara Tahoe hotel. Lake Tahoe.

Sept. 16—New deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in standard broadcast service. Previous deadline was July 16.

Sept. 16-17—Fall convention of eastern and southeastern chapters, National Religious Broadcasters. Speaker: Robert E. Lee, FCC Commissioner. Marriott Twin Bridges motel, Washington.

Sept. 17—New Hampshire Association of Broadcasters annual meeting, New Hampshire Highway hotel, Concord, N.H. Speakers: Governor John W. King; William L. Walker, director of broadcast management, National Association of Broadcasters.

Sept. 17—Annual advertising conference sponsored by Premium Advertising Association of America. Navy Pier, Chicago.

Sept. 17-18—Board and general membership meeting. All-Channel TV Society (ACTS). New York.

Sept. 17-19—Eighth annual conference of Institute of Broadcasting Financial Management, Doral Country Club and hotel, Miami.

Sept. 18—FCC newsmaker luncheon sponsored by International Radio and Television Society. Speaker: Rosel Hyde, FCC chairman. Waldorf-Astoria hotel, New York.

Sept. 18-20—Meeting of Tennessee Association of Broadcasters. Speaker: Elmer Lower, VP, ABC News. Ramada Inn, Nashville.

Sept. 19—Public relations luncheon-symposium sponsored by Wagner International Photos. James C. Hagerty, ABC VP, corporate relations, is moderator. Panel includes Tom Dunn of CBS News, John Nebel of WNBC New York, Harrison Salisbury, assistant managing editor of the New York Times, Robert Shanks, producer of Merv Griffin Show, and Barbara Walters of NBC-TV's Today Show. Waldorf-Astoria, New York.

Sept. 19—General meeting. Committee for the Development of All-Channel Broadcasting (CAB). Overseas Press Club, New York.

Sept. 19-21—Fall broadcast symposium of Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 20—Deadline for comments on FCC's proposed rulemaking that would permit stations licensed in the community antenna relay service to transmit program material originated by CATV systems.

Sept. 20-22 — Southwest area conference, American Women in Radio and Television. Menger hotel, San Antonio, Tex.

Sept. 20-22—East Central area conference, American Women in Radio and Television. Christopher Inn. Columbus, Ohio.

■Sept. 23—Annual meeting, board of directors, Associated Press Radio Television Association, 50 Rockefeller Plaza, New York. Speaker: Wes Gallagher, AP general manager.

RAB MANAGEMENT CONFERENCE

Sept. 16-17—White Plains hotel, White Plains, N. Y.

Sept. 19-20—Carrousel Inn. Cincinnati.

Sept. 30-Oct. 1—Chicago Marriott, Chicago.

Oct. 14-15—Dallas Marriott, Dallas.

Oct. 10-11—Burlingame Hyatt House, San Francisco.

Sept. 23 — Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedures for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

Sept. 24—Meeting of National Association of Broadcasters Radio Code Board. Berkshire hotel, New York.

Sept. 24—Deadline for filing reply comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.

Sept. 24-25—"Production '69: A Shirtsleeve Workshop in Television Techniques" workshop in video-tape production sponsored by Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp., RCA and Reeves Sound Studios. Hotel Roosevelt, New York. Information: Grey Hodges, marketing director, Reeves Sound Studios.

Sept. 25-26—Annual CBS Radio Affiliates Association convention. New York Hilton. New York.

Sept. 25-27 — Fall conference, Minnesota Broadcasters Association. Speaker: Vincent Wasilewski, president NAB. Hotel Leamington, Minneapolis.

Sept. 27-28—Annual fall meeting of New York State Cable Television Association, Castle Inn motel, Olean. Speaker: FCC Commissioner Robert E. Lee.

Sept. 27-29 — Western area conference, American Women in Radio and Television, Sheraton-Portland, Portland, Ore.

Sept. 27-29—Meeting of the Hawaiian Association of Broadcasters. Surf hotel, Kauai.

OCTOBER

Oct. 2-3 — Annual fall meeting, Pennsylvania Cable Television Association, William Penn hotel, Pittsburgh.

Oct. 3 — Luncheon sponsored by International Radio and Television Society. Speaker: Alvin R. (Pete) Rozelle, commissioner of major professional football, Waldorf-Astoria hotel, New York.

Oct. 4-6—Southern area conference, American Women in Radio and Television.

Oct. 5-6—Fall meeting Illinois News Broadcasters Association. Decatur.

Oct. 5-7—Fall convention of Texas Association of Broadcasters. Inn of Six Flags, Arlington.

Oct. 6-9 — Western regional convention, American Association of Advertising Agencies. Speakers: Norman Fields, president of Fields and Fields, Chicago; Frank Gromer, director of marketing services, Foote, Cone & Belding Inc., New York; Dr. William Rivers, Stanford University; James Hayes, dean of business school, Duquesne University. El Mirador hotel, Palm Springs, Calif.

Oct. 6-9—Michigan CATV Association convention. Boyne Highlands, Harbor Springs.

Oct. 7-8—Annual fall convention, New Jersey Broadcasters Association. Howard Johnson Motor Lodge, Atlantic City.

Oct. 8—New deadline for filing comments

BROADCASTING, September 16, 1968

THE BIG VIEW IS THE LONG VIEW



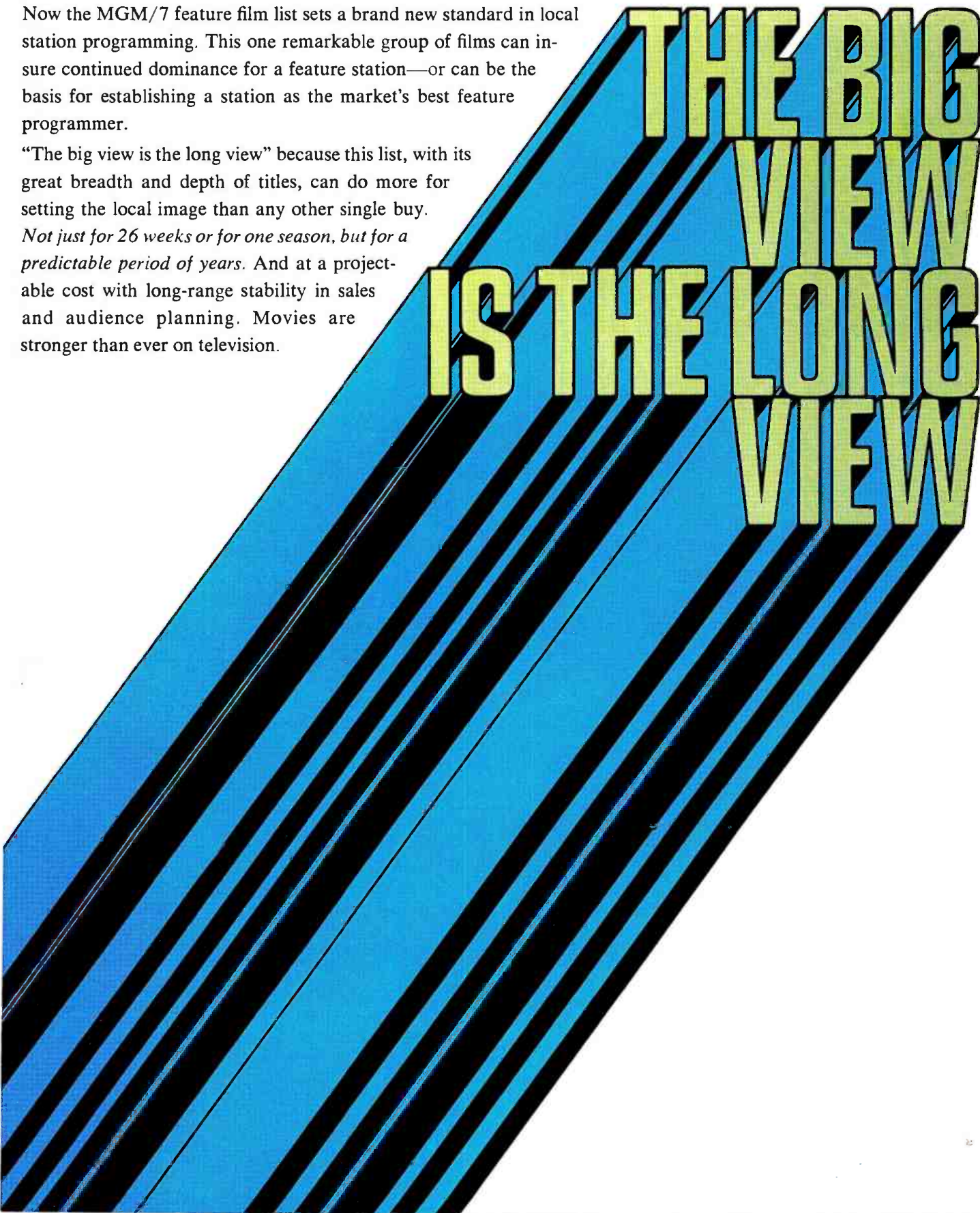
MGM7

METRO-GOLDWYN-MAYER TELEVISION

Now the MGM/7 feature film list sets a brand new standard in local station programming. This one remarkable group of films can insure continued dominance for a feature station—or can be the basis for establishing a station as the market's best feature programmer.

“The big view is the long view” because this list, with its great breadth and depth of titles, can do more for setting the local image than any other single buy.

Not just for 26 weeks or for one season, but for a predictable period of years. And at a projectable cost with long-range stability in sales and audience planning. Movies are stronger than ever on television.



THE BIG
VIEW
IS THE LONG
VIEW

145 TITLES

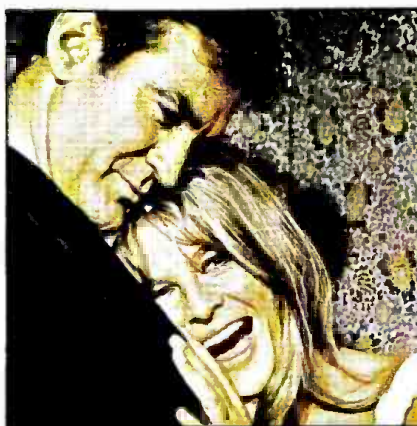
Metro-Goldwyn-Mayer is still the leading name in motion pictures. The MGM/7 list includes 53 first-run titles plus 92 more that are first-run in syndication. There are 93 in color. They are all post '50, of course, with more than half post '60. The 145 titles give a wide range of opportunity in programming for various audiences at different times of day or night . . . a unique flexibility in building prime audiences and serving local demographic interests.

Trends come and go, but movies survive them all. A single picture usually has more talent than any combination of talk-shows, more production and excitement than any series episode.

It's the titles and the stars that make movies great. It's the titles and the stars that make the big MGM/7 look even better.

A Sample of Titles

Annie Get Your Gun
Ask Any Girl
Bad Day at Black Rock
Battleground
Bridge to the Sun
The Great Caruso
The Haunting
Home from the Hill
Honeymoon Machine
King Solomon's Mines
The Last Hunt
The Loved One
Mutiny on the Bounty
The Prize
Ride the High Country
The Scapegoat
Singin' in the Rain
The Tartars
The Time Machine
The V.I.P.'s
World in My Pocket
North by Northwest
Light in the Piazza
Viva Las Vegas
Bells are Ringing
The Great American
Pastime
Les Girls
The Naked Spur



A Few of the Stars

Susan Hayward
Clark Gable
Shirley MacLaine
Richard Burton
Deborah Kerr
Robert Mitchum
Elizabeth Taylor
Steve McQueen
Debbie Reynolds
Marlon Brando
Elke Sommer
Elvis Presley
Doris Day
Paul Newman



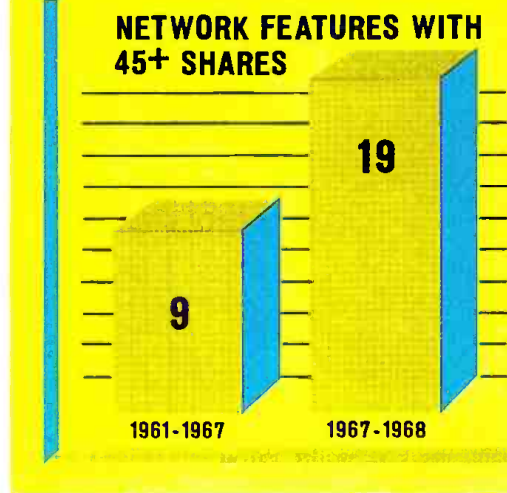
Bette Davis
Rex Harrison
Ann-Margret
Rod Taylor
Ingrid Bergman
Rod Steiger
Julie Christie
Henry Fonda
Jennifer Jones
George Peppard
Inger Stevens
Sidney Poitier
Fred Astaire
Kim Novak



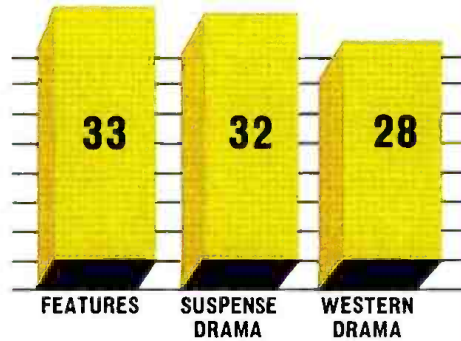
THE FEATURE STATUS IN TELEVISION TODAY

There is no doubt that movies have proved themselves to local stations. After salaries, the average station's biggest investment is in feature purchases. And the higher the station revenue, the more movies they schedule.

The staple of television programming has been the feature film. The early, late and prime time movies have endured through all trends. The better the movies the more dominant becomes their popularity. For instance, the shares that network movies have earned have steadily increased since they first began on a regular schedule. An all-time record was made in the 1967-68 season when 19 network-scheduled pictures delivered a 45% or better share—compared with only 9 pictures in all the 1961-67 seasons combined. Little wonder there's so much re-evaluation and renewed interest and trade discussion.



**FAVORITE EVENING PROGRAM
ALL VIEWERS
TVQ SCORE**



The demographics of movie viewers are perhaps the root of features' soaring success. The network features rank number one among the 18-34 viewers according to Nielsen. This is underscored by TvQ, where features rank first among total viewers of all evening programs.

Since the network performances are continuing to attract the largest audiences, consistently, the question of the repeat performances is often a point of interest to stations in playing these titles on a local schedule. An interesting example of the recent network season is "The Great Escape," aired in two parts. The initial plays delivered over a 31 Nielsen rating. Then, five months later, the repeat showings had an audience of better than 11 million homes. This is more than the average network series.

Locally, the track record of our previous MGM/6 features played on WABC-TV New York, proved again the replay ability of good pictures, especially when scheduled in different times and when programmed for particular audiences. Checking the history of 16 of these features, half the titles had two to three runs in the market, while the other eight had five (including two network exposures). Of the first group 15 of the 18 runs were all above an 8.9 rating. In the second group there were 24 plays of third to fifth runs of which 15 of these were over an 8.9 rating. These pictures played either late Saturday or early evening Monday-Friday. Five of the offnets actually had their highest local rating on the third exposure in syndication, all less than ten months between previous play.

When you have good features, the audience is always with you. With the new MGM/7 the excitement is there in a dramatic dimension. The immediate future and the long view are covered simultaneously. The big move is to make it big with movies—the kind of opportunity that's now possible with MGM/7.

**LOCAL FEATURE RATINGS
AND REPEATS
MGM/6 NEW YORK**

RUNS IN MARKET

AVG. EIGHT FIRST
RUN FEATURES

| FIRST | SECOND |
|-------|--------|
| 17.1 | 10.4 |

AVG. EIGHT
OFF-NET FEATURES

| THIRD | FOURTH | FIFTH |
|-------|--------|-------|
| 8.3 | 9.0 | 9.7 |

THE BIG VIEW IS THE LONG VIEW



MGM 7

METRO-GOLDWYN-MAYER TELEVISION

NEW YORK, CHICAGO, CULVER CITY, ATLANTA, DALLAS, TORONTO

NAB FALL CONFERENCES

- Oct. 17-18—New York Hilton, New York.
Oct. 21-22 — Ambassador hotel, Los Angeles.
Oct. 24-25—Denver Hilton, Denver.
Nov. 11-12—Sheraton Gibson, Cincinnati.
Nov. 14-15—Dallas Hilton, Dallas.
Nov. 18-19—Atlanta Marriott, Atlanta.

on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was July 8.

■Oct. 9—Meeting of Cable Television Association of New England. Sheraton-Wayfairer motel, Bedford, N. H.

Oct. 9—Deadline for reply comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.

Oct. 10—Deadline for filing comments on FCC's proposed rulemaking to codify policy on trafficking in station construction permits and to require hearings in questionable cases.

Oct. 10-11 — Annual convention Indiana Broadcasters Association. Stouffer's Inn, Indianapolis.

Oct. 11-12—First annual meeting, Tennessee Cable Television Association. Speaker: Harry Daly, Washington attorney. River Terrace, Gatlinburg.

Oct. 11-13 — Northeast area conference, American Women in Radio and Television. Jug End, Egremont, Mass.

■Oct. 12—Film Producers Association of New York 20th anniversary, dinner and dance, Plaza hotel, New York.

Oct. 12—Fall conference, Florida Association of Broadcasters. Runaway Bay hotel and club, Runaway Bay, Jamaica.

Oct. 12-20—Eighteenth cine-meeting, International Film, TV film and Documentary Market (MIFED). Information: MIFED, Largo Domodossola 1, Milan, Italy.

Oct. 13-15—Annual convention North Carolina Association of Broadcasters. Velvet Cloak Inn, Raleigh.

Oct. 14-15—Third annual management seminar sponsored by TV Stations Inc. New York Hilton, New York.

Oct. 14-18—11th annual International Film & TV Festival of New York. Information: Industrial Exhibitions Inc., 121 West 45th Street, New York 10036.

■Oct. 15-16—14th annual conference, Advertising Research Foundation. New York Hilton, New York.

■Oct. 16—Deadline for comments on FCC's proposed rulemaking that would require common carriers providing free or reduced-rate interconnection service for noncommercial educational stations to file reports with the commission every six months.

Oct. 17-19 — 43rd birthday celebration, Grand Ole Opry. Municipal Auditorium. Information: Lynn Orr, WSM, Box 100, Nashville.

Oct. 18-19—Annual meeting of New York State AP Broadcasters Association. Buffalo.

■Oct. 18-20—Annual convention, Missouri Broadcasters Association. Plaza Inn, Kansas City.

Oct. 18-20—West Central area conference, American Women in Radio and Television. Midtown Motor Inn, Des Moines, Iowa

■Indicates first or revised listing.

BROADCASTING, September 16, 1968

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

THE « 5 CONTINENTS
TROPHY » FOR CINEMA FILMS

2 GRAND AWARDS
FOR TV-FILMS

The International Film, TVfilm and Documentary Market (MIFED) will hold its eighteenth Cine-Meeting from 12 to 20 October 1968.

MIFED is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences.

MIFED headquarters, which are equipped with all modern facilities and comforts, contain numerous rooms for the projection of cinema and TV films. The services of technicians and interpreters are provided free. International cable, telephone, telex and telefoto facilities are available. Also conference rooms, offices, dining rooms and bars. Medical assistance on the premises.

Registration fee, inclusive of five hours film presentation, meals in restaurant and first-class hotel accommodation for eight days, US \$ 240.

Applications by letter or cable should be made before 21 September 1968 to MIFED.



Information from: MIFED - Largo Domodossola 1
20145 Milano (Italy) - Telegrams: MIFED - Milano

Please send

9-16-68

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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OPEN MIKE®

Seconding the motion

EDITOR: I'd like to endorse the com-
 ments of Charles Guy (WQMR Silver
 Spring, Md.-WGAY-FM Washington)
 about your Aug. 19 editorial which
 suggested (based on Television Infor-
 mation Office data) that "television is
 the number-one news medium."

Some time ago, Harper Carraine,
 CBS's director of radio research pointed
 out that any careful research in this
 area must be done by day-part. When
 that is the approach (as Trendex
 showed), radio emerges as the dom-
 inant leader throughout the daytime
 hours.

There is, however, some very new
 evidence that even this may understate
 radio's importance as a news source.

The first bulletin on the recent Rus-
 sian occupation of Czechoslovakia hit
 the news wires at 9:13 p.m. EDT Tues-
 day (Aug. 20)—in the heart of TV's
 prime time. Yet Sindlinger & Co., in-
 terviewing on the following Wednesday
 and Thursday mornings, asked adults
 where they first heard about the occu-
 pation, the score was: 42%-radio;
 24%-TV; 22%-newspapers; 12%-
 friends or neighbors.

This "right-after" interviewing, on a
 specific news story puts a new light on
 radio's increasing potency as a pri-
 mary news source. . . . —Maurie Web-
 ster, vice president development, CBS
 Radio, New York.

Routine job for GPO

EDITOR: On page 5 of BROADCASTING,
 Sept. 9 there is a charge that FCC Com-
 missioners Nicholas Johnson and Ken-
 neth Cox are trying to get the govern-
 ment to make some unwarranted print-
 ing of the report prepared by them on
 Oklahoma broadcasting stations. The
 truth of the matter is that the report—
 like all other major governmental doc-
 uments—has been available through the
 Government Printing Office since soon
 after it was issued. My office has pur-
 chased copies of this report at 40 cents
 each from the superintendent of docu-
 ments, Government Printing Office. It
 may be ordered as volume 14, second
 series, pamphlet 1.—The Rev. Everett
 C. Parker, director, Office of Commu-
 nication, United Church of Christ, New
 York.

He didn't sign

EDITOR: I am sure all members of the
 National Association of Television and
 Radio Announcers appreciated the fact
 you saw fit to cover their convention

in Miami (BROADCASTING, Aug. 26).

I would like to call your attention to
 something I feel you have been misin-
 formed about. I am a NATRA board
 member—I was present at this year's
 convention but I did not sign anything
 presented by the Fair Play for Black
 Citizens Committee or any other com-
 mittee. The tone of your article would
 lead one to believe we have been taken
 over by outsiders. Although I would be
 the first to admit there was some dis-
 sension, I would also like to state that I
 don't believe any responsible members
 of the board would be forced into any-
 thing they don't believe in. However,
 I suppose everyone is entitled to his own
 opinion. The Fair Play committee pre-
 sented something to us which has been
 presented many times in the past but
 I would like to say I wholeheartedly
 agree with the statements issued by
 Rodney Jones [president of NATRA]
 and Del Shields [NATRA executive
 secretary].

As to the future of NATRA, I feel
 this will depend a great deal upon its
 members. These members will not be
 forced to accept anything they do not
 want nor will they tolerate undesirable
 people who are trying to force them
 whether they present good or bad ideas.
 Furthermore, the total industry will not
 accept demands which do not make
 sense and do not come from a respon-
 sible source.

Again, your article was greatly ap-
 preciated. . . . —Clarence A. Avant,
 Avant Garde Enterprises Inc., New
 York.

Cites CBC superiority

EDITOR: Living as close to Canada as
 we do, residents of this far-northern
 Minnesota region are served to a great
 extent by Canadian Broadcasting Corp.
 television programing. I am continually
 astounded by the dissimilarity between
 the programing of the CBC and its
 American counterparts. It seems iron-
 ical that conterminous nations use such
 opposite approaches to television enter-
 tainment.

Although the CBC carries much
 American programing, I think it does
 a greater service to its audience with
 Canadian-produced material. The Cana-
 dian approach is not only more pro-
 vocative and sophisticated, but also
 more refreshing and entertaining. Our
 own networks would do well to make
 an in-depth study of the CBC for-
 mat. . . . —Robert J. Berglund, War-
 road, Minn.



"I REMEMBER RADIO..."



...do you?"

Now laugh your way down memory lane... with wonderful old-time radio!



TWO YEARS IN THE MAKING AT A COST OF NEARLY \$500,000

COMEDY! • DRAMA! • SPORTS! • HISTORY!



WHAT A GRAND AND GLORIOUS TIME YOU'LL HAVE as these great, golden memories thrill you again and again! Actual broadcasts just as you heard them.

Do you remember Senator Claghorn, Titus Moody and all the uproarious goings-on in Allen's Alley? Do you remember how you split your sides laughing when Amos 'n Andy got on the telephone? Remember Fibber McGee and that famous overflowing closet? Remember how Baby Snooks (Fanny Brice) drove her Daddy wild? Vas you dere, Sharlie? as Baron Munchausen (Jack Pearl) would say—and he's here too! All the magnificent humor,



the breath-taking adventures, the nostalgic music of the old-time radio years... wrapped up for the first and only time in this historic Treasury.

IF YOU MISSED THE WORLD'S GREATEST NEWS BROADCASTS—HEAR THEM NOW!

With all the magic of time turning back... this great Treasury brings you the Duke of Windsor renouncing his throne for the "woman I love"... the famous emotion-packed account of the Hindenburg disaster... Neville Chamberlain declaring war on Germany... Arthur Godfrey's long-remembered account of FDR's funeral... Harry Truman giving the first news of the atomic bomb on that fatal day in 1945.



ALL YOURS for family fun!—this amazing parade of old-time radio favorites, caught at their best!

The Easy Aces • Bing Crosby • Fred Allen • Allen's Alley • Bob Hope • Jack Benny and Mary Livingston • Baby Snooks • Jack Armstrong, All American Boy • The Lone Ranger • Sgt. Preston and His Dog King • Terry and The Pirates • Mary Noble, Back Stage Wife • The Romance of Helen Trent • Lorenzo Jones • Just Plain Bill • Mary Margaret McBride with guest, Alben Barkley • PLUS the most exciting and significant sports and news broadcasts in radio history! The Dempsey-Tunney Long Count, with announcer Graham

McNamee • Whirlaway wins The Kentucky Derby, with announcer Clem McCarthy
The First Election returns broadcast by radio • President Calvin Coolidge presents Charles Lindbergh to Congress • Billy Sunday fights against the repeal of prohibition • DId-time commercials
Special: A full-length ARCH OBOLER terror-tale produced in the old-time manner especially for this exclusive Longines Symphonette release!

You're at the ringside with the famous "long count" at the Dempsey-Tunney fight! You're in the stands screaming as Whirlaway wins the most famous and exciting Kentucky Derby! You're crouched over your crystal set as radio's first variety show goes on the air! You ride a landing craft on D-Day!

But we hardly can begin to describe the entire big 6-record Treasury with its magnificent feast of Golden Memories... great music, great singers, great dramatic shows, great moments that never will happen again... 30 or more years of the world's greatest entertainment... yours FREE for 10 days!

YOU RISK NOTHING when you send the coupon and receive by return mail this great Treasury! More than 80 priceless excerpts—over three hours of nostalgia and delight! And you can return the Treasury, owe nothing, and KEEP the great Bonus Album we also send you!



FREE! RECORD ALBUM

People call it: "The record that proves a parent knows more than his child!" Here are 20 of RADIO'S FAMOUS THEME SONGS you'll greet with delighted recognition! Call in your friends for a grand guessing game—but they'll have to be older than the TV generation!
TAKE THIS FREE RECORD ALBUM JUST FOR VISITING THE GOLDEN YEARS OF RADIO! Keep it—even if you return the Six-record Treasury!

6 purest vinyl records worth up to \$29.70 in fine stores

ONLY \$5 A MONTH

OR JUST \$14.98 Special enhanced Stereo Edition just \$1.80 extra!

MAIL COUPON TODAY!

THE LONGINES SYMPHONETTE SOCIETY

Symphonette Square, Larchmont, New York, 10538

Yes, send my FREE BONUS RECORD ALBUM along with the six-record Treasury, GOLDEN MEMORIES OF RADIO. I may return the Treasury within 10 days and owe nothing, or send just \$5 a month until \$14.98 (plus modest postage and handling) is paid. I keep my FREE bonus record album, Radio's Famous Theme Songs, no matter what I decide.

CHECK ONE: High Fidelity Stereo — electronically enhanced (just \$1.80 more).

Mr. _____
 Mrs. _____
 Miss _____
Address _____
City _____ State _____ ZIP _____ 01990-014

Winging to Greece on the bouzouki special

"Please don't dance in our aisles—do dance in our isles." In the past two years that slogan has become almost synonymous with Olympic Airways.

Where do most people find out about Olympic's swinging flights? From all reports, television is doing the job.

We've used our "don't-dance" plea on radio in New York, Chicago, Washington and Los Angeles. We ran four different 60-second radio commercials over WINS, WQXR, WPAT, WNEW, WOR, WHN, in the New York market; WWDC Washington; WNUS Chicago and XETRA Tijuana, Mexico-Los Angeles.

Three of them offered special package tours—one to Paris, another to Rome and a third to Athens.

The fourth spot was based on our "please don't dance in the aisles" theme. The commercials were aired for 10 weeks in February, March and April, with each commercial an integral part of our over-all advertising approach.

The TV campaign, carried on New York's WCBS-TV, WNEW-TV, WOR-TV, WABC-TV and WPIX(TV) appeared on such programs as the 11 o'clock news, *Face the Nation*, and *Joey Bishop Show*.

Recognition Factor ■ Two years ago we faced the problem that people were not too familiar with Olympic Airways. We had to reach audiences, so we chose those shows.

But aside from media exposure, we've got a message with heart.

"It's the plain, sometimes homely, lovable characters that most people identify with," according to Bernie Zamichow, president of the Lampert Agency. He recommended we add a shot of human interest to our usual red-carpet service message. On his advice, last year we introduced our soulful passenger who gets so carried away with Olympic's Greek atmosphere and bouzouki rhythms that he's moved from his seat—right into the aisle for a spirited dance, much to the amusement of fellow travelers, and to the distress of the stewardess.

This year, we followed with a new character—the bouzouki inspector—a very business-like official who checks each seat headset to make sure the Greek music comes in loud and clear.

Played by comedian Phil Leeds, the mustachioed inspector, armed with clipboard and pencil, makes his special last-minute pre-flight check on the Olympic jet, kicking a tire, holding the crystal stemware up to the light, and checking each headset.

At each plug-in, a burst of lively bouzouki music comes on. As he moves from seat to seat, hearing splashes of music, his face relaxes, his lips begin to move in time with the rhythm, he drops the clipboard, steps out into the aisle and ends up losing himself in a dance.

The windup, of course, is the voice-over saying:

"We go to a lot of trouble to make every Olympic flight seem like a big party. We want you to enjoy the exciting music of Greece, which we admit, may become a little too exciting at times. We must remind you—please, no dancing in the aisles."

Right Person ■ A lot of care went into the selection of our TV characters. We wanted someone humorous, yet he had to have a touch of very human qualities people could identify with. We interviewed hundreds of actors for each part—not the pretty, Hollywood star types, but the average, believable kind.

Since all airlines provide similar services, we have used our commercials to try to project Olympic's unique personality. For many people, the chance to fly to Greece is a wish come true. They're in a mood to celebrate. We are too. That's our idea of the right way to fly—getting into that vacation spirit from the moment you step on the plane. That our TV characters project this exuberant feeling helps account for the commercials' success.

But aside from informing and entertaining, advertising is supposed to motivate action—sales action. We all know of novel, clever campaigns that have created lots of talk, but have fizzled at promoting sales.

Our planes have been crossing the Atlantic more often on a "sold-out" basis during the current high season.

Much of the credit for this success goes to our personality commercials, and to our sponsorship of WOR-TV's travel program, *Journey to Adventure*. Five days a week, the viewer takes trips and adventures expeditions to all parts of the world, and meets our winsome characters at commercial time.

The Travel Audience ■ Other air carriers use TV, but mainly as station-break spots or as participations in movies or newscasts. Now that the name Olympic Airways is familiar to the average family, we are becoming more selective about our TV audience, and have chosen to aim the bulk of our advertising toward people interested in travel.

It's significant that Olympic is the only airline sponsoring a regular travel-oriented program on television.

I think it's equally significant that we're supporting the broad concept of travel, regardless of destination. Gunther Less, host-producer of *Journey to Adventure*, exercises free rein in taking viewers to South America, Hawaii, the Arctic, Australia, the Orient and historic sites in the United States.

Although these have nothing to do with our trans-Atlantic, domestic or European-Middle East destinations, we feel the program is the ideal companion for our commercial messages. It promotes the theory that people should take advantage of today's fast, economical transportation to see the many interesting places in the world on their vacation—to make the most of their leisure time.

While our current color TV spots have been limited to exposure in the New York market, delivery of more jets coupled with negotiations for a new route—Chicago to Athens via Montreal—may next year prompt expanded exposure in other markets.



Chris Marcopoulos, general manager, Western Hemisphere, at Olympic Airways for the last two years, attended the University of Economics and Business Administration in Athens, receiving a master of science degree, and joined the airline industry. He held positions with Olympic in Athens ranging from deputy sales director to manager of advertising, public relations and sales promotion, and completed a reorganization assignment in Cairo before coming to New York.

Beautiful!
KXYZ, Houston's first choice
for beautiful music, is now
an ABC Owned Radio Station.

Your
McGavren-Guild- PGW
Radio representative will be glad
to tell you KXYZ's "adults only" story.



EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY---ANY SURVEY



A CBS Affiliate

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



Tough administrator in FCC post

H. Rex Lee, veteran of 32 years in government service, named to Loevinger's seat; is noted for ETV system he established while governor of Samoa

President Lyndon B. Johnson riffled through the card file of prospective FCC members for the umpteenth time, paused at a name he had considered before—then sent it to the Senate last week for confirmation. The name is that of H. (Hyrum) Rex Lee, a veteran of 32 years in government service who is now an assistant administrator of the Agency for International Development but who won widespread praise as governor of American Samoa, particularly in connection with his establishment of an eye-catching educational television system for the island territory.

Mr. Lee, who at 58 is trim and sandy haired and who in a series of hard government jobs has acquired a reputation as an able, tough-minded administrator, will fill the vacancy created by the departure from the commission on June 30 of Lee Loevinger. The term runs until June 30, 1975.

Announcement of the appointment ended months of speculation as to who would succeed Mr. Loevinger, who long before his term expired had let it be known he was not interested in reappointment. There was even speculation that the President, who is in the final months of his administration, would make no appointment rather than risk complicating further his problems in the Senate where his nomination of Justice Abe Fortas as Chief Justice of the U. S. has been snarled for two months. Like Mr. Loevinger, Mr. Lee is a Democrat, and his appointment would restore the Democrats' one-vote edge over the Republicans in the seven-member agency.

Lightning Strikes ■ However, one week ago, it was reported that the President had finally settled on Mr. Lee (CLOSED CIRCUIT, Sept. 9). And last Wednesday, he was called to the White House where the President personally delivered word of his appointment.

Initial indications were that Mr. Lee

will not run into serious trouble in getting confirmed. Senate Commerce Committee sources on Thursday said they expect no problem in committee on the appointment. Mr. Lee was to appear before the committee last Friday (see AT DEADLINE). And the Senate's leaders, Senator Mike Mansfield (D-Mont.) and Everett Dirksen (R-Ill.), are understood to have assured the President the Senate would give quick confirmation to the nomination.

However, those same leaders had given similar assurances on the nomination of Justice Fortas. And Mr. Lee himself carefully qualifies his remarks about his service as a commissioner with: "if I'm confirmed."

But Mr. Lee, although he has little detailed knowledge of the commission's problems or of the issues facing the agency and thus brushes aside questions

on them as "premature," is looking forward to serving on the commission.

"I'm very flattered the President would choose me," he said after his nomination last week. "I think it's an extremely important position. I'm delighted at the prospect of becoming a commissioner—if I'm confirmed."

The increasingly sharp criticism the commission has been receiving in recent months, from members and committees of Congress, as well as from magazines and newspapers and members of the commission itself, does not disturb him. Nor is he concerned about reports that the commission may be dismantled, with many of its powers parceled out to other agencies of government.

"I see the FCC as an extremely important agency of government with a very big job to do. I assume you have



H. Rex Lee

to have a good strong organization to handle the work."

Two from Idaho ■ If Mr. Lee is confirmed, the commission will have two members from Idaho, both also raised as Mormons; the other is Chairman Rosel H. Hyde. Mr. Lee was born in Rigby, Idaho, and graduated from the University of Idaho in 1936. The university awarded him an honorary LLD degree in 1964.

The appointment is a crucial one, coming when the commission appears to be wavering between the generally modified line that it has followed under Mr. Hyde since he became FCC chairman two years ago and a harder line, urged by Commissioners Kenneth A. Cox and Nicholas Johnson, on such issues as multiple ownership, "trafficking" in licenses and program control. Much of the intellectual muscle that sustained the conservative approach left the commission with Mr. Loevinger.

Furthermore, since the chairman of the commission serves in that position at the pleasure of the President, observers give Mr. Lee a good chance of replacing Mr. Hyde, a Republican, next January if Vice President Humphrey is elected President in November. Commissioners Cox and Johnson, both Democrats, are believed to have become too controversial because of their generally hard-line positions to receive serious consideration. Only Commissioner Robert T. Bartley, the remaining Democrat, who is 59 and in his third term as a commissioner, would appear to offer any competition for the chairmanship, in the event of a Democratic win.

Associates of Mr. Lee, including some with broadcasting experience, hailed his appointment as an excellent one. "Absolutely first rate," said one official at AID, where Mr. Lee has been assistant administrator for administration since September 1967. "His

main characteristic is that he's fair minded and independent. He's not afraid to make decisions."

Hard Worker ■ Another Washington hand describes him as a "dynamo—lots of drive. He's a bantam type—a fighter." But the same source describes Mr. Lee as "a guy who moves very carefully. He's a political animal who moves fast but who carefully reconnoiters the terrain first."

And a government official familiar with, but not associated with, the commission said: "He's going to be a great commissioner—I don't know how the broadcasters are going to like him, but he's going to be a great commissioner."

Mr. Lee himself, however, warned against efforts to categorize him. "Nobody has been able to type me," he said.

Mr. Lee is pleased to hear himself described as a "tough administrator." But he says, "In all the programs I've been associated with, I've run a tight ship in terms of cost and efficiency. If that's what is meant by being a tough administrator, I don't think that's some-

FCC runs into First Amendment

Its fairness rules are declared unconstitutional in appellate-court decision that puts broadcasting in same legal sanctuary that protects the press

A U.S. appellate court, in a unanimous decision, last week knocked the props from under the basic rationale that FCC activists have used for years to justify extensions of broadcast regulation.

The court found no substance in the commission's frequently cited arguments that broadcasting is entitled to less protection under the First Amendment than that afforded the printed press. It made its finding in an opinion declaring unconstitutional the FCC's rules establishing rights of reply to personal attacks and political editorials. But, if sustained by the Supreme Court, the appellate opinion could become benchmark law applicable to other FCC cases.

That the case will be taken to the Supreme Court by the FCC was a foregone conclusion, although as of late last Thursday the FCC had issued no official comment on its intentions. Indeed the Supreme Court has been awaiting the outcome of the appellate case that was decided last week to join it with another that reached it earlier.

The earlier case was decided by another appellate court in favor of the

FCC. That decision was explicitly disputed in the opinion issued last week (see page 34). Hence the Supreme Court will find two appellate circuits in disagreement.

The Appellants ■ Last week's decision came from the U.S. Court of Appeals for the Seventh Circuit, in Chicago, in a challenge filed originally by the Radio Television News Directors Association and eight companies operating radio and television stations, all represented by the Washington law firm of Pierson, Ball & Dowd. Separate appeals filed by CBS and NBC in the U.S. Court of Appeals for the Second Circuit, in New York, were consolidated in the Chicago proceedings.

The case was heard by a three-man court composed of Chief Judge Latham Castle and Judges Roger J. Kiley and Luther M. Swygert. The unanimous opinion was written by Judge Swygert.

In summary the Chicago court found:

■ The FCC's rules on personal attacks and political editorials (see page 35) contravene the First Amendment of the U.S. Constitution.

■ The rules are vague, they impose an undue burden upon the licensee and they raise questions of commission censorship and licensee self-censorship.

■ The threat of commission censorship is intensified by the FCC's invitation to licensees to seek its advice if in doubt. "It follows that the commission, through interpretation of its own vague rules, has the power to effectively preclude the expression of views . . . with which it does not agree."

■ The rules pose "a substantial likelihood of inhibiting a broadcast licensee's dissemination of views on political candidates and controversial issues of public importance." The inhibition is apart from "substantial economic and practical burdens" involved in mandatory requirements of notification, provision of tapes and arrangements for reply.

■ The rules would put a licensee in jeopardy on the basis of a single broadcast rather than overall performance, hence "whatever discretion is still reposed in a licensee . . . must be exercised in the face of the omnipresent threat of suffering severe and immediate

thing for broadcasters to be concerned about."

One area of broadcasting in which he has definite views is educational television. "I feel very strongly about its potential," he says. And with reason. As governor of Samoa, from 1961 until 1967, he conceived and fought for an educational television system that is believed to outstrip any other instructional system in the world.

He hit on ETV as the only feasible way of improving what was regarded as an appealing inadequate educational system—one whose native teachers had the equivalent of only a state-side fifth-grade education, whose ramshackle schools were overcrowded with children and whose single high school could not accommodate more than a third of those seeking entrance.

Practical ETV ■ The ETV system that was established—with the aid of the National Association of Educational Broadcasters, which remains as a consultant to the present governor of Samoa—is unique in that it provides the core rather than the supplement to

in-class instruction.

The system operates on six VHF channels and is used to teach 8,000 pupils in 22 new elementary schools and three new high schools on six islands. A study of the system, published last year by the International Institute for Educational Planning, said that although a full evaluation would not be possible for another 12 years, "all the available evidence is favorable."

The success of the system, which has received attention in popular and educational journals, brought Mr. Lee to the attention of officials of El Salvador, which is planning to establish a nationwide ETV system. He has accepted an invitation from President Sanchez to help in the preparation of that system, and expects to be visiting that country soon.

Mr. Lee was known to have been under serious consideration as a possible replacement for Mr. Loevinger several weeks ago (CLOSED CIRCUIT, Aug. 5). However, subsequent reports indicated that White House interest in him and all other prospects had cooled. At

the time President Johnson is known to have finally settled on him, in what was another of a series of reviews of eligibles, the only other name still under serious consideration was that of Joseph Borkin, a Washington lawyer-economist, who years ago had served as a member of the commission's staff in a telephone-company investigation and later became chief economist with the Justice Department's antitrust division. He is now a consultant to the Penn Central Railroad (BROADCASTING, June 16). Sources in and out of the commission who know Mr. Borkin, who had strong support on Capitol Hill, say he had the makings of a hard-nosed regulator.

It's understood that a principal supporter of Mr. Lee for the commissioner's post was U. S. Information Agency chief Leonard Marks, who had been a prominent communications lawyer in Washington before being recruited into his present post in 1965. Mr. Marks, who had served as counsel to the NAEB, met Mr. Lee when the
(Continued on page 32)

penalties."

■ The congressional authorization imputed to the rules by the FCC is not relevant since the rules "collide with the free-speech and free-press guarantees contained in the First Amendment."

■ The FCC "cannot impose unreasonable burdens on a licensee's dissemination of views on controversial public issues by arguing that obtaining and exercising a broadcast license is a 'privilege'."

The Gut Issue ■ In reaching its decision that the rules under attack were unconstitutional, the court dealt head-on with the fundamental arguments the FCC has invoked to broaden its regulatory reach.

The court noted that the FCC, in its resistance to the appeal, "relies on alleged differences between the broadcast press and the printed press to sustain its position that the rules are constitutional." (Some broadcast lawyers took it as significant that at several points in the decision the court used the term "broadcast press." It is, of course, freedom of the "press" that is guaranteed by the First Amendment.)

The court pointed out that the FCC had conceded that the protection of the First Amendment applies to broadcasting, "but this concession is diluted by the commission's contention that the broadcast press is entitled to a lower order of First Amendment protection than the printed press. . .

"What the commission urges upon this court is the argument that once the need for some regulation of radio and television licensees is recognized—to insure that broadcasting facilities are in

the hands of the most qualified and to eliminate interference and other technical problems—it must follow that the commission's power extends to the promulgation of other kinds of regulation. According to the commission, a failure to make this concession results in the commission's inability to impose any regulations, technical or otherwise."

The court held that this line of FCC reasoning "begs the question at issue." The court explained the question is "whether the need for technical, financial and ownership regulation of radio and television licenses sufficiently dis-

tinguishes this group from newspaper publishers so as to warrant sustaining the imposition of burdens on radio and television licensees which would be in flat violation of the First Amendment if applied to newspaper publishers."

False Reasoning ■ The characteristic most frequently advanced by the FCC to distinguish the printed press from the broadcast press is that radio and TV frequencies are not available to all, the Chicago court noted. But, it continued, "data comparing the broadcast press and the printed press . . . shows
(Continued on page 32)

A well-worn crutch is snapped at last

For 25 years FCC officials have quoted a 1943 Supreme Court decision in asserting their constitutional right to extend regulation over broadcasting. Last week the seventh-circuit appellate court told the FCC it had stretched the decision too far.

As it had in many other instances, the FCC had quoted the Supreme Court case in defense of its right to invoke its personal-attack rules, which the appellate court last week found unconstitutional. The case, NBC vs. the United States, was cited in the FCC argument to the appellate court as meaning that "since radio is inherently not available to all, its use may be constitutionally regulated in the public in-

terest." From that the commission drew the conclusion that it had the constitutional authority to impose its personal-attack rules.

Not so, said the seventh circuit. In the NBC case, the Supreme Court's decision "does not support the commission's position that the broadcast press is not entitled to the same order of First Amendment protection as the printed press," the appellate court said. "At issue in that case was the validity of the commission's chain-broadcasting regulations. The only constitutional issue raised there was whether the denial of a station license for engaging in certain network practices was a denial of free speech."

TOUGH ADMINISTRATOR IN FCC POST continued

association was aiding in the establishment of the ETV system in Samoa. Mr. Marks participated in the ceremonies dedicating the territory's new television facilities in 1963.

Problems Ahead ■ As a commissioner, Mr. Lee will be plunged into a number of controversial and complex issues—those dealing with the proper role for CATV in the nation's system of television broadcasting, the question of whether broadcasters should be limited to a single station in a market, the proposal to establish pay television as a regular service, the recently revived matter of limiting network ownership of programming (see page 62), and the fundamental one of reapportioning spectrum space among spectrum-hungry users, to name a few.

Although Mr. Lee will have to develop his expertise in these matters while on the job, his background indicates he has the capacity—as one who knows him said—“to bite the bullet and make the tough decisions.”

Mr. Lee, who is married and the father of three daughters and two sons, all of them grown, entered government service in 1936, and worked as an economist with the U. S. Department of Agriculture in Idaho and California and the U. of Idaho's extension service.

During World War II, he was with

the War Relocation Authority, and had what he considers the distasteful job of helping relocate Japanese-Americans who had been uprooted from their homes on the West Coast. “It was an unfortunate episode,” he recalls, “the taking of American citizens and putting them in camps. It was a tough problem, and administratively heartbreaking.”

After the war, he was named assistant director of the Office of Territories, in the Interior Department, and in 1950 he moved into the department's Bureau of Indian Affairs, first as associate then as deputy commissioner. And there he struggled to help correct what he considered “mistakes” in administration of Indian affairs that were made “decades ago and has caused the Indians hardship and despair.”

Big Test ■ It was in 1961 that President Kennedy sent him to Samoa as governor. The territory, after 60 years of American rule, had been allowed to deteriorate into what was called the “slum” of the Pacific. And Mr. Lee's mission was to clean it up in time for a meeting of the six-nation South Pacific commission that was to be held there in 1962.

By all accounts, he met that goal. The waterfront was cleaned up, roads were built, a new jet airport was con-

structed, new school buildings were completed, and work on the educational television system—which he regarded as of prime importance—was underway. But he stayed on for five more years, helping attract new industry to the territory and developing it into a tourist attraction from which the natives could benefit—a new hotel is owned entirely by Samoans, and Pan American World Airways, which once made only one flight a week to Samoa, now makes six.

The government rewarded him for his work in Samoa with the Distinguished Federal Civilian Service Award in June 1966. In the same year, the Interior Department gave him its Distinguished Service Award.

As assistant administrator for administration at AID, he is struggling with different kinds of problems, those created by deep congressional cuts in the foreign-aid program. He is in charge of what is euphemistically referred to as a “reduction in force” and is involved in reviewing the agency's program priorities.

Mr. Lee is aware that after years as a top administrator in the executive branch he will have to change his work habits as one of seven co-equal commissioners. Service on the agency, he said last week, “will require patience and negotiation. But I'm not concerned.” He is looking forward to the new job.

FCC RUNS INTO FIRST AMENDMENT continued

that there are more commercial radio and television stations in this country than there are general-circulation daily newspapers. In most major metropolitan areas, there are several times as many radio and television stations as there are newspapers.”

The court cited 1967 government figures showing there were 6,253 commercial radio and TV stations as opposed to 1,754 daily newspapers in the U.S. The court said the FCC replied to this data by arguing that the only barrier to the publication of additional newspapers is an economic one, whereas the barrier to the operation of additional radio and television stations is a technical one, a limitation of frequencies.

“For two reasons,” the court held, “the commission's reply is unpersuasive. First, the fact that a number of allocated radio and television broadcast frequencies remain inoperative suggests that the economic barriers also play a significant role in determining the number of operating broadcasters. Second, the recent availability of UHF television frequencies suggests that technological development is not at a standstill and may result in increasing further the

availability of broadcasting frequencies in the future.”

Another Hole ■ The court also questioned the FCC's use of licensee privilege to distinguish the broadcast press from the printed press. The court noted that since broadcast licenses “are not available to all and licenses are issued for a limited time, the commission maintains that those who obtain licenses are granted a ‘privilege’ and consequently must act as ‘trustees for the public’ since ‘the airwaves belong to the public.’ Therefore, according to the commission, a licensee, exercising such a privilege, must abide by commission-imposed rules concerning personal attacks and political editorials.”

The Chicago court agreed with an article in the *Minnesota Law Review*, written by Professor Glen Robinson, which found “meaningless” the logic of public ownership of the airways to separate broadcast press from printed press. Quoting the article, the opinion said: “To say that the airways or spectrum can be owned by anyone is simply to indulge in fantasy.”

The court continued: “Carried to its logical conclusion, the concept might

sanction inhibitory regulation of other communication media. For many such media make use of ‘publicly owned’ space to disseminate their respective messages.” The court cited a 1946 Supreme Court holding that the second-class mailing privilege did not confer authority for the postmaster general to refuse distribution of *Esquire* magazine because he found its contents objectionable.

Inadequate Proof ■ The FCC's rules could be sustained as constitutional, the court said, “only if the commission demonstrated a significant public interest in the attainment of fairness in broadcasting to remedy this problem, and that it is unable to attain such fairness by less restrictive and oppressive means. . . . We do not believe the commission has made such a demonstration.”

(Elsewhere in the decision, the court explicitly pointed out that it was not ruling on the constitutionality of the FCC's generalized fairness doctrine, as first enunciated in the commission's report on editorializing, issued in 1949, and later incorporated in Section 315, the political-broadcasting law. That question, the court said, need not be decided in the case before it.)

The court noted the commission



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claims that the development of an informed public opinion through the public dissemination of news and ideas covering the vital issues of the day is the "keystone" of the fairness doctrine as well as the rules in question.

"The commission assumes, however," the court said, "that television viewers and radio listeners are in fact ill-informed, that they are isolated from other media of communication, and that those other media do not fully inform them of all sides of controversial public issues. We do not believe this assumption is warranted."

Distinctions ■ The seventh-circuit opinion discussed in some detail what it considered to be "two crucial differences" between the specific rules in question and the fairness doctrine itself.

"A major premise underlying the fairness doctrine is the commission's trust in the good faith and sensible judgment of a broadcast licensee in dealing with personal attacks and political editorials in a fair and reasonable manner," the court said. "Under the rules here in question, however, much of the licensees' discretion is replaced by mandatory requirements applicable to each broadcast."

The other difference between the specific rules and the fairness doctrine, the court said, is that the only sanction for

noncompliance with the fairness doctrine is the possibility a license might not be renewed if a review of overall performance found renewal not to be justified under the standards of the public interest, convenience and necessity.

Under the specific rules, however, the court noted, the licensee faces a range of sanctions, including fines, that could be determined on the basis of a single broadcast.

"As a consequence," the court concluded, "whatever discretion is still reposed in a licensee under the new rules with respect to his handling of personal attacks and political editorials must be exercised in the face of the omnipresent threat of suffering severe and immediate penalties."

The court said: "Strict compliance with the rules might result in a blandness and neutrality pervading all broadcasts arguably within the scope of the rules. Apparently the commission views programing which takes sides on a given issue to be somehow improper or contrary to the public interest," the court said. "Thus, in explaining its failure to exempt documentaries from the personal attack rules," the court continued, "the commission stated in its memorandum opinion of Aug. 7, 1967, 'that a documentary, even though fairly

presented, may necessarily embody a point of view.'

"This statement and the thrust of the rules themselves reflect an apparent desire on the commission's part to neutralize (or perhaps eliminate altogether) the expression of points of view on controversial issues and political candidates. Such a result would be patently inconsistent with protecting the invaluable function served by the broadcast press in influencing public opinion and exposing public ills."

In addition to RTNDA, CBS and NBC, the petitioners before the seventh circuit court included the following: Bedford Broadcasting Corp., Central Broadcasting Corp., the Evening News Association, Marion Radio Corp., RKO General Inc., Royal Street Corp., Roywood Corp. and Time-Life Broadcast Inc.

The case for RTNDA and the station groups was argued in the court by Archibald Cox, former solicitor general; for NBC, by Raymond Falls Jr.; for CBS, by Lloyd N. Cutler; for the FCC, by Daniel Ohlbaum, the agency's deputy general counsel.

Nick's handy guide to lifting licenses

FCC Commissioner Nicholas Johnson, who has frequently urged listeners and viewers to involve themselves in the license-renewal proceedings affecting their local stations, has now provided for those inclined to take his advice.

His advice, under the title "How to Talk Back To Your Television Set," appears in the September issue of the *AFL-CIO American Federationist*, an official publication of the national union, with a reported circulation of 140,000.

The commissioner has maintained that members of the television and radio audience have it within their power to influence the television and radio programing they receive. And in his article he suggests, initially, that union members make their views known to station managers, either in person or in letters, in an effort to make their influence felt.

But the burden of his article is that the disaffected viewer or listener has a court of appeals—the FCC—to which he can take his case. Broadcasters, he says, must seek license renewals every three years, "and you not only have a right, but a responsibility, to make yourself heard on that occasion, 'to go to the polls and vote.'"

He notes that the public can go beyond writing the commission and can participate as parties in commission renewal proceedings. He points out that "your organization can appear

Conflicting cases headed for high court

An earlier appeal from an FCC fairness ruling has been waiting in the U.S. Supreme Court to be joined by the case that was decided last week by the seventh-circuit appellate court in Chicago.

The first case was decided in the U.S. Circuit Court of Appeals in Washington in June 1967. It was an appeal of WGCN-AM-FM Red Lion, Pa., against an FCC order that the stations provide time to Fred Cook, author of a book that had been criticized on a commercial program on the station. The appellate court held that the FCC's fairness doctrine, under which the order was issued, was constitutional.

The seventh circuit, in its decision in the personal-attack case last week, took issue with the Red Lion decision. It refused to make a judgment on the constitutionality of the general policy of the fairness doctrine, but it said there was a distinction between that doctrine and the personal-attack rules "whether incorporated in an ad hoc ruling such as occurred in *Red Lion* or in formal rules such as have now been promulgated by the commission."

(The personal-attack rules, which the seventh circuit declared unconstitutional last week, were adopted after the FCC acted in Red Lion case.)

The seventh circuit said: "We are in disagreement with the District of Columbia circuit's holding in *Red Lion*, sustaining the commission's order, inasmuch as we think that the order was essentially an anticipation of an aspect of the personal-attack rules which are here being challenged."

The seventh circuit's opinion of last week was unanimous. The Washington court's opinion was written by one judge and concurred in by another who expressed doubts about some of his colleague's conclusions. A third judge who heard the case did not participate in the consideration or decision.

The Supreme Court agreed to review the appellate decision in the Red Lion case in late 1967 and then elected to defer consideration until the personal-attack case in the Chicago court was decided. Thus the Supreme Court issued what amounted to an invitation to the loser in Chicago to appeal to the top.

without a lawyer," and observed that although license-revocation proceedings can be brought at any time, "the license-renewal procedure is the most logical time for citizen participation and puts less burden of proof on the citizens involved."

Common Complaints ■ He notes the most common areas of complaint against stations—fairness-doctrine matters and failure to determine and meet community needs—and emphasizes the importance of providing the commission with "precise" evidence in bringing complaints. "Filming or video-taping facilities may not be available," he says, but "tape recorders are increasingly plentiful and make possible the best record of radio or even television programming when properly identified as to station, date and time."

He also commends "written 'monitoring' analyses of programming," and says it's little additional trouble for people already watching or listening. "It is an ideal project for students, committees of civic organizations or others of any age who are free to listen to radio and watch television."

As a "logical first project for any group" interested in participating in a license-renewal proceeding the commissioner suggests the compilation of a "factbook" summarizing the state of broadcasting in their city or state. This, however, could be a major project, since he offers as an example the 308-page report on Oklahoma broadcasting that he and Commissioner Kenneth A. Cox issued in June.

Highlights ■ Scattered through the four-page article are sidebar pieces concerning helpful hints for the would-be license-renewal protestant—what the citizen can do to oppose license renewal; the kind of information concerning local stations, including their license-renewal applications, that is available locally; materials available from the commission (fairness-doctrine and equal-time primers) and other sources, including the National Association of Broadcasters (on its programming and advertising codes); addresses where complaints might be sent, including those of the radio and television networks and, finally states where licenses will be coming up for renewal between Oct. 1, 1968, and Aug. 1, 1969.

In concluding his article, Commissioner Johnson says that, as in the case of government, the public gets the kind of broadcast service it deserves—that the public has a responsibility to express itself on broadcast service as it does on service of elected representatives.

And he believes everyone benefits from involvement in the license-renewal process—including the station owner, "who will gain more appreciative audiences."

More time asked on one-per-market

The National Association of Broadcasters told the FCC last week that a 90-day extension from Sept. 30 in the multiple ownership proceedings (BROADCASTING, Sept. 9) was necessary to establish the basic area for research, and to find a research organization to undertake such a study. At the same time, plans got underway to form a committee of broadcasters and lawyers to guide the research project.

The NAB said it was planning a research program but that until the development and start of the study, it could not estimate the time needed to complete the project.

The rules that fell despite repairs

Following is the text of the FCC rules, as amended, that were pronounced unconstitutional last week by the seventh-circuit appellate court. The rules were first issued in July 1967, amended a month later and amended again last March after the attacks on their constitutionality had been mounted. This is the final form that they took.

"Personal attacks; political editorials.

"(a) When, during the presentation of views on a controversial issue of public importance, an attack is made upon the honesty, character, integrity or like personal qualities of an identified person or group, the licensee shall, within a reasonable time and in no event later than one week after the attack, transmit to the person or group attacked (1) notification of the date, time and identification of the broadcast; (2) a script or tape (or an accurate summary if a script or tape is not available) of the attack; and (3) an offer of a reasonable opportunity to respond over the licensee's facilities.

"(b) The provisions of paragraph (a) of this section shall not be applicable (i) to attacks on foreign groups or foreign public figures; (ii) to personal attacks which are made by legally qualified candidates, their authorized spokesmen, or those associated with them in the campaign; and (iii) to bona fide newscasts, bona fide news interviews, and on-the-spot coverage of a bona fide news event (including commentary or analysis contained in the forego-

ing programs, but the provisions of paragraph (a) shall be applicable to editorials of the licensee).

Informally, it's understood that NAB's timetable calls for 30 days to define the program, and 60 days thereafter to find and hire a research group. The NAB's comments, signed by Douglas A. Anello, the association's general counsel, came the day after a meeting at NAB of Washington lawyers representing a group of multiple owners. This is the second such meeting.

At the nub of the broadcast industry's concern are the suggestions by the Department of Justice in its filing with the commission that the proposed rule-making that would forbid a single person or company from owning more than one broadcast service in the same market should be extended to apply at license renewal or sale time to existing triple or double ownerships, or where broadcast facilities are owned by a local newspaper.

"Note: The fairness doctrine is applicable to situations coming within (iii), above, and, in a specific factual situation, may be applicable in the general area of political broadcasts (ii), above. See, Section 315 (a) of the Act, 47 U.S.C. 315(a); Public Notice: Applicability of the Fairness Doctrine in the Handling of Controversial Issues of Public Importance. 29 Fed. Reg. 10415. The categories listed in (iii) are the same as those specified in Section 315(a) of the Act.

"(c) Where a licensee, in an editorial, (i) endorses or (ii) opposes a legally qualified candidate or candidates, the licensee shall, within 24 hours after the editorial, transmit to respectively (i) the other qualified candidate or candidates for the same office or (ii) the candidate opposed in the editorial (1) notification of the date and the time of the editorial; (2) a script or tape of the editorial; and (3) an offer of a reasonable opportunity for a candidate or a spokesman of the candidate to respond over the licensee's facilities: Provided, however, that where such editorials are broadcast within 72 hours prior to the day of the election, the licensee shall comply with the provisions of this subsection sufficiently far in advance of the broadcast to enable the candidate or candidates to have a reasonable opportunity to prepare a response and to present it in a timely fashion."

No Matter Where You Sit...

Whether you are an advertiser, a performer, or a general viewer, the new season on CBS has everything going for you. It got off to a flying start last week with a compelling hour of drama...



"From Chekhov with Love"

...the opening clashes of the new NFL season



Six regional NFL broadcasts

...a brilliant profile of one of football's greatest masterminds



"Lombardi"

...an electrifying hour of song by one of the nation's most dazzling entertainers.



"Barbra Streisand:
A Happening in Central Park"

And this is only the beginning. On next Sunday night the nation's viewers can look forward to a historic "first"—the premiere television performance of the world-renowned pianist, Vladimir Horowitz.



"Vladimir Horowitz: A Television
Concert at Carnegie Hall"

Starting next Monday the regular nighttime entertainment schedule will be enriched by seven exciting new series. America's all-time favorite, the fabulous Lucille Ball, will be joined by her two children, Lucie and Desi Arnaz, Jr., in a completely new situation comedy.



"Here's Lucy"—Mondays

And immediately following Lucy, a brand-new version of the Andy Griffith Show takes off with the long-awaited wedding of Sheriff Andy and Helen.



"Mayberry R.F.D."—Mondays

CBS Has The Look of a Winner

A sweeping new Western adventure will center on the turbulent love-hate relationship of two brothers.



"Lancer"—Tuesdays

And this fall, for the first time, one of the motion picture world's most luminous stars, Doris Day, will bring the enchanting freshness of her personality to television each week.



"The Doris Day Show"—Tuesdays

This season laughter and warmth will again dominate the network's nighttime schedule. A zany new series will bring together the rich comic talents of Bob Denver, Herb Edelman and Joyce Van Patten,



"The Good Guys"—Wednesdays

while generations of comic strip fans will delight to see their favorite characters, the Bumsteeds, become even larger than life.



"Blondie"—Thursdays

Finally, action, suspense and intrigue are vividly embroidered in a new fast-paced police series starring Jack Lord and filmed in the Pacific.



"Hawaii Five-O"—Thursdays

These seven new entries of the season take their place among the established favorites that make up the most popular regular nighttime entertainment in television.

What is the outlook for the new season? As they've been saying for the past thirteen years,

"CBS has the look of a winner."

House seeks delay on pay TV

Commerce Committee asks FCC to defer action, but sentiment at FCC is to move on ancient case

A congressional committee asked the FCC last week to refrain from authorizing pay television until the end of the first session of the 91st Congress, but the commission's view apparently is still that expressed two weeks ago: It's going



Rep. Harvey

ahead committee or no committee (BROADCASTING, Sept. 9).

The House Commerce Committee, in a 16 to 13 vote adopted a resolution sponsored by Representative James Harvey (D-Mich.) that asked (1) that the FCC refrain

from acting on the pay TV measure until the end of the first session of the new Congress, and (2) proposed that the committee hold hearings before the end of May 1969.

FCC sources said last week that it was too early to determine the impact of the committee's action, but indicated that the commission still held to its avowed purpose to act on the 13-year-old subscription television matter before the end of this year. Lending support to the FCC in this view were members of the committee who voted against the Harvey resolution. They told the commission, in a joint letter signed by most of the opponents of delay, that they did not hold with the majority of their colleagues that the commission should continue putting off a decision.

One of the opponents of the Harvey resolution, Representative John E. Moss (D-Calif.), explained that he considered the decade-old subscription TV situation "ludicrous" and that the committee's action was a denial of due process.

There must be a final answer to this proceeding, Mr. Moss said, and Congress should no longer ask the FCC to hold up action. He referred to the committee's resolution last year, and the one from the committee 10 years ago.

Public TV ■ In asking the FCC to delay action again on pay TV, the Harvey resolution brought up the question of public television.

"Whereas," the document reads, "the development of public television has been delayed because the corporation provided for in legislation passed by

Congress has been but recently formed and has had no opportunity to this time to carry out the responsibilities assigned to it. . ."

Specifically, the committee asked that the FCC delay action on pay TV "until the end of the first session of the 91st Congress or completion of action upon legislation if by the end of said first session legislation pertaining to the subject of pay television and amendment of the Communications Act of 1934 to authorize same is under consideration. . ."

In its letter to the committee, over the signature of Chairman Rosel H. Hyde, the commission noted that it felt impelled to act after so many years. It noted, however, that even if rules authorizing pay TV were adopted the outcome would still be up to the courts or Congress.

Supplemental ■ The commission's proposal, drafted by a committee of commissioners, would provide for a supplemental service drawn to protect free TV. It would restrict subscription television to communities served by five TV stations, with at least four operating. It also recommends that only one pay TV service be permitted in a community. It also prescribes a minimum number of hours of regular TV fare that pay TV stations must carry. It specifies that programing for pay generally must be that which is not available to free TV.

Corinthian acquires Standard Publishing

Corinthian Broadcasting Corp., New York, group owner, last week acquired Standard Reference Works Publishing Co., New York. Standard publishes the 25-volume Funk & Wagnalls Standard Reference Encyclopedia and other home library reference books. Standard will be operated as a wholly owned Corinthian subsidiary, Standard Reference Library Inc.

C. Wrede Petersmeyer, president of Corinthian, said the purchase price was \$11.5 million in cash for Standard's assets with an additional \$1 million to be paid contingent upon the future earnings of the subsidiary. Had Corinthian owned Standard Reference during Corinthian's last fiscal year, he indicated, it would have added approxi-

mately 20% to Corinthian's earnings after allowance for interest on the purchase price.

In addition to the Funk & Wagnalls Standard Reference Encyclopedia, which is sold chiefly through supermarkets, Standard publishes the new Universal Standard Encyclopedia in three volumes, yearbooks, The Standard Home Library of Essential Books and other reference volumes for home use that are primarily sold by direct mail.

Directors of Standard Reference Library Inc., will be Frank J. Keller, Mac Gache, Dr. Joseph L. Morse, Mr. Petersmeyer, Robert F. Bryan, a director of Corinthian, and Arthur H. Motley, president of Parade Publication Inc. Standard Reference headquarters will continue at 53 East 77th Street, New York.

Corinthian's stations are KHOU-TV Houston, KXTV(TV) Sacramento, Calif.; WANE-TV Fort Wayne and WISH-TV Indianapolis, both Indiana, and KOTV(TV) Tulsa, Okla. The company also owns Corinthian Editions Inc., which publishes books sponsored by businesses and institutions.

Broadcasters' role as a social force

An advertising and public relations seminar in New York city last week heard a series of proposals for radical measures to deal with "weighty social and political decisions (that) are falling more heavily each day on the managers of . . . the commercial mass-media and particularly broadcasters."

Mrs. Hazel Henderson, founder and honorary trustee of Citizens for Clean Air Inc., maintained that the American public has "begun to realize that the public airwaves are much more than a vehicle for merchandising goods" and "that those who control the airwaves control great political power for good or evil."

Mrs. Henderson was one of seven principal speakers at a day-long meeting on "Changes and Inequalities in Our Affluent Society." About 130 persons, primarily advertising personnel, attended the conference sponsored by the Association of National Advertisers in cooperation with the New School for Social Research.

In a talk on "redefining public and private enterprise," Mrs. Henderson weighed heavily on the responsibilities of broadcasters in today's troubled society and on the growing awareness of the public regarding the importance of the mass media.

She said "quite by accident the media have been a revolutionary force" but



KLAC's smog documentary, "Breath of Death" received half-a-million signatures in the mail, resulting in stronger clean air legislation for Los Angeles.



KLAC exposed shocking ambulance practices. As a result of an official Los Angeles County inquiry, all drivers are now required to be trained in first aid.



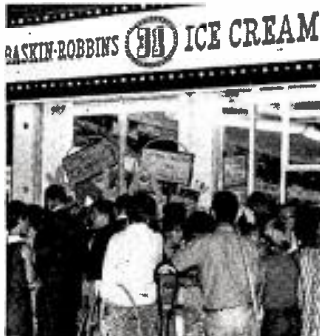
KLAC raised \$50,000 in support of Israel. The station's promotion of the rally for Israel's survival drew an overflow crowd of 20,000 including many top stars.



KLAC found a job for a desperate man. With his last dime, "Don" called Les Crane for help. Within hours he had food, clothing and a job.



KLAC found homes for 2 abandoned babies. Less than an hour after the story was aired, the station received 26 phone calls from hopeful foster parents.



KLAC sold ice cream for the Foundation for the Junior Blind. Station personalities took over. Baskin-Robbins ice cream store tripled normal day's sales.



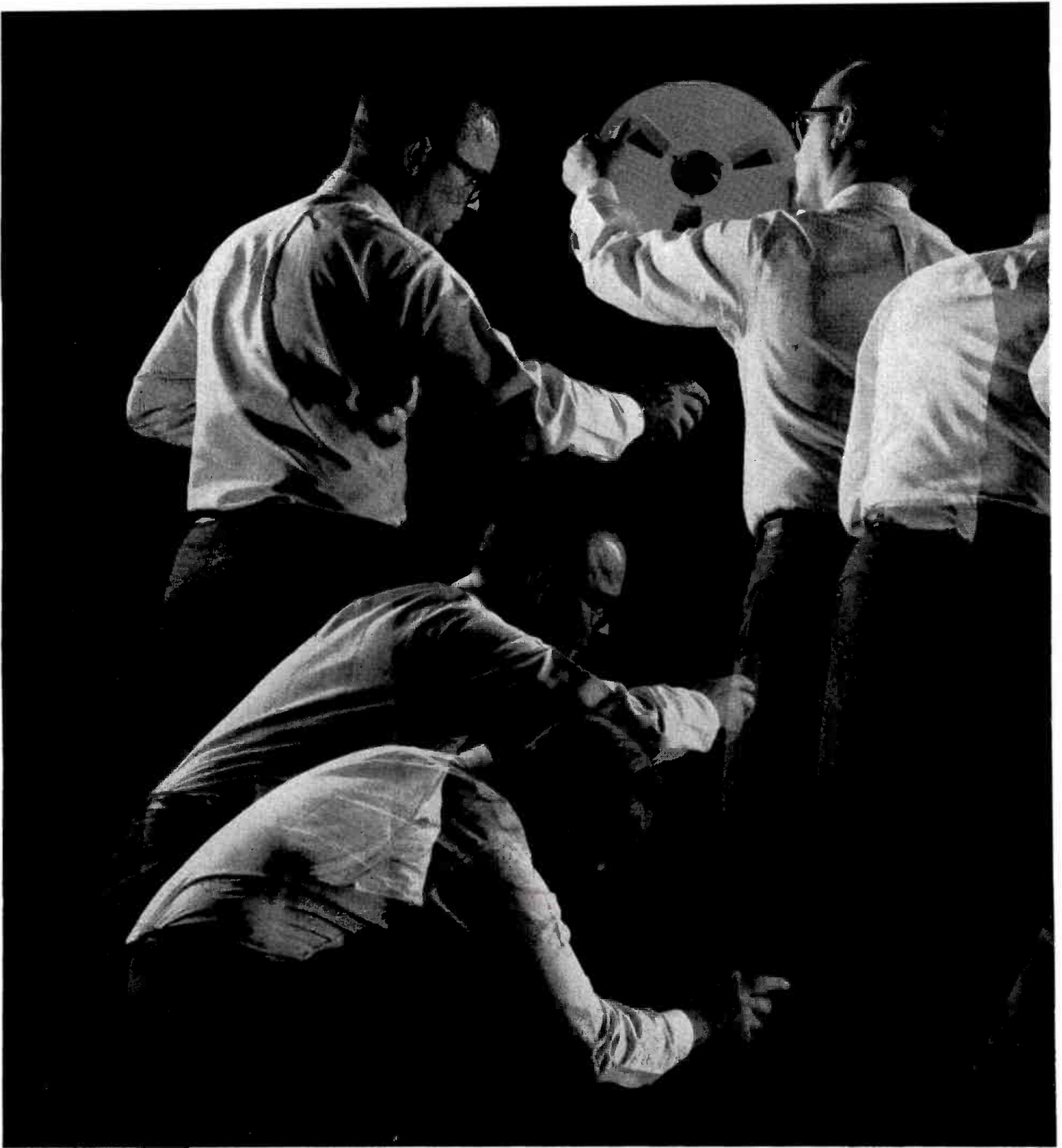
KLAC launched a two-month campaign for the USO. Listeners were offered American Flags and the proceeds went to the USO. \$15,000 collected in two weeks.



KLAC helped to raise \$100,000 to carry on Martin Luther King's dream. The station planned and produced a special memorial rally at the Hollywood Bowl.

Our way of helping gets results.

People respond to people.
KLAC/57
 Metromedia Two-Way
 Radio in Los Angeles
 Represented by
 Metro Radio Sales



Later, he'll make a second-rate tape.

But it's not his fault. Things have just got to go wrong when the controls for any given function are spread all over the recorder. Delays and retaping. Or make-goods. Or worse.

But a tape recorder doesn't have to be designed for the convenience of the manufacturer—from the inside out. At RCA it's got to be designed strictly for the convenience of the user—from the outside in—for absolute simplicity of operation and mainte-

nance. A simple truth . . . but we seem to be the only ones doing it that way.

Consider our TR-70 hi-band, hi-fi color tape recorder. It's intelligently laid out, throughout. Human engineered. Controls are grouped by function. Monitors are eye-level and ear-level. Everything is instantly accessible, convenient, efficient.

Operation is so straightforward we defy anyone to make a bad tape on it. Even its fourth-generation tapes are excellent by any standards.

In fact, with accessories, the TR-70 is really a com-



Right now, he's cutting the clincher off a commercial.

plete color teleproduction system. It automatically corrects those substandard outside tapes line-by-line, including drop-outs. It has push-button editing, automatic splicing, too.

If you're interested in numbers, it has the world's best specs in K factor, moire, differential phase, differential gain. And its performance is superb under the critical 20T pulse test.

But what we're really talking about here is the clearly visible, unquestionable superiority of tapes made on the TR-70.

If you don't believe the difference can be that obvious, you and your chief engineer owe yourselves a look at the TR-70.

To arrange it, call your RCA Field Man. Or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N. J. 08102.

**RCA Broadcast
Equipment**

Those coals are being heaped on New Castle's head

There is a group of good, solid citizens of New Castle, Ind., who are probably convinced that some sort of dark angel hovers over the FCC offices in Washington, ready to snarl in red tape any effort they make to acquire a radio station for their town. Even case-hardened Washington communications lawyers would agree there is a touch of the supernatural to the latest difficulty the New Castle group has encountered.

The New Castle story began in 1964, when a cross-section of community residents—doctors, lawyers, bankers, farmers and the like, 127 in all—organized themselves into the Newcastle Broadcasting Corp. to apply for an AM station. New Castle, with a population of 20,350, was and is served only by WCTW-AM-FM, whose owner operates the only daily newspaper in town. And what more community-involved group than their's, the Newcastle people felt, could seek a new independent voice?

Four years and \$40,000 of Newcastle money later, however, the commission rejected the application on the ground it did not comply with all the technical rules. (Two years earlier, the commission had accepted the application for filing, the same rules notwithstanding.)

Undaunted, the group decided to seek an FM license. It requested and obtained a rulemaking proceeding looking to the allocation of channel 232 A at New Castle. The only comments filed were those of the Newcastle group, and on Aug. 28, the commission adopted the proposed assignment.

Happy Days ■ Joy reigned in New

Castle. The citizen group's Washington counsel, Jason Shrinsky, hastened to New Castle to complete the application for the frequency.

Two days later, Mr. Shrinsky returned to Washington to file. But then came what, in the words of a petition the Newcastle group has filed with the commission, was "shocking news," delivered in a telephone call from a commission staffer.

There had been, Mr. Shrinsky was told, an "engineering oversight." Channel 232 wasn't available for assignment to New Castle, after all—it had been assigned to Rushville, Ind., a community of 7,200, some 19 miles away, in January 1968.

As the Newcastle petition notes, the Newcastle consulting engineer had failed to pick up the Rushville assignment, since it was not included in the table of assignments when he was preparing his client's proposal. "Incredibly," the petition adds, the commission missed the error too, in its processing of the application.

Furthermore, the proponent of the Rushville assignment, Charles R. Banks, never even commented on the Newcastle petition, let alone crying out against what he might have regarded as an effort at poaching.

What Now? ■ Commission procedures would normally call for the staff to return the application that Mr. Shrinsky filed, on Sept. 3, as being in gross violation of the FM mileage separation rules, which require 65 miles between co-channel class A stations. It was to forestall that move that the Newcastle petition was filed.

It recounts the Newcastle group's years of effort to acquire a station in

its community and contrasts Newcastle's eagerness to put a station on the air with the failure of Mr. Banks or anyone else in Rushville to file an application for channel 232A that the commission assigned to that community. Then the petition asks, in effect, for compassion, and suggests how that commodity might be supplied.

It suggests, first, that the commission simply regard its second grant of channel 232 A as having wiped out the earlier one. If the commission doesn't accept that, Newcastle suggests the FCC waive the rule to accept and process its application on a frequency "which for these purposes may be assumed to be finally assigned at Rushville," or adopt procedures under which "a final choice" could be made as to which of the conflicting 232 A assignments would better meet the statutory requirements to provide a fair and equitable distribution of broadcast facilities.

There were indications last week that things were looking up for Newcastle. Its proposed solutions apparently aroused little enthusiasm among the commission's staff. But staffers were talking about instituting a rulemaking to remove channel 232A from Rushville, citing the apparent lack of interest in a station there, and suspending the effective date of the New Castle assignment until that rulemaking could be completed. Meanwhile, the staff was holding on to the Newcastle application.

The commission, then, may yet give Newcastle reason to banish any thought of a dark angel.

that "people have at last realized that businessmen, in this particular industry, have been making social and political decisions for years and that the only time they stand for re-election is once every three years at a little-publicized license-renewal hearing behind closed doors at the Federal Communications Commission."

Mrs. Henderson said: "Radio and television sets are the most efficient tools that most adult Americans have at hand to help them understand our race-relations problems, why our cities are decaying, what our political candidates are saying, and what America's role in the world might be."

At the same time, she maintained, "public opinion is splintering into ever more vociferous minorities, all demand-

ing a hearing and claiming that they can only get attention by performing all sorts of antics for the television cameras. These days, even bird-watchers have to picket to get attention."

She added that "the realization is dawning on these minority-opinion groups that in a mass society freedom of speech is only a technicality if it can't be operationally hooked up to the amplification system that only mass media can provide."

Arguing that "escalation is the order of the day" in scrambling for public attention, Mrs. Henderson said minority groups "now to attract a share of media (and therefore, public) attention, go topless, like the peace movement girls, or throw a rock or hold a dean hostage, set a fire or start a riot."

Affiliates named by FCC

The FCC has identified nine television stations whose affiliation agreements NBC-TV offered to revise "to avoid any possible question being raised with respect to compensation." The commission had said there was a possibility those contracts violated rules barring incentive-payment provisions (BROADCASTING, Sept. 9).

The stations are WSOC-TV Charlotte, N.C.; WIS-TV Columbia, S. C.; WTVD (TV) Durham-Raleigh, N. C.; WICU-TV Erie and WGAL-TV Lancaster, both Pennsylvania; WOOD-TV Grand Rapids, Mich.; WSFA-TV Montgomery, Ala.; WRQC-TV Rochester and WPTZ (TV) Plattsburgh, both New York.

Last year, oilmen spent \$3,200,000 a week to clean up the air

**If that's news to you,
we'll give you the whole story**

□ Long before dirty air made headlines, oilmen were quietly working to make the air you breathe cleaner. Maybe too quietly. Because there's good news in our cleaner air. News that balances the bad news. □ You hear a lot, for instance, about sulfur dioxide, the chemical that comes from burning coal and oil. What you don't hear is that much less sulfur dioxide gets into city air now because we're taking the sulfur out of our fuels. □ You hear that a comeback of the electric runabout may drive today's gasoline car off the road. But not how a pollution-free gasoline car is a lot closer than a practical electric. □ In general, you hear people concerned about the effects of dirty air on man and his environment. But not about our concern and the millions we're spending each week to help everyone breathe easier. □ We have many more story leads. Science stories. Human interest stories. Conservation stories. National stories. City desk stories. TV and broadcast material, too. And it's yours for the asking. □ Just drop us a line. We'll help you get the leads you want. Better yet, call Ed Mulligan at (212) 586-4200.



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FCC disputed on hiring plan

NAACP wants tougher rule against discrimination; others take different tacks

The National Association for the Advancement of Colored People has criticized as too limited in scope the FCC's proposal to prohibit broadcasters from discriminating in employment on grounds of race. It said the commission should require licensees to submit evidence of compliance with federal law barring discrimination in employment.

CBS, on the other hand, in another comment filed in the commission's rule-making proceeding last week, said the commission could achieve its goal with greater efficiency without new rules. It said the commission's procedures for dealing with antitrust violations provide reasonable guidelines for handling of discrimination in employment.

And, in a third viewpoint, the United States Commission on Civil Rights expressed qualified support of the commission's proposal in arguments which echoed both CBS and NAACP to some extent. The Civil Rights Commission agreed with CBS that existing laws empower the commission to deal forcefully with discrimination. However, it was held, the commission should codify its requirements in a rule; and, in so arguing, the Civil Rights Commission championed the NAACP contention that the commission should enforce compliance, not merely respond to complaints.

NAACP is concerned about provisions in the proposed rule requiring that complaints about discrimination in broadcast employment be referred to the Equal Employment Opportunity Commission, in those cases where it has jurisdiction, and to state fair-employment commissions where it does not. In either case, the commission would designate the application of the licensee involved for hearing if results of the liaison "indicate there is a substantial issue." Only where a complaint is not covered by either federal or state law would the commission act on its own initiative.

NAACP called this "an abdication of the commission's appropriate power and authority." It also expressed concern over the fact that no action would be taken unless there is a complaint.

Uncertain Resolution ■ And it said that even where complaints are filed with EEOC, their resolution is "highly

uncertain"; NAACP noted that EEOC is overburdened with complaints and, in any case, has no enforcement powers. It can only attempt conciliation.

If the FCC were to require each license applicant to submit evidence indicating compliance with the nondiscrimination provisions of federal law, NAACP said, the commission "could make relatively speedy determinations as to whether the station is acting in the public interest in this regard."

It suggested that, "consistent with the commission's affirmative duty to insure equal job opportunities, the commission should require all stations filing license-renewal applications "to submit specific information regarding the number of persons by race who have applied for employment; the number by race who have been hired; the categories in which they have been hired for work and profile of their up-grading by the station."

NAACP said that this information, together with a knowledge of the racial composition in the broadcaster's area, would enable the commission to determine whether there was cause for further investigation into the station's hiring practices.

CBS also cited the EEOC's heavy backlog of complaints and the agency's lack of enforcement power in opposing the commission's proposal. Noting that the EEOC's investigatory and conciliation process takes about 16 months for the average case—and that the dissatisfied complainant may then institute civil court action—CBS said it is "far from clear" how the public interest will be benefited by deferring action on broadcast applications for such extended periods of time.

Antitrust Policies ■ Rather than adopt such procedures, CBS said, the commission should take a leaf from its procedures in dealing with antitrust violations of licensees in handling alleged violations of national policy against racial discrimination in employment.

CBS noted that in the antitrust field licensees are not required to demonstrate that they have violated any of the antitrust laws. Rather, the broadcaster is required to identify all lawsuits to which he is a party alleging a violation of such laws, and the commission decides on a case-by-case basis what action, if any, it should take.

CBS said those procedures could be applied to the handling of charges of licensee violation of the national policy against discrimination "without creating an unnecessary backlog of unprocessed applications by deferring action on them." CBS also said that "no new rules or procedures are necessary in view of the commission's forceful enunciation of the importance it attaches to the national policy against discrimination."

Qualified Support ■ The Civil Rights Commission, while applauding the commission's opposition to discrimination, hedged its support of the proposed rule by asking for more forceful enforcement procedures. Citing the contention of the National Advisory Commission on Civil Disorders that the portrayal by mass media of a "white man's world" has aggravated the nation's drift toward "two increasingly separate Americas," the Civil Rights Commission argued that broadcasters have a special responsibility to eliminate discrimination in their own house.

In support of the commission, and in a reversal of CBS's position, the Civil Rights Commission said, "there is serious doubt that the (FCC) can lawfully fail to take whatever steps are necessary to insure that the broadcasting industry fully utilizes members of minority groups. . . ." The comments cited three reasons: (1) the public nature of the airwaves makes constitutional requirements applicable to licensees; (2) as a federal regulatory agency, the commission is obligated to enforce national policy even if tangential to its primary concerns, and (3) the commission has a duty to ensure that programming meets the needs of all portions of the community, which in turn demands that licensees employ representative members of minority groups.

Adoption of a nondiscrimination rule, the Civil Rights Commission said, would enable the commission to use its cease-and-desist power rather than relying entirely upon the threat of license revocation. If that penalty is the commission's only recourse, it's held, "the sanction's strength itself may quite nat-

VHF allotment full

All 264 commercial VHF channels allocated to the top 100 markets were on the air as of Aug. 31, according to figures released by the FCC's Broadcast Bureau last week.

The bureau's report—a summary of TV allocations for the top 100 markets—also said that 94 of the 297 commercial UHF's allocated to those markets were on the air as of Aug. 31, 102 had been authorized but were not yet on the air and 17 more were applied for, leaving 84 channels still available.

A total of 35 VHF and 138 UHF top-100-market allocations are reserved for noncommercial educational stations; of these, 33 VHF's and 52 UHF's are listed as on the air by the Broadcast Bureau.



**color
the local scene
for
only
\$18,500**



\$18,500 is the complete price of the new IVC-120 BROADCAST COLOR CAMERA. With the IVC-120 you can color the local scene . . . local news and weather, public events, commercials, remotes. You can avoid monochrome switchbacks from network or film chain color. You can add color to educational broadcasting for little more than the cost of a good monochrome camera.

Result of a new camera technology, the revolutionary IVC-120 produces viewer color equivalent to that produced by color cameras costing three times more. IVC-120 is also easier to operate, set up and maintain than more expensive cameras.

The standard IVC-120 comes ready-to-broadcast. It includes: special IVC vidicons, 6:1 zoom lens, external color encoder, studio junction unit, camera remote controls, camera and remote control cables. A broadcast sync generator is a camera option. Film chain versions are also available.

To see how the IVC-120 adds color to local programming, turn the page.



INTERNATIONAL VIDEO CORPORATION

IVC-120 in action



Local election center at KMED-TV, in live operation with two IVC-120 cameras, adds color to the Medford (Oregon) scene.

IVC-120 color quality



Off-the-monitor photos demonstrate excellent color quality and sensitivity of 3-vidicon design. Lighting levels above: (A) studio light at less than 150 ft. candles, (B) studio light at 300 ft. candles, (C) outdoor lighting at 4,000 ft. candles.

IVC-120 performance

Type of reproduction:

color or monochrome; 525 lines, 60 fields, 30 frames

Encoded output signal:

fully compatible with EIA and FCC requirements; 0.7V non-composite, 1.0V composite

Resolution (luminance signal):

35% response at 400 lines with no aperture correction; limiting resolution is 500 lines center, 400 lines in corners

Sensitivity:

color reproduction holds to 40 ft. candles, studio quality as low as 200 ft. candles

Geometric distortion:

less than 1% within a circle having a diameter equal to the picture height, less than 2% elsewhere

Registration error:

less than 0.15% within a circle whose diameter is 80% of picture height

Pickup tube complement:

three IVC-4543 separate mesh vidicons

Taking lens:

standard single lens reflex (double frame 35mm) format; f1.9 (vidicon equivalent) Nikkor 6:1 zoom lens furnished

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usually lead the commission to a finding that a licensee has fulfilled its requirements when another finding would have been made if a lesser penalty were available."

The civil-rights group recommended that compliance be demonstrated by licensees annually rather than only at license renewal time, and that affirmative programs be required when "underutilization" of minorities is discovered. Moreover, it said, the programs should be judged by whether they are producing tangible results; when this cannot be demonstrated, the commission said, license renewal should be conditioned upon the success of the program. Such affirmative measures should also be weighed as a public interest factor in proceedings to determine the initial grant of a license, it was held.

Several other comments from civil rights groups and church groups have been filed with the commission expressing support for the proposed rulemaking, which grew out of a petition filed by the United Church of Christ. But the bulk of comments is expected early next month. Deadline for comments was extended two weeks ago from Sept. 9 to Oct. 9.

FCC designates hearing on R.I. UHF development

CATV proposals by Vision Cable of Rhode Island Inc. for Providence, R. I., and surrounding communities have been designated for hearing by the FCC to determine their potential effect on UHF development in the area.

The commission had held action on Vision's proposals in abeyance on Dec. 21, 1967, to permit Channel 16 of Rhode Island Inc., permittee of UHF WNET Providence, to fulfill its previous commitment to go on the air within six months after approval of the firm's then-pending application for changes in station facilities. The application was granted on Jan. 26, but WNET was unable to complete construction within the designated time, and said that because of CATV uncertainties it could not formulate future plans.

The commission said that WNET's apparent inability to meet its commitment "does not end our concern as to this proposal." FCC rules provide for the possibility of special relief for UHF stations from CATV activity in cases where the grade B contours of two major markets overlap, and such overlap exists between the Providence and Boston markets. According to the commission, these rules apply not only to existing stations, but also to areas where a realistic proposal for UHF development should be preserved. "That potential is present here," the commission

said, "since channel 16 will be assigned to Providence for future use even if the present permittee ultimately chooses to forfeit its permit.

The commission said that the hearing is to determine whether Vision's proposals would have a "significantly dampening effect" on later interest in channel 16 by other parties.

Vision Cable appealed the commission's original order to the U. S. Court of Appeals for the First Circuit. That proceeding, formerly scheduled for Sept. 9, has been postponed at Vision's request to Sept. 30.

FCC seeks rule to give free service to carriers

The FCC has proposed a rule requiring common carriers to report on interconnection service to educational TV and radio stations as a first step toward the granting of such service on a reduced or free basis. The Public Broadcasting Act of 1967 provides for such favored treatment for educational stations.

The commission in a notice of proposed rulemaking, said it appears that requests will be made of carriers for free or reduced service and that it will be provided. Such service, the commission said, would be in the public interest, subject to appropriate rules.

"As an initial step," the commission said, it would be desirable to establish certain reporting requirements so that the commission may be kept fully informed" with respect to carrier activities in serving educational stations.

The proposed rule would require carriers serving ETV-radio stations to report to the commission every six months on the stations served, the general character of the service provided, the amount and percentage of reduction given from existing tariffs, and the service requests not furnished.

Deadline for comments is Oct. 16. Reply comments are due Oct. 28.

FCC reverses decision in N. Berkshire case

In a possible duopoly situation, broadcasters and the FCC can't always trust in the accuracy of theoretical contours. That was the experience of Northern Berkshire Broadcasting Co., which last week won reconsideration and grant of its application to acquire WBSB Great Barrington, Mass., after measurements showed that the contours of the two stations in question not only didn't overlap, but were 15 miles apart.

As originally presented to the com-

mission, Northern Berkshire's transfer application showed an overlap of the predicted 1 mv/m contours of WBSB and WMBN North Adams, Mass., a Northern-owned station. FCC rules prohibit the grant of an AM authorization when it would effect such overlap between two commonly owned outlets. In its petition for waiver, Northern claimed that the overlap area received interference from a New York station which prohibited listeners from receiving both WBSB and WMBN. However, the commission ruled that Northern's contentions were not of "sufficient weight" to warrant a waiver, and the application was dismissed (BROADCASTING, Aug. 19).

Determined to make the sale, Northern conducted its own field intensity measurements; the resulting 15-mile discrepancy between theoretical and actual contours led the commission to reverse its earlier decision in a 5-1 vote, with Commissioner Nicholas Johnson dissenting.

Two FCC policies present predicament

In a case last week involving renewal of a translator license, the FCC found itself faced with a conflict between two of its policies: encouraging stations to fill in shadow areas by translators, and promoting the growth of UHF. Both were factors in the commission's decision that the license should be renewed—but, it was held, the question of UHF development must be "the paramount consideration."

The commission renewed the license of a 1 w VHF translator maintained by WLVA-TV Lynchburg, Va.—with the condition that it may not duplicate the programming of UHF WRFT-TV Roanoke, Va. Both stations are ABC affiliates, and Roanoke Telecasting Corp., the UHF licensee, objected to the renewal on the grounds that the translator competes in Roanoke for viewers and advertising revenue. WLVA-TV said that, although Roanoke is in its principal-city signal contour, the station is authorized under FCC rules to operate its translator free of a nonduplication condition.

The commission, however, called attention to another rule: that licensee-owned VHF translator authorizations may be terminated any time on 60 days' notice where circumstances have so changed as to have prohibited the initial grant. At the time the translator application was approved, the UHF was not in existence: had it been, the commission said, grant of the translator would have been prohibited, since commission rules say that VHF translators may not be granted in UHF-served areas unless warranted.

"We do not believe termination is

warranted," the commission said. "The translator undoubtedly provides a valuable service, but . . . its continued operation must not threaten station WRFT-TV's ability to develop into a viable and valuable broadcast service."

Broadcasters give OK on reduced station ID

You can't please everyone—especially if you're the FCC, and the subject at hand is a rulemaking proposal. The commission came about as close as possible last week, however, as broadcasters filed uncharacteristically sunny comments on proposed revisions in the rules governing station identification.

The commission's proposed amendments would retain the current requirements for identification at the beginning and end of broadcast time and within two minutes of each hour and half hour, but the quarter-hour identification now permitted in lieu of half-hour announcements would be eliminated. It was also proposed that the list of programs exempted from identification interruption be expanded to include concert or dramatic programs, continuous public affairs, religious or instructional programs, and others in

which interruption would break program continuity. In these cases, the regularly scheduled half-hour identification would be deferred to the first subsequent interruption in the program.

Comments filed last week almost unanimously agreed that the more flexible and simplified rules are to be welcome, and most had only a small axe to grind, if any. CBS suggested that concerts, plays, and other programs of an artistic nature shouldn't be bound by an ironclad definition of what constitutes an appropriate interruption; moreover, the network said, if the deferred announcement occurs less than five minutes before the mandatory end-of-program announcement, the latter requirement should be waived. That point was echoed by Storer Broadcasting Co., which also questioned whether the definition of "concert" is meaningful if it fails to include recorded music, since the effect is similar. Storer also noted that the end-of-program requirement is sometimes inconvenient, since in today's AM format it's sometimes difficult to determine just what constitutes a "program."

Broadcaster Services Inc., said that the commission should have modified its rule requiring simulcasting AM and FM outlets to give joint identification. According to BSI, listeners can become confused as to whether they're listen-

ing to AM or FM, particularly if the two simulcasting stations are licensed to different communities, and it also causes confusion in listener surveys.

The only organizations to express flat opposition to the proposed changes were WGBH-FM-TV, Boston noncommercial, and the Eastern Educational Network. The latter filing simply expressed its support of the WGBH stations' argument, which was that live concerts should not require deferred station identification at the first interruption after a half hour—which, according to the commission's interpretation, would mean the end of an individual selection. Concert tradition, the stations said, decrees that the program be broken into two halves, separated by an intermission, with each half organized by the conductor as an artistically integrated unit.

Comments were also filed by ABC, Southern Broadcasting Co., and Dodge City Broadcasting Co. Deadline for reply comments is Sept. 24.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 84).*

■ KTW-FM Seattle: Sold by Norwood J. Patterson to Lee Crosby for \$200,000. Mr. Patterson owns KTW Seattle and KBIF and KICU-TV, both Fresno, Calif., and has disputed contract to buy KGBS-AM-FM Los Angeles for \$2.3 million from Storer Broadcasting Co., which has rescinded the agreement. Mr. Crosby owns KMPX(FM) San Francisco and KPCC-FM Pasadena, Calif. KTW-FM is on 102.5 mc with 16.5 kw. Broker: Hogan-Feldmann Inc.

■ WRNY Rome, N. Y.: Sold by David William Derby to Carl Eilenberg, Donald Rich and associates for \$128,000. Mr. Eilenberg most recently was program manager of WNY5-TV Syracuse, N. Y. Mr. Rich is sales manager of WFBL, also Syracuse. WRNY is a daytimer on 1350 kc with 500 w. Broker: Chapman Associates.

■ KVML Sonora, Calif.: Sold by Ralph Bowen to Joseph L. Herold and Charles W. Herold Sr. for \$100,000. KVML is full time on 1450 kc with 1 kw days and 250 w nights. Broker: Hamilton-Landis & Associates.

■ WJOE Port St. Joe, Fla.: Sold by William S. Dodson to Thomas Donaldson and Roy E. Bradford for \$75,000. Mr. Donaldson also owns WCNH Quincy, Fla. Mr. Donaldson is song writer and former salesman at WMTS Murfreesboro, Tenn. Mr. Bradford is announcer for WAPO Chattanooga. WJOE is a daytimer on 1080 kc with 1 kw.

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▪ **WEXT** West Hartford, Conn.: Sold by Julian Gross to Michael E. Schwartz and Donald L. Wilks for \$50,000 plus assumption of liabilities. Mr. Gross is former owner of **WMAS** Springfield, Mass., and owns a Hartford, Conn., advertising agency. Messrs. Schwartz and Wilks own **WTYM** Springfield, Mass., and **WPET** Greensboro, N. C., and were previously radio salesmen at McGavren-Guild Co., New York.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week.*

▪ **KEXO** Grand Junction, Colo.: Sold by H. Abbott Tessman and associates to Charles D. Powers and others for \$237,500. Mr. Powers has managed stations throughout California, Pennsylvania, Nevada and Michigan for about 20 years. **KEXO** is a full-time station on 1230 kc with 1 kw days and 250 w nights.

▪ **WSBS** Great Barrington, Mass.: Sold by J. Leo Dowd to Donald A. Thurston and William H. Vanderbilt for \$180,000. Messrs. Thurston and Vanderbilt own **WMNB-AM-FM** North Adams, Mass. **WSBS** is a daytimer on 860 kc with 250 w.

Vikoa Inc. purchases Lafayette, La., CATV

Vikoa Inc., Hoboken, N. J., manufacturer of cable TV equipment and multiple CATV owner, has bought All-Channel Cable TV Inc., Lafayette, La., for \$380,000 plus an assumption of obligations totaling \$100,000. The Lafayette system, with 2,400 subscribers, was sold by Forest Dowty, Henry Busch Sr. and associates.

Vikoa owns CATV systems in Zanesville, Ohio; Rochester, Pa.; Oak Ridge, Tenn.; and Willingboro, N. J.; has part interests in systems in New Castle, Pa., and East Liverpool, Ohio.

The Lafayette system began operating in 1966; when completed it will serve an area with 20,000 homes. Broker: Daniels and Associates.

Sonderling Corp. registers debentures

Sonderling Broadcasting Corp., New York, publicly held group broadcaster, filed a registration statement with the Securities and Exchange Commission last week offering \$6 million worth of convertible subordinated debentures, due in 1988, and 40,000 shares of capital stock at a maximum of \$45

per share, through Bear, Stearns & Co.

Net proceeds from the debenture sale, together with additional funds from cash on hand and from operations, will be used to purchase **WAST** (TV) Albany, N. Y. Sonderling is buying the channel 13 upstate New York station from Glen Alden Corp. for \$8 million; an application for FCC approval is pending.

The 40,000 shares are being sold by Richard Goodman, vice president of Sonderling Broadcasting, whose holdings would be reduced from the present 14.3% to 10.2%. Egmond Sonderling, president of the company, owns 20.5%.

KXRQ sale approved, if \$5,000 fine is paid

The FCC has approved the sale of **KXRQ**(FM) Sacramento, Calif., and levied a \$5,000 fine against former owner Dale W. Flewelling.

The commission last week approved the \$60,000 ownership transfer from Mr. Flewelling to **KXRQ** Inc. on the condition that he pay the fine for repeated rule violations, which included failure to properly supervise the station and instructing an employe to make false log entries.

Despite his promise of correction,

Mr. Flewelling was notified by the commission in February that he was liable for up to a \$10,000 forfeiture and would have to show cause why his license should not be revoked.

Mr. Flewelling, in a petition for reconsideration of that order, admitted to the station irregularities and blamed them on his inability to devote full attention to the station due to financial reverses in other businesses. However, he said the situation had been corrected.

In granting the reconsideration petition and terminating **KXRQ**(FM)'s license revocation proceeding, the commission said it felt the violations incurred by the licensee were not serious enough to warrant the maximum \$10,000 penalty.

KXRQ Inc.'s principal stockholder, Lawrence Gahagan, has 27% interest in **KPGM**(FM) Los Altos, Calif.

Mayor Lindsay consultant to appear on TVSI panel

David Garth, special consultant on communications to New York Mayor John Lindsay and producer of the mayor's weekly program on **WNEW-TV** New York, and Tony Schwartz, producer and expert on sound, will appear

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on the panel on "The Challenge of a Changing Society" at Television Stations Inc.'s annual management seminar next month. The session, dealing with media's adjustment to urban unrest will be moderated by the Rev. John Culkin, S.J., of Fordham University.

Herb Jacobs, TVSI president, said last week that reservations for the two-day seminar were running ahead of last year's pace, with about two-thirds of the slightly more than 300 available seats now sold. The seminar, set for Oct. 14-15 at the New York Hilton hotel, will feature panels on station image, programing, sales development, government regulations and the chal-

lenge of cable television, in addition to "Changing Society" (BROADCASTING, Sept. 2).

NAB making available new research grants

The National Association of Broadcasters is accepting applications for individual grants of up to \$1,000 for students, graduates as well as senior undergraduates, who are presently or will be engaged in broadcast research.

The research should pertain to the social, cultural, political and economic

(except advertising) aspects of commercial broadcasting and may involve problems studied through field work or by literary survey.

Applications must be submitted by Dec. 1 to Howard Mandel, NAB vice president, director of research, 485 Madison Avenue, New York 10022.

New station joins ABC-TV

KMTC(TV) (ch. 27) Springfield, Mo., scheduled to go on the air Sunday, Sept. 22 has signed as an ABC-TV primary affiliate. Station is owned by Midland Television Corp., with Ken Meyer as president and general manager.

PROGRAMING

Will Humphrey and Nixon debate?

HOUSE COMMERCE COMMITTEE VOTES TO SUSPEND EQUAL TIME RULE

The possibility of another, and second "Great Debate" on television, between the two major party candidates for the Presidency in this year's election, like the one in 1960 between Kennedy and Nixon, moved a step closer to reality last week. The House Commerce Committee, in a 16-to-14 vote, favorably reported out a resolution to suspend for the 1968 campaign the equal-time provisions of Section 315 of the Communications Act.

But there are two hurdles yet to be overcome before the suspension becomes fact, and both are on Capitol Hill. The outlook as of last Friday was anything but certain.

The closeness of the 33-man committee vote—13 Democrats and three Republicans voted in favor of the suspension resolution—augurs a close House floor fight for the measure, (S. J. Res. 175), already passed by

the Senate. But this presupposes that the measure gets to the floor at all.

Normally, a resolution of this nature is given clearance by the House Rules Committee and scheduled for debate. As long ago as last July Representative William M. Colmar (D-Miss.) announced that the rules committee, of which he is chairman, would present no new legislation to the full body unless it was an "emergency." He was to be approached late last week by Commerce Committee members, including Chairman Harley O. Staggers (D-W. Va.), in an attempt to persuade him that the resolution is an emergency.

Failing this, the pro-suspension leaders are understood to have approached House Speaker John W. McCormack (D-Mass.) seeking his backing to have the resolution come up on the floor under the suspension calendar. This takes place the first and third Mondays

of each month, with the second such session scheduled for today (Sept. 16). But, according to unofficial reports, today's calendar is so full that the Speaker virtually has said nay to that move this month. The next such calendar day is Oct. 7.

Pressure? ■ But, a key element in the successful passage of the measure, according to Capitol Hill observers, is the desire of the administration and of the major party candidates. At the moment, both Vice President Humphrey and Mr. Nixon have indicated they are in favor of the debates. They have not been forceful enough, some say, in their advocacy of the suspension measure, however.

Other Hill sources say that strong administrative pressure may have to be applied to secure a favorable vote on the House floor.

The tenuousness of the committee majority was emphasized by Representative Lionel Van Deerlin (D-Calif.), one of the proponents of suspension and a member of the committee. On the day before the committee vote, he commented, suspension was two votes shy of a majority.

Lurking below the surface in the minds of some congressmen is the position of George Wallace, former governor of Alabama and the official presidential candidate of the American Independent Party.

Mr. Wallace has insisted that he must be counted in on any TV debate, but the broadcast networks have indicated that they hope to put Messrs. Humphrey and Nixon on in face-to-face confrontations, and would give Mr. Wallace equal, but separate, time. It is pretty clear, too, that neither Mr. Humphrey nor Mr. Nixon is willing to give Mr. Wallace equal billing on their



Mr. Nixon



Mr. Humphrey

The New "WHAT'S MY LINE?"

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TV debates.

It is this fear that Mr. Wallace may be left off the picture tube that has caused some members of Congress to oppose the suspension of Section 315. This, however, was not apparent in the committee vote last week.

Fears Repeal ■ Perhaps the most vigorous opponent of suspension is Representative John E. Moss (D-Calif.). After the vote last week, Mr. Moss said he had opposed the resolution for two major reasons: (1) it doesn't prescribe the format or name the candidates to be put on the air, and (2) it does not guarantee a debate or a discussion; this is left to the discretion of the broadcaster.

"This is a suspension of a law that has been on the books since 1927," Mr. Moss said. "It provides no safeguards; any broadcaster could close his facility to any candidate he disapproved of—and be within the law."

Mr. Moss said he would oppose the request for a rule from the Rules Committee to bring the resolution to the floor, and "I will oppose it on the floor too."

Mr. Moss appeared most riled, however, when he charged that the suspension of Section 315 for the 1968 campaign was just a "tactic", he called it, on the part of the resolution's major sponsors, "CBS and Dr. [Frank] Stanton whose real aim is repeal of Section 315." "This is just to give them leverage," he said.

Others who voted in opposition to the proposal included Mr. Staggers, the chairman of the committee, and Representatives Horace R. Kornegay (D-N. C.) and David E. Satterfield III (D-Va.). All the other Democrats present are understood to have voted in favor of the resolution. Representatives Samuel N. Friedel (D-Md.) and John D. Dingell (D-Mich.) were absent.

Only three of the 14 Republicans on the committee voted in favor of

suspension; these are understood to have been Representatives James T. Broyhill (N. C.), Albert W. Watson (S. C.) and Donald G. Brotzman (Colo.). One Republican, said to be Representative Clarence J. Brown Jr. (Ohio), voted "present."

Before voting on the measure, members of the committee voted down an amendment offered by Representative Paul Rogers (D-Fla.) that would have defined the candidates as those who are qualified in three-fourths of the states.

Offers Time ■ Within a day after the vote, CBS President Frank Stanton praised the action of the House committee and called on the House to "remove the last remaining legislative obstacle.

"Thanks to the committee's statesmanship," Dr. Stanton said, "the way has been paved further not only for a series of great debates this fall, but also for other illuminating television and radio presentations of the candidates and their views on the issues—at no expense to them. It is to be devoutly hoped that the House, by responding favorably to the committee's recommendation, will remove the last remaining legislative obstacle."

Julian Goodman, president of NBC, who late last month offered a two-hour joint appearance on that network on Nov. 3, from 9 p.m. to 11 p.m., NYT, to both Vice President Humphrey and GOP candidate Richard M. Nixon, called the committee's action "an important, positive contribution" to the 1968 campaign.

In identical telegrams to both candidates, Mr. Goodman also proposed last month that the two candidates meet for two, one-hour face-to-face discussions in prime time on earlier dates to be selected.

The invitations, Mr. Goodman noted, were subject to suspension of the equal-time provisions of Section 315.

Referring to the "unrealistic equal-time provisions of the Communications Act," Mr. Goodman expressed the hope that the House would act favorably to suspend the law. ABC has also offered time to the candidates. And last week, Metromedia offered the two candidates 90 minutes.

As written in the law and enforced by the FCC, Section 315 of the Communications Act requires that once a broadcaster has permitted one candidate to use his facilities, he must permit all other candidates for the same office the same right. There are other provisions. Besides the two major candidates and Mr. Wallace, there are an estimated half-dozen minority party nominees for the presidency. All of them would have to be provided equal time if the networks or stations permitted Mr. Humphrey and Mr. Nixon to appear under the present equal time

rule.

The Senate unanimously passed the resolution to suspend equal time last May 29. In essence the resolution voids the equal-time provisions of Section 315 for the 1968 campaign for the Presidency and Vice Presidency, similar to the law that permitted the Kennedy-Nixon debates in the 1960 campaign. The resolution also calls for a report by the FCC on how the suspension works; in the Senate version this is March 1, 1969; in the House committee version this is March 15 next year.

Fla. test lets ETV carry Senate hopefuls

Thanks to the Florida legislature's actions in 1967, seven ETV's in the state this week will carry a special one-hour program with newsmen questioning the Democratic and Republican candidates for the U.S. Senate.

The program, one of at least two, in which Democrat LeRoy Collins and Republican Ed Gurney will appear together, is set for Tuesday (Sept. 17) and will originate from WUFT(TV) Gainesville. A second program will be on the same stations Oct. 1.

The confrontation between senatorial aspirants on ETV came about because the state legislature last year changed the law under which the ETV's had operated in Florida since they began operation in 1957. Under that law the ETV's were forbidden from carrying any candidates.

However, last year the legislature approved an experiment for the 1968 and '70 elections under which the ETV's could carry candidates who appeared on statewide ballots, and in 1968 that means the senatorial candidates. The legislature was also interested in finding out if, through ETV exposure, candidates could cut down their campaign costs.

Source of Funds ■ The Collins-Gurney series will be live on the seven stations through a grant of \$25,000 from the state department of education for interconnection expenses.

When the series of confrontations was being planned in June, four programs pitting the candidates against newsmen was the target. That objective held until last week when Mr. Gurney, now a U.S. representative, said he would meet Mr. Collins, former governor of Florida and onetime president of the National Association of Broadcasters, on only two programs.

Additionally last week, Jim Allison, Representative Gurney's campaign manager, said he wasn't in favor of Mr. Gurney being questioned by Ralph

ABC's economics expert

ABC News London bureau chief Louis Rukeyser has been brought home to take the new post of economics editor for the network news operation.

ABC News president Elmer W. Lower claimed the economics post is "a first for network television." He said economics in the past "has been neglected in television, because it was felt that it was too dull or too complicated." He said that Mr. Rukeyser "will cover all that affects people's money from foreign aid to the price of bread in supermarkets."

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Renick, news director of WTVJ(TV) Miami and Don Pride, Tallahassee bureau chief for the *St. Petersburg Times*. Mr. Allen was quoted as saying he felt that Messrs. Renick and Pride could not be unbiased in their questioning of Mr. Gurney.

Mark Damen, program director of WUFT, who is executive producer of the one-hour specials, said last week that he still anticipates carrying programs on Oct. 15 and 22, but that the participants and the format was still to be decided.

SNI plans expansion under Howard Hughes

Sports Network Inc. will be expanding under the ownership of billionaire Howard Hughes's Hughes Tool Co.



Mr. Bailey

SNI's president and chief stockholder, Richard Bailey, said Thursday (Sept. 12) that no changes were planned in present personnel, but that additions will be made to the staff.

The acquisition agreement was "almost finalized"

late last week, but terms were not disclosed. Earlier speculation had suggested Mr. Hughes offered up to \$18 million. Mr. Bailey said at the time he would accept \$18 million (BROADCASTING, Sept. 2). He and his family own 97% of SNI.

SNI provides feeds of sports events of local, regional and national interest to local stations. Affiliates number around 150. Mr. Bailey asserted that SNI was "going strongly now with sports" and would continue with such

programming in the future, expanding "as they see fit."

Mr. Hughes's fortune would enable Sports Network to compete actively with the three television networks for rights to high-priced sports events. Mr. Hughes withdrew an attempt to take over ABC earlier this year (BROADCASTING, July 8).

WNJU-TV expands Spanish language programming 25%

WNJU-TV Linden-Newark, N. J., is increasing its Spanish-language programming 25% to 50 hours a week, starting with a new schedule today (Sept. 16). The station said that 28 hours of the 50 will be originated live from its Newark studios.

The programming expansion, according to Edwin Cooperstein, president of WNJU-TV includes integration of more public service programming into the regular entertainment schedule.

In the sales area, the UHF station (ch. 47) covering the New York market, has boosted its marketing services and now gives Spanish lessons to advertisers "to help them better understand the unique market."

UBC counters charges on union recognition

United Broadcasting Co. has denied several of the allegations made by the Washington-Baltimore local of the American Federation of Radio and Television Artists that prompted a walk-out of announcers at UBC's WOOK and WFAN-TV Washington Aug. 29.

According to an AFTRA spokesman, the walkout occurred because UBC refused to recognize AFTRA as the announcers' bargaining unit and because UBC fired WOOK radio personality

Ronnie Jay (Hyman Jones), a Negro (BROADCASTING, Sept. 2).

UBC maintains that it could not accept AFTRA's recognition demand because "we doubted that it represented the majority of our employes in an appropriate bargaining unit." The walk-out has not affected UBC's WFAN-TV which programs 100% Spanish-language. WOOK programming is 100% Negro, while WFAN-TV devotes a portion of its programs to Negro and Spanish-speaking minorities.

UBC said it has taken the case to the National Labor Relations Board to let the board handle the matter under its auspices. According to UBC, its subsequent request to AFTRA to consent to an election among UBC employes to determine their union status was refused.

UBC further claimed that Mr. Jones worked "only as a temporary substitute and was never a regular employe of the company. The termination of Jones's employment had nothing whatever to do with union activities."

UBC maintained that if AFTRA wins an election conducted by NLRB, "we will immediately commence bargaining with [it]. . . ."

Final score: Carson-2, NBC-0

Johnny Carson, host of NBC-TV's *Tonight* show, won two rounds in his latest dispute with the network last week, and NBC skirted a possible third bout.

The entertainer objected to his program running late, and announced his refusal to tape the 90-minute show unless he was guaranteed an 11:30 p.m. EDT starting time.

The first occasion was an American Football League game Monday (Sept. 9) which continued a little past midnight. The network had planned to insert a taped rerun of an earlier *Tonight* show, but Mr. Carson vetoed this possibility under terms of his contract, which states he has right of approval of substitutions in the *Tonight* show format.

NBC cancelled network programming instead, leaving local stations to put in their own programming.

The second accommodation made by the network involved Thursday night's *Prudential's On Stage*, a new series of dramas scheduled from 9:30 to 11 p.m. but expected to run about 10 minutes long in the premiere Sept. 12. NBC-TV agreed to cut down the local news reports in order to start Mr. Carson's program at 11:30.

An NBC spokesman said that affiliates are expected to take the program feed at 11:30, barring local emergency

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Box 1018, 1123 N. Main St., Harrisonburg, Virginia 22801



situations, and they don't have the authority under their affiliation contracts to delay the program at their convenience. Reactions from the affiliates would not be known for several days, he noted.

Stations' Position ■ This situation conceivably could cause some grumbling, because the stations get all the revenue from local newscasts, but only part of that from the *Tonight* show. Also, many stations consider local news important public service programming. Westinghouse Broadcasting Co., for one, plans to go ahead with half-hour local newscasts, and its two-NBC affiliates (WBZ-TV Boston, KYW-TV Philadelphia) will join the Carson show in progress.

A third skirmish on Oct. 1, when a scheduled movie was expected to run long, was avoided when the network substituted a shorter movie. "We can always run the long one on Saturday night," the spokesman noted.

Mr. Carson reportedly is adamant on the issue because he feels he loses some of his audience when the show starts late. He maintains that the network did not inform him of the time change Monday because of the football game, and that his contract states any changes are subject to mutual agreement.

NET advancing money for 'Black Journal'

National Educational Television is gambling on a fifth *Black Journal* program in mid-October, and is advancing the \$50,000-\$75,000 needed in hopes of getting a grant for that and future programs.

"We still haven't gotten a grant for 1969," a spokesman reported, "but one is conceivable." Negotiations are apparently in progress, but NET would not name the agency involved for fear of jeopardizing the discussions.

NET was reluctant to break up the staff, in case a grant should come through. William Greaves, a black independent producer appointed to *Black Journal* to conciliate 11 black staff members who walked out in August (BROADCASTING, Aug. 26), will produce the October program, but will return to his own company afterwards.

PBL starts 2d season under Ford grant

Public Broadcasting Laboratory, in its second and final year under an original Ford Foundation grant of \$10.5 million, will begin its season Sunday, Dec. 1.

The programs, which will start at 8 p.m. EST, this year, will average 90

BROADCASTING, September 16, 1968

minutes rather than two hours as in last season (CLOSED CIRCUIT, Aug. 12). The critical period for the 22-week series will be the early part of the season; these programs will be judged by the foundation in deciding on a grant renewal in February or March.

Among the programs planned for early broadcast are a feature filmed by Jean-Luc Godard, documentaries on "Birth and Death," "The New Astronomy," and "Defense Decision Making and Domestic Dollars," and "The Living Theater" of Julian Beck and Judith Malina.

PBL also plans to produce four specials of public affairs and culture, which may be presented on nights other than Sunday.

Yorkshire added to Filmways' folio

Filmways Inc., which has put together a string of related entertainment industry acquisitions this year, last week agreed to acquire Yorkshire Productions Inc., independent television production company. Partners in Yorkshire, which operates out of New York and Hollywood, are producer Gary Smith and director Dwight Hemion.

Acquisition of Yorkshire was in exchange for an undisclosed number of voting common shares of Filmways, television and motion-picture production company. As part of the acquisition, Messrs. Smith and Hemion will devote their exclusive services to Yorkshire for the next three years. Plans call for Yorkshire to expand into motion-picture production.

The company currently is producing the *Kraft Music Hall* series for NBC-TV. Yorkshire's past credits include such specials as *Herb Alpert and the Tijuana Brass*, *Tony Bennett Show*, *Class of '67* and *Zero Hour*.

BMI extends its music licenses

Talks on rate increases are expected to get more serious this week

Broadcast Music Inc. announced last week that it had extended its current music licenses with radio stations for two months, to Nov. 30, while negotiations proceed on its request for an increase in the rates (CLOSED CIRCUIT, Sept. 9).

The talks, in progress sporadically over the past several months, are expected to enter a more serious stage in a session now set for tomorrow (Sept. 17). They are between BMI officials, led by President Edward M. Cramer, and the All-Industry Radio Station Music License Committee under the chairmanship of Elliott M. Sanger, retired executive of WQXR New York.

BMI is basing its claim for higher rates on greatly increased use of its music over the years, but has not indicated how much increase it is seeking. Its current rates, based on station revenues, range from 0.84% of receipts (after specified deductions) for stations in the lowest revenue brackets up to 1.35% for those in the highest brackets.

The BMI rates are generally said to be about two-thirds as high as those that radio stations pay to the American Society of Composers, Authors and Publishers, BMI's biggest competitor.

Reason for Raise ■ BMI contends that although its rates are lower than ASCAP's, its music is more widely used—and that therefore an increase in its rates is justified.

"More than half of all the music

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

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performed on radio is licensed by BMI," President Cramer said last week, adding that "our share of music used on television is also at an all-time high."

"During the last 12 months, 25 of the 39 single recordings which sold over one million copies, as certified by RIAA [Record Industry Association of America], were of BMI music. Fifty-three of the 65 albums similarly certified included BMI music.

"Thirty-two of this year's 48 Grammy Awards went to recordings of which BMI music was an integral part." and "BMI music won its eighth Oscar in the past eight years.

"All of this clearly demonstrates the ability of BMI's affiliated publishers and writers to meet the varied music tastes of the American public. We are confident that these negotiations will affirm BMI's present and ever-growing importance as a major supplier of music that the listening public wants to hear and to buy."

Lack of Progress ■ Representative of the All-Industry Committee had no comment last week on the BMI bid for higher rates other than to note—as Chairman Sanger had reported to stations in letters notifying them of the two-month contract extension offer—that BMI thought it deserved higher fees but that in discussions to date "no understanding has been reached."

Negotiations on music performing-rights contracts are traditionally sticky and time-consuming, and it seemed obvious from the contract extension offer that neither side expected to come to terms before the normal expiration date

of Sept. 30.

Mr. Sanger said the committee recommended that stations accept the extension offer but emphasized that each station must decide for itself whether to accept or reject. Presumably most will accept since the alternative would be to operate without BMI licenses after Sept. 30 and risk copyright infringement suits if they continued to play BMI music.

Members of the all-industry committee in addition to Mr. Sanger are Robert D. Enoch, WXLW Indianapolis; Herbert Evans, Peoples Broadcasting; George W. Armstrong, Storz Stations; J. Allen Jensen, KID Idaho Falls, Idaho, and John J. Heywood, Avco Stations. Emanuel Dannett, New York attorney, is counsel to the committee.

Witnesses kept secret in pot-party probe

FCC Chief Hearing Examiner James D. Cunningham last week stymied CBS's attempt to gain access to commission information on an allegedly staged pot party aired last fall by CBS-owned WBBM-TV Chicago.

In a prehearing conference held Thursday (Sept. 12), Mr. Cunningham denied the network's request for the hitherto unreleased names and addresses of complainants and witnesses, copies of complaints, and other related material now in commission hands. The chief hearing examiner agreed with FCC counsel Joseph Stirmer that

access to such information might be appropriate to an adjudicatory proceeding—although Mr. Stirmer questioned whether names and addresses should be released even then—but not to an investigatory proceeding such as the one contemplated by the commission.

That hearing, rescheduled last week for Oct. 8 in Chicago, did not originally include CBS as a party at all. In a decision reached two weeks ago, the commission said in response to a petition by the network that it would permit CBS "to appear and cross-examine witnesses, tender objections, produce witnesses and documents, and comment on the testimony" (BROADCASTING, Sept. 2). The action was taken "to insure that a full and complete record is developed" at the hearing, the commission said. Examiner Cunningham, who is to preside at the hearing, had previously denied CBS's request.

In last week's prehearing conference—also requested by CBS in its petition—FCC counsel Stirmer said that the commission seeks to determine whether the party was "arranged, encouraged or induced" by station or network personnel; whether it took place on the Northwestern University campus, and what investigations and efforts to develop information have been conducted by CBS.

Mr. Stirmer also asked CBS for a tape of the program, information on the publicity preceding its broadcast, and data on station ratings for three months before and after the party was broadcast, as well as for the program itself.

Attempt to be Made ■ CBS counsel Newton Minow said the network would try to comply with the commission's requests, but said he was unsure whether the ratings were available.

Mr. Minow, former FCC chairman now practicing law in Chicago, provided overtones of Franz Kafka in his objection to the "nameless, faceless trial" faced by CBS without access to the records it had requested. Mr. Cunningham responded that CBS would have ample opportunity to prepare its rebuttal after the the commission presents its case.

Between now and Oct. 8, Messrs. Stirmer and Minow said, they'll attempt to determine whether there are further areas of fact not in dispute, in order to streamline the inquiry as much as possible. Mr. Stirmer estimated that, as it now stands, the hearing should require from one to two weeks.

The long-delayed hearing was originally ordered on March 22, but was postponed twice while the House Investigations Subcommittee conducted its own investigation of the charges and has since been postponed twice again.

Antismoking spot is William Talman's legacy

William Talman, the late actor who played the district attorney on the *Perry Mason Show*, will be seen on television screens this fall in a new posthumous role—as a dramatic antismoking spokesman in a one-minute spot for the American Cancer Society.

Mr. Talman died Aug. 30 of lung cancer (BROADCASTING, Sept. 9).

A cancer society spokesman said the 53-year-old actor asked to make the antismoking spot after he learned a year ago that he had inoperable lung cancer. He was a three-pack-a-day smoker all his adult life.

Lance W. Adams, executive vice president of the Cancer Society said that Mr. Talman told him: "Before I die I want to do what I can to leave a world free of cancer for my six children." The actor viewed the finished commercial less than a

month before he died.

In the spot, Mr. Talman introduces his wife and children and then recalls his television legal battles with Perry Mason—all of which he lost. On the soundtrack he says, "you know. I didn't really mind losing those courtroom battles. But I'm in a battle right now I don't want to lose at all because if I lose it, it means losing my wife and those kids you just met. I've got lung cancer.

"So take some advice about smoking and losing from someone who's been doing both for years. If you haven't smoked—don't start. If you do smoke—quit. Don't be a loser."

Mr. Adams said the spot will be released to the TV networks and stations through the society's divisions and local chapters. Mr. Talman also made a short film which is to be shown to volunteers in the society.

We pay people like Jean Salvarelli of Paris to cheer their heads off at Shea Stadium.



Jean is on a six-week visit to New York—including an afternoon at a Mets baseball game.

At home, Jean is Director of Public Relations for our French companies. He is typical of the people participating in PRIME, ITT's Program for International Manager Exchange, a plan to develop the skill, initiative, and dedication of our international executive group.

In PRIME, managers spend time away from their regular jobs learning how managers think, work and play in other countries—right down to Saturday afternoon at the Stadium. This broadens their perspective and orients them to working well as members of ITT's international executive team.

Today we have offices and factories in 67 countries, and sales outlets in 56 more. Our operations include industries as diverse as telecom-

munications, data processing, mutual fund management, car rentals, educational training services, underseas cables, satellite communication stations, hotels and motor inns, and home and community building (through Levitt & Sons).

Because ITT is a new kind of company, active in many fields, we've had to throw away the old textbooks and devise new kinds of training programs to help our diverse executives speak a common management language. PRIME is one approach to developing this corporate philosophy.

Our World-Wide Executive Seminar is another approach we use to give a wide cross section of our corporate and company managers insight into the ITT approach to decision-making. Comptrollers, industrial engineers, and marketing directors from many countries and businesses meet together to study actual business problems and use ITT's unique concept of management to reach effective solutions.

The result of these programs is the development of a new breed of executive—at home in many countries and many businesses, and equipped to deal with a wide variety of opportunities for ITT's growth.

In all areas, our management skills and widespread resources generate increased competition within industries which leads to more efficient use of manpower and material. This means a better, safer, more comfortable life for you and people all over the world.

Programs like PRIME and men like Jean Salvarelli help make it so.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, New York 10022.

ITT

Chicago story: Daley's version

Mayor's rebuttal is
one-hour special on
over 100 stations

Chicago's own TV program voice to counterbalance television's much criticized coverage of the Democratic convention grew louder and louder last week as the weekend air date approached.

As of late Thursday the special hour rebuttal program of Mayor Richard J. Daley was slated to be carried on more than 100 TV stations coast to coast Sunday night at 10 p.m. eastern time.

An additional special half-hour rebuttal radio program was expected to be aired the same time by "several hundred" radio stations. Both MBS and UPI Audio also were expected to carry the radio show, but the plans still were not firm as far as Mutual was concerned.

Mayor Daley originally asked for time on the three major TV networks

to present his own material as he saw fit. All three turned him down, ABC and NBC suggesting instead that he appear on panel shows they would produce. The mayor refused and turned to accept offers from independent sources, namely the WGN Continental Broadcasting Co. station group and Metromedia group (BROADCASTING, Sept. 9). After that the list continued to grow.

The mayor's public relations staff, in association with a Chicago freelance TV and film producer, Henry Ushijima, scrambled last week to put together the hour rebuttal show on video tape, leasing technical facilities at WGN-TV Chicago.

Mayor's Version ■ The documentary-style program was to consist of a chronological sequence of films obtained from various sources which would show the city's version of the convention events not seen on the commercial TV network programs, especially the nature of the protesters, their backgrounds, the premeditated advance planning for disruptions and the manner in which they provoked the police and other authorities. The idea was to let the viewing public draw its own conclusions.

The films, both in color and black-and-white, were to be culled from footage obtained from police files, military

sources, the networks, independent stations and freelancers.

The TV special was to be distributed by Sports Network Inc. at 1 a.m. Sunday morning. Local stations taking the show off the special network line were to video tape it and hold it for release at 9 p.m. central time Sunday evening or thereafter. Some stations planned to use the program Monday night or later.

Radio Rebuttal ■ The special radio program, a half-hour vehicle based on the same material as the TV show, was in production at Universal Recording, Chicago. It was meeting with "phenomenal" response from stations all across the country, according to Jack Bowen, Mayor Daley's staff coordinator for the special programs. Earl Bush, the Mayor's public relations director, headed the production team.

TV stations from coast to coast asked for the show, Mr. Bowen said, and in view of a request from the BBC also for the program, the possibility of a satellite feed for Europe was under study.

All production and line expenses for the program were being covered by contributions from "friends of Chicago," Mr. Bowen explained. No tax money was to be used, he said.

Mr. Ushijima has both TV commercial and program production credits. He did all location camera work for MGM on its Clark Cable color docu-

McCarthy aides request equal time to answer Daley

Two former campaign aides of Senator McCarthy have asked the television networks and Metromedia for equal time for "comment" and "refutation in the event you grant the demand of Chicago officials for network time."

Blair Clark, who was Senator McCarthy's campaign manager, and Richard N. Goodwin, who was campaign coordinator, said they made their request "on behalf of many of the McCarthy staff and volunteers."

The request was contained in a lengthy wire that included what was in effect a defense of—and support for—the networks' coverage of incidents in Chicago and an indictment of measures taken by the Chicago police force.

Media Defended ■ They said: "The networks and other media did not present a distorted view of the chaos in Chicago. At the most you gave a detached view, simply pointing the camera at events and, for the most part, allowing the viewer to make his own judgments.

"Insofar as you did make editorial judgments, conditions in Chicago were shown in a more favor-

able light than they deserved. Perhaps this was inevitable, given the necessarily limited scope and range of your crews and your equipment."

Spokesmen for Metromedia, which planned last night (Sept. 15) to carry on its TV stations a full hour program prepared by the city of Chicago on the events at the convention, said Metromedia didn't expect to "see" the film until that time and thus it would be "imprudent to prejudge Mayor [Richard] Daley's program."

They said, however, "after we see the program we will determine at that time whether opponents of Mr. Daley's point of view deserve equal time."

Among the events in Chicago the networks were unable to show, said Mr. Clark and Mr. Goodwin, were the "dozens of police raiding the hotel rooms of McCarthy workers at 5 a.m., dragging 18- and 20-year-old boys and girls from their beds, and pushing and clubbing six teenage girls who were singing folk songs in a windowless corridor. For you were not there [sic]."

The cameras could not reveal,

they stated, "that these police had no warrants, no cause for arrest, conducted no investigation or inquiry, and only afterward thought to make up the story that solid objects had been tossed from a window."

This incident was presented in still more detail in the wire, including a charge that "police officials were heard telling a hotel manager that they thought they'd go upstairs and 'clean out those kids.'" The campaign aides noted that both Senator McCarthy and Mr. Goodwin were eyewitnesses to "part of this raid, and no Chicago investigating group has sought their testimony."

Still other incidents were detailed, including what the aides said was a Secret Service warning that "rooms on Senator McCarthy's own headquarters floor were electronically bugged," and of a police assault on Tom Saltonstall, a McCarthy worker.

"No camera," they said, "could hope to convey the general atmosphere of repression, fear and brutality which permeated convention hall and the Conrad Hilton hotel."

They said they believed "that any

mentary sponsored last March on NBC-TV by Coca-Cola. He also filmed the color series. *Golf with Sam Snead*, which ran on both ABC-TV and NBC-TV recently.

Mayor Daley held a news conference last Monday to answer questions about his Sept. 6 "White Paper" detailing events of convention week in Chicago. He took the news media to task, especially the broadcast media, and said: "I am amazed at the distorted and twisted picture they gave."

Asked what he considered the biggest misfortune of the convention, Mayor Daley replied: "The failure of the media to correctly report and give the people an account of what actually took place."

Senators ask more curbs on convention coverage

Bipartisan support for restricting television and news coverage of political conventions came to the fore in the U.S. Senate last week. A Democrat and a Republican suggested that both parties meet with network officials to work out a new system that would give each party more of a say in TV coverage.

This proposal was made by Senator Russell B. Long (D-La.) and Senator George Murphy (R-Calif.).

highly publicized and ex parte presentation by Chicago officials would only further distort the record unless there is adequate opportunity for rebuttal and confrontation."

Police Blamed ■ Mr. Blair and Mr. Goodwin charged the police themselves became "the agents of lawlessness and disorder" and said they were used "for political retaliation and vengeance." They said that, on the other hand, such people as themselves who sought to moderate police actions or who spoke out against the actions "were the legitimate agents of law and order in Chicago."

Thus, they said: "If city officials are to be allowed time, the forces of law and order should also be allowed time."

They noted that "the news media were often flouting the basic principles of legal order and the democratic process."

They said the McCarthy workers were "grateful . . . that the cameras and reporters were there so that the public could know—not our side of the story—but the truth that was clearly visible to all who cared to watch and listen."

Wasilewski blasts treatment of news media

Lawyers attending the dinner meeting of the 48th annual Federal Bar Association convention in Washington last week heard National Association of Broadcasters President Vincent T. Wasilewski deliver stern words regarding the treatment of news media during the Democratic National Convention in Chicago.

"News media were placed under restrictions that cannot be defended; they were subjected to intimidation that should never be repeated," he said. And in response to criticism, both public and congressional, levied at the media's performance, Mr. Wasilewski said: "There is still the question of whether the convention

was covered fairly. I doubt that issue will ever be resolved" because of the multitude of emotions and subjective viewpoints held by viewers conditioning their responses to what they saw on the TV screen.

Mr. Wasilewski acknowledged that there may be changing patterns of future coverage of convention events, and he suggested that there be made a "clear distinction of function."

"The political parties have a right to establish the rules for the conduct of their conventions. The news media have a right to cover the conventions. . . . Neither should interfere unreasonably with the other, nor be controlled by the other."

Senator Long said there was too much concentration on "some little peanut quarrel on the floor."

The California Republican agreed, but added that the political parties must not believe they can dictate what is broadcast.

Senator Gale McGee (D-Wyo.) suggested that the national parties delete public galleries and bar newsmen from the convention floor. Reporters and cameramen would be assigned to the galley space instead, Senator McGee suggested, and they would have to call a delegate off the floor in order to interview him.

Newsmen's safety concerns AFTRA

American Federation of Television and Radio Artists officers met with network executives Thursday (Sept. 12) on the problems of protection for newsmen and had a "satisfying discussion," according to AFTRA National Executive Secretary Sanford (Bud) Wolff. The union suggested the meeting following incidents at the Democratic convention in Chicago (BROADCASTING, Sept. 9).

Mr. Wolff said all the parties involved agreed that the issue was of general concern, and that they would continue to communicate ideas on how to prevent a recurrence.

Attending the luncheon, in addition to Mr. Wolff were Victor Reisel, chairman of AFTRA's Freedom of the Press Committee; Charles King, vice president, programing and operations, Mutual; Peter Willett, vice president, programing and operations, UPI; Robert Goldman, vice president, news, and Richard Freund, vice president, labor relations, ABC; David Klingner, vice

president, news, and James Sirmons vice president, labor relations, CBS; and Russ Tornabene, general manager, news, and Rich Goldstein, director of labor relations, NBC.

Jury will probe Chicago story

Federal judge orders study of disorders, media coverage of convention

A federal grand jury, impaneled in Chicago last week, was directed to sift through the mass of fact and fiction regarding the disorders in Chicago during last month's Democratic National Convention. The probe is to be conducted by Chief Judge William J. Campbell of the U.S. District Court for the Northern District of Illinois, who called on the news media to supply the grand jury with all materials from their coverage of the demonstrations.

Among the questions facing the grand jury:

■ What federal statutes may have been violated during television's coverage of the convention?

■ Was rioting staged for the benefit of the television camera—or to take peculiar advantage of the presence of the camera?

■ Were FCC rules and regulations disregarded in television's coverage in Chicago?

■ Was the federal law on wiretapping and bugging broken in certain instances by TV reporters?

The grand jury could take as long as 18 months for its probe and may

call top network and government officials as well as street demonstrators to testify if it deems fit. Radio coverage, as well as TV, is included within the scope of the grand jury, but as far as the mass media are concerned the focus is expected to be on Television.

The issues of whether television did or did not unlawfully influence demonstrators or the convention proceedings, break FCC rules in its news handling, or whether the wiretapping law was broken, were put to the federal grand jury during its formal impaneling last Monday (Sept. 9).

Judge Campbell, before invited members of the news media and in the presence of the United States attorney there who will present evidence before the grand jury, took particular note of the fact that the federal grand jury alone has the authority of the U.S. Constitution to proceed with such a broad investigation.

Supply Information ■ Judge Campbell called upon all others, including the U.S. attorney general, federal agencies and private and public commissions, including any presidential commission, to submit relevant evidence to the grand jury for disposition. He also called upon the media to voluntarily supply all of their coverage materials to the grand jury.

As of late Thursday (Sept. 12) a high FCC official said the existence of the federal grand jury or its wishes had not yet been brought to the attention of the commission. He indicated, however, that the commission would cooperate.

One specific incident expected to be brought before grand jury is the story behind the NBC microphone that was found hidden in a room being used for a closed meeting of the Democratic party's platform committee (BROADCASTING, Sept. 9). The FCC said it had asked the network about the incident. NBC has said its information had been turned over to the Federal Bureau of Investigation.

In his charge to the grand jury, Judge Campbell said that in view of what has been said in both the local and national press "there are various charges flying about . . . of violations of federal law within this district" incident to and arising out of the convention. "I find that various people are accused by various other people, some official and some unofficial," he said, "of interstate conspiracy to promote riot and civil disorder in violation of federal law."

Judge Campbell noted also the allegations had included "invasion of or denial of civil rights by police authority under cover of law, the use of excessive force or of brutality." Although he did not specify, this category might include violation of the rights of newsmen by police action, observers suggested.



Judge Campbell

"Then we read also a great deal in the press recently of supposed violation of another federal statute," Judge Campbell continued. "I have read articles in the papers recently that some television networks are accused by some people of engaging in interstate conspiracy to violate the civil rights of some other people and to provoke riot and disorder and to unduly influence the elective or representative rights of other people by means of television communication and in violation of the federal Communications Act."

Judge Campbell further suggested there may have been "another violation of the federal Communications Act by certain television media . . . concerning the broadcasting of news events."

In this connection, Judge Campbell continued, "there is also a charge of another statute being violated by some one or more of the television media known as the federal wiretapping statute."

Special Invitation ■ Judge Campbell explained during the impaneling session he had issued a special invitation to members of the news media to attend. His purpose, he said, was to ask reasonable return for the "free rent that I give you for the press room that you occupy in the courthouse. . . I want you to assemble and give to the United States attorney all of the information that has appeared in your various publications the last 10 days or two weeks, touching on the subjects that I have just charged this grand jury to investigate so that they can, upon perusal of these, perhaps come up with suggestions . . . for leads or for additional investigation."

Judge Campbell noted "there have

been an awful lot of charges about and I think we had better begin finding out if there is any evidence to support."

Courthouse newsroom regulars said they were not aware of any broadcast newsmen present for the grand jury impaneling. The notice of the Monday afternoon event came very vaguely and informally, they explained, so notice of it was not put upon the local city news bureau wire. Judge Campbell's staff said several radio-TV people interviewed him later in the day.

John Madigan of WBBM Chicago, prefacing a telephone interview with Judge Campbell aired Monday night, noted that the grand jury formation reportedly caught United States Attorney Thomas A. Foran by surprise as he had been making his own investigation." During the interview Judge Campbell said it is not unusual for the impaneling judge to bring matters of general concern to the attention of the grand jury.

Asked if the grand jury on its own would have the authority to call the heads of the TV networks to testify, Judge Campbell answered, "certainly, if they desire such testimony."

Program notes . . .

'Stars' on 26 ■ Four Star International reports its one-hour TV series, *Here Come the Stars*, with George Jessel as toastmaster, will start the season on 26 stations. Manny Reiner, Four Star president, said 14 shows have been completed.

Directors named ■ Alan Foshko and Ron Hobin have joined *Show*, the Huntington Hartford-Bob Shanks projected series, as producer-directors of their own units. *Show* pilots are expected to be ready by October.

'Colossal' set ■ Pilot of a new cartoon show, *The Colossal Show*, is being produced by Total Television Productions under agreement with NBC-TV. Setting for the show is ancient Rome with a fast-talking, promoter-type character named "Mr. Colossal" who runs the Coliseum as the heavy. A series is to be aimed for the 1969-70 season.

Israeli interviews ■ Anti-Defamation League of B'nai B'rith, New York, is distributing to radio stations 26 15-minute interviews in Israel with government officials, documenting the current Mideast mood and opinion and including off-beat views of daily life.

'Live' radio ■ *Patti Page's Private Party*, a live radio special and a pilot for a possible series, will be presented on WHN New York, Monday, Sept. 30, 12:15-1 p.m. The program, aired direct from the Americana hotel in New York, will feature Miss Page singing current favorites as well as her past hits. WHN personalities Jack Sterling and Jim Ameche will be the hosts.

How to get fired before you get hired.

The kids giggled, but really it was a pretty sad performance.

Susan McReynolds was applying for a job with Humble. She chewed gum in the interviewer's face. Then yawned, so the interviewer could see it was gum.

She scratched her head when asked for her Social Security number. She left blanks in the employment application and crossed out other parts.

Susan didn't get the job.

Luckily, she already has one. She works for Humble, in the personnel department. Her yawning, scratching, gum chomping performance was put on for the graduating seniors at Wheatley High School in Houston, Texas.

Object: to show the kids how to get fired before

you get hired, if you ask for a job in the wrong way.

Miss McReynolds and Helen Hillyer, another Humble employment counselor (she plays the part of the company interviewer) have put on their show several times in the Houston area. They don't just fun around with the wrong way to do things, either. They show the right way, including inside tips on how to land a job.

It helps the kids. We're glad, because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something more for people.

Humble is doing something more.

HUMBLE Oil & Refining Company
America's Leading Energy Company

FCC reopens case on program ownership

Argument on network's control in prime time is expected to be heard in November or December

The FCC's three-and-a-half-year-old proposal to limit network ownership or control of television programming is about to surface again in a commission order reopening the proceeding. The order, which was being circulated among the commissioners last week for approval, would designate the proposal for oral argument before the commissioners and invite additional written comments.

A date for the argument had not been set as of Thursday. But it was expected to be scheduled for a date late in November or early December. It's understood that the commission, in requesting additional comments, specifically will request views on a counter-proposal offered by Westinghouse Broadcasting Co. and on the commission's legal authority to adopt the proposed rule.

The action, coming more than two years after comments and reply comments had been filed in the controversial proceeding, is aimed at providing the commission with updated information and industry views regarding the proposal. Commission sources said that the action is warranted because of the importance of the proceeding, "in spite of the time lag."

Proposal in Doubt ■ There is considerable doubt that a majority of the commission could now be mustered to adopt the proposal in anything like its present form; it was commission indifference to the measure that kept the matter from resolution before this. However, former Commissioner Lee Loevinger, who had been counted among those who would vote against the proposal, has left the commission, and there is no indication as to how his designated successor, H. Rex Lee (see page 29), would vote on it—or even if he would participate in a decision.

The proposal, issued in a notice expressing concern over what was described as growing concentration of network control over the programs that the public sees, is designed to promote diversity of sources of network programming. It would prohibit networks from owning or controlling more than 50% of their prime-time nonnews pro-

gramming and bar them from acquiring subsidiary rights and interests (including those in syndication and merchandising) in independently produced programs. It would also bar them from domestic syndication and permit them to syndicate abroad only those shows they produce themselves (BROADCASTING, March 29, 1965).

The commission pointed out that networks in 1964 owned or controlled 93.1% of their prime-time programming, and indicated it expected advertisers to fill the gaps in network schedules that the 50% limit on network ownership would create.

Negative Response ■ However, most segments of the television industry including advertiser groups, opposed the proposal. The advertisers indicated they were reluctant to undertake the large financial gamble involved in developing programming; they prefer to spread their advertising budgets over several different television properties.

A massive study by the Arthur D. Little Co., research company based in Cambridge, Mass., was the networks' prime argument against the proposal. The study, sponsored by the networks, contended that the proposal would not cure any of the alleged ills in the system, if they in fact existed, but would simply make that system less efficient and burden the networks with additional millions of dollars of cost. It also disputed the commission's contention the networks were "dominant" in the syndication market and that they had undue bargaining power in dealing with picture packagers (BROADCASTING, March 7, 1966).

However, the commission's network study staff, in a memorandum accompanying the proposed order for reopening the proceeding, finds no reason for amending the proposal. The staff last year submitted a memorandum to the commission—and resubmitted it last week along with an updated version, denouncing the Little report. The staff says the report's conclusions are "forced and polemic" and designed to coincide with the position taken by the networks.

Wrong Conclusions ■ The staff says

that the statistical information in the Little report is correct—but that it supports the conclusions in the commission's notice regarding the dominance of the networks in syndication and their bargaining power in getting syndication or financial interest in programs provided by independent producers.

The staff is also said to have attempted to put new light on the kind of response—virtually entirely negative—the proposal received. It noted that no major film producers commented. And it recalled that the networks had hired a public relations firm, A. A. Schechter Associates, of New York, to make the networks' position clear to civic organizations.

The staff has compiled updated information on network ownership or control of prime-time programming, supplied by the networks that reportedly shows that ownership or control has continued to rise. It is said to have been 95.2% last years.

The commission is expected to release statistical data on this for the period 1957-67, and to ask those commenting in the reopened proceeding to supply information they have on the networks' involvement in syndication since 1964. The commission's present information is that it is relatively unchanged.

The WBC counter-proposal—which the networks attacked with almost as much vigor as they did the commission idea—is designed to make station time available to producers like WBC. It would prohibit stations in the top 50 markets having at least three stations from carrying more than three hours of network programs, other than news, between 7 and 11 p.m.

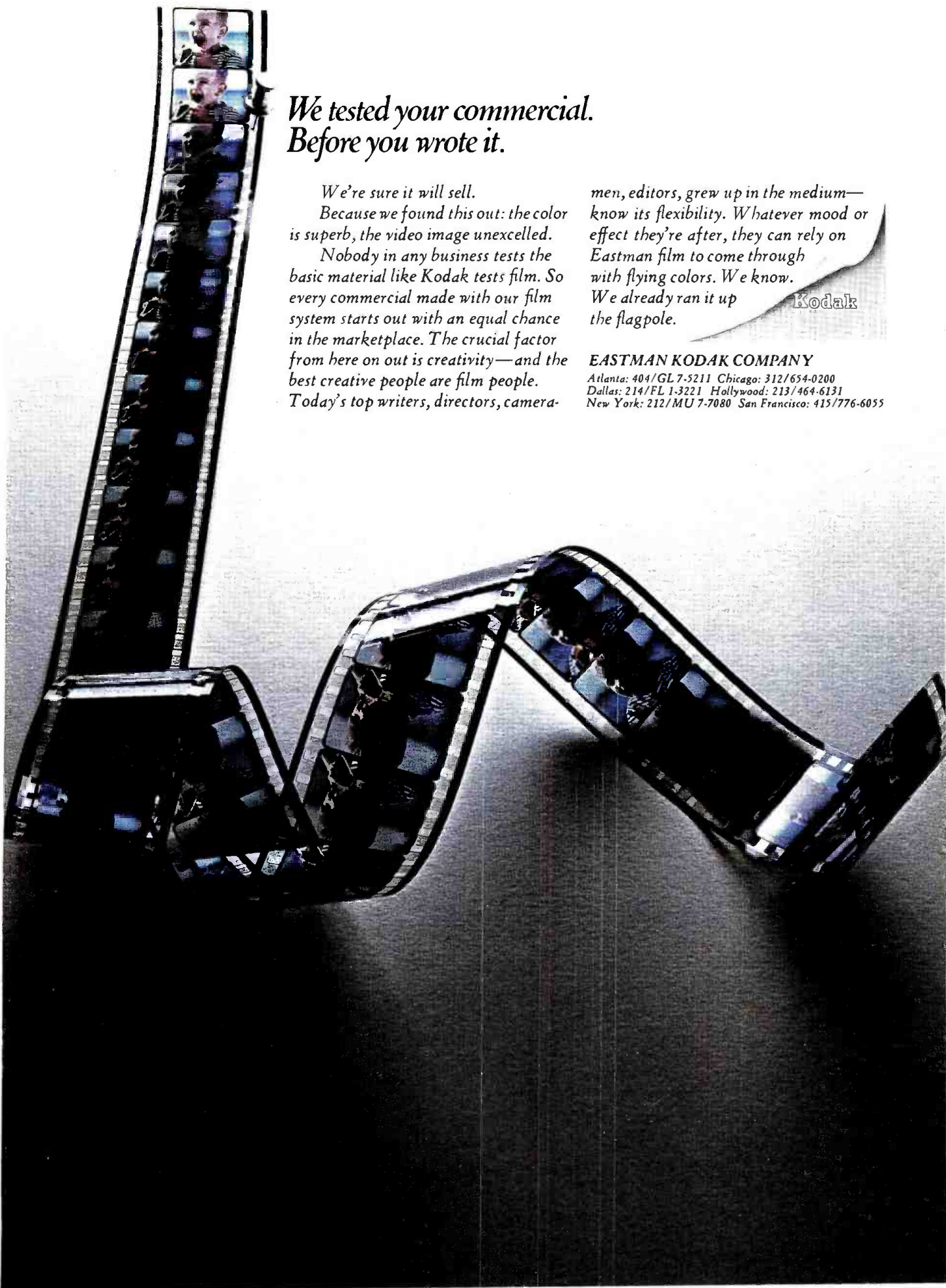
Many of those filing comments disputed the commission's legal authority to adopt the proposed rule. However, the commission's general counsel's office has prepared a memorandum asserting that the commission's authority is ample. This is to be released also, for those wishing to resume the argument.

Rayette-Faberge goes for ABC-TV specials

Rayette-Faberge Inc., New York, manufacturer of hair products, cosmetics and fragrances, will sponsor five ABC-TV specials this season.

The first, *A Guide to the Swinging Bachelor*, a satiric look at the single male, will be shown Tuesday, Dec. 10 (8:30-9:30 p.m. EST), featuring Dean Jones, Shelley Berman, Larry Storch and Noel Harrison.

The second special will feature British pop star Tom Jones in a London-produced musical variety special with



*We tested your commercial.
Before you wrote it.*

We're sure it will sell.

Because we found this out: the color is superb, the video image unexcelled.

Nobody in any business tests the basic material like Kodak tests film. So every commercial made with our film system starts out with an equal chance in the marketplace. The crucial factor from here on out is creativity—and the best creative people are film people.

Today's top writers, directors, camera-

men, editors, grew up in the medium—know its flexibility. Whatever mood or effect they're after, they can rely on Eastman film to come through with flying colors. We know. We already ran it up

Kodak

EASTMAN KODAK COMPANY

Atlanta: 404/GL 7-5211 Chicago: 312/654-0200

Dallas: 214/FL 1-3221 Hollywood: 213/464-6131

New York: 212/MU 7-7080 San Francisco: 415/776-6055

guests Richard Harris, the 5th Dimension, Juliet Prowse and Dick Cavett. It is set for Jan. 9, 1969 (7:30-8:30 p.m. EST).

Carol Channing is star of the third special, which will feature guests Carol Burnett and Danny Thomas, and is scheduled for Thursday, Feb. 6, 1969 (8:30-9:30 p.m. EST).

A Guide to the Single Girl, the fourth special, a distaff sequel to the *Swinging Bachelor*, will be seen Tuesday, April 1, 1969 (8:30-9:30 p.m. EST).

The fifth special will feature the Lennon Sisters of ABC-TV's *Lawrence Welk Show* in their first TV special, Tuesday, May 6, 1969 (10-11 p.m. EDT).

Agencies for Rayette-Faberge are Nadler & Larimer and Lennen & Newell, both New York.

Threat of TV controls is seen

Federal judge warns TV to ease violence pattern or face government restrictions

A federal judge issued a friendly warning to the television industry last week: offer more nonviolent choices in entertainment programming, exercise more care in presenting only that violence that is newsworthy on newscasts or face the control of the "good, gray bureaucracy" of government. George Edwards, chief judge of the U. S. Court of Appeals, Sixth Circuit, Detroit, told 300 members of the Hollywood chapter of the National Academy of Television Arts and Sciences, meeting in Beverly Hills, that there is a revolution in the land about violence on television.

The judge made it clear that he does not think it likely that violence on television ever created either delinquency or crime. He pointed out that he spent four years as a judge of the juvenile court and never found that television, movies or the pulp magazines were producers of delinquency in children in a direct or causally related sense. Still, he cautioned television to be on guard.

"If the mirror that television holds up to America is not to some degree recognizably representative — showing its good as well as its ills," he said, "it's other characteristics in addition to violence—that there may be a revolution that may well lead toward your having

to deal with a form of censorship that you will by no means enjoy."

Television is already a regulated industry, he said, and "adding the regulation of program content and program supervision to that which is already there in form is not a very great step."

Good, Gray GSA ■ Judge Edwards conjectured that censorship of television programming might come under the jurisdiction of the General Services Administration, and he added, "there's a bureaucracy of which there is no monster worse than has ever been created and with it you could end up with programming where there would be control of the length of skirts, the length of hair, the length of beard and of every word that came out across the airways."

Judge Edwards explained that for the last two years he has been fighting against the American Bar Association's Reardon report on criminal pretrial coverage. "Out of good motives frequently very bad things come," he said. "Out of the best of motives, we in the law are about to launch on an effort to control what's said pertaining to criminal cases long before those criminal cases are ever tried. I am profoundly aware of how rapidly a move towards serious censorship and infringement of the right to think, speak, write and print can develop."

According to Judge Edwards, television didn't originate violence in our society, but television newscasts sometimes do tend to overemphasize violence. He charged that news can be made by emphasis and that the cheapest thing to package in the way of news is violence and the more difficult thing to package in the way of news are things that are nonviolent.

Voice of Militants ■ As an example he cited the rise to national prominence of militant Negro spokesmen Stokely Carmichael and H. Rap Brown. Judge Edwards thinks that television built them up out of proportion. He charged that the people that get television time are the ones that shout: "Let's burn America down." The emphasis on militants for six months or more, he said, was "outrageous" and made a real contribution to violence in America.

Judge Edwards spoke at the opening session of a four-part seminar the Hollywood NATAS chapter is conducting on "Violence on Television." Subsequent panel discussions will take place throughout September. Other panelists at last week's session were Frank Mankiewicz, former news secretary to late Senator Robert F. Kennedy; Dr. John Seeley, dean, Center for the Study of Democratic Institutions at Santa Barbara, Calif.; and Dr. Robert L. Stubblefield, chairman, de-

partment of psychiatry, University of Texas medical school at Dallas. Moderator was Art Seidenbaum, columnist for the *Los Angeles Times*.

Mr. Mankiewicz was unequivocal in his opinion as to television's culpability. "There is clearly violence on television," he said, and the responsibility falls on "the people who put it there."

Mr. Mankiewicz offered statistics that indicated that generations of children are growing to young adulthood preconditioned towards violence by some 20,000 hours of television viewing (20 hours on the average a week or 1,000 hours a year for 20 years). He claimed that the dominant theme they watch is the resolution of conflict by a single violent or symbolically violent act. They're also influenced, he contended, by a second recurring theme: that of the mild, meek, scorned, despised person—the school teacher, the accountant, the assistant bartender—who is never violent, who never does much of anything until he becomes a hero at the end by coming up behind somebody and hitting them over the head with a bottle or shooting them in the back with a gun. Mr. Mankiewicz described this theme as "the little man who achieves his great moment by one act of violence."

Typical Little Guys ■ The little guy, he suggested, is typified by people like Lee Harvey Oswald, James Earl Ray and Sirhan Sirhan. And he's possibly conditioned by "these two themes poured into our culture, 20,000 hours per adult." Mr. Mankiewicz told the NATAS chapter.

Dr. Stubblefield, a psychiatrist, neither condemned nor condoned television. "If the child can understand, can perceive and integrate for himself, television will be useful," he said. "If it's too much too soon, and not properly interpreted by the parent or guardian, then I think television can be regressive and destructive."

Dr. Seeley, a sociologist, also came out against lumping all forms of violence together. "It's like talking about all diseases together," he said.

He also agreed with Judge Edwards that if there is a television effect tending towards violence it's much more likely to come out of news presentations or commentaries and commercials than entertainment representations. "When a child hears a news commentator patently covering up brutality in high places and it's transparent that he did so, then the child loses his respect for authority," he said. "And when he watches string after string of ads that are nothing but polite lies, that authority becomes the source of misinformation and misguidance."

CATV copyright issue is still simmering

Both cable operators and copyright proprietors are anxious to resolve their differences

Copyright liability is very much a live issue in CATV circles—U.S. Supreme Court pronouncements notwithstanding.

That was evident during one of the liveliest panel discussions held as part of a two-day legal seminar in Washington last week under the auspices of the National Cable Television Association. About two dozen communications lawyers and several FCC staffers participated in the discussions that explored the nature of FCC cable regulation, CATV-telephone company problems, public utility regulation and CATV's future amid changing laws.

CATV copyright liability, and the current negotiations between cable and related broadcast group and copyright proprietor representatives, appeared to have been shunted aside when the Supreme Court ruled last June that CATV systems do not incur liability when they pick up and retransmit copyrighted programming (BROADCASTING, June 24). At that time NCTA sources indicated that as far as they were concerned, there was "no reason why we shouldn't keep meeting."

Why the parties would want to continue meeting was underscored during the seminar. If the legal opinion expressed is indicative of CATV thinking, the industry angrily acknowledges the ominous prospect of an impending long-term freeze on cable expansion in the top-100 (or top-50) TV markets, currently under commission consideration (BROADCASTING, Aug. 12), and the copyright proprietors face the prospect of a lost market should the freeze be imposed. Apparently both sides feel constrained to thrash out their differences in the marketplace before, in the words of one NCTA negotiator, "the FCC or Congress [is] obliged to do it for us."

The mutual interest in some agreement was emphasized by E. Stratford Smith of Smith, Pepper, Shack & L'Heureux, co-counsel for Fortnightly Corp., the successful petitioner in the June Supreme Court decision. "The commission is utterly unprepared to handle CATV's future," he said. "Its top-100 market policy is a failure, and the best it can do is do nothing, but

freeze the industry. That's a sorry record for a government agency."

The copyright proprietors and CATV interests should meet, Mr. Smith said, "to protect their industries" against the potential freeze.

The nature of that freeze, and future commission regulation, was perhaps best described later by Sol Schildhouse,



Copyright was one of the liveliest topics at National Cable Television Association legal seminar last week. Appearing on panel were, l-r: Bruce Lovett, NCTA general counsel; E. Stratford Smith, of Smith, Pepper, Shack &

chief of the FCC CATV task force, who said somewhat obliquely: "Oh hell, I wish I knew what was going to happen next month. . . ."

"The Second Report and Order has just about had it. The evidentiary hearing doesn't help you one bit if you want to determine what future impact CATV will have on broadcasters" (an opinion that was shared by a number of lawyers during the seminar).

"But I don't know what's going to take its place. Don't look for any Great Leap Forward," he warned about future regulation. "but small periods of convulsions instead." Mr. Schildhouse speculated uncertainly that the commission might issue some proposals "in the fall. October maybe."

Earlier in the copyright panel Miss Barbara Ringer, assistant register of copyrights, explained the complex system of exemptions that are afforded CATV in the current Senate version of the copyright bill which makes cable systems liable for copyright payments. But, she noted, in view of the two

Supreme Court decisions affecting CATV, her office was prepared to drop those provisions from the bill which she said "could be left to FCC jurisdiction without doing damage to copyright principles."

Film Industry Position — The nature of the copyright negotiations was explored further during the panel discussion. Gerald Phillips of Phillips, Nizer, Benjamin, Krim & Ballon, whose firm represents the major motion picture producers and distributors, maintained that the exclusivity of that product is not merely a moral issue with the copyright owners, but what he called a "hard-nosed business problem" to be worked between the individual or group CATV operator and the individual copyright proprietor. And, he indicated, his interest lay chiefly with the group owner.

The value of film product is dissipated whenever CATV imports it

L'Heureux; Gerald Phillips, of Phillips, Nizer, Benjamin, Krim & Ballon; Barbara Ringer, assistant register of copyrights; and Herman Finkelstein, general counsel, American Society of Composers, Authors & Publishers.

from one market to another, with the resultant loss of royalty payments, he said. He indicated the owners weren't interested in "token" copyright payments, but total recompense for whatever monies are taken out of its owners' hands by cable activity.

He emphasized that the answer to the ensuing problems was in bargaining, not in freezing any market or compulsory licensing or fixed rules. Mr. Phillips speculated that perhaps both the CATV operator and UHF owner within that cable's service area could strike a bargain and outbid a competing VHF in the market for film product.

Mr. Smith questioned, however, the basic assumption that there was necessarily a diminution of value of film product because of CATV distant signal importation. In measuring that impact, he said, "it would be virtually impossible to carry the burden of proof," not unlike the commission's present top-100 market policy where the impact of CATV on future UHF

operations must be shown. "Is it correct for copyright owners to base their arguments on the diminution formula; has it been measured?" he asked.

Bruce E. Lovett, NCTA general counsel, claimed that there was "no question" that the owners could measure CATV impact, but that he didn't think that was a "proper measure," calling it a short-term concept. The conflict, as he saw it, was between exclusivity and diversity of information. "Every time the dial is switched, shouldn't the viewer have the opportunity to watch what he wants to watch?" he asked. The copyright owners should "rise above" current marketing concepts, Mr. Lovett said, to see the "public-interest" concept.

Economic Aspects ■ George J. Barco, group owner, told the panel of the economic facts of CATV life with ever-increasing franchise fees, profit returns to community of license, new equipment purchases and underground cable requirements facing the CATV entrepreneur. The copyright owners, he claimed, are "pricing themselves right out of the market." And he drew on past motion picture theater experience, when he claimed that "popcorn and candy stands kept us in business because of the high copyright fees they [the proprietors] demanded."

To which Mr. Phillips replied: "The test [of our fee] is what the public pays [you]." And a similar unsympathetic ear was found in Herman Finkelstein, general counsel for the American Society of Composers, Authors and Publishers. "We welcome CATV; we'll do your bookkeeping for you," he said, "all you have to do is make profits out of the music; all we want is our fair share."

What that fair share is constitutes the "gut issue" of continuing negotiations, and efforts on the part of some audience members to elicit more specifics drew a smile from panel moderator Lovett and a cryptic reply: "That's what we're talking about."

Film groups ask halt to CATV origination

Program origination on New York cable television was challenged last week in a suit filed by the Metropolitan Motion Picture Associations Inc., the Independent Theater Owners Association Inc. and the Motion Picture Operators Union of Greater New York, Local 306.

The theater groups are seeking a preliminary injunction against a proposed amendment to the city's CATV franchise that would allow transmission of motion pictures and other program-

ing to CATV subscribers. Defendants in the suit are the city's board of estimate, which handles franchise grants, and Manhattan's two CATV companies, Manhattan Cable Television, a division of Sterling Communications Inc., and Teleprompter's subsidiary, Manhattan CATV Corp.

A hearing on the petition for the injunction is scheduled for today (Sept. 16).

The board of estimate and conducted a hearing on origination in August (BROADCASTING, Aug. 26), but delayed a decision until Sept. 19 at the request of opponents of origination, who wanted more time to present their case. Morris Tarshis, director of the board, said that only one group had submitted additional information and that a decision would be made Wednesday if the injunction was not granted.

ABC aims for biggest TV remote in history

ABC-TV will set a world record in the number of hours, personnel and pieces of equipment scheduled to cover the Summer Olympic Games in Mexico City Oct. 12-27.

The network has announced it would transmit 44 hours of coverage during the two-week period, most of it live because of a favorable time difference for American prime-time viewing (Mexico City is in the U.S. mountain time zone, two hours earlier than New York). The Winter Olympics in Grenoble, France, last February were broadcast for 27 hours. ABC-TV had previously outlined the time slots for its Olympic telecasts (BROADCASTING, June 3).

More than 40 color cameras, 12 video-tape machines and six mobile units will be used to televise 22 different sports. This compares with 25 color cameras, eight video-tape machines and four mobile units used for the seven sports of the Winter Olympics.

The network staff has also been enlarged from 250 in Grenoble to over 350 in Mexico City.

This "biggest live remote telecast in TV history," as ABC calls it, will cost somewhere between \$2.5 million and \$3.5 million to produce, according to Chuck Howard, vice president in charge of production for ABC Sports. Rights costs for exclusive showing in the U.S. and Canada amount to \$4.55 million, he said. In most cases, ABC will have sole coverage, but the network will also participate in pool coverage of certain events with Telesistema Mexicano, NHK (Japan) and the European Broadcasting Union.

The summer games were combined

with the winter games in a \$20-million advertising package. Ford bought one-fourth, and five other advertisers signed for one-eighth each: Coca-Cola, Reynolds Metals, Texaco, Goodyear Tire & Rubber, and Pan American World Airways. One-eighth remains to be sold.

This will be the first time ABC-TV has carried the Summer Olympics. In 1964, ABC broadcast the winter games and NBC covered the summer contests.

CBS correspondents with the candidates

CBS News said last week it has eight correspondents traveling with the major candidates during this presidential election campaign and four correspondents covering political developments regionally.

Accompanying Vice President Hubert Humphrey are David Schoumacher and Morton Dean; with Richard Nixon are John Hart and Bill Plante; with George Wallace are Nelson Benton and David Dick. Vice presidential campaigning has George Herman covering Senator Edmund Muskie and Bruce Morton with Governor Spiro Agnew.

Regionally, Mike Wallace is reporting the East, Roger Mudd the South, Dan Rather the Midwest and Joseph Benti the West.

CBS defers request by ACLU to air views

CBS has deferred the request of the American Civil Liberties Union asking the networks for the opportunity to present on the air an ACLU "analysis" of the Chicago disturbances during the Democratic convention.

ACLU had urged CBS to grant Chicago Mayor Richard J. Daley's request for time to present his views on the incidents in his city, and at the same time suggested the union be also granted the chance to appear on a broadcast.

CBS President Frank Stanton in a letter to Jay A. Miller and John de J. Pemperton, ACLU officials, said that he had denied Mayor Daley's request in a response on Sept. 4, advising the mayor that "it is our view that CBS News gave 'fair and ample coverage to the several sides of the events surrounding the Chicago convention.'" Dr. Stanton said he had told Mayor Daley that he "had already had an opportunity to express his own views in a lengthy interview with Walter Cronkite during prime time on the

closing night of the convention.”

Dr. Stanton's letter to ACLU said:

“There is no doubt that the events in Chicago have to a large extent polarized existing differences between those who place emphasis on giving to dissent the largest possible latitude, in accordance with our libertarian traditions, and those whose primary concern is the threat that large-scale civil disruption itself may pose to our basic liberties.

“Thus, it appears likely that what

you seek—an in-depth study of the underlying causes of the events recorded in on-the-spot news coverage—will almost certainly result from these inquiries. They will, of course, be fully reported by the news media.

“Entirely apart from that likelihood, however, we recognize the possibility that as we gain more perspective on the violent events which took place in Chicago, we may think it necessary to report additional information on their underlying causes. At this time we

must, therefore, defer consideration of your request to participate in a broadcast on this subject. You may be sure that in any broadcasts which might result, we will bear in mind the importance of dealing with the civil liberties aspects which you emphasize, as well as the issues raised by Mayor Daley concerning the grave implications—likewise relating to civil liberties—in his claim of deliberate and organized activities to disrupt by force a national political convention.”

FINANCIAL REPORTS

TV profits drop off in 8 major markets

FCC FIGURES SHOW ONLY CLEVELAND, CHICAGO, NEW YORK HIGHER

Television pretax profits last year skidded compared to those registered in 1966 in eight of the nation's top 11 markets. And in the other three markets, only in Cleveland, where profits increased by 9.6%, was the profit picture markedly better than it was the previous year.

Network time sales that in 1967, in eight of the 11 markets were lower than, or barely equal to, those recorded in 1966 and rising expenses in each of the markets were the primary factors in causing the profit curve to flatten out or decline. But in two markets, in addition, revenues were down.

Financial figures on the top 11 markets were provided by the FCC last week in what was a second chapter on the financial story of the nation's television industry in 1967. Data on the three television networks—their network operations and owned-and-operated stations—were released five months ago (BROADCASTING, April 15).

Different Schedule ■ Normally the commission submits financial information on all markets in one comprehensive release in late summer. However, problems related to the removal of the commission's computer from its location in the former commission headquarters

to the agency's new location has delayed programing of the machine.

As a result, the staff is preparing the figures by hand, and final TV figures are not expected to be released until the end of the year. However, figures on additional groups of markets will be released as they are prepared. Complete figures for 1967 radio are expected to be published early in January 1969. Those for the networks were released last month (BROADCASTING, Sept. 2).

All told, the 11 markets, representing 60 television stations, accounted for pretax profits of \$191,189,000 last year—a drop of some \$14 million from the \$206,239,000 in profits that were reported for those markets in 1966.

Besides Cleveland, the markets reporting an increase were the seven-station New York market, the top market in the country, with profits of \$44,172,000, an increase of 0.3% over 1966; and the six-station Chicago market, the nation's third-ranked market, with profits of \$24,643,000, an increase of 1.3%. The three TV stations in Cleveland, ranked eighth, had profits last year of \$15,850,000, compared with \$14,465,000 in 1966.

Biggest Drop ■ The sharpest drop

in profits was registered in Pittsburgh, the 10th-ranked market, whose three stations reported profits of \$8,370,000, 20% less than the \$10,530,000 they counted in 1966. Boston's five stations registered a drop almost as great—19.4%. The market's television profits last year were \$15,261,000, compared with \$18,937,000, in 1966.

The Pittsburgh market was one of the two where revenues (time sales less commission plus talent and program sales) were reported down. Revenues were reported to be \$22,723,000, 5% less than the \$24,037,000 that was reported for the market in 1966. The other market where revenues were down is San Francisco-Oakland. The drop was slight—0.4% from \$41,502,000 to \$41,338,000.

The Pittsburgh market was reported down in each of the time-sales categories—network (2%), national and regional spot (6.3%) and local (1.4%). Expenses in the market were up 6%.

The only three markets where gains were reported in network time sales were in New York (1.5%), Los Angeles (0.5%) and Cleveland (4.3%). The sharpest percentage drop in this category—4.3%—was reported for

Television station financial data for the top 11 markets in U.S. 1967

| Market | No. of Stations | Network | | Time Sales National and Regional Spot ¹ | | Local ¹ | | Revenues ² | | Expenses | | Income ³ | |
|---------------|-----------------|------------|--------------------|--|--------------------|--------------------|--------------------|-----------------------|--------------------|------------|--------------------|---------------------|--------------------|
| | | Thou-sands | % Change from 1966 | Thou-sands | % Change from 1966 | Thou-sands | % Change from 1966 | Thou-sands | % Change from 1966 | Thou-sands | % Change from 1966 | Thou-sands | % Change from 1966 |
| New York | 7 | 15,552 | 1.5 | 115,708 | 4.1 | 14,201 | 11.1 | 129,484 | 4.2 | 85,312 | 6.4 | 44,172 | 0.3 |
| Los Angeles | 11 | 8,175 | 0.5 | 82,824 | (0.4) | 20,459 | (0.6) | 92,635 | 1.1 | 65,992 | 8.0 | 26,643 | (15.4) |
| Chicago | 6 | 7,769 | (0.1) | 64,664 | 4.6 | 13,030 | 9.8 | 75,903 | 5.2 | 51,764 | 7.1 | 24,139 | 1.3 |
| Philadelphia | 6 | 6,491 | (4.3) | 36,388 | 3.0 | 10,413 | 7.9 | 45,041 | 3.6 | 30,415 | 13.4 | 14,626 | (12.2) |
| Boston | 5 | 4,898 | (0.9) | 30,910 | 6.3 | 9,096 | 3.9 | 37,111 | 4.5 | 21,850 | 31.8 | 15,261 | (19.4) |
| Detroit | 4 | 5,253 | (3.8) | 23,370 | 7.2 | 7,193 | 1.2 | 31,175 | 4.0 | 18,425 | 7.3 | 12,750 | (0.3) |
| San Francisco | | | | | | | | | | | | | |
| Oakland | 5 | 4,376 | (1.5) | 34,985 | 4.8 | 8,656 | (15.8) | 41,338 | (0.4) | 22,717 | 14.4 | 18,621 | (14.0) |
| Cleveland | 3 | 4,636 | 4.3 | 20,855 | 3.0 | 7,516 | 22.4 | 30,749 | 7.8 | 14,899 | 6.0 | 15,850 | 9.6 |
| Wash., D.C. | 6 | 3,065 | (0.1) | 19,049 | 6.1 | 4,137 | 1.1 | 24,514 | 4.9 | 19,679 | 11.0 | 4,835 | (14.2) |
| Pittsburgh | 3 | 4,059 | (2.0) | 16,980 | (6.3) | 5,805 | (1.4) | 22,723 | (5.5) | 14,353 | 6.3 | 8,370 | (20.5) |
| Baltimore | 4 | 2,617 | (1.2) | 11,335 | 2.1 | 4,348 | (0.8) | 15,938 | 1.2 | 10,016 | 4.4 | 5,922 | (3.8) |

¹Before commission to agencies, representatives and others.

²Total revenues consist of total time sales less commission plus talent and program sales.

³Before federal income tax.

A STATEMENT FROM E. RODNEY JONES, PRESIDENT AND DEL SHIELDS, EXECUTIVE SECRETARY NATIONAL ASSOCIATION OF TELEVISION AND RADIO ANNOUNCERS

As President and Executive Secretary of the National Association of Television and Radio Announcers, we wish to express our grateful thanks to members of the broadcasting and record industries who by their participation and attendance made the recently concluded Convention of NATRA in Miami, Florida, the largest and the most successful in the brief history of our organization.

There were imperfections, and we appreciate your tolerance; we did make every effort to meet the high standards and requirements of our professional industries.

We could not have accomplished any of our ambitious programs without the help of those record companies who sponsored the various functions: Atlantic, Columbia, RCA, MGM/Venture, ABC Paramount, Capitol, Buddah, Decca, Chess, Minit-Veep, Duke-Peacock, Stax-Volt, Motown, Uni, and their able staffs who assisted us.

The convention staff who once again rose to the challenge and through their diligence kept the day-to-day machinery moving: Wally Amos, John Rnsica, Herb Campbell, Phyllis Branford, Novella Smith, Bea Elmore, Effie Smith, Delta Ashby, Isadora Drayton, Greg Moses, Chuck Spellman, Jim Hunter, Mari Jo Johnson, Dolores Burrell, Bernard Drayton and Mayme Bondu of the Miami Convention Bureau.

To John Criner, Producer of the Public Show, and Irene Johnson, Coordinator of the Gornel Show, we are especially thankful. Although for the first time, NATRA felt the backlash of putting on shows in an area torn by recent racial unrest, we, nonetheless, felt obligated to present the best acts, aware that our usual attendance was destined to fall short of our average . . . which they did.

We are especially grateful to Mayme Bondu of the Miami Convention Bureau who assisted us in the selection of the Sheraton-Four Barmassadors, the Dupont Plaza and Everglades Hotels to house our Convention following the refusal of the Marco Polo Hotel to accept NATRA. If there is any validity to the American dream, it is that there are people who believe or have a sense of rightness, and it was primarily through Mrs. Bondu's efforts that NATRA was able to keep the site of the Convention in Miami.

There are many, many others we could single out for praise and grateful thanks. They are the behind-the-scenes workers who care little for the spotlight and cherish only the completion of a job well done.

We are thankful for the appearance at our Convention of such leading executive figures in our industry as Larry Newton of ABC Records, Jerry Wexler of Atlantic Records, Norman Racussin of RCA Records, Larry Utall of Amy-Mala Records, Stanley Gortikov of Capitol Records, Don Englander of Columbia Records, Dave Kapralick and Len Levy of Epic Records, Al Bell of Stax-Volt Records, Don Robey of Duke-Peacock Records, Neil Bagart of Buddah Records, Lenny Salidor and Frank Mancini of Decca Records, Mort Nasatir of MGM Records, Florence Greenberg of Scepter Records and Max Cooperstein of Chess Records. Their appearance can certainly be interpreted as support for the NATRA program.

Our sincere thanks also go to our speakers: State Representative Julian Bond of Atlanta, Ga.; Congressman John Conyers (Dem.-Michigan); Andrew Carter, President and General Manager of KPRS Radio, Kansas City; FCC Commissioner Nicholas Johnson, the Hon. Stephen Clark, Mayor of Miami, and Mrs. Athalie Raines, Commissioner of the City of Miami . . . as well as to our V.I.P.'s Mrs. Coretta King, Bill Cosby, Godfrey Cambridge, Aretha Franklin, Mrs. Wes Montgomery, Nina Simone, the Four Tops, Marvin Gaye, Flip Wilson (a most-welcomed surprise guest), Rev. Jesse L. Jackson, Billy Eckstine and Dr. Earl C. Jackson who made our Convention sparkle with the brilliance of their attendance.

The purpose of the Convention is to bring together our members at an annual meeting to exchange greetings, renew friendships, take inventory, renew our pledges to rededicate ourselves to the purpose of our organization and to leave feeling that the four-day meeting has brought us closer together as individuals dedicated to caring for the stated program.

When an organization is growing and there is an awareness of the magnitude of our goals, it is expected that when progress is being made there would be opposition. Whitney Young Director of the National Urban League, stated earlier this year . . . "It is painful for an organization to change, but it is fatal if an organization does not change." NATRA welcomes change, but the change must come about through orderly processes of democratic procedures. Since the inception of the New Breed, NATRA has done the following:

- a. It has become chartered as a nonprofit organization under the laws of the State of New York.
- b. It has been granted Tax Exemption status by the Internal Revenue Service.

c. It has set up legal scholarship funds.

d. It has established Group Life Insurance for each member, regular and associate, for \$3000.

e. It has become a member and fully supports the following programs:

- President's Council On Youth Opportunity "Stay In School" National Entertainment Committee for Youth Opportunity (Summer Program)
- NAACP Pupil Inventive Program
- Sound Of Youth, Inc.
- Governor Nelson Rockefeller's Committee on Minority, Employment Opportunities In News Media.

In addition, it has submitted a proposal to the United States Department of Labor for a program for "Job Recruitment And Placement Of Disadvantaged Youth." And finally, NATRA's concern with the future of our industries and the recruitment of qualified personnel to work in the broadcasting and record industries was proven by the proposal presented by Dr. Earl C. Jackson for a school, The NATRA Institute of Broadcasting Science, to train and develop potentially qualified black and white personnel. The presentation of the proposal was made on Saturday morning, August 18th, at the President's Breakfast.

NATRA is always aware of change and is willing to listen to legal and legitimate proposals from allied organizations and as such, offered an opportunity to AFTRA (American Federation of Television and Radio Announcers) to discuss with the Board the possibility of our support to unionize NATRA members. The same courtesy extended AFTRA, NATRA was willing to offer any other legitimate organization willing to abide by the rules and regulations of NATRA. Because we are a democratic organization attempting to make changes in our industries through legal democratic processes, we were unaware and totally unprepared for outside forces whose purposes may have been legitimate but who failed to observe the sophistication of change through majority rule. That these outside forces may have allegedly intimidated individual members and guests and failed to observe protocol which has led to many unfounded rumors and possible fears is most regretful. NATRA has not been taken over nor will it ever be taken over by any force that seeks change without submitting their program through the democratic process of change by majority rule. NATRA stands willing and ready to welcome investigation or inspection of its books, financial records, minutes, daily or weekly reports and all operational procedures by the Federal Communications Commission, the Federal Bureau of Investigation, the National Association of Broadcasters and any other judicial or professional organization and we hope that those who seek change through intimidation and force will make their organization available for such inspection.

NATRA is a public relations service organization that seeks to promote and exchange of information and experience to create a healthy climate of opinion among organizations and individuals who are primarily concerned with

- Communications
- Phonograph Record Production
- Radio and TV Stations
- Advertising Agencies
- News Media

NATRA's functions are wholly educational and professional. It is a non-profit organization whose revenues are derived from membership dues, promotions and other activities related to the industries involved.

NATRA membership is open to persons and organizations from the fields of record manufacturing, Radio and TV Stations, Advertising Agencies, News Media and creative groups directly related to the field of entertainment and communications.

In an address delivered to the 1967 Convention of NATRA, Dr. Martin Luther King said . . . "I have come to appreciate the role the radio announcer plays in the life of our people. For better or for worse you are opinion makers in the community and it is important that you remain aware of the power which is potential in your vocation. The masses of Americans who have been denied and deprived educational and economic opportunity are almost totally dependent on radio as their means of relating to the society at large. They are the thousands of people who have come to feel that life is a long and desolate corridor with no exit signs.

NATRA does not intend to be intimidated or coerced or threatened to live and grow as an organization that seeks to add a vital voice to answer the needs of blacks and concerned whites in the broadcasting and record industries.

Philadelphia.

Los Angeles was the only market besides Pittsburgh where a drop in both national and regional spot sales were reported. And Los Angeles, San Francisco-Oakland and Baltimore were the markets besides Pittsburgh where declines in local sales were reported. The drop in San Francisco-Oakland was the most substantial, 15.8%.

TCC files with SEC for public ownership

One of the largest CATV combines is preparing to go public, and has filed a registration statement with the Securities and Exchange Commission in Washington, making it the sixth CATV firm to be publicly owned.

The company is Television Communications Corp., New York, a multiple cable-TV firm that owns 18 CATV systems in 10 states serving almost 65,000 customers.

It is planning to offer 300,000 common shares at an estimated \$14 per share thru Carter, Berlind & Weill Inc. It plans to use the \$4.2 million to be realized through the sale of the stock for acquisitions of existing systems, the construction of new systems and the upgrading of the facilities of presently owned systems.

TCC was organized in 1962 and is headed by Alfred R. Stern, ex-NBC vice president, as president and chairman. Mr. Stern and his family own 44.7% of the company. The only other major stockholder is Winston L. Cox, Billings, Mont., oilman, who owns with his family 11.7%.

TCC also owns 5% of the permittee for a new UHF station (KGTO-TV) in Fayetteville, Ark.

Operating revenues for the fiscal year ended July 31 amounted to \$3,710,883, with operating income \$1,727,998, and net earnings of \$206,795 (11 cents per share). The last fiscal year was the first ending with earnings.

Consolidated balance sheet as of the same date showed TCC with total assets of \$9,705,345, of which \$937,399 were current assets. Total current liabilities were \$2,962,441, long term debt, \$3,630,661, and deficit \$1,948,500. Outstanding at that date were 1,610,132 shares.

The company is also selling 30,000 shares to certain officers of the Carter-Berlind firm for \$60,000.

Other publicly owned CATV companies are Ameco Inc., Entron Inc., H&B American Corp., Teleprompter Corp., and Vikoa Inc. Also the Gencoe group of cable system is part of Livingston Oil Co., a public company.

MTS seeks public sale of 200,000 shares

Management Television Systems Inc., New York, the firm headed by former FCC Chairman E. William Henry, has filed a registration statement with the Securities and Exchange Commission in Washington to offer 200,000 shares to the public at \$10 maximum per share. The underwriters are Kleiner, Bell & Co., Beverly Hills, Calif.

The firm, which is primarily active in furnishing large-screen closed circuit TV services to business and the public, will use the \$2 million received from the public offering principally for the development of a new large-screen TV projection system (MTS-360), figured at \$1,250,000, and the remainder for working capital.

The company was formed in 1967. In addition to furnishing closed-circuit TV, it also owns Amphicon Systems Inc., the manufacturer of the large-screen TV projector.

From July 20, 1967 to May 31 this year, the firm had revenues of \$424,236 and suffered a net loss of \$279,069. As of May 31, it had total assets of \$1,354,939, of which \$345,470 were current assets. Total current liabilities were listed as \$481,508.

Mr. Henry, who resigned as chairman of the FCC in 1966 and who joined the Washington law firm of Arnold & Porter, received \$11,667 and is slated to receive a salary of \$35,000 yearly as chairman of the firm. Marvin Foster, president, and Robert F. White, vice president, received \$29,583 and are also slated to receive \$35,000 annually. Messrs. Foster and White formerly were executives with TNT Inc., also providing closed-circuit TV facilities and services.

The firm has 230,500 capital shares outstanding; Messrs. Foster and White and various partners of J. C. Bradford & Co. are each selling 10,000 shares; 12 other stockholders are selling the remainder.

The company also has agreed to sell the underwriter for \$200 five-year warrants to purchase 20,000 common shares exercisable initially at 107% of the public offering price.

Screen Gems establishes new earnings record

Screen Gems Inc., New York, reported last week that sales and profits in its fiscal year ended June 29 achieved record levels. Profits (\$1,986,000) in the fourth quarter of the fiscal year were highest for any quarter in Screen Gems' history.

The company produces and dis-

tributes TV shows and distributes films to TV.

For the fiscal year ended June 29:

| | 1968 | 1967 |
|----------------------------|-------------|------------|
| Earnings per share | \$1.58 | \$1.41 |
| Gross income | 105,692,000 | 91,780,000 |
| Profit before income taxes | 12,574,000 | 10,582,000 |
| Net income | 6,427,000 | 5,705,000 |
| Shares outstanding | 4,066,232 | 4,031,961 |

Erdman seeks to open TNC stock to public

Trans National Communications Inc., New York, a diversified TV commercial and film producing and distributing firm headed by Ellis E. Erdman, has filed a registration statement with the Securities and Exchange Commission in Washington offering 375,000 shares of common stock. The offering price is estimated to be \$7 per share maximum. Edwards & Hanly Securities Inc. is the underwriter; it also has an agreement to purchase for \$750 from Trans National Communications five-year warrants capable of being converted into 75,000 common shares of Trans National.

The firm, organized in 1967, has four subsidiaries: East West Distributors Inc., Sports Communication Inc., Wireline Radio Inc. and Broadway Recording Studios Inc. East West Distributors, and its subsidiary, East West Films Inc., produces, edits and distributes TV film commercials and industrial films. For the fiscal year ended June 30, East West Distributors had revenues of \$636,242 and net earnings of \$16,858.

Sports Communication operates regional radio sports networks for the New York Giants football, New York Mets baseball, Syracuse University football, and holds the New York City franchise for the newly formed International Boxing League.

Wireline owns WUDO Lewisburg, Pa. The recording studios are located in New York.

After the sale of the public offering, Mr. Erdman, formerly executive of the Ivy Broadcasting Co., who is president and chairman of Trans National Communications, will own 13.44% of the common shares; Richard D. Lynch, former New York Giants and Washington Redskins pro football player, who is vice president, will own 9.1%. Other officers: Paul Buren, an accountant, is executive vice president, and Richard Feldman, a banker, is vice president.

For six months ended June 30, the company had revenues of \$641,073, and earnings before taxes of \$10,619. The period resulted in a net loss of \$13,560, or 2 cents a share.

The firm listed total assets at \$1,123,677 as of June 30, of which \$719,-

428 are current assets. Total current liabilities were given as \$787,920; long term debts, \$75,500. Outstanding are 60,000 shares.

Bartell plans stock, debenture offerings

Bartell Media Corp., New York-based magazine and book publisher and owner of three radio stations and two operating CATV systems, has filed a registration statement with the Securities and Exchange Commission in Washington for a public offering of 162,500 shares of common stock and the issuance of \$5.5 million of convertible, subordinated debentures due 1988.

The 162,500 shares are to be sold at a maximum price of \$16-7/8, through Weis, Voisin, Cannon Inc., to realize \$2,742,188. The names of the sellers are to be supplied later. The proceeds of the debentures sale will be used to retire \$542,237 and \$600,000 in notes, and for working capital and possible acquisitions.

Bartell Media, originally controlled by Gerald A., Lee B., David and Melvin M. Bartell, is now owned 32% by Downe Communications Corp., which has asked for FCC permission to assume control of the company (BROADCASTING, Sept. 9).

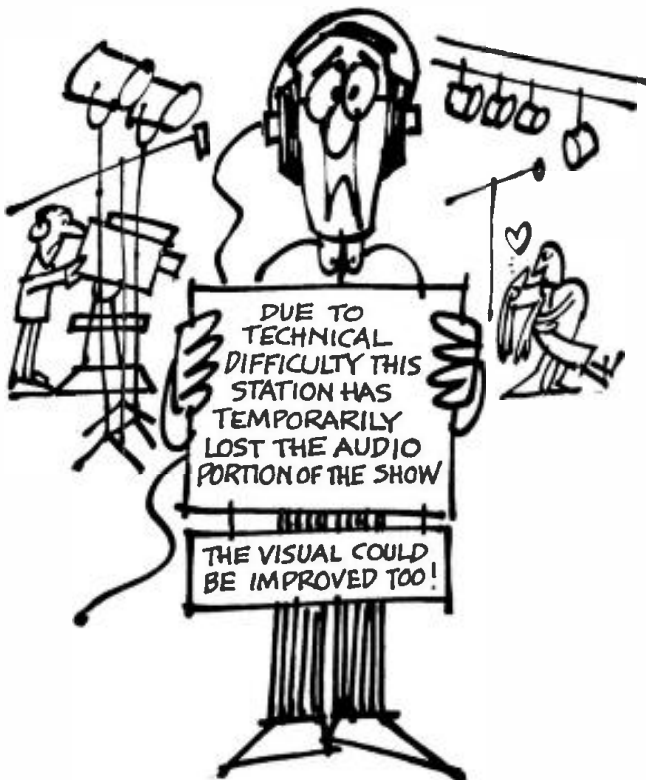
In November 1967 and in March 1968 the Bartell brothers sold 325,000 shares to clients of Weis, Voisin, Cannon, and in May 1968, the brothers, their families, friends and associates sold 635,416 shares to Downe Communications Inc.

For the half-year ended June 30, Bartell Media had revenues of \$16,412,974, income before taxes of \$442,893, and net income of \$218,876 (10 cents a share). Issued are 2,147,102 shares.

Broadcasting revenues in that period amounted to \$1,581,005, with net earnings amounting to \$82,777. In the 1967 year, broadcasting accounted for \$3,160,605 of the total \$31,539,068 in revenues. Earnings in that same half year period attributed to broadcasting were \$195,279 of \$403,917 total.

Bartell Media's total assets as of June 30 were listed as \$19,610,488, with \$9,700,073 as total current assets. Total current liabilities were listed at \$5,395,285, long term debt, \$3,297,841, and retained earnings \$218,876.

Bartell Media owns WADO New York, WOKY Milwaukee, and KCBQ San Diego. It also owns TV stations in Aruba and in Curacao, Netherlands Antilles, and CATV systems in Plattsburgh, N. Y., with 426 customers, and in Waterville, Me., with 197 customers, both as of June 30. It has also applied for CATV in various sections of New York.



If you're keeping your AM, FM, and TV signals all to yourself... something's wrong!

When you need help, count on RCA Service Company, geared through experience to broadcasting's special needs for maintenance of complex station equipment. Getting the signal to your audience requires equipment in top condition. RCA Broadcast Service sees to that. With a background unmatched in the industry for this kind of work, RCA offers broadcasters protection they can count on—on a *contract* or *per call* basis.

Check some of the services available:

| | |
|-------------------------------|----------------------|
| Camera Chains | Antenna Inspection |
| Video Tape Recorder Service | Measurements |
| TV Camera and Transmitter | Console Repairs |
| Overhaul | Microwave Service |
| Installation Supervision | TV Projector Service |
| Microphone and Pickup Repairs | Custom Fabrication |
| Transmitter Performance | Teletypewriter |
| Measurements | Maintenance |

To protect performance of your equipment, call either of our field offices: Chicago (312) WE 9-6117; Phila. (215) HO 7-3300. Or contact Broadcast Service, RCA Service Company, A Division of RCA, Technical Products Service, Bldg. CHIC-225, Camden, N.J. 08101. Phone: (609) 963-8000, ext. PH-311

RCA

Concern grows over middlemen

Reps are advising caution in buying and billing practices while an AAAA committee looks into media rates and bartering

The rise of independent buying services, or "middlemen," in spot television and radio is engaging more and more the attention—and often the concern—of both buyers and sellers of spot advertising time.

Concern also is focused in generous portions on two broadcast institutions that are far older than the so-called middlemen operations, which have risen to relative prominence during the last several months (BROADCASTING, July 15, et seq.). One of these institutions is barter. The other is rate-cutting.

The nub question in all the ferment appears to be whether practices are developing — or could develop — that would jeopardize spot advertising values, depress rates and perhaps, in addition, put stations in violation of FCC rules against fraudulent billing.

The spot-rates issue, which has been simmering at individual agencies and in informal groups of agency executives, is due to reach the top echelons of the American Association of Advertising Agencies through a report by a special AAAA committee within the next few weeks.

On the broadcast side, some key spot sales executives fear the structure of spot broadcasting is being undermined by practices of some stations in deal-

ing not only with middlemen but also with traveling representatives of conventional advertising agencies.

Rep's Concern • Eugene Katz of The Katz Agency, for one, is known to have sent top management of Katz-represented stations advisory letters warning that when station salesmen give buyers in the field better deals than are available through the national representative, agencies lose respect for quotations offered by the rep, haggling increases and the entire spot business suffers.

Mr. Katz's letter also said—and a number of agency sources last week agreed—that "right now the manner in which stations are handling requests for avails and rates from traveling representatives of agencies and advertisers is a very serious problem, causing resentment among spot's biggest users. Major spot-buying agencies are questioning the rates they are paying. Concern about spot-rate practices is so intense among many larger agencies that a special AAAA committee has been organized to investigate" (for other excerpts from the Katz letter, see story below).

Another Katz Agency advisory to its stations cites "the broadening scope of the barter business." Brokers and barterers, according to this letter, "are no

longer seeking their principal targets among marginal, low-budget advertisers but are going after top accounts attempting to convert them from cash to straight barter or barter at cut rates" (other excerpts below).

A number of executives in both agencies and rep firms fear that in the current spot climate—although business is good—some stations may be inclined not only to cut rates but also to help cover up the deals by adjusting the affidavits they submit for agencies.

Knowingly submitting false information on rates and schedules to agencies, advertisers and reps by licensees is prohibited by FCC rules.

Several station rep firms are reported to have sent advisories to their stations suggesting steps they may take to protect themselves and spot business generally.

Counsel to Stations • It is known that Peters, Griffin, Woodward, for instance, sent PGW stations earlier this month a proposed set of "basic ground rules" for business with outside media-buying services. In essence, PGW's plan when dealing through a buying service is to send copies of all contracts to the agency of record as well as to the buying service. PGW asked its stations similarly to send copies of all pertinent doc-

Reps' comments on rate-cutting practices

Here, in condensed text, are three letters sent out by two leading station-rep firms on the currently controversial issues of spot rates and rate-cutting, barter and outside buying services, or "middlemen" (for other details, see above). The letters went as advisories to the individual stations represented by the respective firms.

From Eugene Katz, president of The Katz Agency Inc.:

"[Some] spot problems, causing a lot of hostility to spot right now, are more distressing because they are aggravated by the stations themselves. They could be reduced or perhaps eliminated if broadcasters

understood the consequences of some of their actions. . . .

"We have been called on the carpet by top agency executives to defend the [high] rates at which we have sold time to their media departments for their accounts. When we get to these on-the-carpet sessions we are usually presented with information about the buys which a field man has made, or a media middleman has made, purporting to be from 20% to 30% better in media value than those available through representatives. (I'm sure other representatives have been summoned to similar meetings.)

"What does this mean, they ask?

Should they start traveling men to do the buying locally? Should they open field offices in the larger cities?

"At stake here is a large chunk of the billion-dollar spot volume built up slowly and painfully over the years. At stake is the rate structure of spot TV. At stake is the value of TV properties, much of which rests on continuation of a healthy spot income. . . .

"When a station's local salesman quotes avails, or rates, or offers sweeteners to a field representative of an advertiser or an agency which are better than those his representative can deliver in Chicago or Philadelphia or New York, he is poison-

uments to the agency of record (for text of PGW plan see page 66).

Other reps are said to have made similar suggestions to their stations. RKO Television National Sales did so some weeks ago (CLOSED CIRCUIT, July 29). Some are also reported to have asked their stations not to deal directly with buying services or field representatives of conventional agencies, but, rather, to have these agents deal through the rep.

Many executives concerned with current trends do not question the idea that outside buying services can serve a useful purpose—and in some cases say there may be a real need for them—but always provided the business practices of all participants are kept clean.

There is even talk that perhaps agencies themselves should set up a media buying service or, individually, expand buying operations to acquire big blocks of time for use by several clients.

Basis for Fears ■ The fear of rate-cutting, barter pressures and preferential rates appears to lie at the heart of most agency concern, as evidenced by the Young & Rubicam letter a few weeks ago asking stations to indicate the organization through which they are offering time and also calling for details on preferential rates the stations may have granted (CLOSED CIRCUIT, Sept. 2).

Leading middleman organizations maintain that it is their know-how, not rate-cutting, that enables them to put together superior campaigns for the agencies for whom they take on assignments. And many reps say they have dealt with such organizations—always at card rates and without detecting anything amiss.

Yet the concern apparent among both reps and agencies makes clear that

a certain suspicion persists, and sometimes it becomes an accusation.

Paul Roth, media vice president of Kenyon & Eckhardt, said in an internal memo recently that K&E had been approached by companies that offered to buy spot TV time for the agency's clients at no charge to K&E—and to do so at less than the time would cost if bought by K&E.

These companies, Mr. Roth's memo continued, "concentrated in timebuying under the rate card. . . . They propose to make their money by buying spot so far below rate card that they can add their own mark-up and deliver the time to us for less than we can purchase it for our clients."

Mr. Roth contended, along with a number of other agency executives, that relatively little spot buying is at card rates anyway, whether it's done by conventional agencies or by others.

Barter Issue ■ The question of barter often comes up in discussions of rates and middleman operations, even though many of these independent specialists—specifically including U.S. Media International, the acknowledged leader in the negotiated-buying field—insist they do not touch barter in any way.

The special AAAA committee studying media rates and buying practices is understood to be including barter operations in its study. "Barter and middlemen represent \$100 million a year in billings, and that's not peanuts," one committee member said last week.

The special committee reportedly is drafting a "position paper" for submission to the AAAA board. Depending on the board's action—which could range from complete acceptance to complete rejection—the paper may be published or put on the agenda for the

mid-October eastern annual conference of the AAAA, although some well-placed sources thought the latter prospect was less than likely.

Michael Donovan, media vice president of Papert, Koenig, Lois, is chairman of the AAAA stations relations committee and in that capacity also heads the special committee.

One agency source speculated last week that "the way many stations have gone for these buying services, they may be subject to FCC charges of fraudulent billing practices."

FCC rules forbid licensees to knowingly give agencies, advertisers, reps or others invoices, bills or affidavits that contain false information as to rates, charged or misrepresent the nature and quantity of advertising involved.

An agency source suggested that—*theoretically, anyway*—stations might submit affidavits with rate information "adjusted" to the buyer's convenience. As an example he said a buying service conceivably could buy one station at or near rate card and another far below rate card and then, with the stations' cooperation, "hypo the low rate and lower the high rate."

A station source suggested that when buying organizations submit only a single bill to the agency for which they're working, it would be possible—again, *theoretically*—for the bill to be made to appear as if the buys were all at or near card rate even though they might be far from it. This presumably would also require some cooperation from stations in making out their affidavits. The source emphasized that he was speaking only of a possibility he could see in the system, and that he knew of no instance where in fact it had been done.

ing the atmosphere for spot and making things tougher for his station in the long run.

"What happens is this:

"1: If the field buy the advertiser makes is better than the agency buy, the agency is embarrassed. The agency then blames us, loses faith in our future quotations for that station, begins to wonder if it shouldn't send out its own field man. If a field man from an agency makes a better buy than that quoted by us in New York, Philadelphia or Chicago, then future quotations from us are suspect.

"2: The rumor gets around (this is now history) that since you can do it better in the field, why not set up an organization to do field buying for a lot of different accounts



Mr. Katz



Mr. Van Erk



Mr. Donahue

and get the benefits that may come from (a) dealing face to face with the station: (b) negotiating one big

buy instead of several smaller ones; (c) spending all the money on one
(Continued on next page)

REP COMMENTS ON RATE CUTTING continued

station to get a blockbuster of a deal; (d) getting choice locally controlled avails which the representative may not be able to offer.

"3: On the strength of these arguments, middleman outfits are formed to bargain with stations. They open field offices in the larger TV markets to deal directly with stations.

"4: By going to the advertiser direct and touting the buys they have made, which they claim are better than those that can be made by an agency through regular channels, the middlemen succeed in forcing more and more accounts to use their services.

"5: As the middlemen control more accounts, they have more weight to use in bargaining with stations, can open more offices, can wield more influence over rates and availabilities.

"6: Caught in all these pressures, agencies see spot's rate confusion as a source of friction between them and their accounts and tend to look for other media as substitutes: network TV, regional editions of magazines, newspapers, etc.

"7: Agencies appoint an emergency 4-A committee to help them grapple with the problem. One remedy suggested is this: If middlemen can bargain collectively for a lot of different advertisers and get better results, why shouldn't agencies do it too? Why shouldn't they buy chunks of time for all their accounts and divide it up as needed? Why shouldn't they, in short, act as brokers?

"I think you can see where this leads if it goes unchecked: to a kind of bid-and-asked, over-the-counter marketplace for your station's time, with very little control left in your hands.

"What can you do about this?

"1. You can talk this over with your staff to make sure they understand the consequences which insure when a station man—offers special avails, or—creates a new rate, or—introduces special inducements for a guy who comes to town

with money to spend.

"(Often local salesmen and station owner have different interests here—the salesman wants to make the sale, get the credit, meet a goal, etc.; the owner will have a longer range view and understand the destructive consequences of the salesman's acts.)

"2. You can reaffirm your policy of informing our salesmen of the details of every sale made locally to a field representative of an agency or advertiser."

From Scott Donahue Jr., vice president, Katz Television:

"... Increasingly blue-chip advertisers are being solicited [by brokers or barterers] with promises of television time at sharply discounted prices—with the result that even the largest agencies are feeling client pressure to collaborate in barter schemes, or worse still to contrive their own. . . .

"... Increasingly, blue-chip advertising to make spot buying less complicated and more efficient, agencies feel that they have to make 'deals' in order to buy spot effectively for their clients. If any number of film salesmen and barter agents are allowed to quote an endless variety of station rates—or advertise discount deals—for time in your market, it may not be very long before we realize that we just stood by and watched while a dynamic spot industry was turned into a shoddy brokerage operation. Barter techniques frequently result in outright misrepresentation of the time periods and prices offered by a station. This inevitably leads to discriminatory rates and rate erosion through the substitution of negotiated values for a station's published rates. Eventually the over-all value of the product is degraded.

"Please understand that we are not taking pot shots at a particular barter operator or barter technique. But we are truly concerned about the broadening scope of the barter business. We are not talking about the exchange of a station's time for promotional space in *TV Guide*, or a

new station wagon for the news department for which the car dealer is paid in commercial time. It is the extension of such arrangements, permitting the resale of a station's time to a third party, that represents the danger. We believe that any arrangement that allows resale of a station's time should be refused—whether it comes from the trade deal artist offering watches, hotel facilities, etc., or from the most respected agency/advertiser with programs to exchange for time.

"We think the potential dangers of barter should not be underestimated—should be of real concern to all who have a stake in the stability of spot television. This is no wolf cry; the strong words are chosen very deliberately. You may want to review the whole subject with those on your staff who should be concerned."

From Theodore D. Van Erk, vice president, Peters, Griffin, Woodward:

"... We have now moved along to the point in our experience with [media buying service] organizations that we feel we should implement some basic ground rules.

"Here is the procedure we will follow . . .

"1. A copy of our contract pertaining to the product schedule will be sent to the media buying service.

"2. A copy of our contract will be sent to agency of record for the product.

"3. A cover letter to the product's agency of record will accompany the contract. . . .

"4. Should the commercial involve multiple agencies (i.e. piggyback), copy of the cover letter will be sent to each with our contract.

"5. A copy of the cover letter(s) will also be sent to the station with their copy of the contract.

"When we have sold a schedule for you to one of the media buying services, we are recommending that you forward a copy of your monthly statement and affidavit to the product's agency of record. This, then, will show the agency of record and the media buying service what has been contracted and where it actually ran along with price and products(s) . . ."

Business briefly . . .

Loma Linda Foods, Riverside, Calif., through MacManus, John & Adams, Los Angeles, has started a schedule of 30-second color spots throughout the West on behalf of Loma Linda Ruskets and Ruskets Flakes. The campaign is

to run for 13 weeks in Los Angeles, San Diego, the San Francisco Bay Area, Sacramento, Fresno, all California; Spokane, Wash.; Phoenix; Salt Lake City, and Portland and Eugene, both Oregon. The spots are aimed at children's audiences.

Borden Inc., through Bill Suit Agency

Inc., both New York, is introducing a new low-fat milk product called Lite Line on TV and radio, initially in the metropolitan New York area and in Albany, Schenectady, Utica and Glens Falls, all New York, and in Connecticut.

Electric Companies Advertising Pro-

BROADCASTING, September 16, 1968

gram (ECAP), through N. W. Ayer & Son, both New York, will sponsor "Down to the Sea in Ships," an NBC-TV *Project 20* special Wednesday, Dec. 11 (10-11 p.m. NYT). The program will explore historical sea adventures as well as describing ships of today.

Chateau Martin Wines, through Weiss & Geller, both New York, has begun a saturation campaign for its wines and champagnes on radio, described by Chateau Martin as the heaviest in the company's history. Major schedules, running for 13 consecutive weeks, started after Labor day weekend, with 192 spot announcements on seven stations concentrated in the metropolitan New York area. More stations will be added later in the campaign, according to the advertiser.

'Hat in ring' advice for admen in Austin

To hear American Advertising Federation President Howard H. Bell tell it to conventioners during an AAF 10th district gathering in Austin Tex., last week: "If you can't lick 'em, join 'em."

That was part of his solution to improving the climate for advertising in government and political circles as Mr. Bell urged advertising and marketing people to take "a direct interest" in political office. "While this may have a chamber of commerce ring there is no doubt that our industry by and large has left the field of political office to others including the professional politicians."

Mr. Bell said that "advertising and advertising creativity already play a significant advisory role in the political campaigns of others. More practitioners of the art of communication in public office is an appealing prospect during these times of great stress and change in American life."

ABC-TV itemizes

Nixon spot buying

ABC-TV reports a total investment of nearly \$700,000 to date in advertising for Richard M. Nixon. Republican candidate for President.

Included in the buy are weekend, daytime, prime-time and late-night spots during the summer Olympic coverage Oct. 12-27, worth \$500,000, and five-minute programs following upcoming editions of the Wednesday movie, *The Lawrence Welk Show* and *Hollywood Palace*.

Mr. Nixon's agency is Fuller, Smith & Ross, New York.

For 'Openers' WNJU-TV will air commercials

Monthly TV screenings of a representative sample of commercials introduced in the New York market will start Oct. 7 on WNJU-TV, a New York area UHF usually devoted to Spanish-language programming.

The 45-minute presentation, titled *Openers*, will be shown at 4 p.m. the first Monday and Thursday of each month, preceding WNJU-TV's regular sign-on time of 5 p.m. The program is presented in conjunction with *Clio*, a new monthly magazine published in association with the American TV Commercials Festival. Wallace A. Ross, publisher of *Clio* and director of the festival, is the producer. He is inviting agencies to submit selections, and will also use the TVC Videorecord monitoring service in New York to gather samples.

Company to aid agencies

The formation of Remember Radio Inc., New York, to service advertising agencies, has been announced.

According to its president, Bobbi Feldman, Remember Radio will create, write and produce radio commercials, as well as handle media buying for

agencies.

Lord, Geller & Federico, New York, its first client, has assigned the firm to handle a regional campaign for the Killington Ski Resort in Killington, Vt.

Remember Radio Inc. is at 41 East 42nd Street.

RCA plans heavy buying splurge

The budget for RCA's fall and holiday advertising campaign starting in October has reached record proportions this year, the company reported last week.

RCA will spend \$22.4 million, \$3.9 million more than last year, to promote color and black-and-white television receivers, radios, stereo phonographs, tape equipment and walkie-talkies.

The campaign will stress television and local newspaper advertising. Included in the TV plans are a Bing Crosby special on NBC-TV Oct. 23, 10-11 p.m. EDT, spots in American Football League telecasts, and in various shows such as movies, *Walt Disney Get Smart*, *Daniel Boone*, *Ironside*, *The Name of the Game*, *The Virginian*, *Jerry Lewis*, *Star Trek*, *Phyllis Diller*, *The Outsider* and *High Chaparral*, all on NBC-TV, RCA's subsidiary.

RCA also said it would make extensive use of radio.

Conventions deflate network billings in August

Network TV billings were off 1.4% in August but were up 3.4% for the first eight months of 1968, according to the Television Bureau of Advertising.

TVB, whose figures are compiled by Leading National Advertisers,

said the August drop was attributed to the networks' coverage of the Republican and Democratic conventions, and possibly to some extent to carriage of reports on the Czechoslovakian crisis.

The TVB report:

Network television net time and program billings by day parts and by network (add \$000)

| | August | | | Jan.-August | | | |
|------------|----------|------------|--------|-------------|------------|--------|-------------|
| | 1967 | 1968 | % chg. | 1967 | 1968 | % chg. | |
| Daytime | 30,077.8 | 30,977.9 | +3.0 | 293,844.3 | 303,052.6 | +3.1 | |
| Mon-Fri | 24,394.0 | 23,293.3 | -4.5 | 219,722.9 | 223,952.6 | +1.9 | |
| Sat-Sun | 5,683.8 | 7,684.6 | +35.2 | 74,071.4 | 79,100.0 | +6.8 | |
| Night-time | 59,962.1 | 57,766.8 | -3.7 | 605,392.3 | 626,486.2 | +3.5 | |
| Total | 90,039.9 | 88,744.7 | -1.4 | 899,236.6 | 929,538.8 | +3.4 | |
| | | ABC | | | NBC | | Total |
| January | | \$34,708.7 | | | \$48,151.9 | | \$138,757.1 |
| February | | 41,976.5 | | | 47,051.6 | | 138,929.4 |
| March | | 38,904.3 | | | 52,299.8 | | 139,484.2 |
| April | | 33,371.5 | | | 45,797.6 | | 122,876.3 |
| May | | 29,606.5 | | | 43,014.1 | | 115,399.8 |
| June | | 25,091.5 | | | 35,416.4 | | 93,085.2 |
| July* | | 24,859.8 | | | 34,343.6 | | 92,262.1 |
| August | | 24,451.7 | | | 31,838.8 | | 88,744.7 |

*Revised

Source: LNA/TvB

Radio finishing strong in '68

David gives glowing report at RAB session, but has words of caution

Radio will enjoy its first billion-dollar year this year, Radio Advertising Bureau President Miles David predicted at RAB's opening management conference in Atlanta, last Thursday (Sept. 12).

Mr. David told the first of six such meetings to be held regionally by mid-October that "radio is growing fastest among the four leading consumer advertising media this year."

He said a RAB survey for the first half of this year showed all forms of radio advertising running 7% ahead of last year. He cited published figures stating that television network and spot combined grew 4.4% in the same period, newspaper lineage 2.4% and magazines 0.7%.

Mr. David said that some radio stations are running ahead of the 7% average, with a few reporting first-half increases of more than 15%. He said RAB estimates put total expenditures by all advertisers in radio last year at \$950 million.

Still Some Challenges ■ He credited this year's growth to "recognition by more major advertisers that radio's reach and frequency were underesti-

mated." At the same time, Mr. David warned against complacency. He said: "We still have a lot of selling to do. . . . There are as many challenges we face in this era of successful selling as in any past period."

He added that "in a year when we are growing faster than other media, there are still hundreds of advertisers and agencies who are not as knowledgeable as they should be about radio."

Also, he said, "one of the basic challenges facing radio is to maintain profitability because costs may be rising more rapidly than even our good growth."

Overall theme of the Sept. 12-13 conference was "The Profit Challenge."

Mr. David listed what he said were three major individual challenges among many that made up the overall profit challenge:

■ **Management:** "The cost of salesmen, executives and all other personnel will continue to go up as will the cost of everything we buy. . . . We must achieve more impact per salesman."

■ **Creative:** "There is a whole group of accounts now entering radio who need guidance on effective radio commercials. We must either bring these accounts to creative sources or become their creative sources where necessary."

■ **Service:** "We must examine creatively what we do in each community. Use the same kind of ingenuity you put behind an audience promotion or a commercial created for an advertiser in public service."

Next in the two-day RAB conferences is scheduled for today and Tuesday (Sept. 16-17) at White Plains, N.Y.

Timex buys huge TV package deal from NBC

Timex Watches, through Warwick & Legler, both New York, has made "one of the largest purchases of television specials ever recorded by NBC," the network announced last week.

The purchase includes full sponsorship of the two-hour special, *Heidi* (Sunday, Nov. 17, 7-9 p.m. NYT); seven one-hour specials, *Fabulous Shorts* (Thursday, Oct. 17, 7:30-8:30 p.m. NYT), *Fabulous Fashions* (Tuesday, March 18, 1969, 7:30-8:30 p.m. NYT), two Alan King comedy specials (Thursday, Jan. 16, 1969, 10-11 p.m. and Monday, May 19, 1969, 8-9 p.m. NYT), Diana Ross and The Supremes and The Temptations musical (Monday, Dec. 9, 8-9 p.m. NYT), *The Andy Williams Christmas Show* (Thursday, Dec. 19, 8-9 p.m. NYT), *The Best on Record* (Monday, May 5, 1969, 8-9 p.m. NYT); and two half-hour specials, a program with The Cowsills singing group (Saturday, Nov. 23, 8:30-9 p.m. NYT) and *Children's Letters to God* (Sunday, Feb. 16, 1969, 8:30-9 p.m. NYT).

Timex also was half-sponsor of the *Johnny Carson Discovers Cypress Gardens* hour Saturday, Sept. 7, and will co-sponsor a one-hour Julie Andrews special Sunday, April 13, 1969, (9-10 p.m. NYT).

Movie ads listed by NAB

The National Association of Broadcasters Code Authority has issued its second monthly listing of titles of feature-film commercials for TV-radio that have been reviewed and evaluated under code standards. The code authority lists only film titles; further information on the "acceptability or evaluation" of those commercials is available at the three NAB code offices (BROADCASTING, July 29). The list of titles includes "Bandolero," "Blue," "The Fox," "Helga," "How Sweet It Is," "Interlude," "The Lost Continent," "The Name of the Game Is Kill," "Pretty Poison," "Prudence and the Pill," "The Thomas Crown Affair," and "Wild in the Streets."

Coast agencies merge

The Wyman Co. Inc., San Francisco (with branch in Los Angeles) and Anderson-McConnell Advertising Agency Inc., Hollywood, have merged operations. H. Jack Wyman, president of The Wyman Co., becomes chief executive officer and president of the new firm, Wyman/Anderson - McConnell. Head-

Preview: 'Pay no more' commercial

"It's silly to pay more," says a new Fruit of the Loom hosiery commercial, continuing a familiar theme in a new setting—a party.

In the 60-second spot, a camera winds its way through a sophisticated crowd while two women's voices discuss the variety of stocking fashions by Indian Head Hosiery Co., emphasizing economy and value. Two 10-second ID's have also been produced using the party background.

The schedule is set to break today (Sept. 16) in major markets. Last year's commercial, featuring the "49½-cent stocking," will also be used in the daytime and night-time spot TV campaign. The commercials will run until the end of the year and will be used again next spring.



Two 30-second radio commercials will run coincidentally with the TV campaign.

Fruit of the Loom's agency is Warwick & Legler, New York. Focus Films, New York, was the production company.

quarters for the company will be San Francisco. Douglas E. Anderson, president of Anderson-McConnell, becomes president of the Anderson-McConnell Division, Los Angeles. The Wyman Co. Inc., was formed in 1950. Anderson-McConnell, in 1946.

Metro TV drops own UHF to take Cox VHF

In a rare, if not unprecedented turn, Metro TV Sales last week gave up representation of a San Francisco-Oakland station owned by its parent company, Metromedia Inc., in order to take on the representation of a competitor in the market, Cox Broadcasting's KTVU (TV). The switch is effective Oct. 1.

A spokesman for Metromedia, queried about the switch, said Metromedia's divisions are "strictly autonomous" and that the change in representation was worked out by Metro TV Sales with the concurrence of the Metromedia Television division. He also noted that the Metromedia station involved, KNEW-TV (ch. 32), went on the air July 1 and operates only from 3:30 to 11 p.m. KTVU (ch. 2) has been on the air since 1958. Both stations are independents.

The Metromedia spokesman said a new rep for KNEW-TV would be announced shortly.

'69 Pontiac's version

General Motors' Pontiac Motor Division today begins its TV campaign for 1969 models. But the models it is using in its new series of commercials are of an earlier vintage.

The campaign theme "Breakaway" will have eight 30-second spots in the first commercial flight with longer and shorter versions for local market use. The first commercial in the series, a "mini-movie," spoofs prison films and features a roster of film characters from the double-feature era: Broderick Crawford, Leo Gorcey, Lon Chaney Jr., J. Carroll Naish, Robert Strauss, Mike Mazurki and Elisha Cook Jr.

Other commercials in the series star George Raft, George Brent, Rudy Vallee, Maxie Rosenbloom, Iron Eyes Cody, Richard Deacon, Seat Man Crothers and Jack Nicklaus, among others.

Placed through MacManus, John & Adams, Bloomfield Hills, Mich., the spots were produced at Klein Harzman Hecht Film, Hollywood. Cost of the spots is estimated at \$250,000, exclusive of air time.

Manoff and Shulton splitting

Richard K. Manoff Inc. and Shulton Inc., both New York, have agreed to



Preview: Ma Bell and schmaltzy spoof

Three guys and a doll will promote weekend long-distance calling for AT&T Long Lines starting this week.

"Big Sully," played by Bruce Gordon of *The Untouchables* and *Run, Buddy, Run*, and his sidekicks, Louise Lasser, Phil Leeds and Tom Pedi, emphasize that "very little scratch is needed to make a long-distance call all day Saturday and Sunday." The doll places a call to her mother in

California, and the whole gang begins to cry at the touching scene.

The 60- and 30-second versions are to run on NBC-TV and ABC-TV in nighttime and daytime shows. The evening buy began Sept. 11; the daytime spots, being used for first time by AT&T Long Lines, start Oct. 1.

N. W. Ayer & Son, New York, is the agency. Focus Productions, New York, produced the commercial.

terminate their relationship, effective Dec. 2. The agency has been handling the advertising for the Technique division, which bills around \$4.1 million, with approximately \$375,000 in television. Announcement of a new agency has not been made.

Election-day campaign okay

A federal court judge has ruled that an Oregon law prohibiting political campaigning on an election day is unconstitutional because it violates both the free speech and free press constitutional provisions. Also cited was a

U. S. Supreme Court ruling that voided a similarly drafted Alabama law. The ruling resulted from a suit filed by KPOJ Portland, Ore., which sought a declaratory judgment.

Agency appointments . . .

▪ Parera S. A. (Varon Dandy toiletries products for men) and S. A. La Toja (Magno soap and cologne for women), both through La Cibeles Enterprises Co., U. S. distributor for the Spanish companies, have appointed Spanish Market Specialists Inc., New York, to handle their advertising in the U.S. Ear-

ly plans include TV and radio in the New York market.

▪ **Bozell & Jacobs**, Omaha, has been assigned consumer and institutional advertising for the **Ocoma Foods Co.**, Omaha, a subsidiary of **Consolidated Foods Corp.**, Chicago. **Lilienfeld & Co.**, Chicago, was the former agency. **Ocoma Foods**, a major processor of frozen poultry and prepared foods, bills approximately \$300,000.

▪ **The MEM Co.**, Northvale, N. J., has named **Cunningham & Walsh**, New York, for **English Leather** and **English Leather Lime** toiletries. Billings are estimated at \$1.75 million, with over half in radio and television.

GM's Cole warns against impotent ads

Advertising has a big part to play in the biggest of businesses in the U.S., and it had better be good or it will



Mr. Cole

before the Sales Executives Club of

"have the impact of a rose petal being tossed into the Grand Canyon."

The message to those in the business of marketing was delivered last week by **Edward N. Cole**, president of **General Motors Corp.** His talk was made

New York where Mr. Cole was presented SEC's "Applause Award" in recognition of his emphasis on marketing programs in the GM operation.

The thesis was set down explicitly by Mr. Cole: "Americans today are subjected to an almost unbelievable barrage of ideas and messages on every conceivable subject. The question is how to penetrate this jungle of information with your own marketing message."

The consumer, he said, is as sophisticated in his approach to "commercial communications as he is to the product itself." And, Mr. Cole warned that under such pressures of mass communications "advertising not only has developed its own credibility gap; in many instances it also has forgotten how to talk to the prospect as an individual."

Mr. Cole said the danger is of a consumer developing immunity to the "big mass sell," either because he finds it devoid of personal appeal or because he "just doesn't believe it."

Look But Doesn't See ■ "It is amazing how long the average person can watch television, or read a magazine, without really absorbing a single commercial message," Mr. Cole observed.

"Only the most intelligent, direct and personal appeal can hope to gain the attention of this new breed of consumer," Mr. Cole continued. "Advertising should be different and exciting. It should be provocative and intriguing. It must stir belief rather than smother it."

If advertising fails in this area, the effort, "however costly," Mr. Cole said, would have the impact of that rose petal being tossed.

Also in advertising . . .

Commercial specialists ■ **Klein/Barzman/Hecht Film**, an independent firm specializing in complete film services for advertising agencies and their clients, has been formed in Hollywood. The company's first project is production of commercials introducing the 1969 Pontiac. Agency principals are **Robert Klein**, **Alan Barzman** and **Sid Hecht**. The new firm is an adjunct to **Klein/Barzman**, creative consulting organization formed eight years ago.

Staff consolidation ■ The two separate staffs that **MacManus, John & Adams** has maintained in Los Angeles since April have been consolidated in the **MJ&A** building at 8730 Wilshire Boulevard. Moving into these quarters is the former staff of **West, Weir & Bartel Inc.** **MJ&A** and **WWB** were merged in April.

New purchase ■ **Pepper & Tanner**, Memphis, producer of radio-TV musical production materials and which has an extensive barter advertising division, last week announced purchase of **Mark II Co.**, **Bala Cynwyd, Pa.**, a division of **International Equity Corp.** **Mark II** markets lines of men's cosmetic products, largely through prestige stores. Heavy use of radio-TV is planned. **International Equity** also has **CATV** interests.

College course ■ **New School for Social Research**, New York, will offer three courses on writing and producing TV commercials, beginning this month. Details are available from **Director of Admissions**, **New School for Social Research**, 66 West 12th Street, New York 10011, telephone (212) OR-52700.

BAR network TV-billing report for week ended Sept. 1

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Sept. 1, 1968 (net time and talent charges in thousands of dollars)

| Day parts | ABC | | CBS | | NBC | | Total minutes week ended Sept. 1 | Total dollars week ended Sept. 1 | 1968 total minutes | 1968 total dollars |
|----------------------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|----------------------------------|----------------------------------|--------------------|--------------------|
| | Week ended Sept. 1 | Cume Jan. 1-Sept. 1 | Week ended Sept. 1 | Cume Jan. 1-Sept. 1 | Week ended Sept. 1 | Cume Jan. 1-Sept. 1 | | | | |
| Monday-Friday Sign-on-10 a.m. | \$ | \$ 145.8 | \$ 39.1 | \$ 2,327.2 | \$ 336.0 | \$ 11,544.4 | 59 | \$ 375.1 | 2,410 | \$ 14,017.4 |
| Monday-Friday 10 a.m.-6 p.m. | 1,004.8 | 39,482.9 | 1,965.4 | 95,856.5 | 1,746.9 | 72,137.7 | 769 | 4,717.1 | 30,841 | 207,477.1 |
| Saturday-Sunday Sign-on-6 p.m. | 555.1 | 31,638.0 | 409.1 | 27,115.4 | 510.7 | 16,109.9 | 237 | 1,474.9 | 8,111 | 74,863.3 |
| Monday-Saturday 6 p.m.-7:30 p.m. | 221.7 | 9,987.0 | 564.7 | 18,766.0 | 415.2 | 19,426.4 | 99 | 1,201.6 | 3,073 | 48,179.4 |
| Sunday 6 p.m.-7:30 p.m. | 48.0 | 3,450.9 | 117.5 | 6,455.0 | 65.7 | 5,877.8 | 17 | 231.2 | 697 | 15,783.7 |
| Monday-Sunday 7:30 p.m.-11 p.m. | 3,297.6 | 156,452.6 | 3,002.7 | 193,817.8 | 2,404.1 | 190,317.1 | 377 | 8,704.4 | 15,255 | 540,641.5 |
| Monday-Sunday 11 p.m.-Sign-off | 448.8 | 11,569.2 | 901.5 | 3,437.7 | 681.1 | 14,967.8 | 144 | 2,031.4 | 2,691 | 29,974.7 |
| Total | \$5,576.0 | \$252,726.4 | \$7,000.0 | \$347,775.6 | \$6,159.7 | \$330,435.1 | 1,702 | \$18,735.7 | 63,078 | \$930,937.1 |

NHK installs computer broadcast programming

SYSTEM PLANS 640 TV SHOWS, 1,200 RADIO PROGRAMS

Japan's big NHK (Japan Broadcasting Corp.) has switched on a science-fiction style computer operation that does everything from assigning studio space to automatically broadcasting programming to typing out the pay vouchers for its several thousand employees.

Officials of the noncommercial Japan Broadcasting Corp. (NHK) claim that the computer operation, which was dedicated last Thursday (Sept. 12), is the most advanced information and control system in the broadcasting industry and one of the most advanced such systems in the world.

At the heart of the system, called TOPICS (total on-line program and information control system), are a pair of American-made IBM computers, a system/360 model 50 and 1800 data and an 1800 data acquisition and control system.

NHK experts calculate that the computer operation daily eliminates some 1,800 telephone conversations and 5,000 memos, letters and reports involved in broadcast production. The \$280-million-a-year corporation operates both a commercial and an educational television network, plus two AM and one FM radio networks.

The computer allows fewer than two-dozen personnel to plan and supervise the 640 television shows and 1,200 radio programs that are in production at any one time, as well as monitor the five programs on the air.

NHK officials outlined four major functions performed by TOPICS:

- A communications link between the corporation's downtown Tokyo broadcast center and studios in suburban Yoyogik five miles away.
- An information retrieval system storing program schedules, budgets, inventories, etc.
- A simulator working out personal assignments and studio schedules.
- A master switching control which selects in sequence studios, cameras, tape machines, station breaks, etc., and automatically puts them on the air.

Company officials said that in addition to instantaneously providing a program director with lists of personnel and equipment available for any given time, the computer can calculate the entire scheduling for production of a program in less than 15 seconds. The schedule is automatically stored and the director can have it instantly flashed on a display board at any one of 184 different terminals placed throughout the

broadcaster's facilities.

For program production, the automatic broadcast control system part of the computer automatically warms up and checks out cameras and tape recorders, switches them through a preset matrix, monitors the recording process, rewinds the tape and shuts down the taping equipment. The program is registered in TOPICS's files and before air time the computer displays a schedule alerting an operator to mount the tape on a specific playback machine.

Twenty minutes before air time the computer checks out the playback equipment and makes sure that the right reel of tape is on it. Ten seconds before air time it starts the recorder and 300-millisecons before air time it switches into the matrix and begins broadcasting. Special digitally controlled audio and video-tape recorders had to be developed for the system. The computer performs routine functions, such as payroll calculation, in its spare time.

A special IBM-designed high speed data link subsystem connecting the computer operations at the two broadcast facilities is similar to that linking National Aeronautics and Space Administration's Cape Kennedy and Houston space centers.

Price of the TOPICS installation was not revealed. NHK carries no commercials on any of its 100 hours of daily programming. Revenues are derived from

subscription fees of about one dollar a month for television. Radio is free.

NHK President Yoshinori Maeda said the computer installation reorganized the entire broadcast organization so that "the mechanics of running the organization would be looked after by machines so that our people could do human work."

Israel restricts TV imports from agents

In the future Israeli dealers will be permitted to import TV sets only from manufacturers, and not from agents abroad, a spokesman for the Ministry of Commerce and Industry announced in Jerusalem. The new ruling is designed to insure a more reliable service and a steady supply of spare parts.

Before obtaining an import license, dealers will now be required to show the ministry a firm agreement with a foreign set manufacturer, who must undertake to provide spare parts for up to seven years for each set delivered. Dealers themselves will be responsible for after sales servicing.

Czech TV resumes after Soviet takeover

Czechoslovak television resumed broadcastings again Sept. 4 after having been off the air since the invasion by Soviet and other Communist bloc troops (BROADCASTING, Aug. 26).



Shown above is Japan Broadcasting Corp.'s (NHK) broadcast control center which can give program managers

access to all information concerning some 1,800 TV-radio programs that are constantly in production.

BBC board chairman airs views after year on job

Lord Hill of Luton, who has been chairman of the British Broadcasting Corp.'s board of governors since Aug. 31, 1967, aired some of his views in London last week, a year after taking office. He was previously head of the Independent Television Authority.

Admitting that the transition stage had initially been hard and that, like others, he had been astonished by his appointment from the rival organization, he maintained however that there had been no rows, adding that "rowing with the BBC is like wrestling with an eiderdown."

Lord Hill said he had no doubt that the BBC's service was "the best in the world," but that the organization itself had its defects. This was inevitable because of its bigness and meant that it had to be on its guard all the time against behaving like a body apart.

Asked if he saw his appointment as an indication of the government's aim to curb and clean up BBC or as a purely business challenge, Lord

Hill said he had not been told to "save money or cut off heads or clean up stables." There had been no strings attached and if there had, he added, "I wouldn't have taken the job."

On the question that the BBC had become too permissive under its director-general Sir Hugh Greene, who retires next year (BROADCASTING, Aug. 7, 1967), Lord Hill had this to say: "Hugh Greene has done a fine job in liberating the BBC from its old image. Subjects are now openly discussed in broadcasting that were never or seldom mentioned in private conversation 20 years ago." If he had misgivings, he added, "it is that we do sometimes forget that we should never needlessly offend for the sheer joy of busting taboos." The BBC had a duty to shock people from time to time, but should never enjoy being shocking. Satire, while good, should stop short of character assassination. Modern drama should be given the greatest possible freedom but total license was impossible.

"Sex isn't everything," said Lord Hill, "and excessive violence *can* do harm." But that didn't mean, he qualified, that he was going to put the clock back.

Lord Hill's view on censorship was that the BBC was under a self-imposed obligation to be absolutely impartial on issues of public and political controversy. Both BBC and ITA had achieved this. Nevertheless, there were some exceptions to the principle of objectivity, and one of these concerned racial discrimination.

On advertising Lord Hill said that the ITA had shown that a good TV service could function through commercial backing, but that he was opposed to it on the BBC. A switch to advertising on the BBC would involve a deliberate change in national policy. "I do not believe," he said, "that the nation wants to change the BBC into an organization depending on advertising. The license method is the best safeguard of the BBC's independence."

The first newscasts showed a nation returned to normal—women shopping, children attending the opening day of school, soccer teams practicing, trolley cars gliding up busy streets, and the country returning to its everyday activities. In other words, Czech TV showed the country "normalized" with the inference being that the foreign troops no longer needed to be in the country. News broadcasts also noted protests against the occupation from West European Communist parties.

The first night of television also showed a film of Czech Communist Party leader Alexander Dubcek. The broadcast said Mr. Dubcek had been in Prague, working all day, and was apparently meant to quiet concern over an item in *L'Hummanite*, the French Communist newspaper, saying Mr. Dubcek had been summoned back to Moscow.

Czech TV was making its points, despite new censorship rules that have been imposed on all media.

Abroad in brief . . .

Hands across sea ■ Sandler Films, Hollywood, has concluded a joint agreement with Tohokushinsha Film Co., Tokyo, for the production of commercials and institutional films. The initial projects under the agreement involve

packages of commercials for Fujia candy and Bridgestone tires for Nitto Advertising agency, Tokyo. In addition to the production agreement, Tohokushinsha will act as distributor in the orient for the Sandler film library.

Minicam presentation ■ The International Broadcasting Convention in London last week heard a description of CBS Laboratories' portable, cableless color television camera, the Minicam Mark VI (BROADCASTING, April 1 et seq.). Renville H. McMann Jr., vice president of CBS Laboratories, and Richard G. Streeter, associate director of product development at CBS-TV, made the presentation.

Israel minister predicts better programming in '69

Regular Arabic and Hebrew TV broadcasts of "a satisfactory standard" by the middle of 1969 have been forecast by Yisrael Galili, minister without portfolio, in Israel's Knesset. Experimental programs are now screened four times weekly.

Mr. Galili, who was winding up the debate on the first reading of the amendment to the Broadcasting Authority Law, which sanctions the introduction of TV broadcasting, admitted that there was still a need for learning from other

countries. He also revealed that two factors had hampered Israel's Arabic service—a lack of suitable personnel, and the discovery that there were fewer sets than previously estimated in the occupied areas.

The bill passed its first reading successfully.

CBC, schools agree on 10-year contract

The Canadian Broadcasting Corp., for \$100,000, has purchased exclusive television rights to major university athletic events for the next 10 years.

The CBC made the agreement with the Canadian Intercollegiate Athletic Union, which represents about 50 colleges and universities.

Although the agreement does not officially begin until April 1969, the CBC will begin carrying some collegiate events this year. The first event was an exhibition football game last Saturday (Sept. 14) between the University of Manitoba and Waterloo Lutheran University.

Other sporting events, which the CBC will carry either nationally or regionally, include basketball, hockey, track and field, sailing, volleyball, tennis, wrestling and swimming.

**GE, Ikegami-Tsushinki
to make color TV camera**

Ikegami-Tsushinki Co., Tokyo, and the General Electric Co., Schenectady, N. Y., have entered into a license agreement, recently approved by the Japanese government, under which Ikegami will manufacture a live color TV camera system using the basic design of GE's PE-350.

Ikegami, a leading broadcast equipment manufacturer in Japan, will use GE components in a camera designed by Ikegami to meet special requirements of the Tokyo firm's market.

The PE-350 was introduced by GE last spring at the National Association of Broadcasters convention in Chicago.

Sigmon buys Techno Products

Sigmon Enterprises Inc., a newly formed California corporation headed by Loyd C. Sigmon, long-time executive of Golden West Broadcasters, has acquired Techno Products, Los An-

geles. Techno, engaged in the development and manufacture of geophysical instruments, wave analysis, magnetic heads, among other electrical equipment, was formerly owned by Technical Products Co. Techno Products performed the initial research in 1954 when the now widely used traffic control system, "Sigalerts" (named after Mr. Sigmon), was developed. Mr. Sigmon was executive vice president of G.W.B. He recently sold his G.W.B. stock along with other minority stockholders to the Signal Co.'s Inc. (BROADCASTING, Aug. 5).

Milestone at RCA

RCA's operation at Harrison, N. J., marked a new milestone last week in electronics, with production of its three billionth receiving tube on the same site purchased in 1881 by Thomas A. Edison for the manufacture of incandescent lamps. RCA acquired the Harrison plant in 1930 and began making tubes for its early "Radiola" radio set. RCA also makes receiving tubes in Cincinnati and in Woodbridge, N. J., as well as in Canada, Brazil and Chile.

FANFARE

**Philadelphia telethon
raises \$700,000**

The telethon is still making it, as a money raiser and as an audience getter.

WFIL-TV Philadelphia reported last week that its Sept. 7, 18-hour telethon brought in more than \$700,000 on behalf of the Variety Club of Philadelphia, currently in a fund-raising campaign to build a wing of the new Philadelphia Children's Hospital. The telethon, which had Joey Bishop as its host, pre-empted ABC-TV programming starting at 9:30 p.m. on Saturday (Sept. 7) and continuing through Sunday afternoon. Some 600 performers appeared on the show.

A total of \$610,000 was raised during the telecast, another \$7,000 came in after its conclusion and \$101,000 was collected from the sale of banquet and theater tickets. The banquet was held before the telecast, which originated from the stage of the Academy of Music. WFIL-TV donated time and facilities and the workers who manned telephones. It was the second telethon in Philadelphia in recent history, WFIL-TV having held a 12-hour telecast three years ago on behalf of a Variety Club summer camp for handicapped children.

Tors, MCA plan tours

Tourists riding in zebra-striped trams across a facsimile African veldt; herds of giraffe, wildebeests, gazelles, zebras, kuku grazing in a natural canyon setting; all the while cameras grinding away shooting scenes for the *Daktari* and *Gentle Ben* TV series. This figures to be Hollywood's newest extravaganza. It's a joint venture of Ivan Tors Films Inc., producer of the TV series and owner of a 238-acre wild-animal preserve called Africa, U.S.A.; and MCA Inc. Universal Studios, a subsidiary of MCA, will conduct tours of the animal site in Soledad canyon, about 30 miles from Hollywood. The new tour, which is expected to go into operation by early next year, is designed to provide tourists with an intimate view without disturbing the animals as they roam free in their natural settings.

ABC Films appoints

Adplan Associates, New York, has been appointed advertising and sales promotion agency for ABC Films. The agency estimates billings at \$100,000, spent in print media and merchandising and sales promotion plans for ABC's syndicated television properties.

**"Let the punishment
fit the crime"**

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BROADCAST ADVERTISING

Allen E. Cairnes, executive director of marketing, Florida Citrus Commission, Lakeland, Fla., joins McCann-Erickson Inc., Atlanta, as VP-account director for Coca Cola.

Bruce B. Cox, director of program operations, Compton Advertising, New York, elected VP.



Mr. McDonnell

Kenneth McDonnell, New York advertising manager for international editions *Life* magazine, joins Sullivan, Stauffer, Colwell & Bayles, New York, as VP. Mr. McDonnell will be involved in worldwide

business development of SSC & B-Lintas International.

Alan Himelick and **Frazier Purdy**, with copy and art departments respectively, Young & Rubicam, New York, named VP's.



Miss Polykoff

Shirley Polykoff, VP and associate creative director, Foote, Cone & Belding, New York, appointed chairman of newly formed creative board. **Donald B. Buckley**, creative director of agency, resigns.

John Doherty resigns from Lennen & Newell, New York, to form his own agency, John Doherty & Co., that city, which will be affiliated with Post-Keyes-Gardner Inc., Chicago.

William W. Thomas, associate media director, D'Arcy Advertising, Chicago, joins Earle Ludgin & Co. there in same capacity.

John Leonard, VP-account supervisor, Doyle Dane Bernbach, New York, named management supervisor.

Marvin Roslin, manager, sales development and research, NBC Owned Ra-

dio Stations, New York, joins RKO National Radio Sales, that city, as director of sales planning and research.

Henry E. Allinger, VP-financial, Parker & Co. International Inc., New York insurance firm, returns to Interpublic Group of Co.s Inc., that city, as VP-controller.

R. H. Stewart Mitchell Jr., VP, Tracy-Locke Co., Dallas, elected senior VP.

Powell Ensign, VP in charge of radio, Paul H. Raymer Co., New York, joins Meeker Radio Inc., that city, as head of radio department.

Joseph J. Sullivan Jr., manager-sales, WCBS-TV New York, appointed director of sales, succeeding **G. Gerald Danford**, who resigns.

Joseph A. Smith Jr., manager of research and sales development, WJZ-TV Baltimore, joins Radio Advertising Representatives Inc., New York, as special projects manager.

Robert D. Butler, general sales manager, WNRK Newark, Del., named VP.

David Green, with creative services department, Westinghouse Broadcasting Co., New York, joins KYW-TV Cleveland as assistant advertising and sales promotion manager.

Catherine Craco, with Gardner Advertising Co., New York, joins Geer, DuBois & Co., that city, as broadcast production manager.

Robert H. Belviso, formerly with Dancer, Fitzgerald, Sample and BBDO, both New York, joins The Aitkin-Kynett Co., Philadelphia agency, as creative group supervisor.

Richard H. Ryall, announcer, KTFI Twin Falls, Idaho, appointed sales manager.

Don Sullivan, with KPEN(FM) San Francisco, appointed sales manager.

James P. McCann, account executive, WNEW-TV New York, joins WPIX(TV) there as national sales manager.

R. King Patterson, account executive, WKBD-TV Detroit, appointed sales manager. **Alan S. Feuer**, account executive, WKBD-TV, appointed local sales manager.

Don Cena, account executive, KBBQ Burbank, Calif., appointed local sales manager.

Myron Linder, with creative department, BBDO, New York, named creative director of agency's Los Angeles office.

Edward A. Daly, travel advertising manager, *Life* magazine, New York, joins WQXR, that city, as director, new business development, newly created position.

Robert J. Reuschle, media supervisor, Young & Rubicam, New York, joins Henderson Advertising Agency, Greenville, S. C., in similar position.

Priscilla Douglas, copy supervisor, Lennen & Newell, New York, joins Cunningham & Walsh, that city, in similar position.

Don E. Smith joins Kentucky Radio Sales, Louisville, as associate member.

Bill Loudon and **Dick Ridgeway**, both with NBC-TV Spot Sales, West Coast, named to head sales department of Sandler Films, Hollywood production company specializing in film commercials and institutional films.

Alexander S. Dusek, assistant advertising and sales promotion manager, KYW-TV Philadelphia, joins WBZ-TV Boston, as manager of advertising and sales promotion. Both are Westinghouse Broadcasting Co. stations.

Neil Atkinson, salesman for Henry I. Christal Co., New York, appointed sales manager.

Hal Mathews, account executive, KRLA Pasadena, Calif., appointed to newly created post of general sales manager.

Monas S. Bachman, television sales service and traffic director, WISN-TV Milwaukee, appointed national sales manager.

MEDIA

Roy A. Cheney, manager, salary administration and records, NBC, New York, appointed director, personnel. **John H. Stern**, administrator, organization development, NBC, New York, succeeds Mr. Cheney. **J. Taber Bolden**, administrator, training, NBC, New York, appointed director, management development.

Ernest H. Peterson, general sales manager, WTIC Hartford, Conn., ap-

Democrats name Spivak, Squier, O'Neill

Alvin A. Spivak, director of public information, United Democrats for Humphrey and former UPI White House reporter, named director of public affairs, Democratic National Committee. Prior to joining UDH, Mr. Spivak served as director of information for National Advisory Commission on Civil Disorders. **Robert Squier**, formerly director of television projects, United Democrats for Humphrey and chief of television

production, USIA, named director of television projects. Mr. Squier served as assistant to president of National Educational Television and was executive producer of *Our World* for NET. **Joseph E. O'Neill**, former program director, WQMR and WGAY(FM) Silver Spring, Md.-Washington, named assistant director for public affairs for radio services, of the Democratic National Committee.

pointed station manager. **Kendall Smith**, program manager, WTIC-TV, appointed station manager.

Doug Finley, general manager, KTLA-TV Los Angeles, named VP.

Ted Eiland, VP-general manager WSTV-TV Steubenville, Ohio-Wheeling, W. Va., joins WAKR-TV Akron, Ohio, as general manager, succeeding **Milt Komito**, who resigns to form his own broadcast consulting firm.

Eugene McHale, controller, WEEI Boston, appointed director, administration.



Mr. Easley

Roy W. Easley, military assistant to assistant secretary of the Army (financial management), joins Association of Maximum Service Telecasters, Washington, as assistant executive director, succeeding

Graydon R. Powers Jr.

Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., named chairman, National Association of Broadcasters 1968-69 secondary market TV committee. Other members are **Allan Land**, WHIZ-TV Zanesville, Ohio; **Bob McRaney Jr.**, WLBT-TV Jackson, Miss.; **Stuart T. Martin**, WCAX-TV Burlington, Vt.; **Marshal H. Pengra**, KLTV-TV Tyler, Tex.; **Dale G. Moore**, KGVO-TV Missoula, Mont.; **Robert H. Smith**, WCYB-TV Bristol, Va.

Eugene N. Aleinikoff, general counsel, National Education Television, New York, joins New York law firm of Dannenberg, Hazen & Lake.

Eugene F. Greneker III, newsman, WSB-TV Atlanta, joins Rollins, Inc., that city, as assistant director of quality control, radio-television.

Felix Adams, sales manager, KBBQ Burbank, Calif., appointed station manager.

Don F. Dunwell, station manager, WNRK Newark, Del., named VP.

Anthony J. Pignetella Jr., chief accountant, WHNB-TV Hartford, Conn., joins WHCT-TV there, as controller.

Guy E. Yeldell, station manager, KSD-TV St. Louis, retires effective Oct. 11.

John C. Herklotz, controller for WGN Continental Broadcasting Co., Chicago, and chairman of WGN's expansion committee, has opened office in Hollywood devoted to financial consulting for radio-TV, publishing, community antenna television and allied fields, and personal investments.

Paul Leslie, sales manager, KCOY-TV Santa Maria, Calif., appointed assistant general manager.

PROGRAMING



Mr. Henabery

oment.

Edward R. Borchardt, VP and treasurer of Western Video Industries Inc., Los Angeles, parent company of Hollywood Video Center, named president. **Richard M. Gottlieb**, general manager, named executive VP. **Dick Ward**, director of production; **John E. Braislin**, director of operations; **Rogg Collins**, assistant to president, and **Donna Matson**, all named VP's. **Dic Steele**, with NBC-TV, joins HVC as production manager, newly created position.

Buddy Granoff, veteran TV producer and music publisher, elected director of Chuck Barris Productions Inc., Hollywood. **Walt Case**, **Larry Gottlieb**,

Robert E. Henabery, formerly with WRKO-AM-FM Boston, as director of programs, and WCBS New York as executive producer, joins ABC Owned Radio Stations, New York, as director of program develop-

Jonathan Debin and **Leilani Jackson** named VP's of production firm.

Joe Scandore, producer and personal manager for Don Rickles, and **Harris Kattelman**, senior executive VP, Goodson-Todman Productions Inc., named executive producers of new ABC-TV series, *The Don Rickles Show*.

Thaddeus Holt, with Washington law firm of Covington & Burling, joins Leacock Pennebaker Inc., New York, as president. **David McMullin**, who was chairman and president, will continue as chairman of film production and distribution firm.

James Hankins, production director, WLS Chicago, joins KQV Pittsburgh, as program director.

Alfred Muller, with Reeves Sound Studios, New York, joins Lewron Television Inc., that city, as head of post-production operations.

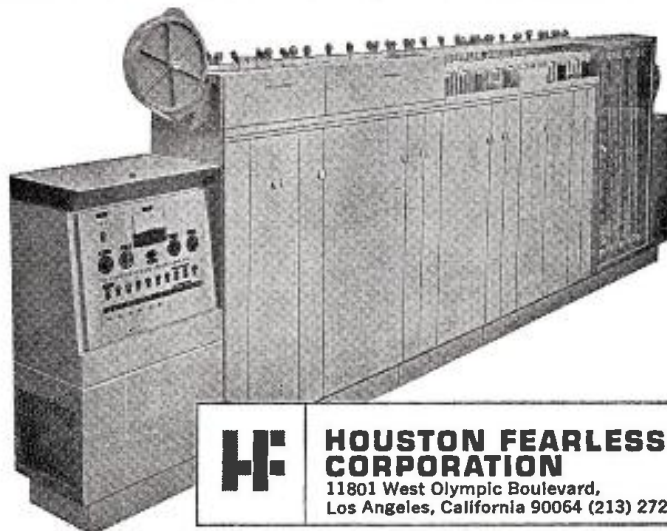
Jerry Boulding, program director, WEBB Baltimore, joins WWRL New York, as program manager.

Mac Allen appointed program director. KQXI Arvada, Colo.

Jim Ernsberger, and **Carmen Durand**, both with programing staff of KLAC Los Angeles, named to produce *Joe*

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Pyne Show and *Bud Haley Show*, respectively.

James K. Harelson, producer, joins Viafilm Ltd., New York, as executive producer.

Lee Sherwood, program director, WQAM Miami, joins WFIL Philadelphia, in same capacity.

Ernest Ravert, sales service-traffic manager, WIBF-TV Philadelphia, appointed program manager.

Bud Clayton, with WHUC Hudson, N. Y., appointed program director.

Thomas D. Rogstad, assistant operations manager, KIRO-TV Seattle, appointed program manager.

NEWS



Mr. Kinsman



Mr. Suit

Frank Kinsman, anchorman-reporter, KMOX-TV St. Louis, joins General Electric Broadcasting Co.'s new Washington news bureau, as administrator-reporter. **William Dennis Suit**, formerly with UPI Movietone Newsfilm and NBC in Vietnam, also joins Washington bureau.

Harold G. Buell, director of photography, AP, New York, named executive newsphoto editor, succeeding **F. A. Resch**, who is retiring Oct. 1, after 30 years with news cooperative. **Richard H. Pyle**, AP's world services staff, Washington, assigned to Vietnam war coverage. **Ken E. Conway** appointed AP correspondent, Spokane, Wash., succeeding **James Ragsdale**, who becomes news editor of Seattle bureau.

Vic Burton, news producer, KRON-TV San Francisco, appointed news director.

Glenn Wilson, newsman, KTVI(TV) St. Louis, appointed news director.

Joe Ryan, with WOLC Port Jervis, joins WHUC Hudson, both New York, as news director.

Noel Heckerson, with WIP Philadelphia, appointed assistant news director.

Jim Anthony, KRAK Sacramento, Calif., appointed news editor.

FANFARE

Bettye K. Hoffman, executive secretary to David C. Adams, senior VP, NBC, New York, appointed manager, information. She succeeds **Kathryn S. Cole** who retires after 26 years with NBC.

Michael J. Foster, VP, Richards As-

sociates, New York, joins Wellington Systems Inc., that city, as director of public relations.



Mr. Kaufer

Jerry Kaufer, in charge of advertising and public relations, Peters, Griffin, Woodward Inc., New York, returns to Screen Gems Inc., that city, as director of advertising and sales promotion.

Arthur Parks, director of information WTTG(TV) Washington, (Metromedia station) appointed assistant PR director, Metromedia, New York.

Jack R. Donahue, promotion manager, WLWD(TV) Dayton, Ohio, joins WQXI-TV Atlanta in same capacity.

EQUIPMENT & ENGINEERING

A. Prose Walker, manager of broadcast and general communications, Collins Radio Co., joins Washington consulting engineer firm of Kear and Kennedy as partner. Mr. Walker was director of engineering for National Association of Broadcasters, 1953-61, and before that in charge of TV allocations for FCC.

Patrick F. Gambuti, VP-director of marketing, General Electrodynamics Corp., Garland, Tex., joins Amphicon Systems Inc., New York, as VP and general manager.

Philip E. Silberger, assistant general attorney, CBS Inc., New York, joins Visual Electronics Corp., that city, as general counsel and VP.

Joseph L. Belliotti, chief, studio and remote operations, non-commercial WQED(TV) Pittsburgh, joins Logos Teleproductions Center, Arlington, Va., as VP-engineering.

Edward C. Hippie, with ABC-TV New York, where he was instrumental in development of network's hand held color camera equipment and operation, joins ABC's WBKB-TV Chicago, as chief engineer. He succeeds **Charles Buzard**, who continues on engineering staff with special assignments.

Frank N. Cooper, manager of CATV system development, Jerrold Corp., Philadelphia, joins Malarkey, Taylor and Associates, Washington, as director of brokerage operations.

Edward F. Tuck, assistant director of transmission development, ITT Telecommunications division, International Telephone & Telegraph Corp., New York, appointed technical director.

William B. Minkin, western regional manager for consumer products division of Concord Electronics Corp., Los

Angeles, appointed national sales manager of division.

INTERNATIONAL

Frank Kowcenuk appointed general manager, United Artists Television of Canada, Toronto.

H. J. Moran, assistant general manager, Montreal, and **Myron R. May**, management supervisor, Toronto, both J. Walter Thompson, both named VP's.

ALLIED FIELDS

Robert H. Fleming, deputy press secretary to President Johnson and former chief of ABC's Washington bureau, appointed assistant director of USIA, Washington, heading press and publications service.

Gertrude G. Broderick, radio-TV education specialist, U. S. Office of Education, Washington, retires after more than 25 years of government service.

Richard E. Ottinger, associate director, Title III, division of planning, research and evaluation, Georgia department of education, named executive director, Georgia ETV network, Atlanta:

Raoul Blumberg, general manager, "TV Channels," syndicated television supplement of *The Washington Post* and VP of TV Publications Inc., retires at end of year.

Fred L. Bradshaw, with WDBO-TV Orlando, Fla., joins Columbia School of Broadcasting, San Francisco, as business manager.

Joseph A. Grady, director of operations WPEN Philadelphia, joins faculty of St. Charles Borromeo Seminary, where he will teach four-year course in oral communications. He will continue as director of operations at WPEN.

Lee C. Frischknecht, director of field services for National Educational Television, joins Utah State University, Logan, as director of University relations and special educational services.

DEATHS

Tom Casey, 52, Midwest bureau chief for ABC Radio, died at his Chicago home last week apparently of natural causes. Mr. Casey started his broadcast career in 1932 as page with NBC's former Blue network, which became ABC in 1943. He served as announcer and network correspondent before his promotion to bureau chief four years ago.

Joseph Alexandre De Seve, 72, president, CFTM-TV Montreal, died Sept. 3 of heart failure, in a Montreal hospital.

Hanley Stafford, 69, "Daddy" to Baby Snooks on *Fanny Brice* radio show for 12 years, died of heart attack Sept.

9 at his home in Los Angeles. Mr. Stafford also portrayed role of Dagwood's boss, Mr. Dithers, on the *Blondie* radio show. He is survived by his wife, former radio singer and actress Viola Vonn, and son.

Carlin Scott French, 68, who had 1/3 interest in WROL Knoxville, Tenn., died of cancer Sept. 9 at North Miami general hospital. Mr. French previously

was owner of WDXB Chattanooga and held interests in WATO Oak Ridge, Tenn., and WLAJ La Follette, Tenn. His radio career began with purchase of former WTMV East St. Louis, Ill. He was one of founders of H-R Representatives and also had been with another rep firm, Lorenzen & Thompson. Surviving are his wife, Agnes, and son, Stephen, who is with complaints and

compliance division of FCC.

Jack P. Rubin, 20, son of Aaron Rubin, financial executive VP and chairman of newly formed NBC president's council, died Sept. 9 in automobile accident on Pennsylvania Turnpike at Somerset, Pa. He was enroute to Northwestern University, Evanston, Ill., where he was student.

SPECIAL REPORT: TV HOMES

TV penetration climbs to 95%

ARB COUNTY-BY-COUNTY LISTING SHOWS WHERE THE SETS ARE

Television household penetration in the U. S. (excluding Alaska) has risen to 95%, according to figures released by the American Research Bureau. ARB estimates there are 57,514,300 TV households out of a total 60,628,200 households.

As a base for its estimates, ARB used total household county-by-county projections to Jan. 1, 1969 from Standard Rate and Data Service. The TV penetration figures are based on U. S. Census surveys, as of June 1967, and

updated by ARB to Jan. 1, 1968.

By census regional division, the highest penetration (97%) is recorded in the East North Central region, and the lowest penetration (91%) is found in the East South Central state group.

By states, Mississippi has the smallest penetration with 87% and eight states—Delaware, Maryland, Massachusetts, Michigan, New Jersey, Ohio, Rhode Island and Wisconsin—have the highest penetration figure, 97%.

A total of 79 counties in 24 states have 98% penetration rates, and four counties—Nassau (N. Y.), Anoka (Minn.), Macomb (Mich.) and Hancock (W. Va.)—show 99% penetration.

The county-by-county figures, with the total households estimates, are available from the American Research Bureau in booklet form.

The county-by-county figures from ARB follow:

| County | TV Homes | % | County | TV Homes | % | County | TV Homes | % | County | TV Homes | % | County | TV Homes | % | | | |
|----------------|----------|----|-----------------|----------|----|--------------|----------|----|-------------------|----------|----|---------------------|-----------|----|--|--|--|
| ALABAMA | | | | | | | | | | | | | | | | | |
| Autauga | 4,700 | 87 | Marshall | 13,800 | 92 | Kern East | 14,100 | 94 | Kern West | 83,100 | 94 | Kings | 18,200 | 92 | | | |
| Baldwin | 14,400 | 93 | Mobile | 98,300 | 94 | Bradley | 4,000 | 88 | Phillips | 11,900 | 84 | Lake | 5,500 | 87 | | | |
| Barbour | 4,900 | 83 | Monroe | 4,300 | 81 | Calhoun | 1,600 | 88 | Pike | 1,900 | 88 | Lassen | 2,700 | 89 | | | |
| Bibb | 3,400 | 88 | Montgomery | 50,200 | 92 | Carroll | 3,800 | 89 | Poinsett | 7,200 | 92 | Los Angeles | 2,353,200 | 95 | | | |
| Blount | 5,900 | 91 | Morgan | 18,100 | 91 | Chicot | 4,600 | 82 | Polk | 3,500 | 85 | Madera | 12,200 | 92 | | | |
| Bullock | 2,000 | 80 | Perry | 2,900 | 77 | Clark | 6,200 | 90 | Pope | 6,600 | 91 | Marin | 58,600 | 95 | | | |
| Butler | 5,500 | 86 | Pickens | 4,300 | 82 | Clay | 5,800 | 89 | Prairie | 2,500 | 88 | Mariposa | 2,000 | 87 | | | |
| Calhoun | 28,200 | 93 | Pike | 5,200 | 85 | Cleburne | 2,300 | 89 | Pulaski | 90,900 | 95 | Mendocino | 13,800 | 87 | | | |
| Chambers | 9,500 | 89 | Randolph | 4,500 | 87 | Cleveland | 1,400 | 85 | Randolph | 3,100 | 86 | Merced | 30,000 | 93 | | | |
| Cherokee | 3,700 | 90 | Russell | 12,000 | 89 | Columbia | 7,700 | 88 | St. Francis | 8,100 | 87 | Modoc | 2,100 | 87 | | | |
| Chilton | 6,300 | 88 | St. Clair | 6,100 | 90 | Conway | 4,200 | 90 | Saline | 9,600 | 95 | Mono | 1,400 | 76 | | | |
| Choctaw | 3,500 | 80 | Shelby | 8,600 | 92 | Craighead | 15,000 | 94 | Scott | 1,500 | 86 | Monterey East | 28,000 | 93 | | | |
| Clarke | 5,700 | 83 | Sumter | 3,600 | 81 | Crawford | 7,000 | 88 | Searcy | 1,800 | 84 | Monterey West | 33,500 | 93 | | | |
| Clay | 2,700 | 89 | Talladega | 16,500 | 90 | Crittenden | 12,600 | 87 | Sebastian | 25,200 | 94 | Napa North | 3,700 | 94 | | | |
| Cleburne | 2,400 | 88 | Tallahpoosa | 9,100 | 89 | Cross | 4,500 | 89 | Sevier | 3,100 | 91 | Napa South | 18,200 | 94 | | | |
| Coffee | 7,800 | 89 | Tuscaloosa | 29,000 | 90 | Dallas | 2,800 | 89 | Sharp | 1,200 | 78 | Nevada East | 900 | 89 | | | |
| Colbert | 13,400 | 89 | Walker | 13,000 | 93 | Desha | 5,100 | 87 | Stone | 1,500 | 83 | Nevada West | 7,900 | 90 | | | |
| Conecuh | 3,600 | 82 | Washington | 3,100 | 85 | Drew | 3,800 | 85 | Union | 16,600 | 91 | Orange North | 316,600 | 97 | | | |
| Coosa | 2,300 | 88 | Wilcox | 2,700 | 76 | Faulkner | 7,400 | 91 | Van Buren | 1,800 | 89 | Orange South | 72,800 | 97 | | | |
| Covington | 8,500 | 89 | Winston | 3,200 | 91 | Franklin | 2,900 | 88 | Washington | 20,300 | 88 | Placer East | 1,300 | 94 | | | |
| Crenshaw | 2,700 | 86 | State total | 895,700 | 91 | Fulton | 1,300 | 76 | White | 9,700 | 91 | Placer West | 22,200 | 93 | | | |
| Cullman | 12,000 | 94 | ARIZONA | | | Garland | 18,400 | 91 | Woodruff | 2,900 | 86 | Plumas | 3,800 | 89 | | | |
| Dale | 9,500 | 91 | Apache | 6,100 | 71 | Grant | 2,500 | 90 | Yell | 3,500 | 89 | Riverside East | 5,500 | 93 | | | |
| Dallas | 13,200 | 86 | Cochise | 15,700 | 90 | Greene | 7,500 | 92 | State total | 540,400 | 90 | Riverside W. | 129,500 | 93 | | | |
| De Kalb | 10,500 | 91 | Coconino | 11,700 | 81 | Hempstead | 5,200 | 88 | CALIFORNIA | | | | | | | | |
| Elmore | 7,300 | 88 | Crowley | 1,700 | 81 | Hot Spring | 7,100 | 91 | Alameda East | 11,600 | 95 | San Bernardino East | 2,600 | 94 | | | |
| Escambia | 8,400 | 87 | Gila | 7,400 | 88 | Howard | 3,100 | 91 | Alameda W. | 338,700 | 95 | San Bernardino West | 196,600 | 94 | | | |
| Etowah | 29,300 | 94 | Izard | 1,300 | 79 | Independence | 5,900 | 89 | Alpine | 100 | 78 | San Diego | 380,400 | 95 | | | |
| Fayette | 3,500 | 89 | Jackson | 6,500 | 89 | Izard | 1,300 | 79 | Amador | 3,200 | 91 | San Francisco | 278,800 | 89 | | | |
| Franklin | 5,000 | 87 | Jefferson | 25,700 | 91 | Jackson | 6,500 | 89 | Butte | 32,600 | 92 | San Joaquin | 81,500 | 93 | | | |
| Geneva | 5,200 | 89 | Maricopa | 259,900 | 95 | Jefferson | 25,700 | 91 | Calaveras | 3,300 | 92 | San Luis | | | | | |
| Greene | 2,400 | 74 | Mohave | 2,900 | 87 | Johnson | 3,200 | 87 | Colusa | 3,700 | 92 | Obispo | 32,100 | 92 | | | |
| Hale | 3,700 | 79 | Navajo | 8,400 | 77 | Lafayette | 3,000 | 80 | Contra Costa East | 41,800 | 96 | San Mateo | 174,100 | 97 | | | |
| Henry | 3,000 | 88 | Pima East | 95,300 | 95 | Lawrence | 4,300 | 87 | Contra Costa West | 112,400 | 96 | Santa Barbara North | 34,600 | 93 | | | |
| Houston | 15,000 | 93 | Pima West | 4,300 | 95 | Lee | 4,800 | 83 | Del Norte | 5,600 | 89 | Santa Barbara South | 42,700 | 93 | | | |
| Jackson | 8,700 | 89 | Pinal | 16,200 | 91 | Lincoln | 3,000 | 86 | El Dorado East | 4,000 | 94 | Santa Clara East | 9,600 | 95 | | | |
| Jefferson | 190,700 | 95 | Santa Cruz | 3,500 | 87 | Little River | 2,100 | 86 | El Dorado West | 11,000 | 94 | Santa Clara West | 263,600 | 95 | | | |
| Lamar | 3,200 | 88 | Yavapai | 9,500 | 86 | Logan | 4,100 | 89 | Fresno | 119,700 | 93 | Santa Cruz | 40,800 | 93 | | | |
| Lauderdale | 17,300 | 88 | Yuma | 16,100 | 92 | Lonoke | 7,100 | 93 | Glenn | 5,300 | 94 | Shasta | 24,400 | 95 | | | |
| Lawrence | 5,100 | 86 | State total | 463,700 | 93 | Madison | 2,000 | 79 | Humboldt | 32,100 | 93 | Sierra | 700 | 87 | | | |
| Lee | 12,700 | 89 | ARKANSAS | | | Marion | 1,300 | 89 | Imperial | 19,000 | 88 | Siskiyou | 10,500 | 88 | | | |
| Limestone | 9,900 | 88 | Arkansas | 7,700 | 92 | Miller | 10,600 | 92 | Inyo | 3,400 | 82 | Soland East | 20,700 | 96 | | | |
| Lowndes | 2,200 | 76 | Ashley | 6,900 | 88 | Mississippi | 17,400 | 91 | | | | | | | | | |
| Macon | 4,700 | 84 | Baxter | 3,000 | 87 | Monroe | 4,400 | 83 | | | | | | | | | |
| Madison | 53,500 | 91 | Benton | 12,600 | 89 | Mongomery | 1,300 | 86 | | | | | | | | | |
| Marengo | 5,200 | 81 | Boone | 5,800 | 88 | Nevada | 2,500 | 86 | | | | | | | | | |
| Marion | 4,900 | 91 | | | | | | | Newton | 900 | 77 | | | | | | |
| | | | | | | Ouachita | 9,700 | 88 | | | | | | | | | |
| | | | | | | Perry | 1,100 | 92 | | | | | | | | | |

| County | TV Homes | % | County | TV Homes | % | County | TV Homes | % | County | TV Homes | % | County | TV Homes | % |
|-------------|----------|----|-------------|-----------|---------------|----------|----------|-------------|-----------|-------------|-----------|-----------|----------|----|
| Knox | 13,500 | 95 | Warrick | 7,200 | 94 | Floyd | 6,000 | 95 | Poweshiek | 5,400 | 95 | Decatur | 1,500 | 93 |
| Kosciusko | 13,200 | 95 | Washington | 5,000 | 93 | Franklin | 4,200 | 96 | Ringgold | 1,900 | 95 | Dickinson | 6,800 | 93 |
| La Grange | 4,300 | 89 | Wayne | 23,200 | 96 | Fremont | 2,400 | 97 | Sac | 4,800 | 94 | Doniphan | 2,400 | 93 |
| Lake | 160,800 | 97 | Wells | 6,300 | 95 | Greene | 3,900 | 97 | Scott | 37,700 | 97 | Douglas | 13,500 | 93 |
| La Porte | 29,600 | 97 | White | 5,900 | 95 | Grundy | 4,200 | 97 | Shelby | 4,200 | 96 | Edwards | 1,300 | 94 |
| Lawrence | 11,100 | 96 | Whitley | 6,200 | 97 | Guthrie | 3,600 | 95 | Sioux | 6,700 | 91 | Elk | 1,100 | 89 |
| Madison | 40,400 | 97 | State total | 1,463,700 | 96 | Hamilton | 5,900 | 96 | Story | 14,700 | 95 | Ellis | 6,000 | 95 |
| Marion | 230,100 | 97 | | | Hancock | 3,800 | 95 | Tama | 6,200 | 95 | Ellsworth | 2,200 | 92 | |
| Marshall | 10,500 | 96 | | | Hardin | 7,400 | 96 | Taylor | 2,400 | 91 | Finney | 4,800 | 94 | |
| Martin | 2,500 | 94 | | | Harrison | 4,500 | 95 | Union | 3,600 | 94 | Ford | 6,500 | 95 | |
| Miami | 12,000 | 95 | | | Henry | 4,600 | 91 | Van Buren | 2,700 | 92 | Franklin | 6,000 | 94 | |
| Monroe | 19,300 | 93 | | | Howard | 3,500 | 90 | Wapello | 13,900 | 96 | Gearly | 8,700 | 95 | |
| Montgomery | 10,100 | 97 | | | Humboldt | 3,700 | 94 | Warren | 6,500 | 96 | Gove | 1,100 | 89 | |
| Morgan | 11,500 | 97 | | | Ida | 2,700 | 96 | Washington | 5,400 | 93 | Graham | 1,700 | 94 | |
| Newton | 3,400 | 96 | | | Iowa | 4,700 | 95 | Wayne | 2,400 | 91 | Grant | 1,400 | 93 | |
| Noble | 8,400 | 95 | | | Jackson | 6,000 | 94 | Webster | 14,700 | 95 | Gray | 1,000 | 93 | |
| Ohio | 1,000 | 97 | | | Jasper | 11,200 | 96 | Winnebago | 3,700 | 95 | Greeley | 600 | 92 | |
| Orange | 4,900 | 93 | | | Jefferson | 4,500 | 94 | Winneshiek | 5,400 | 93 | Greenwood | 2,900 | 92 | |
| Owen | 3,500 | 95 | | | Johnson | 15,800 | 93 | Woodbury | 33,400 | 96 | Hamilton | 700 | 89 | |
| Parke | 4,400 | 96 | | | Jones | 6,000 | 96 | Worth | 2,600 | 95 | Harper | 2,600 | 94 | |
| Perry | 4,600 | 93 | | | Keokuk | 4,300 | 93 | Wright | 5,700 | 96 | Harvey | 8,400 | 93 | |
| Pike | 2,900 | 92 | | | Kossuth | 6,700 | 96 | State total | 822,100 | 95 | Haskell | 800 | 94 | |
| Porter | 21,300 | 97 | | | Lee | 12,800 | 96 | | | Hodgeman | 600 | 90 | | |
| Posey | 7,600 | 92 | | | Linn | 48,600 | 97 | | | Jackson | 2,700 | 92 | | |
| Pulaski | 3,300 | 92 | | | Louisia | 2,500 | 94 | | | Jefferson | 3,300 | 93 | | |
| Putnam | 6,700 | 96 | | | Lucas | 2,800 | 92 | | | Jewell | 1,500 | 86 | | |
| Randolph | 8,500 | 96 | | | Lyon | 3,800 | 93 | | | Johnson | 59,700 | 98 | | |
| Ripley | 5,700 | 94 | | | Madison | 3,600 | 97 | | | Kearny | 600 | 94 | | |
| Rush | 5,500 | 97 | | | Mahaska | 6,700 | 94 | | | Kingman | 2,700 | 96 | | |
| St. Joseph | 74,700 | 97 | | | Marion | 7,200 | 95 | | | Kiowa | 1,300 | 87 | | |
| Scott | 4,400 | 93 | | | Marshall | 11,900 | 98 | | | Labette | 7,700 | 93 | | |
| Shelby | 11,300 | 97 | | | Mills | 3,200 | 96 | | | Lane | 900 | 94 | | |
| Spencer | 4,100 | 94 | | | Mitchell | 3,800 | 95 | | | Leavenworth | 13,100 | 96 | | |
| Starke | 5,300 | 95 | | | Monona | 3,400 | 95 | | | Lincoln | 1,200 | 89 | | |
| Steuben | 4,600 | 96 | | | Monroe | 2,500 | 95 | | | Linn | 2,200 | 93 | | |
| Sullivan | 6,900 | 95 | | | Montgomery | 4,000 | 95 | | | Logan | 1,100 | 89 | | |
| Switzerland | 1,700 | 92 | | | Muscatine | 11,100 | 96 | | | Lyon | 7,900 | 91 | | |
| Tippecanoe | 26,100 | 94 | | | O'Brien | 5,400 | 96 | | | McPherson | 7,000 | 90 | | |
| Tipton | 4,500 | 97 | | | Osceola | 2,700 | 94 | | | Marion | 3,900 | 91 | | |
| Union | 1,600 | 94 | | | Page | 5,400 | 94 | | | Marshall | 4,100 | 91 | | |
| Vanderburgh | 51,200 | 95 | | | Palo Alto | 3,300 | 91 | | | Meade | 1,500 | 98 | | |
| Vermillion | 4,800 | 96 | | | Plymouth | 6,400 | 96 | | | Miami | 5,900 | 96 | | |
| Vigo | 34,800 | 96 | | | Pocahontas | 3,400 | 94 | | | Mitchell | 2,100 | 90 | | |
| Wabash | 9,900 | 94 | | | Polk | 91,900 | 97 | | | Montgomery | 14,700 | 92 | | |
| Warren | 2,200 | 94 | | | Pottawattamie | 26,200 | 96 | | | Morris | 1,800 | 90 | | |

Advertisement

Advertisement

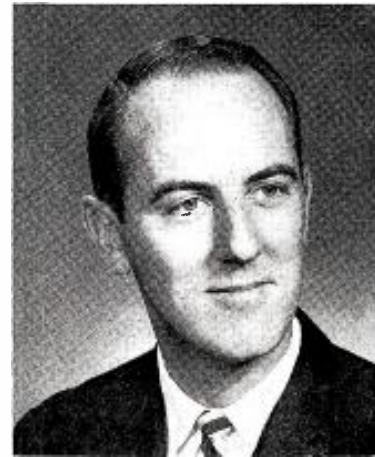
MOFFAT BROADCASTING APPOINTMENTS



D. LYMAN



G. S. MENZIES



J. TYRRELL

James M. Pryor, Jr., Vice-President of Moffat Broadcasting, Ltd. and General Manager of Moffat station CKXL, announces the following appointments:

David E. Lyman, former CKXL Program Manager, becomes Station Operations Manager. Mr. Lyman has 15 years of broadcasting experience in Canada and the United States, and has been with Moffat in Winnipeg and Calgary for over 5 years.

G. Stuart Menzies, CKXL account executive, becomes Retail Sales Manager. Mr. Menzies has extensive experience in advertising sales. Prior to joining CKXL, he was affiliated with a Calgary advertising agency on a managerial level for several years.

John E. Tyrrell becomes CKXL's National Sales Manager. Mr. Tyrrell also has comprehensive experience in broadcast sales, including the management of his own Toronto-based station representative firm. Most recently, he has been General Manager of an Ontario radio station.

| County | TV Homes | % | County | TV Homes | % | County | TV Homes | % | County | TV Homes | % | County | TV Homes | % |
|------------------|----------|----|------------|----------|----|-------------|----------|----|----------------|-----------|----|-------------|------------|----|
| WISCONSIN | | | Forest | 1,400 | 91 | Monroe | 7,600 | 94 | Vernon | 6,200 | 94 | Goshen | 3,100 | 93 |
| Adams | 2,200 | 92 | Grant | 11,900 | 93 | Oconto | 6,200 | 96 | Vilas | 2,800 | 94 | Hot Springs | 1,900 | 87 |
| Ashland | 4,200 | 95 | Green | 7,600 | 96 | Oneida | 6,300 | 94 | Walworth | 16,600 | 96 | Johnson | 1,400 | 86 |
| Barron | 8,900 | 93 | Green Lake | 4,600 | 95 | Outagamie | 30,800 | 98 | Washburn | 2,500 | 95 | Laramie | 21,000 | 95 |
| Bayfield | 2,700 | 96 | Iowa | 4,900 | 94 | Ozaukee | 12,600 | 97 | Washington | 14,800 | 98 | Lincoln | 2,300 | 87 |
| Brown | 39,500 | 98 | Iron | 1,900 | 96 | Pepin | 1,900 | 94 | Waukesha | 55,200 | 98 | Natrona | 18,000 | 94 |
| Buffalo | 3,600 | 94 | Jackson | 3,900 | 94 | Pierce | 6,200 | 96 | Waupaca | 10,000 | 97 | Niobrara | 900 | 89 |
| Burnett | 2,400 | 93 | Jefferson | 15,600 | 97 | Polk | 6,900 | 97 | Waushara | 3,800 | 95 | Park | 4,300 | 88 |
| Calumet | 6,200 | 97 | Juneau | 4,100 | 91 | Portage | 9,900 | 96 | Winnebago | 33,900 | 98 | Platte | 1,700 | 87 |
| Chippewa | 12,000 | 96 | Kenosha | 34,600 | 97 | Price | 3,200 | 91 | Wood | 17,300 | 97 | Sheridan | 4,900 | 87 |
| Clark | 7,900 | 93 | Kewaunee | 5,000 | 97 | Racine | 46,400 | 98 | State total | 1,200,200 | 97 | Sublette | 1,200 | 85 |
| Columbia | 10,600 | 95 | La Crosse | 21,200 | 97 | Richland | 4,100 | 94 | WYOMING | | | | | |
| Crawford | 3,600 | 95 | Lafayette | 4,700 | 95 | Rock | 36,600 | 97 | Albany | 7,700 | 88 | Teton | 900 | 89 |
| Dane | 72,000 | 95 | Langlade | 4,700 | 95 | Rusk | 3,200 | 93 | Big Horn | 2,600 | 89 | Uinta | 1,800 | 91 |
| Dodge | 17,700 | 95 | Lincoln | 6,200 | 97 | St. Croix | 8,200 | 97 | Campbell | 1,700 | 86 | Washakie | 2,500 | 91 |
| Door | 5,700 | 97 | Manitowoc | 22,500 | 98 | Sauk | 9,100 | 94 | Carbon | 3,600 | 88 | Weston | 2,100 | 87 |
| Douglas | 13,000 | 97 | Marathon | 25,000 | 97 | Sawyer | 2,400 | 92 | Converse | 1,800 | 90 | Yellowstone | | |
| Dunn | 6,400 | 95 | Marinette | 9,300 | 98 | Shawano | 8,700 | 97 | State total | | | | | |
| Eau Claire | 17,500 | 96 | Marquette | 2,400 | 92 | Sheboygan | 27,600 | 97 | Fremont | 7,300 | 92 | Total U.S. | 57,514,300 | 95 |
| Florence | 700 | 95 | Menominee | 400 | 86 | Taylor | 4,200 | 94 | | | | | | |
| Fond du Lake | 21,400 | 96 | Milwaukee | 338,900 | 97 | Trempealeau | 6,000 | 93 | | | | | | |

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 4 through Sept. 11 and based on filings, authorizations and other FCC actions.

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

New TV stations

FINAL ACTION

Syracuse, N. Y.—Broadcasting Affiliates Corp.—Broadcast Bureau granted UHF ch. 62 (758-764 mc); ERP 310 kw vis., 31 kw aur. Ant. height above average terrain 897.5 ft.; ant. height above ground 531 ft. P. O. address: 515 Madison Avenue, New York 10022. Estimated construction cost \$449,000; first-year operating cost \$258,000; revenue \$250,000. Geographic coordinates 42° 56' 45.5" north lat.; 76° 6' 36.5" west long. Type trans. Ampex TA-15-BT. Type ant. Jampro JZZ-3-0-B. Legal counsel Scharfeld, Bechhofer and Baron; consulting engineer David L. Steel Sr. Principals: Michael O. Finkelstein, president (12.5%), George Soll, vice president (25%), Michael Finkelstein (16.8%), Martin E. Firestone (8.3%), Herman N. Finkelstein (37.5%). Michael O. Finkelstein is attorney and president and 50% owner of document retrieval bureau. Mr. Soll is partner in law firm. Herman N. Finkelstein is also partner with Mr. Soll in law firm. Michael Finkelstein and Mr. Firestone are attorneys with Scharfeld, Bechhofer and Baron. Action Sept. 5.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue in Utica, N.Y. (Rust Craft Broadcasting Co., P. H. Inc. and Roy H. Park Broadcasting Inc.), TV proceeding, continued hearing to Dec. 3 pending action by review board on agreement by parties which looks toward dismissal of applications of Rust Craft Broadcasting Co. and P. H. Inc. Termination of hearing will be concomitant to approval of dismissal (Docs. 17932-4). Action Sept. 6.

■ Hearing Examiner Chester F. Naumowicz Jr. in Medford, Ore. (Liberty Television, a joint venture comprised of Liberty Television Inc. and Siskiyow Broadcasters Inc.; and Medford Printing Co.), TV ch. 8 proceeding, on examiner's own motion continued hearing from Sept. 23 to Sept. 26 (Docks. 17681-2). Action Sept. 6.

■ Chief Broadcast Bureau granted request by Rochester Area Educational Television Association Inc. and extended time to Oct. 15 in which to file comments and to Oct. 25 in which to file reply comments, in amendment of Sec. 73.606(b) of rules, television table of assignments (Rochester, N.Y.) (Doc. 18282). Action Sept. 10.

RULEMAKING PETITION

Dwight W. Strahan, Robstown, Tex.—Requests institution of rulemaking proceeding to assign ch. 16 to Robstown, Tex. area. Ann. Sept. 9.

CALL LETTER ACTIONS

■ Noark Broadcasting Inc., Fayetteville, Ark. Granted KGTO-TV.

■ South Kane-Kendall Broadcasting Corp., Aurora, Ill. Granted WLXT(TV).

■ Anderson Television Corp., Anderson Ind. Granted WAIV-TV.

■ Triangle Telecasters Inc., Durham, N. C. Granted WRDU(TV).

Existing TV stations

FINAL ACTIONS

WMSL-TV Huntsville, Ala.—Broadcast Bu-

reau granted mod. of CP to change ERP to 700 kw vis., 140 kw aur.; change trans. location to 5000 Governors Drive, 3 miles southeast of Huntsville; change type ant. structure; increase ant. height to 1190 ft.; condition. Action Sept. 6.

KMR(TV) Palm Springs, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to March 6, 1969. Action Sept. 6.

WHP-TV Harrisburg, Pa.—Broadcast Bureau granted mod. of CP to change ERP to 1024 kw, vis., 204 kw aur.; change type trans.; condition. Action Sept. 3.

WSUR-TV Ponce, P. R.—FCC has waived sec. 73.685(e) of rules to grant CP to change ERP from 2.73 kw to 57.5 kw-DA; change ant. height from 2590 ft. to 2770 ft. Action Sept. 5.

OTHER ACTIONS

■ FCC denied application by Fidelity Television Inc., Norwalk, Calif., for review of review board action but on its own motion commission added qualification issue to comparative proceeding in which RKO General Inc. is seeking renewal of TV license in Los Angeles (Doc. 16679), and Fidelity seeks permit for nearby Norwalk (Doc. 16680). New issue is to determine whether RKO "should be disqualified or, if not, whether a comparative demerit should be assessed against it in this proceeding." Action Sept. 5.

■ FCC has been instructed by U.S. Court of Appeals for District of Columbia Circuit to vacate interim grants for operation of WFTV(TV) Orlando and WFGA-TV Jacksonville, both Florida. Grants have been made to permit stations to operate pending outcome of comparative hearings for the facilities. Ann. Sept. 5.

■ FCC dismissed petition by city authorities of High Point, N. C. for reconsideration of commission action letting WGHP-TV High Point, move its studios outside city limits. Action Sept. 5.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham, inquiry into WBBM-TV's broadcast on Nov. 1 and 2, 1967, of report on marijuana party, pursuant to commission order released Aug. 30 ordered prehearing conference to be held in offices of commission, Washington, commencing at 2:00 p.m. Sept. 12; formal hearing which had been scheduled for Sept. 12, will be held at a time and place to be specified during conference (Doc. 18101). Action Sept. 4.

■ Hearing Examiner Chester F. Naumowicz Jr. in Fajardo, P. R. (WSTE-TV Inc. [WSTE-TV]), TV ch. 13 proceeding, continued certain procedural dates and continued hearing from Sept. 30 to Nov. 12 (Docs. 18048-9). Action Sept. 6.

RULEMAKING PETITION

Geneco Broadcasting Inc., WTAJ-TV Marion, Ind.—Requests rulemaking looking toward amendment of rules to change assignment from ch. 31 to ch. 17. Ann. Sept. 9.

CALL LETTER ACTION

■ KRIV(TV) Desert Empire TV Corp., Palm Springs, Calif. Granted KMR(TV).


New AM stations

APPLICATION

Noblesville, Ind.—White River Radio Corp. Seeks amendment to application for

EDWIN TORNERG

& COMPANY, INC.



**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

new AM CP to change power to 250 w. Ann. Sept. 9.

FINAL ACTIONS

Harry P. Brewer, Windsor, Colo.—Broadcast Bureau granted CP for new AM station on 1170 kc, 1 kw-D; remote control permitted; condition. Action Sept. 5.

Tri-State Broadcasters Inc., Sioux Center, Iowa.—Broadcast Bureau granted CP for new AM station on 1090 kc, 500 w. DA-D; conditions. Action Sept. 4.

OTHER ACTIONS

Review board in Grandview, Mo. AM broadcast proceeding, Docs. 18183-84, granted motion to enlarge issues filed June 3 by Broadcasting Inc. Action Sept. 10.

Review board in Grandview, Mo. AM broadcast proceeding, Docs. 18183-84, granted petition for extension of time filed Sept. 3 by Broadcast Bureau, extended to Sept. 19 time within which to file responsive pleadings to joint petition for approval of agreement and other relief. Action Sept. 5.

Review board in Warwick, N.Y., AM broadcast proceeding, Docs. 18274-77, granted petition for extension of time filed Sept. 9 by Everett Broadcasting Co., extended to Sept. 23 time within which to file responsive pleadings to petition to enlarge issues filed by Warwick Broadcasting Corp. Aug. 26. Action Sept. 10.

Review board in Lorain, Ohio, AM broadcast proceeding, Docs. 18876-78, adopted order granting petition for leave to amend filed Aug. 27 by Midwest Broadcasting Co. Action Sept. 10.

FCC denied petition by Risner Broadcasting Inc., Lebanon, Mo., for review of chief hearing examiner's order concerning mutually exclusive applications of Risner and Lee Mace, Bagnell, Mo., for new AM station permit. Matter also includes Risner's separate application for new FM station (Docs. 17899, 18043-4). Action Sept. 5.

ACTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, scheduled further prehearing conference in lieu of evidentiary hearing for Sept. 11 to discuss petition filed by Eastern Carolina Broadcasters Inc. for extension of time for exchange of exhibits and for evidentiary hearing; petition is granted to extent that date for exchange of exhibits is continued from Sept. 5 to date to be specified (Docs. 18198-9). Action Sept. 4.

Hearing Examiner Thomas H. Donahue in Collinsville, Va. and Chapel Hill, N. C. (Radio Collinsville Inc. and 1530 Radio), AM proceeding, set certain procedural dates and scheduled hearing for Dec. 3; should review board enlarge present issues, conference will be called looking toward extension of hearing date (Docs. 19245-6). Action Sept. 5.

Hearing Examiner Charles J. Frederick in Bridgeton, N. C. (V.W.B. Inc.), AM proceeding, granted petition by V.W.B. Inc. and its application as amended is returned to processing line; hearing record is closed and proceeding is terminated (Doc. 17560). Action Sept. 6.

Hearing Examiner Chester F. Naumowicz Jr. in Kettering, Ohio (Kittyhawk Broadcasting Corp. et al.), AM proceeding, on informal request of Gem City Broadcasting Corp., continued hearing sessions from Sept. 25 and Oct. 14 to Oct. 3 and Oct. 21, respectively (Docs. 17243-7, 17249-50). Action Sept. 6.

Hearing Examiner Herbert Sharfman in Lebanon and Bagnell, both Missouri (Risner Broadcasting Inc. and Lee Mace), AM and FM proceeding, on unopposed oral request of counsel for Risner, scheduled oral argument on Lee Mace's petition for leave to amend to be held Sept. 6 (Docs. 17899, 18043-4). Action Sept. 5.

CALL LETTER APPLICATION

J. W. Furr, Columbus, Miss. Requests WMBC.

CALL LETTER ACTIONS

Wade B. Sullivan, Ozark, Ala. Granted WAYD.

Contoocook Broadcasting Co., Peterborough N. H. Granted WSCV.

Brown Broadcasting Co., Jacksonville, N. C. Granted WBBS.

DESIGNATED FOR HEARING

FCC has designated for consolidated hearing mutually exclusive AM applications of North American Broadcasting Co., Radio Boynton Beach Inc., Boynton Beach Community Services Inc., all Boynton Beach, Florida, and application of J. Luther Carroll, Max R. Carroll, Stewart Brinsfield Sr., and Stewart Brinsfield Jr., d/b as Radio

Voice of Naples, Naples, Fla. Action. Sept. 5.

Existing AM stations

APPLICATIONS

KNCB Vivian, La.—Seeks CP to change from 1600 kc, 5 kw D to 1300 kc, 5 kw D; make changes in ant. system (increase height); make changes in ground system; and install new trans. Ann. Sept. 10.

FINAL ACTIONS

KCAT Pine Bluff, Ark.—Broadcast Bureau granted application for remote control; condition. Action Sept. 3.

KCBQ San Diego — Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1.

WKKO Cocoa, Fla.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to Parrish Road between Burnett and Range Roads, Cocoa Fla., remote control permitted; conditions. Action Sept. 4.

WSRF Ft. Lauderdale, Fla.—Broadcast Bureau granted mod. of CP to increase MEOV nn nighttime DA pattern; conditions. Action Sept. 5.

WANN Annapolis, Md.—Broadcast Bureau granted CP to install new type auxiliary trans. at main trans. location on 1190 kc, 1 kw, non-DA, for auxiliary purposes only. Action Sept. 5.

WRKO Boston—Broadcast Bureau granted CP to increase nighttime MEOV. Action Sept. 5.

WKMI Kalamazoo, Mich.—Broadcast Bureau granted CP to make changes in nighttime DA pattern. Action Sept. 5.

WAMY Amory, Miss.—Broadcast Bureau granted CP to change trans. location to Highways 278 and 25, Amory, delete remote control and make changes in ant. system. Action Sept. 5.

KNET Palestine, Tex.—Broadcast Bureau granted CP to change from 1450 kc, 250 w, U to 1450 kc, 250 w, 1 kw, U; conditions. Action Sept. 4.

ACTIONS ON MOTIONS

Chief, Broadcast Bureau granted petition by National Association of Broadcasters and extended time to Jan. 6, 1969 in which to file comments and to Jan. 20, 1969 in which to file reply comments in amendment of part 73 of commission rules and regulations to permit AM stations operated by remote control to transmit telemetry signals directly related to technical operation of station (Doc. 17873). Action Sept. 9.

Office of Opinions and Review in Clifton Forge, Va. (Image Radio Inc.), renewal of license of WCFV; Roanoke, Va. (Impact Radio Inc.), renewal of license of WPXI, granted petitions by Image Radio Inc. and extended time to Sept. 23 in which to file reply to Broadcast Bureau's opposition to its petition for reconsideration and/or for termination of proceeding (Docs. 17945-6). Action Sept. 6.

RULEMAKING PETITIONS

Kankakee Daily Journal Co., WKAN Kankakee, WIRL-AM-TV Peoria, WQUA Moline, all Illinois, KIOA Des Moines, Iowa and WIRE Indianapolis—Requests amendment of Secs. 1.613(a), 73.121(b), 73.291(b), 73.591(b) and 73.655(b) of rules to limit types of network contracts required to be filed with commission. Ann. Sept. 9.

United Utilities, Inc., Kansas City, Mo.—Requests amendment of rules to eliminate requirement that approval of state and local authorities be obtained before applications for consent to assignment of radio licenses and/or CPs and for consent to transfer of control of corporations holding radio licenses and/or CPs may be accepted for filing by commission. Ann. Sept. 9.

CALL LETTER ACTION

WJPB, Opportunity Broadcasters, Kissimmee, Fla. Granted WACY.

New FM stations

APPLICATIONS

Waycross, Ga.—Radio Station WAYX Inc. Seeks 102.5 mc, ch. 273, 100 kw. Ant. height above average terrain 202 ft. P.O. address: 1600 Carswell Avenue, Waycross, Ga. 31501. Estimated construction cost \$46,239.10; first-year operating cost \$10,000; revenue \$10,000. Principles: Charles N. Mayo, president. Mr. Mayo is president of WAYX Waycross, Ga. Ann. Sept. 5.

Webster City, Iowa—Nachusa Corp. Seeks amendment to application for new FM CP to change frequency from 97.9 mc, ch. 249 to 95.9 mc, ch. 240. Ann. Sept. 5.

Worcester, Mass.—Worcester Collegiate Radio Network Inc. Seeks 90.5 mc, ch. 213, 2 kw. Ant. height above average terrain

COMPARE... YOU'LL BUY a CCA FM Transmitter



CCA is the only major FM equipment supplier who uses modern zero bias triodes in a grounded grid configuration. We've only lost three tubes in over 100 installations and some of these tubes are in operation after 20,000 hours. CCA tube cost is almost negligible. CCA FM Transmitters don't require neutralization. They're superstable and extremely reliable. They are very efficient and draw less power from the line than any competitive transmitter.

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Gloucester City, N. J. 08030
Telephone: (609) 456-1716



SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Sept. 11, 1968

| | ON AIR | | TOTAL ON AIR | NOT ON AIR | | TOTAL Authorized |
|--------------------|--------------------|------|--------------------|---------------|--------------------|---------------------|
| | Licensed | CP's | | ON AIR | CP's | |
| Commercial AM | 4,192 ¹ | 32 | 4,224 ¹ | 71 | 4,295 ¹ | |
| Commercial FM | 1,837 | 46 | 1,883 | 231 | 2,114 | |
| Commercial TV-VHF | 497 ² | 9 | 506 ² | 12 | 518 ² | |
| Commercial TV-UHF | 113 ² | 37 | 149 ² | 163 | 313 ² | |
| Educational FM | 344 | 10 | 354 | 33 | 387 | |
| Educational TV-VHF | 68 | 6 | 74 | 3 | 77 | |
| Educational TV-UHF | 55 | 28 | 83 | 28 | 111 | |

STATION BOXSCORE

Compiled by FCC, Aug. 1, 1968

| | COM'L AM | COM'L FM | COM'L TV | EDUC FM | EDUC TV |
|--------------------------------|--------------------|----------|------------------|---------|---------|
| Licensed (all on air) | 4,187 ² | 1,821 | 610 ² | 335 | 123 |
| CP's on air (new stations) | 26 | 41 | 45 | 13 | 33 |
| Total on air | 4,213 ² | 1,862 | 654 ² | 348 | 156 |
| CP's not on air (new stations) | 78 | 241 | 175 | 31 | 32 |
| Total authorized stations | 4,291 ¹ | 2,103 | 830 ² | 379 | 188 |
| Licenses deleted | 1 | 0 | 0 | 1 | 0 |
| CP's deleted | 0 | 0 | 0 | 0 | 0 |

¹ Includes two AM's operating with Special Temporary Authorization.

² Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

16 ft. P.O. address: c/o Worcester Polytechnic Institute, 172 West Street, Worcester, Mass. 01609. Estimated construction cost \$24,000; first-year operating cost \$6,500; revenue none. Principals: Roy C. Gunter Jr., president, David E. Lloyd, treasurer et al. Ann. Sept. 6.

Ocean City, N.J.—Salt-Tee Radio Inc. Seeks 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 957 Asbury Avenue, Ocean City, N.J. 08226. Estimated construction cost \$37,838.84; first-year operating cost \$12,500; revenue \$20,000. Principals: Abraham Shore, president. Mr. Shore owns WSLT Ocean City, N.J. Ann. Sept. 5.

Orange, Va.—WJMA Inc. Seeks 96.7 mc, ch. 244, 3 kw. Ant. height above average terrain 171 ft. P.O. address: Box 271, Orange, Va. 22960. Estimated construction cost \$18,742; first-year operating cost \$600; revenue none. Principals: Archibald C. Harrison Jr., president (22.5%), and Henry Bower, vice president-treasurer (77.5%). Mr. Harrison has no other business interests indicated. Mr. Bower has 50% interest in a golf course. Ann. Sept. 6.

FINAL ACTION

Marshall, Mo.—Missouri Valley College. Broadcast Bureau granted 89.7 mc, 10 w. Ant. height above average terrain 51 ft. P.O. address: Missouri Valley College, Marshall, Mo. 65340. Estimated construction cost \$2,150; first-year operating cost \$500 to \$1,000; revenue none. Principals: M. Earle Collins, president, et al. Action Aug. 6.

OTHER ACTIONS

■ FCC denied petition of Brian E. Cobb for reconsideration of designation order and grant without hearing of application for CP for new FM station in Reno, Nev. (Doc. 18135). Action July 31.

■ Review board in Pompano Beach, Fla., FM broadcast proceeding, Docs. 18020-21, 18187, granted petition for extension of time filed Sept. 6 by Broadcast Bureau, extended to date 10 days after board's action on joint request for approval of agreement for dismissal of Deerfield Radio Inc. application and for grant of Almaron Inc. of Florida application, time within which to file responsive pleadings to petition to enlarge issues and petition for modification or enlargement of issues. Action Sept. 10.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham in Reno. (Brian E. Cobb), FM proceeding, scheduled hearing for Oct. 16 and set date for exchange of exhibits as Sept.

27 (Doc. 18135). Action Sept. 4.

■ Hearing Examiner Charles J. Frederick in New York and Teaneck, N. J. (New York University and Fairleigh Dickinson University) noncommercial educational FM proceeding, dismissed motion to strike and reply to opposition to motion to strike filed by New York University and opposition to motion to strike filed by Fairleigh Dickinson University (Docs. 17454-5). Action Sept. 9.

RULEMAKING PETITION

Zia Telecommunications Inc., Albuquerque, N. M.—Requests institution of rulemaking proceedings to amend FM table of assignments to assign class B chs. 278 (103.5 mc) and 300 (107.9 mc) to Albuquerque, N. M. Ann. Sept. 9.

CALL LETTER APPLICATION

■ Saline Broadcasting Co., Benton, Ark. Requests KOOM(FM).

CALL LETTER ACTIONS

■ Northern California Stereocasters, Vacaville, Calif. Granted KVFS(FM).

■ WRBN Inc., Warner Robins, Ga. Granted WRBN-FM.

■ Booth American Co., Saginaw, Mich. Granted WSBM(FM).

DESIGNATED FOR HEARING

■ FCC has designated for hearing mutually exclusive applications of Georgia Radio Inc. and Faulkner Radio Inc. for CP's for new FM stations at Rockmart, Ga. Both applicants seek ch. 296 (107.1 mc) with ERP 3 kw, Georgia Radio with ant. height of 300 ft. and Faulkner Radio with ant. height of 299.962 ft. Action Sept. 5.

■ FCC designated for hearing mutually exclusive applications for FM CP's on ch. 285 (104.9 mc) at Gahanna and Delaware, both Ohio. Applicants are Christian Voice of Central Ohio, Gahanna, and Delaware Marysville Broadcasting Service Inc., Delaware. Action Sept. 5.

Existing FM stations

FINAL ACTIONS

WTVY-FM Dothan, Ala.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1. Action Aug. 30.

KPFA(FM) Berkeley, Calif.—Broadcast Bureau granted license covering changes in trans. equipment. Action Sept. 6.

*KUNF(FM) La Canada, Calif.—Broadcast Bureau granted license covering changes. Action Sept. 6.

KBIG-FM Los Angeles—Broadcast Bureau granted license covering changes in ant. on auxiliary trans. Action Sept. 6.

*KXLU(FM) Los Angeles—Broadcast Bureau granted license covering changes. Action Sept. 6.

KCTC(FM) Sacramento, Calif.—Broadcast Bureau granted license covering changes. Action Sept. 6.

KRBT(FM) Woodland, Calif.—Broadcast Bureau granted license covering changes. Action Sept. 6.

WDEC-FM Americus, Ga.—Broadcast Bureau granted license covering changes. Action Sept. 5.

WDEN-FM Macon, Ga.—Broadcast Bureau granted license covering new FM station, specify studio and remote control location at 127 First St., Macon; specify type ant. Action Sept. 5.

*WONC(FM) Naperville, Ill.—Broadcast Bureau granted license covering new FM noncommercial educational station, specify type trans. and type ant. Action Sept. 5.

*WBKE-FM North Manchester, Ind.—Broadcast Bureau granted license covering new FM noncommercial educational station. Action Sept. 5.

WJRS-FM Jamestown, Ky.—Broadcast Bureau granted license covering changes; condition. Action Sept. 5.

WMST-FM Mt. Sterling, Ky.—Broadcast Bureau granted license covering new FM station. Action Sept. 5.

WBFG(FM) Detroit.—Broadcast Bureau granted license covering changes. Action Sept. 5.

WZZM-FM Grand Rapids, Mich.—Broadcast Bureau granted license covering changes. Action Sept. 5.

KDUZ-FM Hutchinson, Minn.—Broadcast Bureau granted license covering new station. Action Sept. 5.

KCFM(FM) St. Louis—Broadcast Bureau granted CP to install new type trans. circular polarized type ant.; ERP 100 kw vert. Action Aug. 23.

KLIN-FM Lincoln, Neb.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ant. height 167 ft. Action Sept. 5.

WTOA(FM) Trenton, N. J.—Broadcast Bureau granted license covering changes. Action Sept. 5.

WBYN-FM Buffalo, N. Y.—Broadcast Bureau granted license covering changes, specify type ant. Action Sept. 5.

WGR-FM Buffalo, N. Y.—Broadcast Bureau granted license covering changes, change studio location to 184 Barton St. Action Sept. 5.

*WKTL(FM) Struthers, Ohio—Broadcast Bureau granted CP to install new type ant. make changes in ant. system, ERP 910 kw, ant. height 26 ft. Action Sept. 4.

WCHO-FM Washington Court House, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 22; condition. Action Aug. 30.

WHYZ-FM Zanesville, Ohio—Broadcast Bureau granted license covering changes. Action Sept. 5.

WMPT-FM South Williamsport, Pa.—Broadcast Bureau granted license covering new station. Action Sept. 5.

KITE-FM San Antonio—Broadcast Bureau granted license covering changes. Action Sept. 5.

WBTM-FM Danville, Va.—Broadcast Bureau granted license covering new FM station. Action Sept. 5.

ACTION ON MOTION

■ Hearing Examiner Thomas H. Donahue in Lincoln, Neb. (Cornbelt Broadcasting Corp. and KFMO Inc. [KFMO-FM]), FM proceeding, scheduled further prehearing conference for Sept. 6 and by separate action continued certain procedural dates and continued hearing from Oct. 14 to Jan. 14, 1969 (Docs. 17410, 18174). Actions Sept. 5 and 6.

CALL LETTER APPLICATIONS

■ KFRG-FM, RKO General Inc., San Francisco. Requests KFMS(FM).

■ WNCR(FM), New Hanover Broadcasting Co., Wilmington, N. C. Requests WFOG(FM).

ACTIONS ON MOTIONS, ALL STATIONS

■ Hearing Examiner Chester F. Naumowicz Jr. in Gordon and Macon, both Georgia (Heart of Georgia Broadcasting Co. and Middle Georgia Broadcasting Co.), continued prehearing conference from Sept. 24 to Sept. 26 (Docs. 18278-9). Action Sept. 6.

■ Chief, Broadcast Bureau, granted request filed Aug. 27 by Board for Homeland Minis-

(Continued on page 93)

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- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO—Help Wanted—Management

Selling manager for small midwest market. Here's the break for a man who can sell and be part of community. Replies confidential. Box J-48, BROADCASTING.

Sales management opportunities in top markets with one of nation's leading group operators. Forward resume, including salary requirements to Box J-118, BROADCASTING.

General manager wanted for small market station in northeast. Must be able to sell, broadcast and supervise personnel. Salary and commission 10-12,000. Send resume, references and picture first reply. Box J-157, BROADCASTING.

Sales

Central New Jersey—FM seeks local salesman with experience. Good opportunity. Start with established account list. Send resume. Contact Box J-82, BROADCASTING.

Seeking two bright personable people to learn radio sales from the ground up. You will represent top rated AM and Stereo FM in metropolitan Florida market. Opportunity unlimited for hard-working, sales seeking people operating with pros in a large company. Box J-155, BROADCASTING.

Salesman and announcers or combo for 100,000 watt. Stereo FM in 200,000 primary market, or 1,000 watt. AM in small market. Northwest Florida. Send resume and references to Box J-163, BROADCASTING.

Representatives wanted to sell complete line of AM and/or FM Fixed Tune radios only to stations. Immediate delivery from New York stock. Box J-185, BROADCASTING.

Ground floor opportunity for salesman or experienced radioman wishing sales. Complete resume required. No phone calls. Please. Dale Low. KLSS/KSMN, Mason City, Iowa.

Salesman-experienced or beginner. Account list available. Multiple owners. Ron Clark. WHLT-AM-FM, Huntington, Indiana 219-356-1640.

Madison, Wisc.—#1 AM music/news—#1 FM good music stations have career opportunity for young salesman on way up—strong on creativity. 6 station Mid-West group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. Consideration for Ill./Mich. stations very possible. WISM, Madison, Wisc.—a Mid-West Family Station.

Grand Rapids, Michigan: WAFB (Formerly WMAX) is looking for an experienced advertising salesman. A newspaper or yellow pages background will receive equal consideration along with people with broadcast experience. We pay 15% commission—draw is open. Age is very important . . . mental age, that is, because we are looking for a young aggressive hustler who likes money in large quantities. Call me if the above describes you. Gar Meadowcroft (616) 453-6397.

WTAX, Springfield, Ill. needs aggressive salesman who would also handle 18 hours of air work weekly. Good starting salary and benefits. Contact Shelby Harbison or Ed Mahoney.

Announcers

Announcer-copywriter. Emphasis: Creativity. Midwestern college community of 25,000. Stable operation. Start \$500 plus monthly. Write Box H-238, BROADCASTING.

Announcers—(Cont'd)

If you want to grow—grow with our chain. Immediate opening for announcer with 1st ticket. No maintenance, 6 to midnight shift at MOR on the east's beautiful DelMarVa peninsula. Send tape, resume and references to Box H-283, BROADCASTING.

Experienced MOR announcer with sales opportunity is desired by Arkansas full-timer. Need resume, photo, salary requirements and tape, Box J-57, BROADCASTING.

5,000 watt station needs first phone announcer-salesman. 33 hours a week on the board. \$525.00 a month plus commissions on extra sales. Box J-75, BROADCASTING.

Greative MOR morning man with production talents wanted by Michigan station. Metro approach but in smaller desirable market. Box J-106, BROADCASTING.

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. . . but if you find replies to a BROADCASTING classified cluttered with "sales talk" from other publications, please consider the source. They're using us for the same reason you are . . . build a business, find a better job, fill a vacancy, buy or sell something. That's why BROADCASTING's Classified Section is THE marketplace for everybody and everything in broadcasting.

Maryland station needs nighttime dj with first phone. No maintenance. Box J-130, BROADCASTING.

Immediate opening available with swinging 5 kw MOR midwestern station in 100,000 market. Some experience needed, salary open. Send tapes, resume and photo to Box J-137, BROADCASTING.

Morning man—New England, small market. Send tape-resume and references. Box J-152, BROADCASTING.

First class mature announcer for east small market station could be chief if qualified. Nights, top salary, pro's only. Rush resume and tape. Equal opportunity employer. Box J-153, BROADCASTING.

Two experienced announcers must have smooth delivery from middle of road format, play by play helpful but not necessary. \$110.00 per week to start. Send picture, tape, resume to KBRZ, P.O.B. 2077, Freeport, Texas.

Looking for experienced staff announcer with good on-air presentation. Third phone but first even better. Tight board, with news experience. Good hours with growing station. Send tape, complete resume to Manager, KOKX, Keokuk, Iowa.

Announcers—(Cont'd)

Midwest C&W needing fulltime 1st ticket announcer for news, production and weekend shift. No maintenance. Send tape, picture, and resume to KOOO Operations Director, Box 37 W.D., Omaha, Nebraska 68131.

MOR announcer, professional sound, tight board, settled, looking for permanent job. Salary open. Send tape and resume to Manager, KRLN, Box 511, Canon City, Colo.

Immediate opening—mature announcer looking for permanent position with progressive MOR station. (First phone desired, but not mandatory) 5000 watt NBC affiliate with adult audience. Can start at \$125.00 or more depending on experience and ability. If you have what we need, contact Larry Collins, WBCK, Battle Creek, Michigan 49015.

Wis. MOR top metro feeder needs experienced combo board man. Professionals move up to big city positions. Midwest background preferred. Mr. Kraychee, WBKV, POB 60, West Bend, Wisconsin.

Part time announcer for weekend work. Third phone, WBME, Belfast, Maine 207-338-2277.

Young? Experienced? Production, music and/or sports minded? High paying small market top 50 daytimer needs you now. Send tape, resume, picture to WELK, Box 1294, Charlottesville, Virginia.

First phone-announcer—beginner considered, but must be able to read well. Program director advancement to right man—play by play sports opportunity. Send tape, resume and starting salary to: WHGR, Houghton Lake, Michigan 48629 or call Norm Pike at 517-386-5364.

Is there an announcer who wants to progress to salesman-announcer? Account list available. Multiple owners. Ron Clark, WHLT-AM-FM, Huntington, Indiana. 219-356-1640.

Experienced combo — bright news/sports MOR standard. Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

Experienced announcer, preferably one who can write local news. WICY. Malone, N.Y.

Negro dj-salesman wanted for regional Florida coastal soul and rock station. Big commission plan, even training to be manager, awaits experienced man who can build big in a large negro community. Opportunity for advancement with Airmidia including future stock options. Send tape and resume to Hudson Millar, WOVV, Ft. Pierce, Florida.

Announcer with first phone. Newspaper owned MOR AM, 50,000 watt stereo FM stations in Indiana's lake region. \$500 to 563 month. Blue Cross insurance. WRSW AM-FM, Warsaw, Indiana. Mail tape or phone 219-267-3111.

First phone announcers. Up-tempo MOR format. If you have first we'll train you. Rush tape and resume: Ron Kight, Drawer D, Excelsior Springs, Missouri, 64024.

5 KW Penna. station needs 1st phone announcer. No maintenance. Good working conditions. Brand new equipment. Work with professionals, fringe benefits, salary open. Send tape and resume (airmail) to Box 15, Lebanon, Pa. 17042. Or call Manager 717-273-8547.

Real opportunity—need 1st phone yesterday. Good salary plus sales commission or straight announcer, or news. Light maintenance. Contact Q.P. Coleman—605-845-3227. Moberge, S. D.

First phone announcer—some maintenance. Good opportunity. Ron Clark, WHLT AM-FM, Huntington, Indiana 219-356-1640.

Technical

Technical director needed for Ohio three stations at once. Must be experienced in maintenance and construction AM and FM. Box J-27, BROADCASTING.

Assistant chief engineer. Eastern metro area. Some shift work, other time spent helping upgrade engineering department of one of country's top R&R operation. Opportunity to learn D&A. Send resume, references and recent picture. Box J-84, BROADCASTING.

Chief engineer, combination jock or newsman for top rated mid-Atlantic group operation. Rush tape and resume to Box J-87, BROADCASTING.

Construction Engineer, southern New England AM station increasing power from 250 daytime to 5000-500 full time. Can arrange temporary agreement for construction phase only or permanent position willing to pay for experience. Box J-136, BROADCASTING.

Chief engineer who knows AM and FM . . . capable of overseeing dynamic midwest multi-station operation. Please write for personal interview. Box J-147, BROADCASTING.

Experienced chief engineer wanted. New AM operation. Automated FM. Permanent position. Salary commensurate with ability. Consider invalid, retired or semi-retired. Six days, fringe benefits. Medium-small midsouth city situated in beautiful surroundings. Send resume, references and recent picture. Box J-161, BROADCASTING.

Chief engineer for KMNS Radio. Sioux City, Iowa. Stuart Broadcasting Co. Group. No announcing. Work with 2 other fulltime engineers. Best equipment, e.g. 3 Ampex, 4 super "B" Spotmasters. Contact Frank Gunn General Manager. Box 177, Sioux City, 712-258-0628.

WKY Radio & television is looking for experienced operators for studio and transmitter. Radio telephone first license required. Send resume to R. M. Hayward, Chief Engineer, Box 14668, Oklahoma City, Oklahoma 73114.

Immediate opening—experienced chief engineer for well established, well equipped 5,000 watt group owned AM station. Good working conditions and fringe benefits. Salary commensurate with experience. Write A. H. Smith, P.O.B. 3677, Wilmington, Delaware 19807. Or phone 302-654-8881.

NEWS

Mid-Michigan top rated independent AM-FM radio station has immediate openings for experienced news director and newsman. Must be aggressive and experienced in news and editorial writing. Send tape, resume and photo to Box H-196, BROADCASTING.

Major Ohio market wants experienced newscaster who can take charge of the news operation. \$10,000 minimum. Tape, photo, details immediately. Box J-134, BROADCASTING.

The newsman we need has had at least one or two years experience at a local radio newsdesk, one who is fully adept at gathering, writing, and broadcasting, and who has a working familiarity with the various other aspects of a small or medium market station. Top-rated news department, suburban New York station, excellent working conditions. Box J-145, BROADCASTING.

Any of you newsmen want to switch to television news beat? Prefer small market man desiring to move up. Send complete resume—audio tape—picture—salary requirement. Box J-175, BROADCASTING.

Excellent opportunity in expanding news department. Ability to deliver sportscast required. Audition tape with resume only. Ralph Weber, KLSS/KSMN, Mason City, Iowa.

5 kw fulltime station needs newsman to gather, write and deliver news. Call Joe Moen at WBEL, Beloit, Wisconsin 608-365-6641.

A major market adult radio station needs an adult sounding, on the air newsman; and needs him now. He must be oriented in the use of the telephone for digging for news items and actualities, and use of the typewriter. The income is open for the right man. Send resume, tape and picture to Ken Hildebrand, WHK Radio, Cleveland, Ohio.

News—(cont'd)

WIRL—Peoria, Illinois' second largest market needs on the air newsman for key morning shift. Voice, experience writing ability important. This is a great opportunity for a move from a smaller market to a news operation recognized as "Big City" all the way. Send tape and resume to Ralph Smith, News Director, WIRL Radio, Peoria, Illinois 61602.

Newsman for fulltime upstate New York station. To get and deliver all the news. New, modern facilities and excellent working conditions. Send photo, tape and resume to Manager, WKAL, South Jay Street, Rome, New York 13440.

Programing,—Production, Others

Small station opening for "do everything" good guy with first phone who enjoys clean air, good people, good fishing, good hunting and no riots. Good living for right man. Contact Tony Kehl, KVOW, Riverton, Wyoming.

Situations Wanted

Management

A transition from programing to management? Somewhere there is a radio station operator; one who believes that a hard working well trained program director with savvy, can make the seque from programing to management. Have provided the essential back-up to sales. In so doing, contributed to the aura and metamorphosis of the success of the other. Experience exceeds 11 years. Well-seasoned, top 40-modern format specialist. Good track record. Number one ratings. On-the-air personality. For the purposeful business of forging ahead, respond to Box H-125, BROADCASTING.

Seeking managership in small southern market. Fully qualified. Excellent references. Box J-18, BROADCASTING.

Newspaper executive. Successful record and experience provides adaptation to almost any situation. Many contacts throughout the country. Seeking position where potential exists for development in publishing, communications, public relations or related fields. Compensation and fringes now healthy 5 figures. Confidential. Box J-77, BROADCASTING.

Thinking of selling your station? Don't! Bring in this highly successful manager who will back his ability by investing. Highest recommendations . . . with a record of success with problem stations. West or midwest preferred. Box J-125, BROADCASTING.

Manager/sales-manager, thorough experience, direct selling retail, local, regional and every phase small, medium station operation. Box J-127, BROADCASTING.

Manager-sales manager. Age 54, married, excellent health. Fifteen years present employer medium market. Documented track record. Community minded. Desires relocation smaller market. Small salary fair override. Box J-167, BROADCASTING.

Seventeen years radio, 12 as general manager, strong on sales, all phases of radio and public relations. Will consider agency or television sales. H. Tom Morris, 1216 Murray Avenue—Durham, North Carolina.

Announcers

Emerson College graduate—3rd endorsed—experience music, news, sports. Special interest sports. Married, draft exempt. Seeking small to medium market. Box J-90, BROADCASTING.

Negro dj announcer, modern sound, tight board, experienced. Box J-93, BROADCASTING.

DJ newscaster, pleasant personality, 3rd phone married, northeast only. Box J-108, BROADCASTING.

Young hip Negro announcer. Real swinger, will travel, broadcasting school graduate, third phone endorsement. 215-472-2741, Box J-121, BROADCASTING.

Experienced announcer first phone. Presently weekend and relief man in major market. Seeks full time MOR or C&W. Prefer Pacific NW or Pacific SW. Box J-126, BROADCASTING.

Announcers—(Cont'd)

DJ announcer, reliable, versatile, 3rd phone. Will relocate. Box J-129, BROADCASTING.

Creative personality for large market MOR. Versatile, entertaining, informative, available now. Box J-139, BROADCASTING.

Announcer—18 yrs. experience. Radio, TV (all phases). Presently employed in top 10 market. Resume, tape and photograph available upon request. Box J-142, BROADCASTING.

Looking for a bright young veteran, capable of doing play by play? If so write Box J-143, BROADCASTING.

DJ with 1st phone, service completed, prefer Pa. area. Box J-146, BROADCASTING.

Experienced announcer-music director. Wants midwest location. Prefer central or southern Illinois area. Afternoon spot or small market program director. All replies answered. Write Box J-148, BROADCASTING.

Experienced, happy sounding, MOR air personality/program director with something to say and the ability to say it. Ready to advance to progressive medium to large market MOR. Wife, degree, third. Box J-149, BROADCASTING.

Triple threat, personality, production, programing. 11 years experience, top 40 or MOR, write Box J-151, BROADCASTING.

Sportscaster contemporary jock metro experience. Sports a must, 1st phone. Box J-154, BROADCASTING.

5 years experience . . . personable . . . stress originality and humor. Responsible and professional . . . wants secure position with stable operation. Married . . . veteran adaptable . . . Write Box J-156, BROADCASTING.

Two years experience, some college, third, good voice. Box J-159, BROADCASTING.

Chris Borden graduate with third phone looking for first job. Prefer MOR, classical or newscasting. Will relocate. Box J-162, BROADCASTING.

Young, experienced, first phone top 40 announcer. Prefer Pennsylvania or northern state. Will relocate elsewhere. Box J-164, BROADCASTING.

A program director must have direction, common sense, and knowledge based on experience. Seeking my first PD position. Married, first phone. Box J-165, BROADCASTING.

Announcer-dj. Experienced beginner seeking start small market. Capable, dependable, tight board any format. Will relocate. Box J-166, BROADCASTING.

Business-minded announcer wants first position at Illinois station. Reply to Box J-174, BROADCASTING.

Beginner: Likes hard work, Graduate of NYSAS, 3rd class ticket. Travel anywhere. Box J-180, BROADCASTING.

Intelligent creative relaxed personality broadcast school graduate, 3rd endorsed, college, sales, acting experience, northeast preferred. Box J-181, BROADCASTING.

Texas, good top 40 or MOR. Family man, stable, 8 years experience. Box J-183, BROADCASTING.

College Grad—3 years experience . . . 3rd endorsed, seeks evening or all night position AM or FM in Eastern Mass. Draft O.K. Call 617-877-1753, afternoon or evenings.

Top personality seeks top personality station . . . 212 KI 6-2497.

Negro broadcaster desires night MOR. 3rd phone. Experienced with all types of music. Working parttime in Boston with a local radio station. Will re-locate, 617-261-8891. Lou Guilford, 486 Beacon St., Boston 02115.

San Jose, Sacramento general area preferred. Announcer with 1st, dependable, college grad, age 36, family man. 10 yrs. experience—PD, sales, news, copywriting, production. Child's health requires change. In Calif. call 707-255-6796 after 5:30.

First phone combo man, currently with small market, would like to move up to medium market MOR station with professional staff and management. Mature voice—good vocabulary—news writing ability. Bob Watkins, Route 3, Warsaw, Indiana. 219-267-2060.

Announcers—(Cont'd)

New England. Available immediately. 13 years experience, third. 617-933-2884.

Intelligent New York City area announcer with a good voice and newswriting ability interested in major market broadcasting. Background in markets including Philadelphia, Scranton and the New York City metropolitan area. Bob Curley, 233 Thomas St., Woodbridge, New Jersey, 201-634-5024.

Recent broadcasting grad. 21, with first. No maintenance. Draft exempt. Penna and surrounding areas. No tape. 215-375-5093.

Young jock, tight board. Wants work in northern California, Oregon. Married, will relocate. For tape resume write W.B.M., 460 Buena Vista #201, Alameda, Calif. 94501.

Young man looking for first opportunity in Chicago area radio, mature voice, no screamer, reliable, Career Academy grad., DeVry Tech. grad. Part time—eves., wknds. 3rd endorsed, soon 1st phone. Reliable and eager. What have you? Dave Crockett, 607 Wash. Blvd., Oak Park, Illinois 60302. Ph. 312-386-3771 or 312-745-9440.

Technical

Engineer (Massachusetts) first class license, considerable radio-TV experience, available now. Box J-110, BROADCASTING.

Major market chief engineer. At home with high budget operations. Familiar with all phases of construction maintenance, operations, labor relations and power to 50 kw. Box J-138, BROADCASTING.

Experienced transmitter operator with maintenance, no announcing. Harry Beynon 314-581-2195.

NEWS

American radio news correspondent, 33, presently employed in West Germany, seeks challenging position in the United States or with American network in Europe. Resume, tape and writing samples on request. Box J-128, BROADCASTING.

Experience, ten years. Prefer directorship or staff position. South Florida radio or TV. Box J-141, BROADCASTING.

Negro dramatic instructor past two years. Like a shot at the news. Box J-172, BROADCASTING.

Looking for position in radio/TV news-reporting. Free lanced the Presidential primaries and reported for the all news radio station in Washington D. C. Contact: Connie Lawn, 202-628-0624 or EX 3-4800 for messages.

Programing.—Production, Others

Girl Friday, Los Angeles area, college graduate, copywriting, selling, servicing accounts, marketing, production, experienced. Box J-111, BROADCASTING.

Talented, intelligent, young broadcaster, tired of playing phonograph records for a living, wants to move into programing. 3 yrs. small market opns.-mgr.; 2 yrs major market jock, news, production. Seek ass't PD position with major market outlet. Money important, but second to advancement possibilities. Box J-123, BROADCASTING.

Qualified experienced hard working farm director to build new farm department or join existing department. Employed, need more money. Box J-144, BROADCASTING.

11 years has produced a constructive, capable, creative, conscientious, competitive programmer Box J-150, BROADCASTING.

A big city FM station might be ideal for me, (I like the music) but I also am seasoned in television and in news, so I'm looking for a high paying niche that won't become a rut. Box J-158, BROADCASTING.

Successful PD—1st phone—top news—production—air—idea's—family—let's talk future! Box J-168, BROADCASTING.

Program Director, production, continuity, 4 years experience, 3rd endorsed, medium or small market preferred. Midwest. Phone 319-337-5880 after 6 p.m.

Do you have a medium market station that's sagging. Remedy? Top pro country programmer! America's No. 3 C-W personality promoter PD, MD, sales would consider management. . . . 1 year contract basis proven results . . . 715-359-2859 after 5 p.m.

Prog.—Production, Others—(Cont'd)

Bobby Magic now looking for program director and/or personality slot in medium to major market contemporary to MOR. Top jock, WLCY, Tampa by Esquire Magazine 1965, two years WIXY, Cleveland, knocked off all competition. No. 1 Pulse and A.R.E. KTSA, San Antonio. In two months raised all ratings at WEAM, Washington, D. C. Great track record and references, call now. 512-696-3237.

TELEVISION

Help Wanted

Announcers

Immediate opening for television announcer/personality is available at KCND-TV, Pembina, No. Dakota. A McLendon Station. If you have announcing experience in radio or TV, have a pleasant appearance and are willing to work, contact R. Vincent, Mgr., 701-825-6292. Full benefits. KCND is an equal opportunity employer. All qualified applicants are welcome.

Technical

Film sound technician with solid background in electronics and film sound techniques wanted by major east coast TV film syndication, production unit. Box J-35, BROADCASTING.

Engineering position available to work with PC-70's, VR-2000's and TK-27's, in outstanding metropolitan VHF operation. First class license required. Write Box J-61, BROADCASTING.

Major so. Calif. group TV station needs top technicians engineers for expansion. Excellent pay scale and working conditions. RCA and Ampex experience desirable. Send full details and resume to Box J-95, BROADCASTING.

Maintenance-technician—experienced operations, who knows Ampex, video-tape, color, middle Atlantic area, \$11,000.00. Box J-120, BROADCASTING.

Southwestern VHF has openings for first phone engineers experienced or interested in all phases—studio and transmitter—of color operations and maintenance including 100% high band tape. \$475/mo. up, depending on experience and training. For further information write Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106.

Need two transmitter men for full power, Channel 5 affiliate in the beautiful Rio Grande Valley of Texas. Duties include operation of our G.E. television transmitter and some radio transmitter work. Prefer experienced man, but will consider an aggressive beginner. Write Wm. R. Yordy, Sr., Chief Engineer, KRGV, P. O. Box 626, Weslaco, Texas 78596.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. . . . 607-772-1122.

Need immediately—Three first class licensed engineers for TV control room—transmitter operation. Prefer experience but will consider training beginners. Submit full details in first letter to P. B. Witt, Chief Engineer, WCOV-AM-TV, P. O. Box 2505, Montgomery, Ala. 36105.

Openings—1st phone engineers experienced—maint., audio, video, videotape, TX. (Also will train 1st or 2nd class engineer for master control position.) Send resume, Chief Engineer, WGBH-TV, 125 Western Ave., Boston 02134.

Fetzer TV needs engineers with first class license for WWUP-TV in Michigan's Upper Peninsula. Experience desirable but not essential. Good pay and many company benefits. Excellent hunting and fishing area. Write P. O. Box 627, Cadillac, Michigan or phone 616-775-3478, collect.

Television technician. Excellent opportunity for a responsible TV engineer. Experience in educational or commercial studio practices. Will work w/Orth, and Vidicon cameras, high band, low band, helical VTR's, color equipment and remote van. Salary open—liberal fringe benefits. If you qualify, write or call Univ. of Michigan, Personnel Office, 1020 L S & A Building, Ann Arbor, Michigan. Phone 313-764-7280.

Technical—(Cont'd)

Television network engineers: Positions available—maintenance and operations. Excellent working conditions. FCC radio-telephone first class license required. Send resume to: N.E.T. Television, Inc. 2715 Packard Road, Ann Arbor, Michigan 48104.

Television transmitter engineer in beautiful tourist country of Durango, Colorado. Contact Carl Anderson, 303-242-5000. Experience helpful but not necessary.

Long Island ETV—now interviewing first class licensed engineers for new UHF, location Mitchel Field. Transmitter and control room operation and maintenance. Ampex 30 kw transmitter. 1200B VTR. Experience desired but will consider those with good background. Submit resume to Long Island ETV Council, Inc. Ellington Avenue West, Garden City, New York 11530.

NEWS

Producer—#1 operation, midwest, in top 20 market. Seeking experienced, creative, professional TV newsmen to supervise all news programs. Knowledge of TV production and film shooting and editing essential. Salary commensurate with position. Send complete resume to Box H-229, BROADCASTING.

TV news reporter. 25 to 35 years old, college degree in journalism, capable of: Rewriting wire copy, scripts for SFL, SOF interviews, on air newscasts. Send tape, photograph and resume with example of writing to Box J-34, BROADCASTING.

TV newsmen ready to become news director for midwest VHF. TV only operation need strong air man who can supervise and train small staff. Send photo, resume, and salary requirements to Box J-52, BROADCASTING.

Writer for major eastern market. 1 year experience—immediate opening. Box J-89, BROADCASTING.

TV newsmen-photographer wanted by top rated midwest market station. Send resume and salary requirements to Box J-169, BROADCASTING.

Non-major market needs minor league TV news reporter. We may not be the biggest, or the best—but we've got class. Send complete resume—audio tape—picture—salary requirements. Box J-176, BROADCASTING.

Major midwest market TV station eager to pay top money for the best news anchor man alive! If you're that good, send tape, credentials and rating story to Box J-184, BROADCASTING.

Two full experienced writers/reporters for expanding TV newsroom. Duties will include on-air assignments, reporting and producing. Immediate openings. Good salary to right men. Call Vaun Wilmott, News Director, WJIM-TV, Lansing, Michigan.

Programing.—Production, Others

Writer/producer/director for major east coast TV film syndication production unit. Must be creative film-maker with rating ability. Box J-36, BROADCASTING.

Producer/director in major eastern market. Position requires thorough experience in all phases of TV production. Special emphasis on talk and news shows. Excellent salary and benefits for right person. An equal opportunity employer. Box J-60, BROADCASTING.

Northeast VHF in top 50 market seeks business manager. Excellent opportunity for experienced person wishing to advance. Attractive salary and benefits. Box J-119, BROADCASTING.

Promotion manager: Excellent opportunity with a major market VHF network affiliate located in the midwest for an aggressive, creative TV promotion person on the way up to manage a group affiliate's sales promotion, on air promotion, advertising and press relations activities. We offer a top starting salary, excellent fringe benefits, and personal growth opportunity. Send a resume in complete confidence, detailing your experience, education, and current income to Box J-170, BROADCASTING. An equal opportunity employer. (M/F)

Cameraman—NBC affiliate needs skilled news cameraman for major mid-west station. The man we are looking for has thorough knowledge of cameras, both silent and sound, and brings back creative and imaginative news film which tells the story. We don't need technicians . . . we need cameramen. Send sample film and resume to Box J-171, BROADCASTING. An equal opportunity employer. (M/F)

TELEVISION—Situations Wanted

Management

Public affairs director. Nationally recognized group executive with award winning community service record. Strong management background. California only. Box J-177, BROADCASTING.

Sales management problem? Seasoned broadcaster major market with sales and station management experience in smaller market is seeking a challenge where his creative abilities will pull your team together and make more money for you. Box J-182, BROADCASTING or area 701-772-3358.

Sales

Experienced all phases television—sales and production. Number one salesman in three station market. Local, regional, national sales. Experienced in retail store television development. Schooled in rate studies and station ratings. Desire sales management responsibilities. Box J-133, BROADCASTING.

Announcers

Television reporter, 26, top SE station, creative writer-producer, strong interviewer . . . Missouri journalism degree—seeks major market. Box J-131, BROADCASTING.

Technical

Are you an ETV or college operation in Florida looking for young first phone? Must he be experienced in color, married and draft free? Box J-160, BROADCASTING.

Director of engineering. Established large market or group operation. Twenty solid years experience, all phases. Very strong background of successful construction. Fifteen years supervisory. Presently heading large operation. Top references. Looking for permanent position, to use strong background and ability, with a present and a future. Box J-179, BROADCASTING.

NEWS

American cameraman in Vietnam, network experience. Will shoot "hometowners" for local station. John W. Coates, Juspao Press Mission, APO 96243. San Francisco.

Programing,—Production, Others

Sports director—aggressive, creative, organizational. Want daily competitive market with station commitment to "specials." Ambitious local sports minded stations only. Box H-255, BROADCASTING.

Production manager/executive producer—creative and versatile programmer, first-rate production know how in TV and film, talent direction, organizational ability. 29 years old. Presently with a top 20 VHF, but seeking challenging position at station with active local programing and commercials schedule. Box J-88, BROADCASTING.

Young married man experienced in switching, directing, lighting, set design and all phases of live color production in full color station is seeking position as producer/director in larger market. Currently night supervisor. Five years experience. Two years college. Box J-124, BROADCASTING.

Dedicated producer/director, ready to move up and settle down. Looking for company interested in quality production and professional operations. Excellent references. Presently in major market. Box J-173, BROADCASTING.

Mulecaster. Loves kids. Charming, talented, handsome, modest. Write to (please print) Phil Ossifer, The Tennessee Talking Mule, P. O. Box 7116, Atlanta, Ga. 30309.

Kids show specialist. Heavy art and production experience. Can create fresh, original professional puppets and cartoons to represent station, city, state etc. Consider combination job such as art-production-promo duties combined with kids show production. P.O. Box 7116, Atlanta, Ga. 30309.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted to Buy—Equipment—Cont'd

5 kw low band VHF transmitter. Prefer General Electric, TT-40. Phone 206-624-6000.

Wanted to buy—660B Ampex. Box J-10, BROADCASTING.

Wanted: Audio console in operating condition, for CCTV studio. Must have: Inputs for five microphones, one turntable, one audio tape recorder, two 600 ohm lines; 600 ohm line output, monitor amplifier, muting relays. Low budget, can offer up to \$200.00. Rev. Herman Huttering, St. Fidelis College and Seminary, Herman, Pennsylvania 16039.

FOR SALE—Equipment

Coaxial-cable—heliac, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

For Sale: One Ampex VR1000A heterodyne color video tape machine with head. Just taken out of service. Best offer. Two vidicon cameras—Cohu remote control (pan, tilt, 10 to 1 zoom, focus, variable speed)—includes 200 ft. of cable. Each just taken out of service—9 months old. Best offer. Contact William Woods, Director of Engineering, WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois, Telephone: 312/583-5000.

For sale: Three RCA TK-31 field camera chains, \$1,900 each, FOB New York City. Box J-47, BROADCASTING.

FM Transmitters: ITA 250 w, \$1,500.00; GE 250 w with new Gates exciter, \$900.00; ITA 1 kw, \$3,300.00; Collins 1 kw 830D-1A, \$4,500.00; GE 3 kw, \$2,500.00; Gates 5 kw FM-5G, \$7,500.00; ITA 3/5/7.5 kw, \$5,900.00. All in good condition. Bill Barry, Box 609, Lebanon, Tennessee. 615-444-0305.

Viking 235 tape duplicating system. Master with three slaves in console desk. Full track, 7.5/15 ips. Excellent condition. Richard Custom Recording, Box 5656, Columbia, S. C. 29205.

CCA 1 kw FM—1000D, Collins Ring 37M-1. HP-335B Monitor. 105.5 MCS. 505-437-1490.

Brand new QRK or Rusco turntables, two for \$9.69 monthly. Gray tonearms. Rek-O-Kut. Write for list. Audiovox, Box 7067-55, Miami, Florida 33155.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

Writing team for world's highest-paid dj will write for you, exclusive in your market. New one liners, up to 300 per week for pennies a day. Dollar gets samples: Delaney, Box 2282, Santa Ana, California.

Radio idea for shopping center, auto dealers, banks. Write for details. Don Klock, Box 373, Lima, Ohio.

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INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for ASEE Degree. F.C.C. License training offered in residence in Washington, DC. Write for information on desired course. OR, send \$87.25 as full payment for the Grantham Package Course (leading to first-class F.C.C. license)—88 lessons (over 1600 pages) including more than 3300 FCC-type practice questions (and separate answer booklet)—shipped prepaid upon receipt of order and remittance. Grantham Schools, 1505 N. Western Ave., Hollywood, California 90027.

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New Orleans now has Elkins' famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

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Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers

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"Boy, I say Boy, you not listening." They gotta R.E.I. school in Fredericksburg, Virginia. F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-18 per week. Call Old Joe at 373-1441. Classes begin Oct. 7, Nov. 11, or write 809 Caroline Street, Fredericksburg, Virginia 22401.

Going to Kansas City, Kansas City here I come. They gotta R.E.I. school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks Tuition \$350.00. Rooms & apartments \$12-\$17 per week. Classes begin Oct. 7, Nov. 11. Call Pope at WE-1-5444 or write R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109.

INSTRUCTIONS—(Cont'd)

Workshop course—in all phases of Broadcasting. Announcing techniques, production, programing, oral interpretation, voice and diction, sales, copy etc. 24 week program in our own studios. Day or evening classes. Approved for veterans. National Academy of Broadcasting, 1404 New York Ave. N.W., Washington, D. C. 20005.

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5. Love broadcasting . . . it's people . . . and traveling.

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NEWS

KING Radio

A 50,000 watt, NBC affiliate seeks professional broadcast newsmen. Contact:

Mr. Bill Baker, News Director
KING Broadcasting, Co.
320 Aurora Avenue
Seattle, Washington 98109
(206—MUTual 2-3555)

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(Not affiliated with CBS, Inc. or any other institution)

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Radio or TV Owners

President-General Manager AM-FM stations in major market looking for management with option to invest in AM-TV or FM due to station sale. Add a real pro to your station. Any size market considered.

Box J-135, Broadcasting.

NEWS

ATT: Station Managers

Ice Hockey TV/RADIO Sportscaster

One of America's name sportscasters is available to do ice hockey this season. 8 years major league experience.

Box J-63, Broadcasting.

Programing,—Production, Others

TELEVISION

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Go 100,000 Watts of FM Stereo

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(Continued from page 86)

tries and Committee for Racial Justice Now of the United Church of Christ in proceeding on petition for rulemaking to require broadcast licensees to show non-discrimination in employment practices and extended time for filing comments to Oct. 9 and for reply comments to Nov. 12 (Doc. 18244). Action Sept. 4.

Translators

ACTIONS

Joaquin Sierra Educational Television Association, O'Neals, Calif.—Broadcast Bureau granted CP for new UHF TV translator station to serve Madera, Calif. on ch. 74 by rebroadcasting KQED(TV) San Francisco. Action Sept. 4.

K03BA Lamar, Colo.—Broadcast Bureau granted license covering changes in VHF TV translator station. Action Sept. 4.

Basic Inc., Gabbs, Nev.—Broadcast Bureau granted CP for new VHF TV translator station to serve Gabbs on ch. 11 by rebroadcasting KTVN(TV) Reno. Action Sept. 4.

Basic Inc., Gabbs, Nev.—Broadcast Bureau granted CP for a new VHF TV translator station to serve Gabbs on ch. 13 by rebroadcasting KCRL(TV) Reno. Action Sept. 4.

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Box J-122, Broadcasting.

K091G Cliff-Gila, N. M.—Broadcast Bureau granted CP to replace expired permit for changes in VHF TV translator station. Action Sept. 4.

FCC has afforded United Artists Broadcasting Inc. 60 days within which to file new application for UHF TV translator and request dismissal of application for CP for a 1-w VHF translator to serve Mansfield, Mansfield southeast, Lincoln Heights and Rosedale, all Ohio, by rebroadcasting WAUB Lorain, Ohio. Action Sept. 5.

K05DF Mapleton, Ore.—Broadcast Bureau granted license covering new VHF TV translator station. Action Sept. 4.

University of Vermont and State Agricultural College, Bennington, Vt.—Broadcast Bureau granted CP for new UHF TV translator station to serve Pownel and North Bennington, Vt. on ch. 79 by rebroadcasting WVTA(TV) Windsor, Vt. Action Sept. 3.

University of Vermont and State Agricultural College, Manchester, Vt.—Broadcast Bureau granted CP for a new UHF TV translator station to serve Manchester, Manchester Center and Bennington, all Vermont, on ch. 74 by rebroadcasting WVTA(TV) Windsor, Vt. Action Sept. 3.

University of Vermont and State Agricultural College, Wilmington, Vt.—Broadcast Bureau granted CP for new UHF TV translator station to serve Wilmington and Dover, both Vermont, on ch. 76 by rebroadcasting WVTA(TV), Windsor, Vt. Action Sept. 3.

Rainey Valley T.V. Service Inc., Glenoma, Wash.—Broadcast Bureau granted CP for new VHF TV translator station to serve Glenoma, Wash. on ch. 10 by rebroadcasting KING-TV Seattle. Action Sept. 3.

Rainey Valley T.V. Service Inc., Glenoma, Wash.—Broadcast Bureau granted CP for new VHF TV translator station to serve Glenoma on ch. 2, by rebroadcasting KOMO-TV Seattle. Action Sept. 3.

Broadcast Bureau granted mod. of CPs to extend completion dates for following UHF TV translator stations: W75AH Eagle River, Wis. to March 4, 1969; W79AQ Eagle River, Wis. to March 4, 1969. Action Sept. 4.

CATV

APPLICATIONS

Pensacola Omnivision Inc.—Requests distant signals from WJHG-TV Panama City, Fla.; WCTV(TV) and WFSU-TV, both Tallahassee, Fla.; WDIQ-TV Dozier and WTVY(TV), both Alabama; and WWOM-TV New Orleans to Pensacola, Fla. (Mobile, Ala.-Pensacola, Fla.-ARB73). Ann. Sept. 6.

Pioneer Valley Cablevision Inc.—Requests distant signals from WKBG-TV WSBK-TV and WNAC-TV, all Boston to Shelburne Falls, Buckland, Greenfield, Miller Falls, Turner Falls, Montague City, Erving township, Amherst, Gilbertville (Hardwick), Pelham, Palmer, Monson, Bondsville, Thorndike and Three Rivers, all Massachusetts Springfield-Holyoke, Mass.—ARB85). Ann. Sept. 6.

FINAL ACTIONS

Brandonville TV Association Inc., Brandonville, Pa.—CATV task force dismissed as moot petition of WBRE-TV Inc. for order pursuant to Sec. 74.1103. Action Sept. 6.

Keystone Radio and TV, Locust Gap, Pa.—CATV task force dismissed as moot petition for initiation of criminal prosecution or issuance of order to show cause. Action Sept. 10.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham in Clinton, Iowa (Clinton TV Cable Co.), CATV proceeding in Quad City

| | | | | | | | | | |
|-------|---------|------------|--------|------|-------|--------|------------|--------|-------|
| M.W. | small | daytime | \$105M | 29% | Ga. | small | daytime | \$ 65M | terms |
| La. | small | daytime | 125M | \$35 | West | small | daytime | 107M | 25M |
| Tenn. | medium | profitable | 235M | 29% | Wyo. | small | fulltime | 100M | Negro |
| Fla. | coastal | daytime | 180M | 29% | Colo. | medium | profitable | 250M | 29% |
| West | major | daytime | 360M | SOLD | East | major | daytime | 160M | \$50 |



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(Davenport, Iowa-Rock Island-Moline, Ill.) TV market, postponed commencement of hearing from Sept. 9 to date to be specified (Doc. 18024). Action Sept. 5.

■ Chief Hearing Examiner James D. Cunningham in Providence, Cranston, Warwick, West Warwick, Pawtucket, Central Falls, East Providence, North Providence, Woonsocket, Cumberland, Middletown, Newport, Johnston, Bristol, and Warren, all Rhode Island, Vision Cable Co. of Rhode Island Inc., CATV proceeding, designated Hearing Examiner Charles J. Frederick to serve as presiding officer; scheduled prehearing conference for Oct. 23 and hearing for Nov. 13 (Doc. 18317). Action Sept. 10.

■ Hearing Examiner Chester F. Naumovic Jr. in Hazleton, Wilkes-Barre, and Mahanoy City, all Pennsylvania, show cause orders directed against following CATV operations: Service Electric Cable TV Inc. tr/as Mountain City TV Co., Service Electric Cable TV Inc. tr/as Tele-Service Co. of Wyoming Valley, and Service Electric Cable TV Inc., granted motion by Service Electric Cable TV Inc. and ordered transcript corrected (Docs. 18193-5). Action Sept. 4.

■ Hearing Examiner Herbert Sharfman in Milwaukee and Madison, both Wisconsin, and Rockford, Ill. TV markets, City of Rockford Inc. et al., CATV proceeding, on unopposed oral request by Complete Channel TV Inc., scheduled further prehearing conference for Sept. 11 (Docs. 17234-41, 18190-2). Action Sept. 9.

DESIGNATED FOR HEARING

■ FCC has designated for hearing CATV proposals by Vision Cable Co. of Rhode Island Inc. for Providence, R. I., and surrounding communities. Action Sept. 5.

Ownership changes

APPLICATIONS

KDJI Holbrook, Ariz.—Seeks transfer of control of Navajo Broadcasting Co. from Drew Shumway, president, (25% before, none after) to Walter V. Lowe, vice president-general manager, (25% before, 50% after). Consideration: \$15,000. Ann. Sept. 4.

KARL-FM Carlsbad, Calif.—Seeks transfer of control of Radio KARL Inc. from Gordon Bambrick (50% before, none after) to Irene B. Bambrick (50% before, 100% after) through transfer of stock. No consideration involved. Ann. Sept. 10.

KVML Sonora, Calif.—Seeks assignment of license from Ralph P. Bowen tr/as Sonora Broadcasting Co. to Joseph L. Herold and Charles W. Herold Sr. db/as Herold Broadcasting Co. for \$100,000. Seller: Ralph P. Bowen, sole owner. Buyers: Joseph L. Herold, general partner, and Charles W. Herold Sr., limited partner, each 50%. Joseph L. Herold is sole owner of real estate sales and investment company, Charles W. Herold Sr. has 40% interest in wholesale grocery distributor firm, 37½% interest in sporting goods company and has other business interests. Ann. Sept. 10.

WERD Atlanta—Seeks assignment of license from Radio Atlanta Inc. to Radioad Inc. for \$278,000. Seller: Jesse B. Blayton Sr., chairman of the board (94.36%) et al. Buyers: Louis O. Hertz, president, 51% and Mendel Romm Jr., secretary-treasurer, 49%. Mr. Hertz is sole owner of advertising agency, has 33.3% interest in real estate investment firm, 30% interest in publishing company and has 45% and 75% interest in two apartment complexes. Mr. Romm has 50% and 30% interest in two apartment buildings, 12% interest in mortgage loans and investments firm and is sole owner of property management company. He also has other business interests. Ann. Sept. 10.

KOUR Independence, Iowa—Seeks assignment of license from Plains Broadcasting Corp. to Leighton Enterprises Inc. for \$100,000. Sellers: Jeanne P. Donald, treasurer, Ray G. Gruetzmacher, president, H. Darrell Shanklin, vice president and Sherwood Lorenz (each 25%). Jeanne Donald is sole owner of WTCH-AM-FM Shawano, Wis., and 33½% owner of CP for WISS Berlin, Wis. Mr. Gruetzmacher has the same interest in WISS and is secretary of Shawano County Publishing Co., licensee of WTCH. Mr. Lorenz also owns 33½% of the CP for WISS. Buyers: Alver Leighton, president, (68%) et al. Ann. Aug. 27. (corrected item).

KWNS-AM-FM Pratt, Kan.—Seeks transfer of control of KWNS Inc. from Wilmer E. Huffman (51% before, 17% after) to William J. Young (17% before, 51% after). Consideration: \$34,000. Ann. Sept. 10.

WFAS-AM-FM White Plains, N. Y.—Seeks transfer of control of Courtland Broadcasting Corp. from Lucile Stone, president, (56.7% before, 26.8% after) to Harry H. Stone, chairman of the board, (43.3% before, 73.2% after) through termination of voting trust agreement. No consideration involved. Ann. Sept. 5.

WELW Willoughby, Ohio—Seeks assignment of license from Radio Quests Inc. to Radio 1330 Inc. for \$275,000 cash. Sellers: Kenneth Mapes, president, and Nettie Mapes (each 40%) et al. Buyers: Radio 1330 Inc. is wholly owned by Multicom Inc. Principals of both corporations are Laurence Goldstein, president, Jared B. Winger, vice president, Harry Axelband, Abe Saul Goldstein, Nat M. Marcus and Ruth Norma Silberman (each 8.9%) et al. Laurence Goldstein has 20% interest in advertising agency. Mr. Winger has 50% interest in advertising agency. Mr. Axelband is sole owner of women's clothing store. Abe Saul Goldstein has 60% interest in insurance company. Mr. Marcus owns business consultant and investment firm. Mrs. Silberman has no other business interests indicated. Ann. Sept. 5.

WWGM Nashville—Seeks assignment of license from John R. Cheadle, trustee in bankruptcy matter of Second Thursday Corp., to estate of Percy B. Crawford, deceased; Ruth Crawford Porter, executrix, for \$105,000. Principals of Second Thursday Corp.: Samuel J. Simon, president (53%) and Milton Hirsh (17%). Mr. Hirsh has interest in WOKS Columbus, Ga. Buyer: Estate of Percy B. Crawford is licensee of WMUZ Detroit, WDAC Lancaster, Pa., WYCA Hammond, Ind., and KELR El Reno, Okla. Estate is also principal of WSEF Birmingham, Ala. and has application pending for purchase of WAQB-FM and WKTX, both Atlantic Beach, Florida. Donald B. Crawford, a beneficiary of estate, is majority owner of Kimtron Inc., licensee of WDCX Buffalo, N. Y. and a principal of WSEF. Ann. Sept. 4.

WMON Montgomery, W. Va.—Seeks transfer of control of Greater Montgomery Broadcasters Inc. from Stephanie Harvit (1% before, none after) to Robert B. Harvit (49% before, 50% after). Consideration: \$1. Ann. Sept. 5.

WOKY Milwaukee, Wis., WADO New York and KCBQ San Diego, Calif.—Seek transfer of control of Bartell Media Corp. (6% before, none after) to Downe Communications Inc. (32% before, 38% after). Sellers: Lee, David and Melvin Bartell, et al. Bartell Media Corp. is parent corp. of Bartell Broadcasters Inc., which is parent corp. of licensees of WOKY, WADO and KCBQ. Buyers: Edward R. Downe Jr., president-treasurer (66.2%) et al. Mr. Downe is director of Bartell Media Corp., president of a mail order company and of an advertising representative firm, secretary of Zenith Industries Inc. and has other business interests. Downe Communications Inc. is in process of purchasing the Ladies Home Journal and American Home magazines

from Curtis Publishing Co. Consideration: \$1,585,080. Ann. Sept. 5.

ACTIONS

KEXO Grand Junction, Colo.—Broadcast Bureau granted assignment of license from KEXO Inc. to Century Broadcasting Co. for \$237,500. Principals of KEXO Inc.: H. Abbott Tessman, president, et al. Principals of Century Broadcasting Co.: Charles D. Powers, president (50%) et al. Mr. Powers has been associated with the broadcasting industry for approximately 20 years on managerial level with stations throughout California, Pennsylvania, Nevada and Michigan. Action Sept. 4.

WJRJ-TV Atlanta—Broadcast Bureau granted transfer of control from Jack M. Rice (53.9% before, 46.68% after) through delivery of stock through conversion of debentures. Principals: W. R. McKinsey, president et al. Consideration: 130,000 shares of stock at \$4.75 per share, expected to yield aggregate of \$617,500. Action Sept. 5.

KHAI Honolulu—FCC granted transfer of control of Royal Broadcasting Co. from Robert Sherman (100% before, none after) to Kal W. Lines, trustee in bankruptcy (none before, 100% after). No consideration involved. Ann. Sept. 5.

KUWS-FM Newton, Iowa—Broadcast Bureau granted assignment of license from Charles L. and Mildred B. Hamilton to Richard C. Brant for \$15,000. Principals: Richard C. Brant, sole owner. Mr. Brant is sole owner of KCOB Newton, Iowa. Action Sept. 4.

WSBS Great Barrington, Mass.—Broadcast Bureau granted assignment of license from WSBS—The Berkshires Inc. to Northern Berkshire Broadcasting Co. for \$180,000. Principals of WSBS—The Berkshires Inc.: J. Leo Dowd, president. Principals of Northern Berkshire Broadcasting Co.: Donald A. Thurston, president, treasurer (51.2%) and William H. Vanderbilt (48.8%). Northern Berkshire is licensee of WMNB-AM-FM North Adams, Mass. Action Sept. 5.

KKBC-TV Lubbock, Tex.—Broadcast Bureau granted assignment of CP from Chester H. Kissell and Clarence L. Kissell to Double H Corp. for \$55,000. Principals of KKBC-TV: Chester H. and Clarence L. Kissell (each 50%). Principals of Double H Corp.: W. B. Rushing, secretary (90%) and Henry L. Huneke, president (10%). Mr. Rushing is chairman of board of bank and savings and loan association, sole owner of commercial property, 25% owner of manufacturing company and also 25% owner of investment company. Mr. Huneke is 10% and 20% stockholder in two commercial rental property holdings, respectively. Action Aug. 30.

KEEZ-FM San Antonio, Tex.—Broadcast Bureau granted assignment of license from Sound Distributors Inc. to The Camel Co. Assignment will result in Charles W. Balthrope, president and 70.5% stockholder before, acquiring 23.5% of stock from son, William D. Balthrope, which will give Charles Balthrope 95.8% of stock. Buyer is also licensee of KMAL Kenedy-Karnes City, Tex. No consideration reported. Action Aug. 30.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Sept. 11. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Rimforest, Calif.—Intro Cablevision Inc. (multiple CATV owner) has purchased Lake Arrowhead CATV System, subsidiary of Skyline TV Cable Inc. Crestline.

San Bernardino, Calif.—Intro Cablevision Inc. (multiple CATV owner) has purchased Skyline TV Cable Inc.

■ Payette, Idaho—Boise Valley Broadcasters, Boise, has been granted a franchise.

■ Opelousas, La.—Cablevision Inc., Opelousas, has been granted a franchise for a 12-channel system.

■ Colonie, N.Y.—Capital District Better Television Inc., Colonie, has been granted a nonexclusive franchise. Installation and monthly fees will be \$19 and \$5, respectively, for a 13-channel system.

■ New Hartford, N.Y.—KWR System, New Hartford, has been granted a franchise.

Newtonville, N.Y.—Capital Cable Vision Systems Inc., Albany, N.Y., has applied for a franchise.

Queens, N.Y.—Jamaica Water and Utilities Inc. has applied for a franchise.

■ Ashland, Ohio—Armstrong Utilities Inc., Kittanning, Pa. (multiple CATV owner), has been granted a franchise. Installation and monthly fees will be \$25 and \$4.45, respectively.

Zelenople, Pa.—Communications Construction Corp., Lisbon, Ohio, has applied for a franchise. Earlier applicant, Armstrong Utilities, Kittanning, Pa., failed to act on previous grant.

■ Premont, Tex.—Southwest Cable Television Co., Harlingen, Tex., (multiple CATV owner), has been granted a franchise for a 12-channel system. Monthly fees will be \$4.95 for first set and \$1.50 for each additional set. The city will receive \$500 or 4% of gross annual revenues, whichever is greater, and additional revenue for subscribers over 209.

Seattle, Wash.—Teleguide Inc., Seattle, has applied for a nonexclusive franchise.

■ South Beloit, Wis.—Beloit Community Television Service Inc. has been granted a franchise. Installation and monthly fees will be \$25 and \$5, respectively. City will receive \$250 annually for first 250 subscribers, \$500 yearly for subscribers up to 500 and \$1 for each subscriber over 500.

“YOU must be contemporary, you must know what’s going on to work in television.” says the new president of Westinghouse Broadcasting Co.’s Television Station Group.

James E. Allen follows his own edict. Describing himself as “an omnivorous reader” to keep up with the world that television reports on, he combines this interest with the television business by conducting a continuous series of dialogues with the general managers of the Westinghouse stations on what and how to report.

One of WBC’s main concerns is ghetto reporting, he noted, not riots or demonstrations but the every-day, smaller things. Mr. Allen pointed out that a reporter for WBC’s San Francisco station (KPIX[TV]) lived with a Negro family and thus had access to news not usually available, but in other cities newsmen and cameras had to be brought in from the outside.

Other policies he discusses with the station managers are the utilization of college reporters, the increase of specialists and expertise, investigative reporting “along the lines of the *Wall Street Journal*,” and the desirability of political debates on all levels.

Although his concern is with three areas of television programing—news, public affairs and entertainment. “not necessarily in that order”—Mr. Allen said the WBC stations are strong in news “because it’s almost axiomatic in the industry that the news station is number one in the market.” The policy is to place public affairs programing, such as past stories on the plight of the Puerto Rican and the migrant worker, within the context of the news show. A separate “documentary” would scare people away, in his opinion.

World War II Break ■ Mr. Allen’s interest in news began at Ohio State University in Columbus, where he studied journalism. His college education was interrupted for five years (1940-45) by Air Force service, and when he returned he “was only interested in getting a degree. I took political science because it was the quickest way through,” he acknowledged.

Armed with his bachelor of arts degree, Mr. Allen became a reporter for the *Columbus Citizen* and in 1949 moved to Cincinnati as city editor of the *Post*. He enjoyed newspaper work, he said, but after a while the grind of putting out several editions a day and having to be in bed at 9 p.m. in order to function the next day was too much. Besides, he was “fascinated by television.”

So he joined Crosley Broadcasting Corp. (now Avco) in Cincinnati as promotion and publicity director, and eventually ended up at WBC’s Boston

A Buckeye with an eye for TV news

station, WBZ-TV, as advertising and sales promotion manager in 1956. From there it was a steady series of promotions to his present post in August of this year.

Mr. Allen’s fascination for television has not dimmed in the least. He starts his day watching the CBS morning news, NBC’s *Today* show, and then switches to WBC’s New York radio station, WINS, before he leaves for the office. Then, in his 18th-floor corner office on Park Avenue, three receivers stacked in a pyramid are tuned to the TV networks constantly—most of the time without the sound turned up.

A Transforming Medium ■ “Television is fascinating because of the changes it makes in people,” he com-

mented. In connection with the political convention coverage, he felt that it was too early to make any judgments, that “there were too many forces at work in Chicago to single out a winner or a culprit.” and that “maybe television showed that the convention system is anachronistic.”

Mr. Allen also feels that the convention coverage demonstrated that the “youth of today is a questioning generation: they want a voice and participation, but maybe not the way older people want them to.”

The new TV group president’s dialogues with station managers keep him traveling quite a bit. He likes to visit the five WBC stations, as well as to caucus with the managers in New York, to meet other station personnel, and check on the facilities.

The “lots going on” for Mr. Allen, when he’s not flying to various parts of the country, includes the theater, movies, and trying to get workmen in the city to come fix up his newly purchased brownstone on East 22d Street.

He doesn’t consider himself an inveterate “cliff-dweller”, despite the fact that he’s always lived in cities. He maintains a house in the suburbs in Pound Ridge, N. Y., where he enjoys swimming in a neighbor’s pool, and he likes to ski. On vacation, he prefers “sitting on a beach somewhere” to touring. He tried sightseeing once, he remarked, but after four days of traveling he gave up—it was too much like his work schedule.

Returns to Books ■ Although he was in a hurry to finish college in 1946, and went through his final two years in four quarters. Mr. Allen has gone back to school several times “just to take things I want to know about.” He mentioned attending Harvard, and he plans to take a course at The New School for Social Research in New York this fall.

The 52-year-old bachelor’s active interest in the contemporary world belies his disparaging remarks about his age. Commenting on his birthday yesterday. (Sunday, Sept. 15), he said, “when you get to my age, you don’t like to be reminded of them.”

But when speaking about cities and periods of history, Mr. Allen puts forth an eager, interested, optimistic outlook.

Although he is interested in past historical periods, such as the Nazi era (“I’m trying to get through ‘The Rise and Fall of the Third Reich’ at the moment”), his main concern is with the future.

“People often ask in what period of history you would have liked to live,” he remarked. “We’re living in the most exciting time of all, with television as a powerful medium of change.” Mr. Allen seems glad to be part of both.

WEEK’S PROFILE



James Edgar Allen—president, Westinghouse Broadcasting Co. Television Station Group; b. Ironton, Ohio, Sept. 15, 1916; B.A. in political science, Ohio State University, 1946; U. S. Air Force captain during World War II; joined ‘Columbus (Ohio) Citizen’ as reporter 1946, later becoming assistant city editor; named city editor of ‘Cincinnati Post’, 1949; joined Crosley Broadcasting Corp. (now Avco), Cincinnati, as promotion and publicity director, 1952; spent short time as editorial director, ‘Sponsor Magazine’, New York, before moving to Westinghouse as advertising and sales promotion manager of WBZ-TV Boston; appointed station sales manager, general manager, then head of WBC Productions Inc. and WBC Program Sales Inc., New York, 1964; promoted to VP-sales, WBC, 1965, VP-television, 1967, and president, August 1968.

Promising choice

WHAT kind of an FCC commissioner will H. Rex Lee make? The definitive answer to that question cannot now be given, but there are reasons to be hopeful that he will add stability to an agency that has been torn by internal dissent.

To begin with, some comfort must be taken in the President's decision to fill the FCC vacancy, despite the earlier belief of his intimates that he would leave it open for an appointment by his successor. The fact of the decision in itself suggests that the President felt an obligation to put the seventh vote in operation on the commission. And the choice of appointee must be assumed to have been made only after careful appraisal. Privately the President has said he regretted his appointment of Commissioner Nicholas Johnson, who in two years on the job has been a progressively divisive force. We doubt that the President would wish to repeat that kind of mistake.

Much as broadcasters might like it, the President could hardly have appointed a broadcaster or broadcasting-associated figure to the FCC. The political repercussions would have been inevitable, considering the Johnson family's holdings in broadcast properties. The man he chose is at least familiar with one phase of television, having been governor of Samoa when an ETV system was installed.

Among his colleagues Mr. Lee is regarded as a strong administrator, of mature intellect and reasoned judgment. Those are qualities the FCC needs.

Motor movement

A NEW season is about to begin, and it looks promising. We're talking now about the new automobile season. As for that other one—the 1968-69 TV program season—we'll refrain from passing judgment, as some of the newspaper critics inevitably will not, until we've had a chance to see more than a smattering of it.

Unlike new program schedules, new-car advertising schedules can be evaluated with some logic and certainty in advance, and in recent weeks, pursuing an annual custom, BROADCASTING reporters have been sniffing out the car manufacturers' plans for promoting their new models, which will be introduced this year between Sept. 19 and Oct. 1. The results, published here last week, show that once again Detroit will be all over the broadcast lot, radio and television, network and spot.

We should say, first, that 1968 has been a much better year than 1967, when a protracted strike of auto workers, coupled with uncertainty in the national economy, contributed importantly to the automotive-advertising slowdown. Auto sales are high and that in itself is promising because, illogical though it is, auto manufacturers tend to base their budgets on sales rather than sales goals.

More important auguries for the broadcast media may be found in the way the trends have been running—and how far they've gone. It seems to be widely accepted, for instance, that all major media suffered about equally from the 1967 cutbacks in automobile spending. But some new compilations by the Television Bureau of Advertising, covering only passenger-car advertising, disclose this was not the case.

The TVB figures show that passenger-car spending in both magazines and newspapers in 1967 was down about 16% or 17%. but that in TV it was up about 5%. Indeed

—and this may come as a surprise to many—in 1967, for the first time, more money was spent to advertise cars on TV (\$134.5 million) than in their former number-one medium, newspapers (\$127.5 million).

Exactly comparable figures for radio are not available, but Radio Advertising Bureau compilations for automotive advertising—embracing trucks, tires, batteries and accessories as well as cars—show that although radio spending for this category did slump in 1967, the total was still the second highest in the four years RAB has been collecting such data.

Let's look at the longer haul. Between 1964 and 1967, according to RAB's figures, automotive spending on radio rose more than 22%. TVB's figures show that in the same span passenger-car spending on TV increased almost 30%, as against a 3% gain for newspapers and an 8% decline for magazines.

These are trends that are not to be honked at.

Admission to the main event

THE militant program-regulators on the FCC have suffered a humiliating defeat in the declaration by the Seventh Circuit U. S. Court of Appeals that the commission's rule prescribing rights of reply to personal attacks and political editorializing is unconstitutional. The First Amendment has been rescued from the FCC's wastebasket.

Presumably the commission will take an appeal to the Supreme Court—an action that ought to be welcomed by the broadcasting organizations that won the appellate decision. Indeed all broadcasters ought to be infinitely cheered by this turn of events—and willing to pay their share of the price of restoring their rights under the Constitution.

It was the Radio Television News Directors Association, NBC and CBS that carried the burden so far. All engaged expensive legal talent, whose value was proved in the decision last week. It will take as much talent and as much of its time to make a Supreme Court presentation as persuasive. Though the financial ability of NBC and CBS is adequate to the assignment, the RTNDA could drain its treasury with a petty-cash voucher. This case means equal emancipation for all broadcasters, and surely all will wish to contribute their share of the cost.



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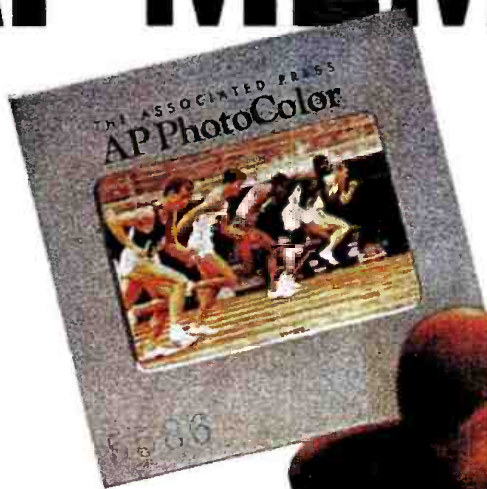
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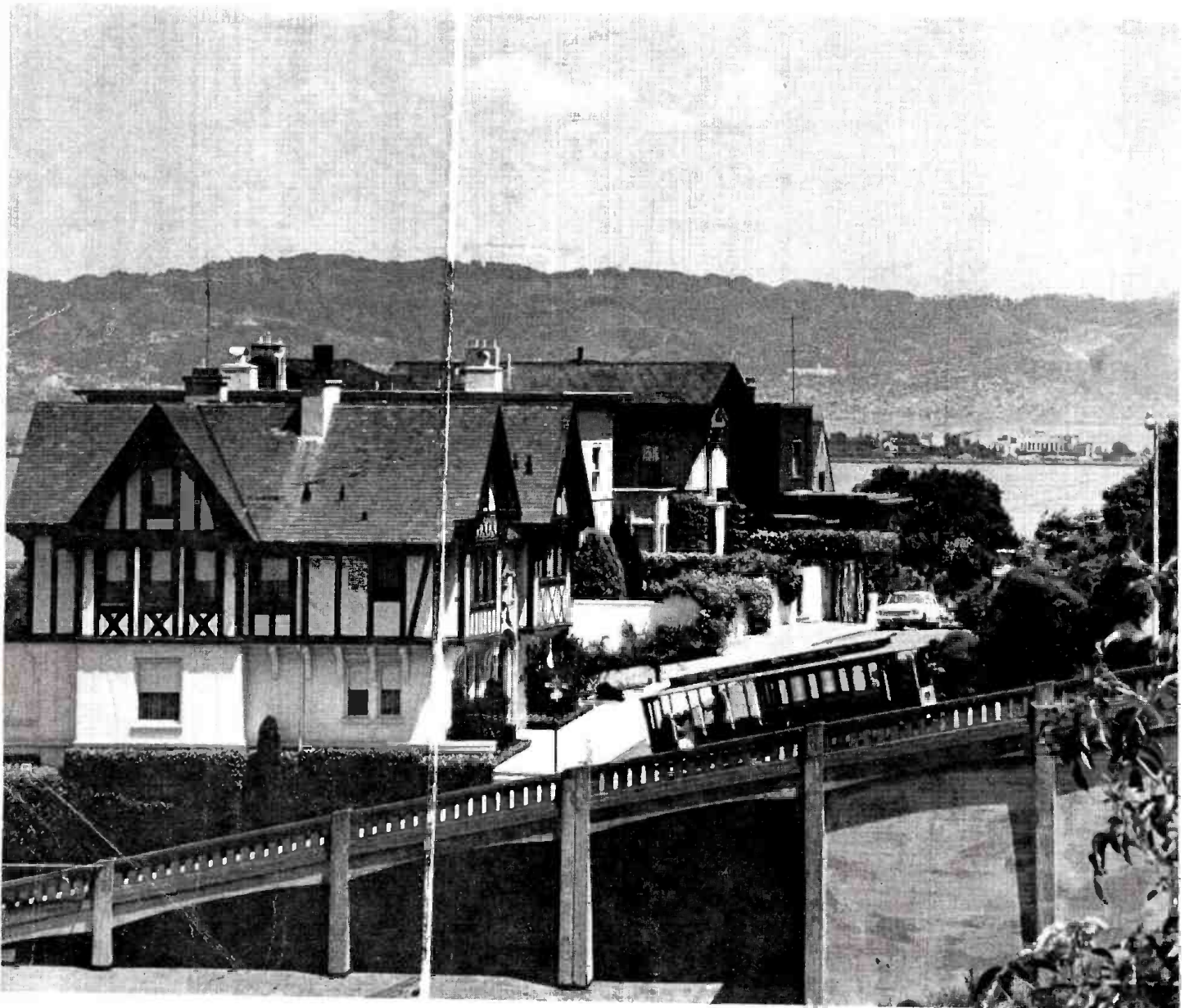
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