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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWSPAPER

Spot TV rallies in spurts, but market still seems sluggish. p25  
Senate sends Public Broadcasting Act to the White House. p38  
FCC's authority over CATV may be decided by Supreme Court. p56  
AT&T seeks to boost rates for black-and-white service. p61

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## What is an influencible?

A radio lover. An influencible loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an influencible loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

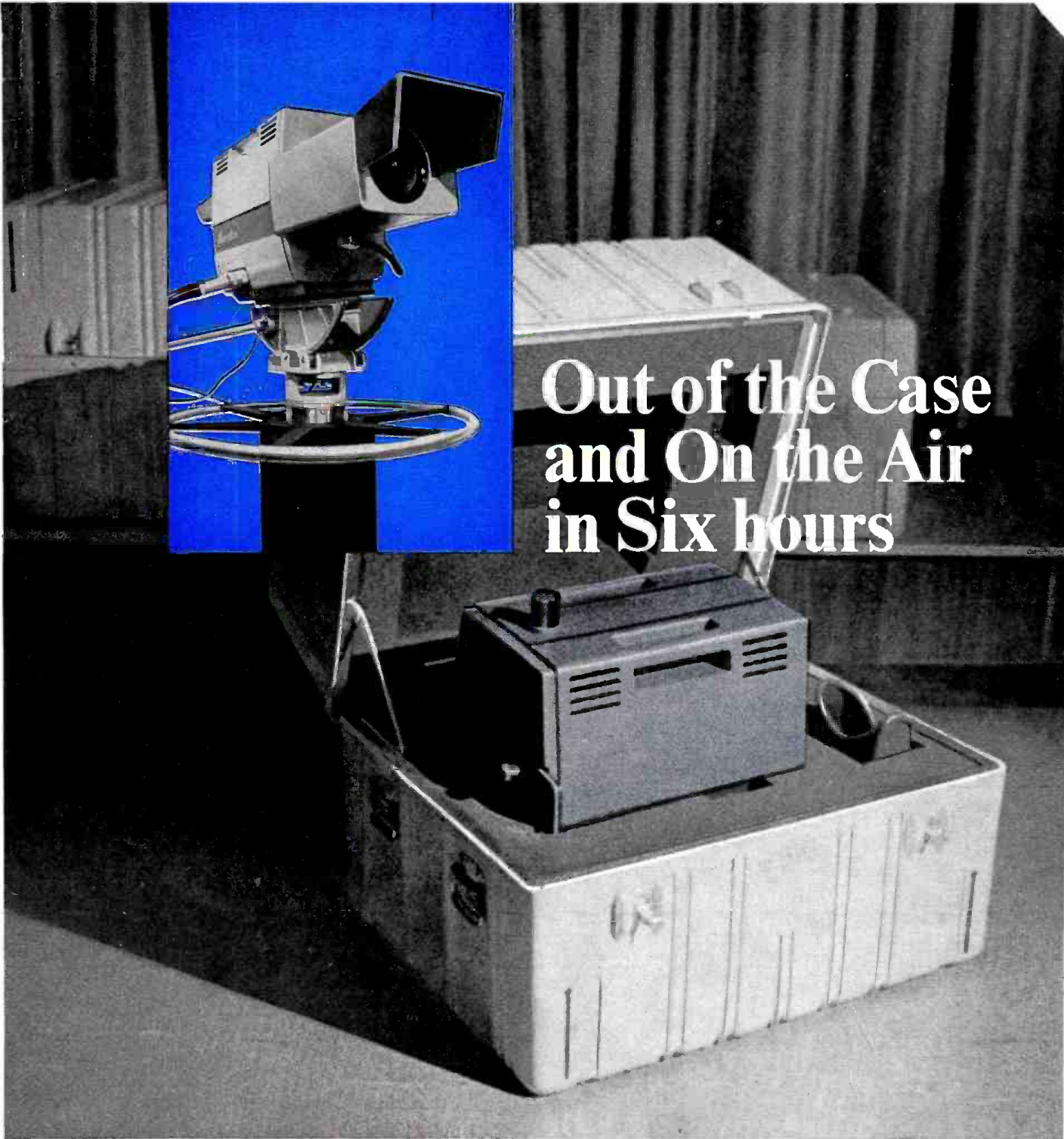
Figure it out yourself. When you've got the buying audience, you've got the sale. *Influence the influencibles.*®

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# STORZ



WDGY Minneapolis-St. Paul (Blair)    WMB Kansas City (Blair)    KOMA Oklahoma City (Blair)  
KROK St. Louis (KAR, Inc.)    WTIX New Orleans (Pastman)    WQAM Miami (Blair)



## Out of the Case and On the Air in Six hours

To put a TV color camera chain on the air the day you get it is quite a feat, but KLFY, Lafayette, La., did it. Of course, it was a Norelco 3-Plumbicon\* PC-70 Camera. That made the original setup and checkout easier because the Norelco is inherently simpler than any 4-tube camera.

KLFY has since discovered that everyday setup is likewise fast and simple. Maintenance is low,

reliability is high. And why not? There's one less of everything electronic in the Norelco, and what there is has been designed to give you the sharpest, and the most faithful color picture the state of the art permits.

Check into the PC-70, and very likely you'll soon be checking one out in your studio. Write us or our sales representative, Visual Electronics.

\*Registered trademark for television camera tubes.



*KLFY-TV News Director Dud Lastrapes interviewing Mr. Herbert Brown, Chairman of the Board of local advertiser Brown's Thrift City Pharmacies*

**Thomas G. Pears, Gen. Mgr., KLFY, Lafayette, La.:**

**“Although we had done some prewiring, we**

**were amazed at the speed with which we got our new PC-70 chain in operation.**

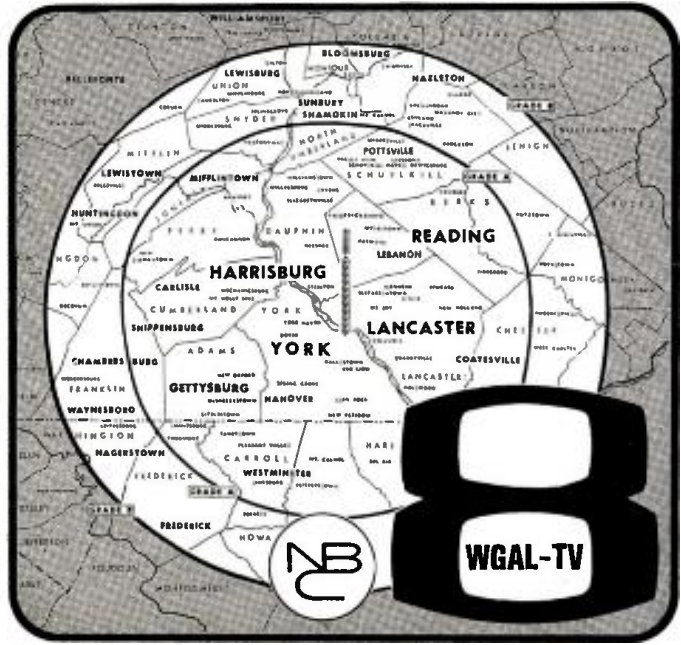
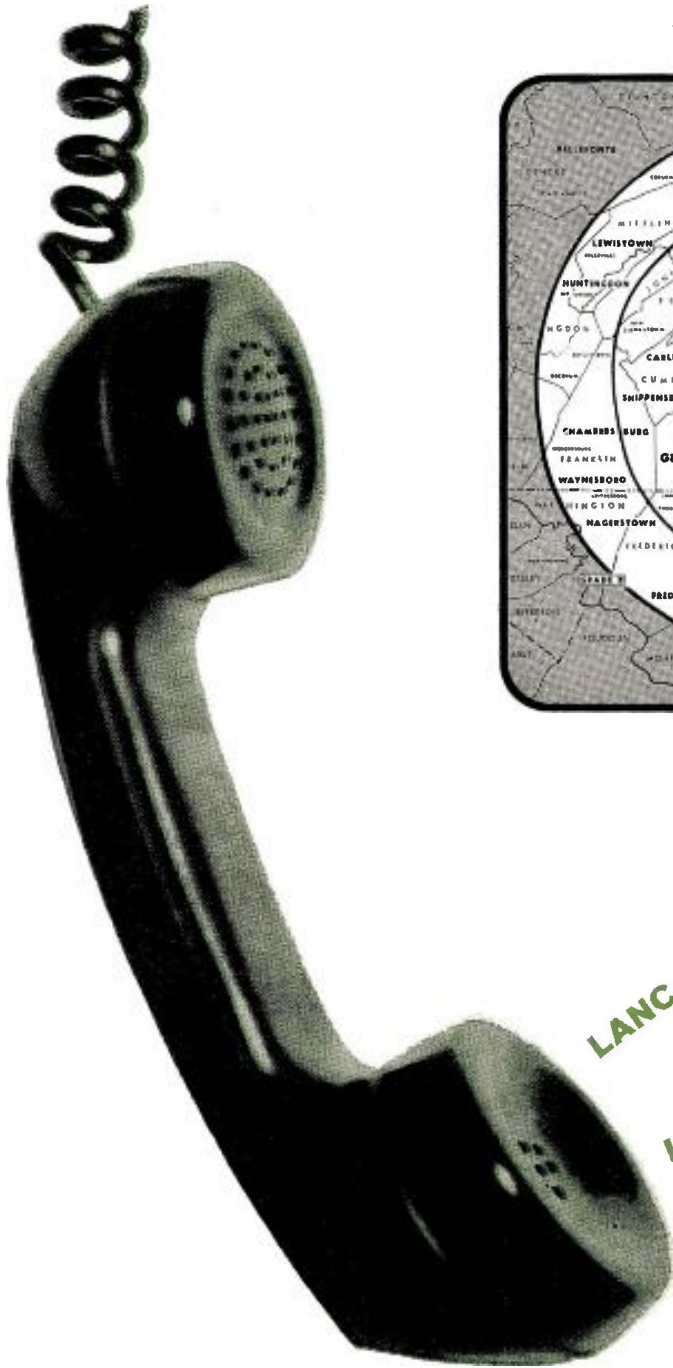
**It was delivered right on schedule and a factory representative was on hand to help with the installation.**

**The picture is great!”**



299 Route 17, Paramus, New Jersey 07652

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco



**LANCASTER, HARRISBURG,  
YORK, LEBANON  
IS ONE TV MARKET WITH  
WGAL-TV CHANNEL 8**

# WGAL-TV

## Lancaster, Pa./Channel 8

WGAL-TV successfully saturates this great, diversified area. And, its glowing color pictures include all-color local telecasts and NBC programs. Also 26%\* color penetration.

\*Based on Feb.-Mar. 1967 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

**STEINMAN TELEVISION STATIONS** • Clair McCollough, Pres.

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

Chairman of House Commerce Committee, Harley O. Staggers (D-W. Va.), thinks passage of educational-TV bill (see page 38) renders major pay-TV argument academic. Subsidized noncommercial programming, he suggests, will provide diversity of cultural programming that pay TV had promised, but without viewer fee and to wider areas, thus undercutting need for toll broadcasting.

*Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) began his panel's hearing on pay-TV as opponent, ended up on fence, lately has been leaning again toward opposition camp on grounds that siphoning of programs now on free TV seems inevitable. Mr. Macdonald promised that subcommittee would soon have chance to vote anti-pay-TV bill up or down, but still hasn't set date for vote. Chairman Staggers says he'll be there when vote comes up.*

### 30's all the way

Best Foods Division of Corn Products Corp., New York, is understood to be overhauling its spot-TV strategy for 1968, to make isolated 30-second commercials company's prime unit. Best Foods, which spent estimated \$10 million in spot TV in 1966, reportedly intends to advise its agencies that 30's should be priced no more than 60% of minute rate and that its inter-agency spot pool operation for 30-30 piggybacks will be suspended by end of this year.

### Revival

FCC, which has been relatively quiescent in recent weeks, is expected to start generating news again soon. Commission reportedly plans early meeting with its common carrier bureau in connection with processing of Communications Satellite Corp.'s proposal for pilot domestic communications satellite system, and with other staffers on controversial proposal for establishment of pay television as regular, nationwide system.

*Another key issue—now that Congress has approved commission budget of \$19.1 million, as asked by President, is allocation of some \$500,000 in funds for research. Little further down road are such old, but still hot, chestnuts as proposals for limiting network ownership of prime-time programming and for tightening up TV ownership rules as they apply to top-50 markets.*

### Return to TV?

Times Mirror Co., whose *Los Angeles Times* dominates Southern California market, is on prowl for television properties. Publishing company's aim is to acquire group of stations, specifically with network affiliations. These plans were hinted to Chicago security analysts last week. Last TV property Times Mirror owned, KTTV(TV) Los Angeles, was independent. Station was sold to Metromedia in 1963 for \$10,390,000.

### Now its radio

CATV is causing new problems for radio broadcasters, as distinguished from TV operators. Complaints now are being heard from FM stations contending that importation of distant FM signals over cable systems is causing unfair competition. They argue that distant FM's so relayed are creating what they describe as equivalent of "super-clear channel" competition. FCC regulation covering CATV do not mention audio services.

### Double trouble

FCC's non-duplication rules covering combined AM-FM operations in top markets aren't working well for many stations in good-music category. Generally unable to find formula for separating programming, number of dual operations are programming good music but not by single transmission. As one broadcaster put it: "We're playing Brahms on AM and Beethoven on FM"—duplicating format but not actual music at same time.

### Parlay

Fred Ford's sale of his Blythe, Calif., CATV system (see page 45) doesn't mean that president of National Cable TV Association is getting out of cable ownership. He plans to invest in multiple-CATV company with top-flight management, since he's too involved in industry affairs to devote proper time to supervise any owned systems. Mr. Ford was aided in financing purchase of Blythe system from Bruce Merrill in 1965 by number of CATV industry leaders. They're advising him again now on where to put his money.

### Language barrier

Problems in measuring Spanish-speaking TV audiences are getting top attention at Broadcast Rating Council these days—and more than casual at-

tention at Federal Trade Commission as well. Rene Anselmo of Spanish International Network Sales has been goading both BRC and FTC—and Nielsen and American Research Bureau—for close to three years, claiming SIN's Spanish-language KWEX-TV San Antonio and KMEX-TV Los Angeles don't show up in rating books even though SIN commissioned studies (and reportedly one also conducted independently by BRC) show stations with reportable audience shares when Spanish audience is included.

*ARB and Nielsen reportedly are trying to work out solution, but obviously haven't done enough fast enough to satisfy SIN, which claims its stations are missing business because audiences aren't reported. Rating services are said to argue that sampling Spanish audiences would be too costly. There's also division of opinion—among attorneys, services and even BRC members and FTC authorities—as to how far BRC can go in telling services how they should run their businesses.*

### Help wanted

National Association of Broadcasters is seeking assistant general counsel to beef up its legal department. Job will pay \$18,000-\$20,000. NAB has but Douglas Anello, general counsel, but Douglas Anello, general counsel, says he is looking forward to retirement in few years and association needs number-two man. In addition, NAB is looking for at least one and possibly two staff attorneys. Legal staff has numbered three in recent years, but increasing workload has been spur to expansion.

### Interference

Land-mobile radio sharing of television channels—which broadcasters have long resisted—may turn out more of problem for CATV than for broadcasting. Preliminary indications of sharing tests now being conducted on vacant channel 6 in Washington are that interference is problem for CATV systems using channel 6 to relay programming rather than for off-air television. Although engineers caution that results have not yet been fully analyzed, they report that sets receiving WETA-TV (ch. 26) on cable after conversion to channel 6, receive interference from land-mobile stations within six miles.



KTVU advertisers  
don't skip  
any of the  
San Francisco-  
Oakland market

It takes more than call letters to blanket the hills and valleys of the big San Francisco-Oakland market. It takes signal strength and coverage. And it takes unduplicated programming aimed at local viewing tastes. In the San Francisco Bay Area, there's only one station that offers both. It's the Nation's LEADING Independent Television Station—Channel 2, KTVU.

**KTVU**  
**2**

SAN FRANCISCO-OAKLAND  
Represented by H-R Television

 Cox Broadcasting Corporation stations:  
WSB AM-FM-TV, Atlanta; WHIO  
AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte;  
WIOD AM-FM, Miami; WIIC-TV, Pittsburgh;  
KTVU, San Francisco-Oakland

# WEEK IN BRIEF

Spot-TV sales will show small gain over 1966, say leading TV station reps, but consensus is 1967 will not be one of spot's better years. Stations report lower spot volume as advertisers buy shorter flights. See . . .

## SPOT TV BETTER . . . 25

Improving effectiveness of commercials and of advertising plus appraisals of advertising's government public relations and new management techniques highlight 56th annual ANA meeting at Hot Springs. See . . .

## A BETTER JOB . . . 28

NBC folds radio rep tents, turns business for its six owned stations over to three independent reps, Eastman, Katz, Christal. Move eliminates NBC Radio Spot Sales; Watson now director, national sales. See . . .

## NBC CLOSES REP SHOP . . . 29

President Johnson's desk is final stop for 1967 Public Broadcasting Act as Senate puts stamp of approval on measure. CPB will get \$9 million seed money, but future financing may affect commercial broadcasters. See . . .

## CPB NEEDS SIGNATURE . . . 38

Cold shower hits NCTA regional meeting as Commissioner Cox presents hawkish view of CATV regulation. Choice of common-carrier, utility rules or broadcaster obligations may be imposed on cable. See . . .

## COX DAMPENS CATV . . . 46

On 4-2 vote FCC comes up with new rule on station identification and offers series of examples on what might constitute violation. Rule is outgrowth of FCC decision on KABL, will not limit public-service announcements. See . . .

## FOG LIFTS . . . 51

Major realignment at CBS finds new group, CBS/Comtec, comprised of CBS Laboratories Division, new Television Services Division and CBS/EVR Inc. Group to develop, apply communications technology. See . . .

## CBS MOLDS NEW GROUP . . . 55

U.S. Supreme Court agrees to review San Diego CATV case. Issues posed are: Does FCC have jurisdiction to regulate CATV's and may FCC hold status quo while hearing is held to determine CATV impact on TV. See . . .

## UP TO HIGH COURT . . . 56

Representative Macdonald poses political, economic, sociological questions about domestic satellites, finds their use technically feasible but "politically awkward," warns race for space may open a "Pandora's box." See . . .

## SATELLITE PROBLEMS . . . 59

Broadcasters receive jolt from AT&T at FCC hearing; color TV transmission cost proposal is dropped in favor of "considerable" increase in black-and-white rates with no over-all revenue hike, according to AT&T. See . . .

## AT&T PLANS B&W BOOST . . . 61

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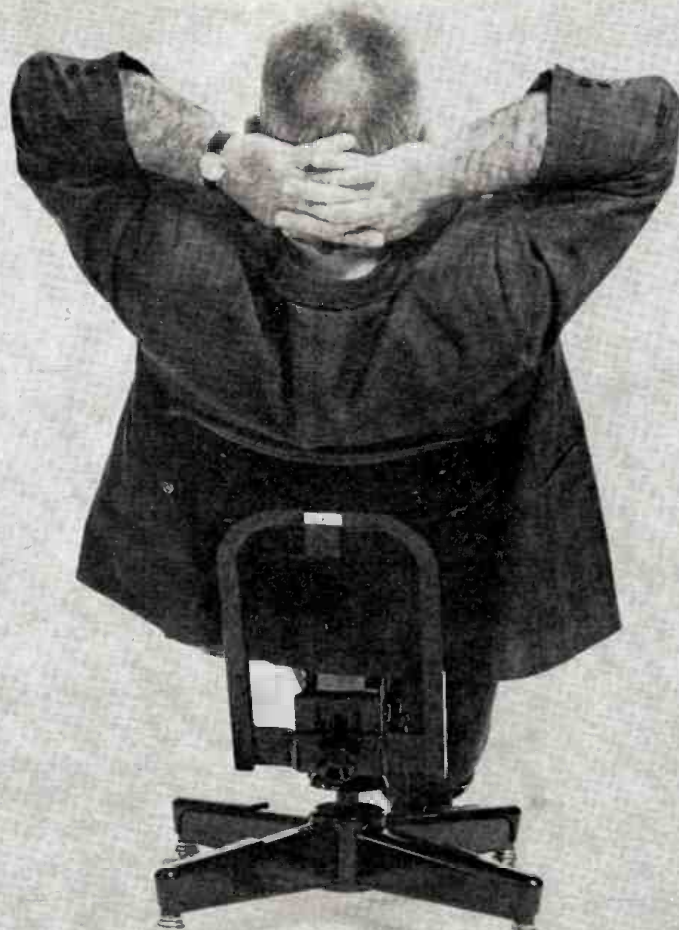
## Broadcasting

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# this isn't us

Now or ever! We're new — so we've gotta hustle, that's the only way we can make it . . . for us and you.

You certainly wouldn't keep a salesman around if he sat waiting for business . . . you know from experience he won't get it!

Neither will waiting get business for you in New York, Chicago, Detroit, Los Angeles, San Francisco, and Atlanta. The John C. Butler Company is the most aggressive and professional broadcast representative in the business! And we can get the business for you!

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NOW REPRESENTING THE QUALITY RADIO STATIONS FORMERLY REPRESENTED BY GEORGE P. HOLLINGBERY



## PBL to attack some advertisers

"Negative" was most euphemistic term used Friday (Oct. 22) to describe reaction to disclosure that Public Broadcast Laboratory programs on noncommercial TV stations would attack credibility of some television commercials.

Despite reluctance to comment publicly—at least until programs are aired—it was obvious that advertisers, agencies, and broadcasters were "disappointed" and "outraged," to use just two adjectives applied to PBL's so-called truth-in-commercials campaign.

First PBL program, scheduled for Nov. 5, will be carried by about 120 ETV's and reportedly will attack aspirin commercials on grounds that all such medicaments are essentially same. Anti-commercial commercial uses several well-known brand names, and anonymous announcer will cite Federal Trade Commission data asserting that aspirin's efficacy is same regardless of brand or cost.

Among brands to be shown in "truth" commercial is Bufferin, product of Bristol-Myers, which granted close to \$600,000 to noncommercial TV in 1966 (BROADCASTING, Oct. 10, 1966).

PBL program will also hit 100-mm cigarettes by depicting young lady refusing to smoke proffered cigarette of that length while intoning Public Health Service claims that longer cigarettes are even more dangerous than regular-length smokes.

Bristol-Myers officials, like most other advertisers, said they would not comment on PBL plans until programs had been viewed. Company has been under FTC attack for claims made in some commercials for its products (BROADCASTING, March 6 et seq.).

**'Free Country'** ■ Spokesman for Philip Morris, which markets 100-mm cigarettes and which has supported noncommercial TV news programs, said PBL plans were "disappointing, but it's a free country, and it [smoking] is a controversial issue right now."

One broadcaster said he felt it was "shabby way to launch program concept supposedly devoted to issues of importance. Whatever happened to Vietnam, the urban revolution, poverty? Will they dare knock the administration's war policy?"

PBL is supported by \$10 million Ford Foundation grant. Ford is headed by McGeorge Bundy, former White House adviser.

Spokesman said for present, at least, he knew of no plan to attack "package goods" commercials other than those for aspirin and cigarettes. PBL reportedly will campaign against ads for guns and inflammable blankets. Specifically excluded from PBL attack will be automobile advertising. Av Westin, former CBS News executive and now PBL head, said car commercials would be exempt because manufacturers were already calling back defective models and because "there's no reason to beat an assembly-line worker over the head." Others pointed out PBL's money comes from Ford Foundation, whose own fortune came originally from Ford Motor Co.

## ABS seeks court stay on presunrise rule

Association on Broadcasting Standards has moved to block implementation of FCC's new rule authorizing presunrise operation by regional stations, both daytimers and fulltimers having different day and night facilities.

ABS, which represents some 75 full-time stations concerned about possible disruptive early-morning interference as result of new rule, has asked U. S. Circuit Court of Appeals in New York for across-board stay of new rule pending action on appeal.

Regulation was adopted on June 28, and eligible stations were to begin operating under it Sunday (Oct. 29), with return of standard time.

ABS had filed notice of appeal in appeals court in Washington Oct. 13, day after commission affirmed its presunrise rule. ABS then asked for transfer to New York court, where WBEN Buffalo, N. Y., is already seeking court review of new rule. Transfer of ABS suit, and subsequent request for stay, occurred Friday (Oct. 27).

Another court action against presunrise rule was filed Friday by WPIC Sharon, Pa., class III daytimer. Station, which has gone on air at 6 a.m. local time with 1 kw, for past 27 years, is required under new rule to cut back to 156 w presunrise to protect co-channel Canadian station.

Commission has granted 10-day stay of rule as it applies to WPIC to permit court to consider station's request for stay pending appeal. Commission action allows continued presunrise operation at 500 w.

## NABET, ABC resume talks in New York

Negotiations between National Association of Broadcast Employees and Technicians and ABC are scheduled to be resumed in New York today (Oct. 30) in move to settle strike by NABET (see page 52).

Meeting was arranged by Federal Mediation and Conciliation Service, which originally asked that session be held in Washington. ABC agreed but NABET balked at idea so site was shifted to New York.

Another round of fines were meted out late Thursday evening (Oct. 26) by New York local of American Federation of Television and Radio Artists against its members who disregarded AFTRA's directive (now rescinded) to respect NABET picket lines at ABC. Among performers in ABC-TV's daytime serial, *Dark Shadows*, who were fined were Joan Bennett, \$5,400; Peter Turgeon, \$3,900, and Louis Edmonds, David Ford, Jonathan Frid, Grayson Hall and Alexandra Moeltke, \$3,500 each.

## U.S., Britain, Russia talk at news meeting

More than 70 newsmen from U. S., USSR, and most European nations in between, wrapped-up two-day conference of International Television News Directors Association in Paris Friday (Oct. 27).

Final day of meeting, attended by news directors from 17 countries, saw presentation of U. S. broadcast editorials and British TV news commentary.

Thursday witnessed appeal by editor in chief on Central Soviet television news, Nikolai S. Biryukov, for greater

### How about that, fans?

Syndicated radio programming gains added status tonight (Oct. 30) when Voice of America beams *All-Time Heavyweight Championship Tournament* to Germany. Mythical matching of boxing greats, with action based on computer findings by Woroner Productions, Miami Beach, pits Cassius Clay against Germany's Max Schmeling.

## WEEK'S HEADLINERS



Mr. Morency



Mr. Patricelli

**Paul W. Morency**, with WTIC Hartford, Conn. since 1929, retires as president of WTIC-AM-FM-TV. He will continue as consultant. **Leonard J. Patricelli**, executive VP of WTIC-AM-FM-TV, becomes president. Mr. Morency joined WTIC as general manager and has been chief executive officer of WTIC radio and later, television, stations for past 38 years. He became VP of Travelers Broadcasting Service Corp. in 1946 and rose to presidency in 1955. He came to WTIC after serving with National Association of Broadcasters as manager of field service and was radio director of NAB for over 15 years. He also was member and chairman of

stations planning and advisory committee of NBC and was organizer of Broadcast Music Inc. Mr. Morency currently is chairman of BMI executive committee. Mr. Patricelli joined WTIC in 1929, becoming program manager in 1943, VP-TV programs in 1957, VP and general manager in 1963 and executive VP in 1966.

**Felix A. Kalinski**, formerly CBS VP, general executive, appointed president of newly-formed CBS/Comtec Group; **Merle S. Jones**, president, CBS Television Stations Division, named CBS VP, general executive; **Robert D. Wood**, executive VP, CBS Television Stations Division, appointed president of division, succeeding Mr. Jones; and **Frank J. Shakespeare Jr.**, VP in charge of international and film syndication activities of stations division, designated president, CBS Television Services Division (see page 55).

**Robert N. Harris**, in marketing services; **Robert Haas**, business development, and **George Gruenwald**, who is president of subsidiary Pilot Products Inc., all named executive VP's of North Advertising, Chicago.

For further personnel changes of the week see FATES & FORTUNES

exchange of news programs between Russia and nations bordering North Atlantic, interpretive differences over what constitutes "news", notwithstanding.

Mr. Biriukov told conferees Soviet TV news is presented by 70 interconnected stations; originates from Moscow for half-hour at 8 p.m., and at three other air times; spans eight-hour time differences, and must take into account myriad of languages.

Purpose of conference was to exchange notes on news operations and establish areas of future cooperation. Conference was sponsored by Radio and Television News Directors Association of U. S. and Time-Life Broadcast Inc. (BROADCASTING, Oct. 9).

### Metromedia posts highs in revenue, net income

Metromedia Inc. reported Friday (Oct. 27) that gross revenues and net income for first nine months of 1967 and for third quarter were highest in company's history.

For nine months ended Sept. 30:

	1967	1966
Earned per share	\$1.85	\$1.76
Gross revenues	110,712,014	91,021,795
Net income	4,066,710	3,775,527

### CBS continues to lead; movies remain strong

CBS-TV led 30-market Nielsen report, out Friday (Oct. 27). Report listing of top 20 programs included all six network movies and two new shows: CBS's *Carol Burnett* and ABC's *Flying Nun*. Network averages covering Oct. 16-22 (7:30-11 p.m.) were CBS 18.9, NBC 17.4 and ABC 17.2.

One of "movie" nights—Sunday, Oct. 22 on ABC—actually was taped drama *Johnny Belinda*. CBS's dramatic special, *Do Not Go Gentle into that Good Night*, Oct. 17, 9:30-11, had 18.2 rating, 29.9 share and was ranked 33 in listing.

While CBS took top rating position, NBC could claim most half-hour wins—21—compared to CBS 16, ABC 12.

Top 20 programs in report by rank: CBS Friday movie "Love Is a Ball," day movie "That Funny Feeling," ABC Wednesday movie "Marriage-Go-Round," *Jackie Gleason* (CBS) *Bewitched* (ABC), *Bonanza* (NBC), *Gomer Pyle* (CBS), *Flying Nun* (ABC), CBS Thursday movie "Defiant Ones."

*Carol Burnett* (CBS), *Lucy* (CBS), *Bob Hope* (NBC), *Johnny Belinda* (ABC), NBC Saturday movie "Mister

Moses," *My Three Sons* (CBS), *Smothers Brothers* (CBS), *Peyton Place* Mon. (ABC), *Ed Sullivan* (CBS) and *FBI* (ABC).

### Watson moves to new RKO General division

Hathaway Watson, president of RKO General Broadcasting, is being reassigned temporarily to set up new division. RKO General Investments, encompassing number of nonbroadcasting interests of RKO General Inc., subsidiary of General Tire & Rubber Co.

Thomas F. O'Neil, chairman of General Tire and of RKO General Inc., said Friday (Oct. 27) that Mr. Watson would retain presidency of broadcast division but that for "period required" to organize new division John B. Poor, president of RKO General Inc., would also supervise RKO General Broadcasting. Latter is division of RKO General, but Mr. Watson, like Mr. Poor, reports to Mr. O'Neil as chairman.

Although assignment was called temporary, authorities at both RKO General and RKO General Broadcasting did not rule out possibility Mr. O'Neil may decide he wants Mr. Watson to stay at new division after he's organized it.

Mr. Watson's background as management consultant presumably contributed to his selection for new assignment.

Just what interests may be converged into RKO General Investments apparently have not been decided. RKO General operates many diverse businesses including CATV, theaters, Frontier Airlines, electronics leasing firm, Pepsi-Cola bottling franchises and New York Generals soccer club.

### Broyhill hints pay-TV isn't his cup of tea

Ranking minority member of House Communications Subcommittee, James T. Broyhill (R-N. C.) has advised constituents in newsletter mailed over weekend that pay TV, currently under consideration by panel, could diminish "variety and quality of free TV programming."

At same time, congressman noted that under proposed FCC rules "large areas, such as entire state of North Carolina" could not receive toll broadcasting because pay TV would be limited to markets with five or more operating commercial stations.

Broyhill newsletter does not take pro-or-con position on pay TV but is clearly negative in tone. Congressman does say he feels matter should be decided by Congress, not by FCC.

# from Warner Bros.-Seven Arts...

Why Triangle Broadcasting's  
**WFIL-TV, Philadelphia**  
 has bought a total of  
**145 "Films of the 50's and 60's"**  
 (88 IN COLOR) including:

## VOLUMES 11 & 12

"WFIL-TV—the nation's 13th television station to go on-the-air—looks forward to its most successful season ever as it begins its

### 20th YEAR OF TELECASTING

this month.

Feature films have always highlighted our diversified programming schedule. And, in company with our other feature film presentations, this season we will build upon the success story of our Philadelphia TV Movie Specials series sponsored by the Pepsi Cola Bottlers of Delaware Valley which premiered earlier this year.

Of our 5 top weekend feature presentations, we are particularly proud of "Filmdom's Finest," our Sunday afternoon movie showcase (5:00 to 7:00 P.M.) which this year has delivered a high of 325,000 TV Homes.

This season, Warner Bros.-Seven Arts' Volumes 11 and 12, in addition to our previously acquired Volume 10, will indeed substantially contribute to a very happy 20th Anniversary.



ROGER W. CLIPP  
 Vice President and  
 General Manager, WFIL-TV

Why WUSN-TV, Charleston, S.C.  
 has bought 302 "Films of the 50's & 60's"  
 (171 in color) including  
 Volumes 1, 2, 3, 8, 10 and

## VOLUMES 11 & 12

Over the years, good product and good service from Warner Bros.-Seven Arts has helped build for WUSN-TV an enthusiastic and responsive feature film audience which is loyal to our 9 weekly movie presentations, which include: THE MORNING MOVIE (Mon.-Fri., 8:30 A.M.), THE FRIDAY NIGHT MOVIE (11:30 P.M.), SATURDAY CINEMA (11:00 P.M.) and SUNDAY HOLLYWOOD SPECIAL (4:30 P.M.), in addition to our ...

**MONDAY NIGHT  
 PRIME TIME MOVIE  
 IN COLOR**



Douglass M. Bradham  
 Vice President and  
 General Manager, WUSN-TV

Why KTUL-TV, Tulsa has bought  
 261 "Films of the 50's and 60's"  
 (146 in color) including  
 Volumes 1, 2, 8, 10 and...

## VOLUMES 11 & 12

"KTUL-TV requires top motion picture entertainment for our discriminating advertisers and viewers of *The Morning Movie* (Mon.-Fri., 9:30 A.M.), *Sunday Premium Theatre* (11:00 P.M.), various other weekend feature showcases, and our ...

**MONDAY NIGHT  
 PRIME TIME MOVIE  
 IN COLOR**

That's why, over the years, we have profitably highlighted our film library with Warner Bros.-Seven Arts' "Films of the 50's and 60's."



WILLIAM D. (Bill) SWANSON  
 Vice President and  
 General Manager, KTUL-TV

Why Gerity Broadcasting's  
**WNEM-TV has bought  
 613 "Films of the 50's and 60's"**  
 (304 IN COLOR) including:

## VOLUMES 11 & 12

"WNEM-TV 5 has consistently presented quality programming. Our leadership in this rich Eastern Michigan market—including Flint, Saginaw, Bay City and Midland—is directly attributed to top news coverage, dedication to public service AND the excellent movies we regularly telecast.

Of all the film libraries we have viewed, we never cease to be pleased with those features offered by Warner Bros.-Seven Arts, which we successfully program around-the-clock

- THE LATE NIGHT MOVIE: Monday through Friday at 1:05 A.M.
- Various Weekend Feature Slots
- HOLLYWOOD AWARD MOVIE: Monday through Friday at 9:00 A.M., Saturdays at 5:00 P.M. and Sundays at 6:00 P.M.

TV 5's past association with the "Films of the 50's and 60's" in Volumes 1, 2, 3, 4, 5, 7, 8 and 9 has been a long and profitable one. It shall continue to be so."



James Gerity, Jr.  
 President,  
 Gerity Broadcasting Co.



## WARNER BROS.-SEVEN ARTS

NEW YORK: 200 Park Avenue, YUkon 6-1717

CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 7-1717

DALLAS: 5511 Royal Crest Drive, EMerson 3-7331

LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193



"Noiseless" Colors

**Tape the color "toughies"  
... play them like "live"**



**...With the RCA TR-70  
High Band Recorder**

The TR-70 is the high band television tape recorder for unexcelled performance. It's truly the world's most sophisticated system . . . it makes even the tough jobs in taping easy to accomplish. It delivers up to four generations of *brilliant, broadcastable color* without a trace of tattle-tale grain.

"NOISELESS" COLORS . . . even with yellow—the "noisiest color" around—you'll get a noise-free picture. The TR-70 delivers the greatest, most noise-free yellow you've ever seen—yellow, without even a whisper!



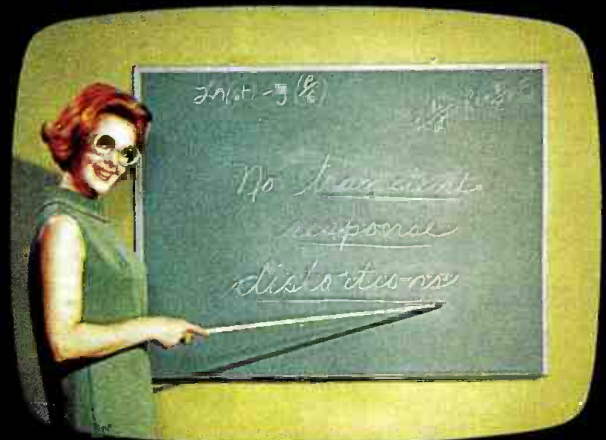
Perfect Chroma Registration



Beer Tones That Raise a Thirst



Reds You See with Pleasure



No Transient Response Distortion

**PERFECT CHROMA REGISTRATION** means you can be sure there's never any objectionable lipstick smear when your color images are recorded by the TR-70—the most accurate TV tape recorder. You get perfect chroma registration every time.

**BEER TONES THAT RAISE A THIRST.** You know how hard it has been to make browns and ambers look realistic. The TR-70 specializes in brilliant colors that not only stimulate the sight, but the senses of taste and smell as well!

**REDS YOU SEE WITH PLEASURE.** Reds, too, were never so faithfully captured. Even when there's more than one kind of red in the same picture—from the sauce on the spaghetti to the checkered cloth—you can see the difference! Your food commercials have instant identification.

**NO TRANSIENT RESPONSE DISTORTION . . .** even with finicky vertical lines. Sparkling quality couldn't be easier to obtain—because the TR-70 is designed for easy handling of all such problems.

The scenes reproduced above are shown in a tape about the TR-70—made on the TR-70. For proof of the superior reproduction and easier handling of the TR-70 ask your RCA sales representative to arrange a showing of this tape.



**THE MOST TRUSTED NAME IN ELECTRONICS**

## OPEN MIKE®

### Coverage pleases ACTS

EDITOR: On behalf of the All-Channel Television Society, let me express our appreciation for the exceptionally fine article which appeared in BROADCASTING's Oct. 16 issue on UHF tuning devices—one of UHF's major problems.—*Robert F. Adams, executive secretary, All-Channel Television Society, New York.*

### 'Hard-nosed position'

EDITOR: My reaction to your editorial [Oct. 16] criticizing Senator John McClellan [D-Ark.]: Typical of a BROADCASTING editorial—cable television finds a friend and a believer in our cause, and you take a hard-nosed position.

How about an editorial requesting that all senators or congressmen owning interest in broadcasting stations not vote on broadcasting matters regardless of their position as chairman of a committee or what have you.—*Bill Daniels, Daniels & Associates, Denver.*

(The editorial pointed to the conflict of interests in Senator McClellan's chairmanship of a subcommittee that is writing copyright legislation, which may vitally affect CATV, and his ownership of stock in Midwest Video, multiple-CATV owner. To our knowledge no chairman of any congressional committee or subcommittee engaged in broadcast legislation holds any interest in a broadcast station.)

### Profile draws attention

EDITOR: I want to thank you very much for the profile that appeared in the Sept. 25 issue.

In addition to the wonderful personal publicity this piece . . . was a real service to the industry.

As a direct result Edwin L. Dunham has requested that my materials become a part of the archives of the Broadcast Pioneers for reference of those interested in image control in broadcasting. . . .

Naturally the story has been of direct interest to many other broad-

casters and personnel in institutions of higher learning. As the designer told me when we were undergoing the original labor pains: "It will be nice to be first."

It is, and it's nicer to be recognized.—*Roy Bacus, general manager, WBAP-AM-FM-TV Fort Worth-Dallas.*

### Cigarette ads and the series

EDITOR: I would presume that the recent [application of the] fairness doctrine to cigarette advertising did not apply to the 1967 World Series. During the broadcasts of the baseball classic, there were 45 minutes of cigarette commercials on television with an equal number of radio blurbs. However, not one second was used for antismoking announcements. At least there were no baseball players endorsing cigarette brands in commercials as in past seasons.—*Stephen A. Wichrowski Jr., 370 Converse Street, Longmeadow, Mass.*

### Sourcebook for students

EDITOR: I am teaching a course in news media management at the University of Houston this fall and would like to receive 11 copies of your publication in bulk weekly for distribution to members of the class. Please let me know the cost for the period running from today through the third week in January 1968.—*Farris Block, director of information, University of Houston.*

(BROADCASTING offers special student rates to recognized radio-TV schools, colleges and universities. For details write circulation department, 1735 DeSales Street N.W., Washington 20036.)

### Yearbook time again

EDITOR: I would like to receive your Yearbook for 1968 when it becomes available.—*Michael F. Tobin, 2954 Marion Avenue, New York.*

(Publications department is now taking orders for the 1968 YEARBOOK scheduled for release Jan. 1. Copies are \$10.)

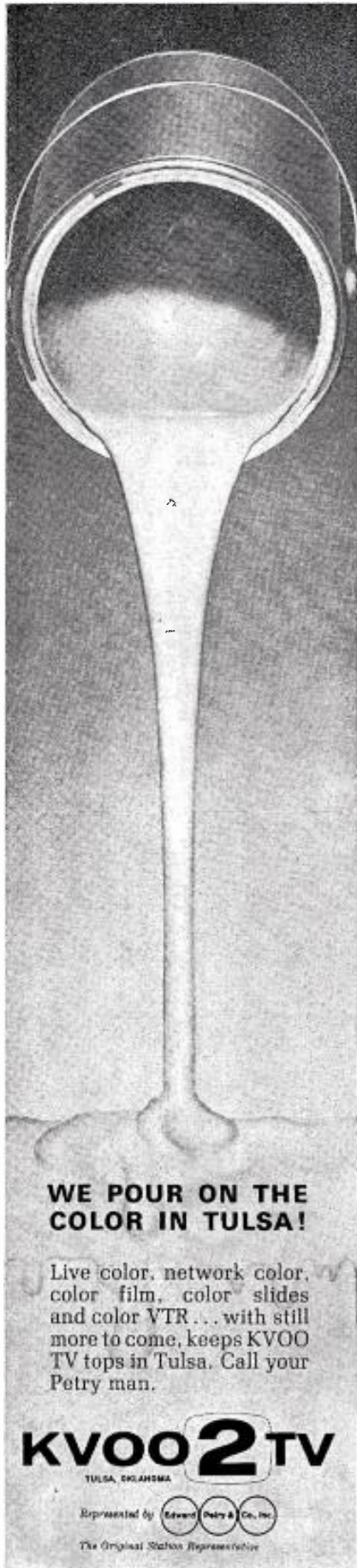
## BOOK NOTES

"Radio and Television Broadcasting on the European Continent," by *Burton Paulu*. University of Minnesota Press. Minneapolis. 290 pp. \$7.50.

"Broadcasting is universally recognized as a medium of communication with consequent social obligations of a high order," says Dr. *Burton Paulu*, and though "no broadcasting system,

European or American, completely achieves its objectives, the best any can do is to maximize its strengths in an attempt to meet its challenges and solve its problems."


In this comprehensive first-hand study of the technical, organizational, financial and programing aspects of European broadcasting in both Communist and Western countries, Dr.

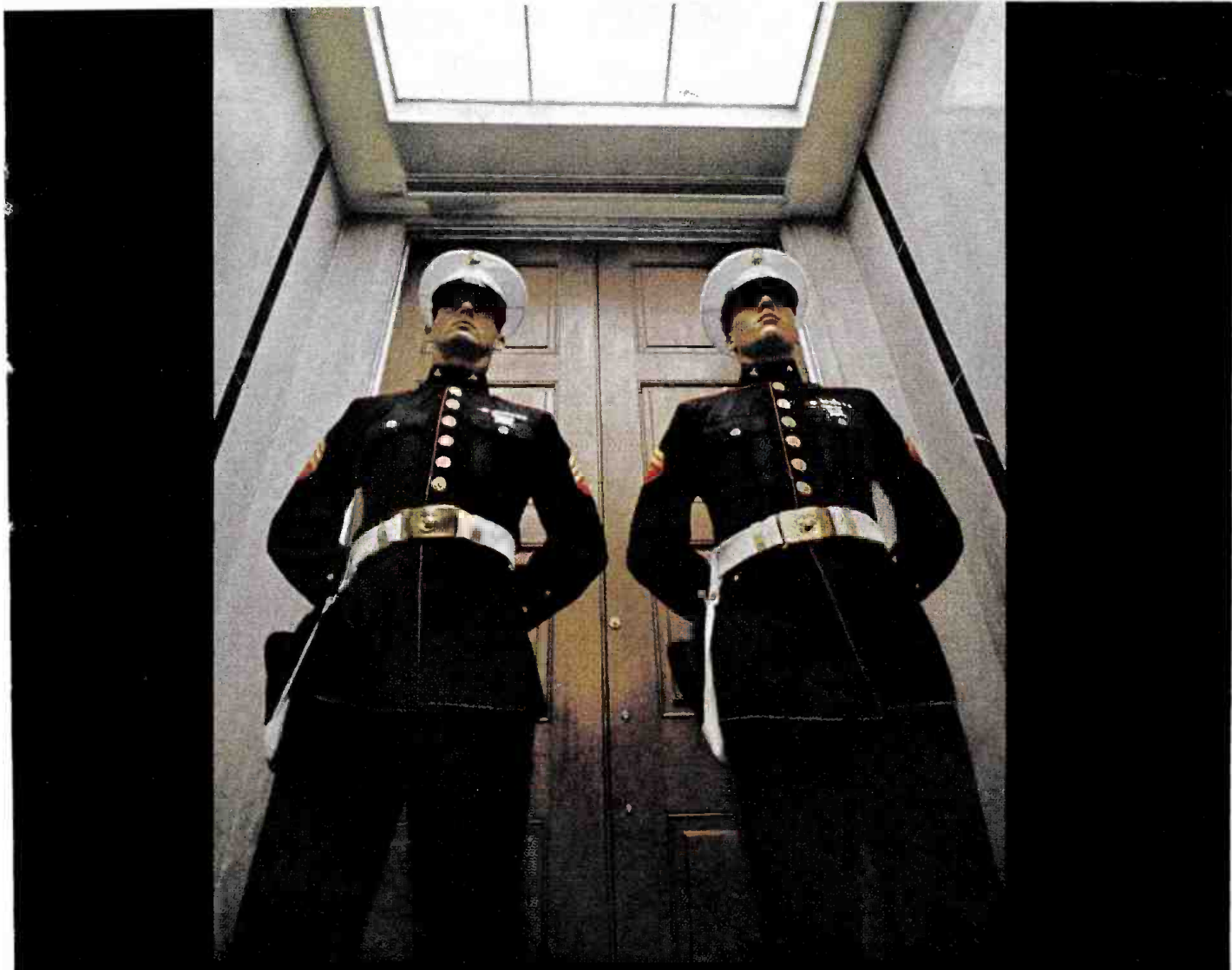


**WE POUR ON THE  
COLOR IN TULSA!**

Live color, network color, color film, color slides and color VTR . . . with still more to come, keeps KVOO TV tops in Tulsa. Call your Petry man.

**KVOO 2 TV**  
TULSA, OKLAHOMA

Represented by  Edward Petry & Co., Inc.  
The Original Station Representative



**On October 26, 1966, the Marines locked up 81 newsmen to keep them from reporting the President's activities.**

Lyndon Johnson was about to be smuggled into Vietnam. His safety depended on how tightly the secret could be kept.

So, reporters were placed under guard. Then, after hours of being locked up at the U.S. Embassy in Manila, they were loaded onto a press plane. Only after takeoff did they learn that the next stop would be Cam Ranh Bay, South Vietnam.

Sid Davis, Group W's White House correspondent, wasn't shanghaied like the rest.

Instead, Sid and seven other pool reporters, representing all media, were taken to another plane. Air Force One. And the man in the khaki uniform who stepped into the cabin to tell them of their destination was the President of the United States.

They landed to the sound of thousands of cheering troops. And for the next 2 hours and 24 minutes, the enthusiasm never let up.

From the chow line to the award ceremonies to the field hospital, Sid Davis followed the GIs as they followed their Commander in Chief. Taping interviews. Recording their reactions.

And when Group W audiences tuned to the news the next morning, they had no doubt of the kind of welcome their President received on the other side of the world. They could hear it.

Sid Davis is part of our Washington News Bureau. A team of newsmen who cover the Capital and the people who make it tick. Lyndon Johnson is his beat.

It's a tough assignment. Because nobody knows when or where the President will make news.

But you can be sure of one thing. When he does, Sid Davis will be there.



BOSTON WBZ - WBZ-TV  
 NEW YORK WINS  
 PHILADELPHIA KYW - KYW-TV  
 BALTIMORE WJZ-TV  
 PITTSBURGH KDKA - KDKA-TV  
 FORT WAYNE WJOW  
 CHICAGO WIND  
 SAN FRANCISCO KPDX  
 LOS ANGELES KPWB

WESTINGHOUSE BROADCASTING COMPANY

# MEMO TO MARKETERS OF BROADCAST MEDIA

## OVERCOMING NUMBERS...

is one of the problems confronting your sales representatives. Here, they need all the help you can give them.

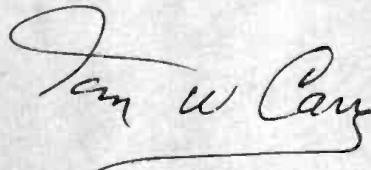
Through consistent tradepaper advertising you can take credit for values which buyers frequently do not give your reps an opportunity to cover. Your concepts in programming, for example! And your personalities! And the inter-action between your station and the community!

How often have I heard... "If buyers would tune us in, we'd be on the schedule." How rarely have I seen these non-digital values advertised!

How often have I heard... "If buyers did not put us in such a narrow slot, we'd be on far more schedules!" Yet how rarely have I seen the full-spectrum image advertised!

Through consistent tradepaper advertising you can lift the selling and buying process above the level of numbers!

By advertising in MEDIA/SCOPE...you can take full credit for the significant values your station has to offer the men who spend all their time seeking greater value from all media!



Tom W. Carr, Publisher

## Media/scope

Published by Standard Rate & Data Service, Inc.  
750 Third Ave., New York, N.Y.  5201 Old Orchard Rd., Skokie, Ill.  
The Robert W. Walker Company  
2411 W. Eighth St., Los Angeles, Calif.  57 Post St., San Francisco, Calif.

Paulu dispels misinformation underlying the opinions and conclusions of most Americans about foreign broadcasting. And he compares our "industry" with foreign "public service."

Though most of European broadcasting is monopolistic and subject to government control, Dr. Paulu finds that such control is conducive to balanced and supplementary rather than competitive programming, with an apparent lack of initiative in devising new program services. He feels that U. S. broadcasting is too much concerned with the audience, ratings and profits.

He further notes that European broadcasting is becoming more dependent on advertising for support, though this support is usually limited to short spots between rather than within programs. Citing that it would be "entirely unrealistic" to completely adopt the European pattern, Dr. Paulu contends that the principle of separating responsibility for ads and programs, and of controlling both the amount and nature of ads, "is attractive and deserves thorough and sympathetic consideration" by U.S. broadcasters.

He concludes that many Americans believe European public taste is more sophisticated, though data does not support this theory. "In fact," he notes, "the same types of programs are liked and disliked everywhere." He also finds that "television has affected all the other mass media although it should neither be credited nor blamed for all the changes that have taken place." If there are aspects of American broadcasting that Europeans might emulate, they might well be, as Dr. Paulu suggests, enthusiasm and drive as well as production ingenuity.

*"Radio Programming in Action,"* edited by Sherril W. Taylor, Hastings House Publishers Inc., New York. 184 pp. \$6.50.

This volume is a compilation of speeches given at the National Association of Broadcasters' 1966 radio program clinics and offers material from 27 speakers. The topics are: news and public service; modern music; country music; beautiful music; FM, and sports. Mr. Taylor, now vice president for station relations, CBS Radio, was NAB vice president for radio at the time of the clinics.

*"The Sales Promotion Almanac for 1968,"* edited by staff of Advertising Publications Inc., 740 Rush Street, Chicago. 32 pp. \$1.

Published for the ninth year, this pamphlet gives a month-by-month listing of the principle conventions and special events being promoted by national organizations.



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**Bureaus**

New York: 444 Madison Avenue, 10022. Tele-  
 phone: (212) 755-0610.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR  
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Chicago: 360 North Michigan Avenue, 60601  
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Hollywood: 1680 North Vine Street, 90028.  
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 TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office  
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BROADCASTING, October 30, 1967

# 1 FIRST



## SIGN-ON TO SIGN-OFF

AGAIN WSYR-TV is No. 1 IN HOMES

Delivered in the Syracuse Market:  
 \*24% More Than Station #2  
 \*73% More Than Station #3

## 6-6:30 P.M.

MONDAY THRU FRIDAY

## WSYR-TV is No. 1

IN HOMES

Delivered in the Syracuse Market:  
 \*20% More Than Station #2  
 \*149% More Than Station #3

## 11-11:30 P.M. NEWS

SUNDAY THRU SATURDAY

## WSYR-TV is No. 1

IN HOMES

Delivered in the Syracuse Market:  
 \*30.2% More Than Station #2  
 \*194% More Than Station #3

\*NSI • Feb. 16 to Mar. 15, 1967

Data quoted or derived from audience sur-  
 veys are estimates subject to sampling and  
 other errors. Advertisers and their agencies  
 are referred to the complete survey for details.

# WSYR • TV

NBC  
Affiliate

Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

# DATEBOOK

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

■ Indicates first or revised listing.

## OCTOBER

Oct. 29-Nov. 1—58th annual meeting of the Association of National Advertisers. Homestead, Hot Springs, Va.

■ Oct. 30-31—Annual meeting of NBC Radio network affiliates to be addressed by Julian B. Goodman and Stephen B. Labunski, presidents respectively of NBC and of NBC radio division. Panelists include NBC News correspondents David Brinkley, Bill Ryan and Howard Tuckner; William D. Monroe Jr., director, NBC News in Washington, and Gene Slaymaker, news director of WFBM Indianapolis. Americana hotel, San Juan, P.R.

Oct. 30-31—Illinois Broadcasters Association fall convention. Speakers include James Hulburt, assistant to NAB president. Pick-Congress, Chicago.

Oct. 30-31—Annual convention of the Missouri Broadcasters Association. Speakers include James Hulburt, assistant to NAB president. Midtown Holiday Inn, St. Louis.

## NOVEMBER

Nov. 1-3—Annual meeting, Northeast Electronic Research Engineering Meeting. Sessions on domestic satellite communications, holography, lasers, digital integrated circuitry. Sheraton-Boston hotel and War Memorial auditorium, Boston.

Nov. 3—Newsmaker luncheon of the International Radio and Television Society. Speakers include network program chiefs Michael Dann, CBS; Leonard Goldberg, ABC; and Mort Werner, NBC. Waldorf-Astoria hotel, New York.

Nov. 3-5—Western Regional American Advertising Convention (formerly the AAW mid-winter convention). Executive House, Scottsdale, Ariz.

■ Nov. 5—Premiere of 20th Century-Fox motion picture, "The Incident," black tie, as benefit to the Bedside Network, national non-profit volunteer service of the entertainment and communications industries providing recreation and rehabilitation to hospitalized veterans. Victoria Theater, New York.

■ Nov. 5-8—43d annual convention of the National Association of Educational Broadcasters. Speakers include Secretary of Defense Robert S. McNamara; Leonard H. Marks, director of the U. S. Information Agency; FCC Chairman Rosel Hyde; Frederick W. Ford, president of National Cable Television Association; R. Buckminster Fuller, author and designer; Thomas Hoving, chairman, National Citizens' Committee on Public Television, and Grover Cobb, chairman of the board, National Association of Broadcasters. Denver Hilton hotel, Denver.

Nov. 5-8—Meeting of the North Carolina Association of Broadcasters. Speakers include Sherril Taylor, vice president for affiliate relations, CBS Radio, Kings Inn, Freeport, Grand Bahama, Bahama Islands.

### NAB FALL CONFERENCES

Oct. 30-31—Sheraton-Boston, Boston.  
Nov. 9-10—President hotel, Kansas City, Mo.  
Nov. 13-14—Brown Palace hotel, Denver.  
Nov. 16-17—Statler Hilton, Los Angeles.  
Nov. 20-21—Palmer House, Chicago.

Nov. 6—Special stockholders meeting, Twentieth Century-Fox Film Corp., to vote on two-for-one split of common stock, on increasing authorized common stock from 5 million shares to 15 million shares, on creating new class of 2 million shares (no par value) of preferred stock and on eliminating preemptive rights of holders of common stock. Waldorf-Astoria hotel, New York.

■ Nov. 6—Luncheon meeting of the Canadian Club of Toronto. Featured speaker will be Lawrence H. Rogers II, president of Taft Broadcasting Co. Toronto.

Nov. 6-8—8th Armed Forces Technical Conference. Speakers include Thomas D. Morris, assistant secretary of defense for manpower. Lowry Air Force Base, Denver. For further details write: Plans/Operations Directorate, Lowry Technical Training Center, Lowry AFB, Colo. 80230.

■ Nov. 9—Fourth annual FM Day of Georgia Association of Broadcasters. Speakers include William Greene, director of CBS/FM, New York.

■ Nov. 9—24th annual Achievement Day Dinner of William Jewell College, Liberty, Mo. Principal speaker will be Julian Goodman, president of NBC. Hotel Muehlbach, Kansas City, Mo.

Nov. 9-10—Annual fall meeting of Oregon Association of Broadcasters. Speakers include Representative John Dellenbach (R-Ore.); John J. O'Mara, vice president and director, western division, Television Bureau of Advertising; and James A. Murphy, president of Washington State Association of Broadcasters. Sheraton motor hotel, Portland.

Nov. 9-10—Western conference on broadcasting sponsored by the group on broadcasting, Institute of Electrical and Electronics Engineers. Papers on interference-producing ground coupling, lasers, satellite broadcasting, antenna design, color TV and CATV. Ambassador hotel, Los Angeles.

■ Nov. 9-10—Board of directors meeting of the Association of Maximum Service Telecasters. Arizona Biltmore hotel, Phoenix.

Nov. 10—Sixth district, American Advertising Federation, annual all-day conference. Sherman House, Chicago.

Nov. 11—Annual Wyoming AP radio news clinic. Ramada Inn, Casper, Wyo.

Nov. 12-15—Fall meeting, California CATV Association. Vacation Village, San Diego.

Nov. 14—Luncheon meeting of New York chapter of International Advertising Association. Speaker A. C. Nielsen, president, A. C. Nielsen & Co., will discuss increasing profits through foreign expansion. Biltmore hotel, New York.

■ Nov. 14-15—Thirteenth annual convention of Advertising Research Foundation. Hilton hotel, New York.

Nov. 14-17—13th annual membership meeting of the Television Bureau of Advertising has the theme of "tomorrow's business today." Norman E. Cash, TVB president, is keynote speaker at membership dinner Nov. 14. New York Hilton hotel, New York.

Nov. 15-18—National convention of Sigma Delta Chi, professional journalistic society. Minneapolis-St. Paul.

Nov. 16-18—Annual fall meeting of Alabama Broadcasters Association. Speakers include James Hulburt, assistant to NAB president. University hotel, Tuscaloosa.

■ Nov. 17—Pacific Pioneer luncheon, special Ken Murray showing of home movies of old radio days. Sportsman's Lodge, North Hollywood, Calif.

Nov. 20—Deadline for comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A night-

### NCTA Regional Meetings

Nov. 9-10—Marriott motor hotel, Dallas.  
Nov. 13-14—Vacation Village, San Diego.  
Nov. 16-17—Portland Hilton hotel, Portland, Ore.

time services "which they would inevitably limit to some degree" and circumstances "under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

Nov. 20—Twentieth annual dinner of the Motion Picture Pioneers, Leonard H. Goldenson, president of ABC, New York, will accept the society's "Pioneer of the Year" award in recognition of his years of service to the entertainment industry. Americana hotel, New York.

Nov. 24—Deadline for reply comments on FCC's proposed rulemaking concerning the power to be permitted for oresunrise operation by class II stations or U.S. I-A clear channels.

Nov. 24—Deadline for reply comments on FCC's proposed revamping of VLF translator rules and policies regarding competitive problems and increased effective service.

Nov. 28—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Thomas P. F. Hoving, chairman of National Citizens Committee for Public Television. Waldorf-Astoria hotel, New York.

Nov. 28-29—Executive committee meeting, National Cable Television Association. Washington.

Nov. 28-Dec. 1—Media workshop sponsored by Advertising Age. Speakers include A. L. Plant, vice president-advertising, Block Drug Co.; Douglas K. Burch, media director, P. Lorillard Co.; John B. Hunter Jr., vice president-consumer products and marketing, B. F. Goodrich Co., and Leo Rosten, noted sociologist and humorist. Washington Hilton hotel, Washington.

Nov. 30—Deadline for reply comments on FCC's proposed rulemaking concerning the public value of presunrise operation by class II stations vis-a-vis co-channel U.S. I-A nighttime services "which they would inevitably limit to some degree" and circumstances "under which such usages should be allowed and the degree of skywave interference protection to be afforded U.S. I-A stations, which at present derive their basic protection from the exclusivity of the I-A nighttime priority within the North American Region."

## DECEMBER

Dec. 1-2—AP Wisconsin meeting (newspaper and radio-television members). Pfister hotel, Milwaukee.

Dec. 4-8—Third annual engineering/management seminar of the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Dec. 8—Winter meeting of Arizona Association of Broadcasters. Speakers include Charles Stone, NAB vice president for station services; Thom Winkler, NAB radio code manager. Camelback Inn, Phoenix.

Dec. 8-9—National conference of radio and TV weathercasting sponsored by the American Meteorological Society, Causeway Inn, Tampa, Fla. For further information contact program chairman Ray Leep,

For years we've been offering a 30-day free trial, a full year's warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion—but there are still a few of you who haven't tried AUDIMAX and VOLUMAX.

You sure are a tough audience!

Audimax reacts to any given program situation in exactly the same way as your best audio man would — only a lot faster and more efficiently. It eliminates distortion, thumping, pumping, audio "holes", and bridges through program pauses to eliminate the "swish-up" of background noise. It even returns the gain to normal during standby conditions. Big claims? You bet. But we're willing to back them up with a 30-day free trial in your own studio. After that, send us \$665 if you like it. If not, send it back — freight charges collect. What can you lose? By keeping average modulation up, everybody wins. Volumax for AM broadcasters costs the same as Aud-

imax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is **always a more even and pleasant sounding program that may be transmitted safely at much higher effective power levels.** That's another big claim we'll back up with a free trial. We've even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs \$695. Write and let us back these claims with a 30-day free trial. Or better yet—call us collect at (203) 327-2000.

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PRODUCTS  
 **CBS LABORATORIES**  
Stamford, Connecticut. A Division of  
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## Your Blair Man Knows...

Ground is breaking in the greater Wheeling area . . . officials shoveled deep into a 350-acre site, the beginning of Wheeling's North Park subdivision. North Park plans 600 housing units including 300 private homes and 300 apartments, a shopping center and playgrounds. Big things are happening in the WTRF-TV Wheeling-Stuebenville Market . . . more reasons why your TV schedules should be beamed to the WTRF-TV consumer audience.

### BLAIR TELEVISION

Representative for

# WTRF-TV

Channel 7

Wheeling, West Virginia

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The all solid state AD1A

# AUDIO DISTRIBUTION AMPLIFIER



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*Spotmaster*

**BROADCAST ELECTRONICS, INC.**

8810 Brookville Road  
Silver Spring, Maryland 20910  
Area Code 301 • 588-4983

WTVT(TV) Weather Service, Box 1198, Tampa 33601.

Dec. 12-13—Meeting of National Association of Broadcasters television code board. Ivanhoe hotel, Miami.

Dec. 14—Deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

Dec. 19—Annual Christmas benefit luncheon and entertainment sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

### JANUARY 1968

Jan. 4—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and Peter Jennings, ABC. Waldorf-Astoria hotel, New York.

Jan. 12-13—Annual meeting Rocky Mountain Cable Television Association. Holiday Inn, Albuquerque, N. M.

Jan. 14-26—Tenth annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston.

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

Jan. 21-26—Winter board meeting of the National Association of Broadcasters. Far Horizons, Longboat Key, Sarasota, Fla.

Jan. 22-23—Executive committee meeting, National Cable Television Association. Washington.

Jan. 23-25—25th annual convention of the National Religious Broadcasters. Washington.

Jan. 25-28—Meeting of the board of directors of the American Women in Radio and Television. Houston.

Jan. 26-27—The second annual color television conference sponsored by the Detroit section of the Society of Motion Picture and Television Engineers. Rackham Memorial Building, Detroit. Anyone interested in presenting a paper at the conference should contact Mr. Roland Renaud, c/o Station WWJ, 622 West Lafayette, Detroit 48231. Registration information may be obtained through Wayne State University, Conference Department, Community Art Center, Detroit.

### FEBRUARY

Feb. 1—Deadline for entries for the 36th annual Distinguished Service Awards of Sigma Delta Chi, professional journalism society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained from Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 5-6—Midwinter conference of American Advertising Federation. Hotel Hilton, Washington.

Feb. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Vincent Waslewski, president of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Feb. 27-28—Annual State Presidents Conference of the National Association of Broadcasters. Marriott Twin Bridges motel, Arlington, Va.

### MARCH

March 14—Anniversary banquet of the International Radio and Television Society. Gold medals to be presented to presidents Elmer W. Lower, ABC News, Richard S. Salant, CBS News, and William R. McAndrew, NBC News. Waldorf-Astoria hotel, New York.

March 18-22—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers, New York Hilton hotel and the Coliseum, New York.

March 20-23—Annual West Coast meeting of Association of National Advertisers. Del Monte Lodge, Pebble Beach, Calif.

March 21-27—Fifth Hollywood Festival of World Television. Los Angeles.

March 22—Newsmaker luncheon sponsored by the International Radio and Television Society. Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

March 24-26—Spring meeting, Southern CATV Association, Callaway gardens, Atlanta.

March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

### APRIL

April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.

April 4-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel, Atlanta. Inquiries regarding the session should be sent to: Mr. Louis Peneguy, Georgia ETV Network, State Office Building, Atlanta 30334.

April 16—Newsmaker luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

April 28-30—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

### MAY

May 1-5—Seventeenth annual convention of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

May 14—Annual meeting and performer's award luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

May 14-17—1968 International Quantum Electronics Conference sponsored by the American Physical Society, the Optical Society of America, and the groups on electron devices and microwave theory and techniques of the Institute of Electrical and Electronics Engineers. Everglades hotel, Miami.

May 23-24—Spring convention of the Ohio Association of Broadcasters. Sheraton-Cleveland hotel, Cleveland.

May 26-28—Annual spring meeting of the Pennsylvania Association of Broadcasters. Host Farm motel, Lancaster.

■Indicates first or revised listing.



## The day they invaded Canada.

It was a strange army: one general, and no troops. In fact, no one knew what was happening until the general gave the war-cry in Montreal's crowded Town Square.

*Vive le Québec libre!*

Even now the stunned Québécoises ask — was it an invasion at all?

Few people are better equipped to deal with that question than Bernard Redmont, Group W's correspondent in Paris; our man with De Gaulle.

He was there when the General landed in Quebec. And he was there when the retreat was sounded in a Montreal subway — with no one else to hear it. This is how it happened:

On July 24, De Gaulle had shouted "Long live Free Quebec." Later that day Prime Minister Pearson called the remark "unacceptable." By night, the big question was: will the General cut short his visit? The official answer was a firm "no."

Next morning, De Gaulle and his press secretary were inspecting the new Montreal subway system.

Redmont was with them. As the train hummed along, the French press secretary turned to Redmont and whispered the news. De Gaulle would not go to Ottawa. He was going home.

At the next station, Redmont phoned in the bulletin. He was the only newsman with the story.

It wasn't the kind of scoop they write novels about. Indeed, for Bernard Redmont it wasn't a scoop at all; simply an example of the advantages that come from covering the same beat — France — for many years.

At Group W, this kind of intimacy with an assignment is essential. A correspondent must be more than a reporter. He must be an expert as well. He must be able to analyze a country's moods and, with a certain degree of precision, predict its actions.

Bernard Redmont does. And so does every Group W correspondent around the world.

Our audience expects it of them.



BOSTON WBZ - WBZ-TV  
NEW YORK WINS  
PHILADELPHIA KYW - KYW-TV  
BALTIMORE WJZ-TV  
PITTSBURGH KDKA - KDKA-TV  
FORT WAYNE WOWO  
CHICAGO WIND  
SAN FRANCISCO KPX  
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY

## Who needed another world's fair?

Four years ago when we began the promotion and advertising planning for Expo '67 the question in the above headline loomed as the challenge.

To one who had been conditioned by promoting such things as paint, soap or beer, the first attempts to form a concrete opinion of the dimensions of the Universal and International Exposition of 1967—whose purpose was to make a definitive statement on the condition of man at this point in time—seemed like trying to catch smoke in a butterfly net. But with feet on the ground we could see we were charged with the introduction of a new product, a perishable product, one for which there didn't seem to be a spontaneous public demand waiting to be answered.

However, we had reason to believe that if the qualities of this product could be truly made known we would be able to position it in such a way as to create an impelling desire to take part in it. Initially we hoped for a total gate of 30-million people, later revised to 35 million (Canada's total population is only 20 million, but about 56% of the total visitors were expected from the U. S.).

Last night (Oct. 29) Expo '67 closed its gates forever. Even though we had a 21-day bus strike this fall in Montreal, the gate yesterday swelled the total over the 50-million mark.

**Promotion Story** ■ You know well the story of the creative success of the exposition. Campbell-Mithun's Harvey Mann related that story on this page in the Sept. 25 issue. Now you obviously can guess the success of the behind-the-scenes story too. Part of it involved careful use of radio-TV, including our usual collection of color commercials for television.

I think it is safe to say that one of the most important factors in the success of Expo '67 has been the use of the immediacy and the impact of the broadcast media. Our budget was split about half and half between broadcast and print. We were heavy in TV in the U. S., especially in the key markets, and we advertised on radio too. We used a modest radio schedule as late as this fall for a last-minute hurry-up message in adjacent U. S. markets.

I feel certain that the concentration of our TV advertising in the spring vacation-decision months (eight weeks on 56 stations in 23 U. S. markets) was of tremendous importance. We had begun our consumer campaign in earnest in the fall of 1966 with news-

papers, magazines and radio. During the second and third week of December 1966 we ran a short but intensive campaign, chiefly TV in key markets, to sell Expo '67 "passports" as Christmas gifts. Advance sales of the passports soon ran at a rate double the original target.

For both the pre-Christmas drive and the spring campaign we had marvelous cooperation from all stations concerned. Our timebuying technique was unusual. Partly due to the nature of the product and to the necessity for quick action, we sent three of our executives to visit many of the stations personally. They were well received and were given magnificent support.

**Worldwide** ■ Our TV commercials were conceived and produced by Brian Hawkins, vice president and associate creative director of our Toronto office, and he traveled a distance equal to two-and-one-half times around the world to do it. We filmed in nine different countries against tight deadlines, using a Canadian film company, TDF Productions. The production is a story within a story, and would not have been possible without fantastic international cooperation.

Ed Sullivan, Maurice Chevalier, Georgie Jessel, Olivia de Havilland, James Mason and Victor Borge generously volunteered their services to Expo '67 and acted as spokesmen in the commercials. The USSR gave special permission for Yuri Gagarin, the first man in space, to speak for his country.

The scripts were written by the agency, submitted to Expo for approval and then passed to the countries concerned. In no case were any significant changes made. All the footage taken was sent to Technicolor in London for

processing and then flown to Toronto for editing, music and finishing.

The production hurdles were many. For example, in the opening of the French commercial we filmed Maurice Chevalier's double in Paris under the Eiffel Tower and filmed Mr. Chevalier himself in Durban, South Africa, because that's where he was at the time. I hate to spoil illusions, but when you saw him holding the strings apparently attached to balloons, the fact is that the strings really ran up to a clothesline out of sight and held at each end by a couple of local Zulu boys.

**Helping Hand** ■ In Russia the shots from the bell of the Kremlin wall were made in weather 20 degrees below zero. Our camera froze. The Russians fortunately had a weatherproofed camera as a standby. We used it—and the Russian cameraman.

In a peaceful Japanese garden outside Paris we filmed Miss de Havilland. The other portion of that spot had been shot in Japan a month earlier. The beautiful Japanese girls you saw were hired through the Geisha's union.

The opening sequence of the European commercial was made in Copenhagen using the double of Victor Borge, a local Italian headwaiter who doesn't play piano. Mr. Borge himself was filmed in Montreal where he happened to be performing.

We are proud to have been associated with a phenomenon that we are certain has left those who came to Montreal never quite the same. Involvement of the visitor, the fantastic and novel uses of the moving picture, the architectural planning, meaningful new methods of display, the expressions of corporate personality, all and much more on those St. Lawrence River islands, mark a break with the past.



Joseph Easton McDougall is vice president, group manager and director of Cockfield, Brown & Co., Montreal, which served as agency for promotion of Expo '67. Veteran of broadcast media, Mr. McDougall in mid-1930's became head of the Montreal radio office of J. Walter Thompson Co. and has written many daytime serials, half-hour dramas and films. In mid-1940's he moved to the Cockfield agency. Although born in New York, Mr. McDougall is a sixth-generation Canadian.

no time to waste

We've taken the finest radio network in the industry and made it something else: Four thoroughly different radio networks . . . different from each other and different from anything you've ever known in network radio.

Four trim and modern national networks delivering a superior program service in every way. Each is built on a **station concept** for network broadcasting with "no time to waste." Not yours. Not ours.

We've taken all the real strength and values of network radio and molded them into as modern an operation as the stations that make a network possible.

The network of your choice has a program schedule that will fit your own – not disrupt it. We know that stations live on availabilities too.

Programming fits because it isn't forced. Four different networks with different program formats.

Four different sounds. One is right for your station.

And, suddenly, all other radio networks are obsolete.

We think it all makes good business sense and good broadcasting sense. If you have a serious investment in either, we'd be happy to talk to you any time it's convenient.

**The American Contemporary Radio Network**

**The American Information Radio Network**

**The American Entertainment Radio Network**

**The American FM Radio Network**



# Spot TV better, but not much

Stations cautious, but reps agree year will show small gain over 1966; advertisers are buying shorter flights, moving more quickly in and out

Signs of occasional rallies in spot television sales emerged last week from a BROADCASTING survey of stations, but there appeared to be little expectation that they would keep 1967 from being spot's most sluggish year since 1961.

Reports of upturns came in volunteered comments from about 20% of the respondents to BROADCASTING's survey, the seventh in an annual series of fall studies. They came from markets of all sizes and outnumbered by about two to one the comments anticipating a weakening of spot business in 1967's closing months.

A canvass of leading TV station representation firms meanwhile found no real support for the thought that TV may have made a significant start at shaking off its sluggishness. It found considerable support for the view that 1967 is not likely to be one of spot's better years, although a majority of rep firms in the canvass indicated their own sales would be up at least slightly from 1966.

Even among stations that reported national-spot sales improving, many did not expect a turnaround big enough to bring their 1967 spot volume up to 1966 levels—which were all-time highs for many stations and for the spot business as a whole.

**Slow Year** ■ For the first time since BROADCASTING initiated the fall surveys in 1961, more than half of the station respondents said their national-spot sales were running behind the preceding year's pace. In all, 57% of the stations said they were lagging. A year ago the comparable figure was 22%, which was the highest level of fall laggards since 1961.

As opposed to the 57% reporting declines, 35% of this year's respondents said their current spot levels were exceeding those at the same time last year. Last fall, 64% reported increases—the lowest proportion of "gainers" since 1961.

(Because of changes in questionnaire wording and compilation, exactly com-

parable figures from the 1961 fall study are not available. It was clear, however, that in the fall of 1961 spot business was up on more stations than down.)

In the newest survey, many stations with lagging national-spot business reported surges in local sales that partially or wholly offset the decline in spot revenues—and not infrequently more than made up the difference.

Results of the new survey represented

## The ups and downs of spot

Station respondents' reports on fall spot TV sales:

	1967	1966	1965	1964	1963	1962
Up:	35%	64%	75%	73%	76%	80%
Down:	57	22	12.5	14	8	13
Same:	8	14	12.5	13	18	7

This is how spot TV trends have been running over the last six autumns, based on annual surveys of stations by BROADCASTING. The figures represent the percentages of station respondents each fall who reported their national-spot sales were running above, below or about even with the preceding fall's. This year's drop-off in stations reporting gains, and rise in stations reporting declines, reflects a sluggishness that has been evident in spot TV—and in virtually all media—most of this year. Despite it, authorities generally expect total spot-TV sales for the year to show a modest gain, perhaps around 2%, over 1966's record-setting levels. See story this page.

a worsening—so far as individual stations are concerned—since a similar survey last spring. At that time 51% of the station respondents said spot sales were ahead of the mid-1966 pace and 39% said they were behind.

**Modest Gain** ■ Despite all these statistics, there is an apparently widespread belief that when all the spot dollars on all the TV stations for all of 1967 have been added up, the total will represent at least a modest gain in total spot spending for the year.

Some experts have forecast a 2% increase above the \$871.7 million that FCC reported for national spot in 1966. A 2% advance would match spot's percentage gain in 1961, the smallest spot has had since FCC started keeping TV records in 1950. Spot dollars in 1961 totaled \$468.5 million.

Uncertainty in the general economy, diversion of spot budgets into network advertising, advertiser cutbacks designed to improve year-end profit pictures and growing competition from new stations (and in a few cases from community antenna TV systems) were most often cited as contributors to this year's softening.

These factors were reflected, stations and reps generally agreed, in shorter flights and often in fewer flights and quicker moves in and out. One disappointed station summed it up this way: "Budgets are smaller, schedules are shorter and fewer accounts are buying."

Some stations disagreed with the suggestion that the number of national-spot advertisers had dropped off, but had no quibble with reports that they're spending less.

There appeared to be general agreement that advertisers are tending to concentrate on the bigger markets. One station, apparently feeling the pinch, said that "station lineups appear to be getting shorter in all but the top 25 markets [and the] chance of this changing in medium and small markets is unlikely."

**Better Sales** ■ A rep specializing in medium- and small-market stations said his own sales were up slightly in total but that spot business generally was lagging in secondary markets and on "weaker" stations in major markets. Some reps with stations in both large

## SPOT TV BETTER, BUT NOT MUCH continued

markets and medium-sized markets tended to confirm that view. So did some essentially small-market reps who reported their business is definitely off for the year.

As a whole, broadcasters in markets having four or more TV stations reported national-spot business gains more often, and declines less frequently than those in three-station markets or in one- and two-station markets.

A total of 55% of the respondents from markets with four or more stations said their current spot levels were higher than at the same time a year ago, while 45% said theirs were down. In markets with one and two stations, 37% of the respondents said "up" and 63% said "down", while in three-station markets 22% reported gains, 61% reported lags and 17% said they were holding even.

Stations and reps indicated stepped-up advertiser demand for 30-second availabilities, but there was disagreement as to the new length's ultimate effects on sales.

**Varying Viewers** ■ There also were divergent views on prospects for 1968,

ranging from uncertainty to bright optimism. One station that obviously has found this year disappointing seemed to summarize the comments of several others in this observation: "Write off 1967—tool up for 1968."

Here are some typical comments from station reps:

The sales director of one of the biggest rep companies thought the fourth quarter of 1967 will be "about even" with last year's and estimated his company's total volume would increase by perhaps 2% for the year. He stressed that larger gains would be made in selected, major markets, while smaller markets would not attain last year's level.

He reported there have been more requests for 30-second availabilities but said only a small number have been bought. But he was confident that sale of 30's would pick up in the first quarter of 1968 and become a "strong factor" by next fall.

"I think more agencies are not buying the 30's right now because they're waiting for the prices to come down," he observed. "They want to buy them at

half the minute rate and that's not going to happen."

He said he was "very optimistic" about the 30-second length because research has proved its "demographic values." (For detailed report of new Daniel Yankelovich study indicating that 30's have almost the impact of 60's see BROADCASTING, Oct. 23.)

The vice president and sales director of another major rep said his company would be "fortunate" if its 1967 sales reached last year's level. "The chances are we may be a little down," he added. He said sales have increased slightly in the fourth quarter but that there has been "no windfall."

**Likes 30's** ■ He was optimistic about the 30-second spot. He said that a week ago a food company he could not identify reported it "definitely would go with a good-size campaign early next year using 30's."

A rep with a short list of major-market stations reported a sales increase of 14% to date over the same period last year, although he could see no signs of year-end improvement. "November looks disastrous," he said, "and who knows what December will bring?" He expected his 1967 full-year sales to be close to, but below, the 14% increase to date.

A rep with stations in medium- and small-sized markets said business has been up slightly overall, though some outlets have been making substantial gains and others dropping.

He agreed the 30-second announcement has generated some interest and some business, but contended that until several additional leading spot organizations make it the basic unit of sales, the 30-second form will not "really take off."

The rep for more than 50 stations did not expect improved fourth-quarter sales to "offset three very soft quarters." He said: "First quarter last year was soft, but the year built to a peak fourth quarter, and was up overall. This year, the first quarter was soft too, but there wasn't any build; the fourth quarter is up, but not peaking. And it's impossible to make any prediction about first quarter '68 because of the irregular buying patterns and short schedules."

**Big Market Rep** ■ A rep with a short list of big stations said that its business so far was up about 7%. "The last quarter appears to be in good shape also: October has been good, November will be slightly better than in '66, and as of yet, December is still unknown, but from our indications it will at least equal '66," he said.

He also indicated that demand for 30-second availabilities is definitely up. "One of the problems as far as 30's are concerned," he said, "is one of our own making. I think we have failed sometimes to communicate to our

### Commercial preview: a sport for the girls

When a gal wants to "have fun," "keep fit," and enjoy an "easy to learn" sport, she could tangle with the New York Jets professional football club, slump into an auto racing car, hide inside a goal net of a hockey team, dribble a ball against a basketball squad, or—as the Bowling Products Group of the American Machine & Foundry Co. suggests—relax with her family at a local bowling alley.

In a 60-second color TV commercial, AMF, New York, through J. Walter Thompson Co., that city, has created these choices for a girl who after each sequence is "frozen frightened" in a picture frame until the bowling scene. The TV spot (also in a 40-second version) is now being used to promote AMF's "Swingstakes" prize promotion campaign in some 4,000 participating bowling centers in the U. S. Advertising, except for point-of-purchase displays, is being focused exclusively on TV from Oct. 14 through Dec. 15. AMF has purchased some \$250,000 worth of time on NBC-TV's *Today* and *Tonight* shows (24 spots in total), as well as on the



syndicated *Merv Griffin Show* in the top-10 TV markets (30 spots in total).

# BAR network-TV billing report for week ended Oct. 22

BAR network-TV dollar revenue estimates—week ended Oct. 22, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Oct. 22	Cume Oct. 1-Oct. 22	Cume Jan. 1-Oct. 22	Day parts	Networks	Week ended Oct. 22	Cume Oct. 1-Oct. 22	Cume Jan. 1-Oct. 22
Monday-Friday Sign on-10 a.m.	ABC-TV	—	\$ 7.4	\$ 17.3	Sunday	ABC-TV	102.0	341.6	4,386.3
	CBS-TV	207.1	606.7	5,145.0	6 p.m.-7:30 p.m.	CBS-TV	246.6	1,270.6	9,060.0
	NBC-TV	322.6	959.6	11,520.2		NBC-TV	165.4	717.8	5,633.7
	Total	529.7	1,573.7	16,682.5		Total	514.0	2,330.0	19,080.0
Monday-Friday 10 a.m.-6 p.m.	ABC-TV	1,405.9	4,021.4	54,118.7	Monday-Sunday 7:30 p.m.-11 p.m.	ABC-TV	5,822.0	18,099.9	200,107.2
	CBS-TV	3,099.8	8,842.9	125,994.7		CBS-TV	7,348.4	22,833.8	232,714.9
	NBC-TV	2,033.0	11,643.5	74,382.1		NBC-TV	6,818.9	21,137.0	226,576.3
	Total	6,538.7	24,507.8	254,495.5		Total	19,989.3	62,070.7	659,398.4
Saturday-Sunday Sign on-6 p.m.	ABC-TV	1,303.4	4,354.0	34,941.2	Monday-Sunday 11 p.m.-Sign off	ABC-TV	218.3	913.8	9,965.9
	CBS-TV	2,134.9	7,248.0	39,535.3		CBS-TV	21.8	97.8	3,158.0
	NBC-TV	888.4	6,179.2	27,698.2		NBC-TV	401.6	1,191.8	15,959.4
	Total	4,326.7	17,781.2	102,174.7		Total	641.7	2,203.4	29,083.3
Monday-Saturday 6 p.m.-7:30 p.m.	ABC-TV	573.2	1,474.1	12,780.1	Network totals	ABC-TV	9,424.8	29,212.2	316,316.7
	CBS-TV	664.1	1,934.2	22,447.1		CBS-TV	13,722.7	42,834.0	438,055.0
	NBC-TV	578.5	1,709.1	24,796.2		NBC-TV	11,208.4	43,538.0	386,566.1
	Total	1,815.8	5,117.4	60,023.4	Grand totals all networks		\$34,355.9	\$115,584.2	\$1,140,937.8

The following corrections have been made to the October accumulated totals due to program rate revisions:

ABC	Week ending Oct. 8, 1967			ABC	Week ending Oct. 15, 1967		
	Monday-Sunday 7:30-11:00 p.m.	Decrease	\$40,600.00		Monday-Sunday 7:30-11:00 p.m.	Decrease	\$40,600.00

These adjustments are reflected in the summary figures for October and year-to-date.

clients that these spots are widely available at very attractive prices."

This rep also saw 1968's prospects contingent on the nation's overall economy: "When profit margins begin to narrow, the advertising budget is usually the first to get the ax," he said. "Also, there's a lot of network spot availabilities that haven't been committed yet. We're waiting to see how they sell before we make any projections beyond the first couple of months of the year."

A rep with a relatively short list said that despite uneven spot business throughout the industry, his firm has experienced a "very good year," with a gain of 8% to 10%.

"We're having a very good October, and the last two months of the year are looking very good also."

"For us, and probably for the whole industry, 1968 is shaping up as a pretty good year," he said. "Spot still moves products off the shelves better than any other medium, and any downturns in the coming year will reflect the state of the economy. I think that what the networks will offer in the way of avails may also affect '68, but if the economy stays stable, the new year should be pretty good."

**Better Than 1966** ■ Spot business is "4% to 5% better than 1966, but this isn't a normal growth," according to the sales manager of another company with a short list.

"Long-term buying [in spot TV] is now a thing of the past," he said, with "long-term" now meaning six to eight weeks. He said companies that order 10 to 13 weeks are "cancelling out the

last four weeks."

A rep for over 20 stations called 1967 spot business "terrible." The year's buying has been "well behind last year, closer to 1965's level," he said.

A spokesman for a firm that represents close to 40 stations said business has been spotty throughout the year, and that the fourth quarter of 1967 holds no bright promises. "Although October has shaped up better than we thought it would, November and December look as if they'll be the lightest we've had in a long while."

He said his firm has experienced "slightly higher demand" for 30-second availabilities, but that such requests "don't seem to presage an obvious trend."

He said that while all business projections for 1968 have not yet been completed, the first quarter is "shaping up as slightly better than the first quarter of this year." Next year's business "will depend on a lot of factors outside the advertising business," he said. "but generally speaking, we're approaching 1968 with cautious optimism."

## Business briefly . . .

**Sinclair Oil Corp.**, through Geyer-Oswald, both New York, has bought sponsorship in NBC Radio's *David Brinkley Reports*.

**Marriott-Hot Shoppes Inc.**, Washington Hot Shoppes division, has begun its '67-'68 spot radio advertising promotion said to be worth \$500,000. The campaign, already started in Washing-

ton, is using 60-second radio spots, and will also be broadcast in 13 additional markets including Philadelphia, Pittsburgh, Cleveland, Dayton, Cincinnati, Salt Lake City, Dallas, Baltimore and Richmond. The theme is "Hot Shoppes—part of the good life" and features an original score by Duke Ellington and the voices of Henry Morgan, Jackie Vernon, Selma Diamond, Cliff Arquette and Santos Ortega. Local radio personalities in each market will also voice over Mr. Ellington's themes. Agency is Henry J. Kaufman & Associates, Washington.

**Timex Watches**, New York, division of **United States Time Corp.**, will sponsor an NBC-TV special, *Radio City Music Hall at Christmas Time*, Sunday, Dec. 10 (9-10 p.m. EST). Agency for Timex is Warwick & Legler, New York.

**Clairol Inc.**, through Foote, Cone & Belding, both New York, will sponsor *The 1968 Hollywood Stars of Tomorrow Awards* on ABC-TV Jan. 27, 1968 (9:30-10:30 p.m. EST). The format has been widened to include citations for young actors, comics, singers and personalities, as well as acting as a showcase for young actresses.

**Bob Evans Farms**, through Meldrum and Fewsmith Inc., both Cleveland, has begun a fall campaign "extolling the virtues of relaxed Sunday morning breakfasts." The campaign features television and radio throughout Ohio, Michigan and Northern Indiana, with 60-second TV spots that run 20 times a week.

# How to do a better job

That's theme of Hot Springs meet where ANA will reassess its techniques; McElroy slated for honor

Improving the effectiveness of commercials and of advertising generally will share honors with appraisals of advertising's government and public relations and new management techniques when the nation's leading advertisers meet this week at The Homestead, Hot Springs, Va.

The meeting, the 58th annual assembly of the Association of National Advertisers, was to open yesterday (Oct. 29) and continue through Wednesday morning (Nov. 1). Some 600 advertising and marketing managers and invited agency and media guests were expected to attend.

ANA's Gold Medal Award for Leadership is to be presented at this morning's (Oct. 30) session to M. Lowell (Duke) McElroy, ANA senior vice president who is retiring at the end of this year after 18 years with the association. Among the major contributions for which he is being honored is his work in developing better communications between advertisers and media.

**McQuade Speaks Today** ■ The Monday-morning business session is also slated to hear Lawrence C. McQuade, assistant secretary of commerce, on the challenge to government and business in improving economic and social environments, and a panel on Washington activities bearing on advertising and marketing.

A proposed new Advertising Council campaign to increase public awareness

of industry's contributions to American society will also be presented at the Monday-morning session by Henry M. Schachte, executive vice president of J. Walter Thompson Co. and vice chairman of the council, and Thomas Dillon, president of BBDO, which produced the campaign.

The Monday-afternoon session will include election of ANA officers and directors and an examination of "The Collective Affairs of Advertisers."



Mr. McElroy

Contributors to the latter assessment will include Peter W. Allport, ANA president, in a progress report on the association's activities; Charles T.

Lipscomb, chief executive officer of the Bureau of Advertising, American Newspaper Publishers Association, in a talk on advertiser relationships with media; Henry T. S. Heckman of Republic Steel in a report on ANA work for independent verification of trade-show attendance figures, and Dr. Jules Backman of New York University, author of "Advertising and Competition," in a report on advertising's contributions to the economy.

Part one of a two-part presentation

on creativity in advertising, developed by the American Association of Advertising Agencies, will be presented Monday evening, covering "Fifty Years of Advertising: 1917-1967." Part two, "Advertising of the Future," will be presented Wednesday morning. The presentation was written and narrated by Robert J. Koretz, creative consultant of Foote, Cone & Belding, Chicago.

**Company Analyses** ■ Tuesday's sessions will open with a preliminary report on an ANA study of the organization of advertising, marketing and public-relations functions within its member companies. The report, by M. E. Ziegenhagen of Babcock & Wilcox Co., will be followed by a discussion of organization and strategic marketing planning techniques by Andrall E. Pearson and Thomas W. Wilson Jr. of McKinsey & Co., management consultants.

Methods of determining expenditure levels for advertising will be examined by N. W. Markus Jr. of Scott Paper Co., and "enlightened management practices" and the contributions they can make to more creative advertising will be discussed by Lawrence D'Aloise, senior vice president and director of creative review boards at J. Walter Thompson Co.

This will be followed by a joint presentation on fixing responsibilities for creative output, in which David B. McCall, president of LaRoche, McCaffrey & McCall, New York, will represent the agency viewpoint and H. Copland Robinson Jr., director of brand management for Liggett & Myers, will represent the client's.

Concurrent discussion sessions on advertising and government, advertising/marketing organization and advertising creativity will be held Tuesday afternoon.

Wednesday's session will feature Betty Furness, special assistant to the President for consumer affairs, and the Rev. William Sloane Coffin Jr., university chaplain at Yale and one of the leading advocates of interfaith and interracial cooperation toward social improvements, as well as the "Advertising of the Future" presentation of creative concepts designed by a number of leading agencies.

Mr. McElroy will be the sixth recipient of ANA's annual Gold Medal award since it was created in 1962 in memory of the late Paul B. West, longtime ANA president.

The citation praises Mr. McElroy for "leadership in improving relationships between advertisers and their agency and media associates; in enhancing the abilities of the managers of advertising and marketing to perform their function through better educational facilities; in developing informational tools with which advertisers can make their work more effective, and in total

## Commercial preview: a Christmas reminder

Comedian George Burns is assisted by a group of "Hollywood reindeers" in a special Christmas commercial prepared for the Consolidated Cigar Corp. and scheduled to be carried on CBS-TV, starting on Thanksgiving weekend.

Mr. Burns quips with the girls who demonstrate the company's gift cigars, including the El Producto Flagship, the Blunt Jar and the Queens Canister. The commercial will be carried on the *Jackie Gleason Show*, *Pro Football Reports*, *Mission Impossible* and the *Red Skelton Show*, all on CBS-TV.

The commercial was produced in Hollywood by EUE/Screen Gems. Russ Mayberry of EUE was the director. Phil Ayres and Jack Willett



of Compton Advertising, agency for the El Producto brands, served as producer and writer respectively.

dedication to the values of advertising and the people in it."

"Duke McElroy," the citation concludes, "personifies the best in advertising, as did Paul West."

Previous recipients were Lee Hastings Bristol of Bristol-Myers; Roger H. Bolin of Westinghouse Electric; the Audit Bureau of Circulations; Ernest P. Zobian, formerly of Vick Chemical Co., and Theodore S. Repplier, formerly of the Advertising Council.

## 'Safe' ruled out of smoking ads

FTC answers Bell request for clarification of range of commercials

Cigarette advertisers may report the tar-and-nicotine content of their cigarettes in radio and TV commercials—provided the results are based on the authorized testing standards promulgated by the Federal Trade Commission last August. But, the FTC said last week, cigarette makers may not claim their cigarettes are "safe" or "safer" than others because their brands contain less tar and nicotine.

This was the gist of the FTC's response last week to an inquiry by the Code Authority of the National Association of Broadcasters asking for clarification of the FTC's present attitude toward cigarette advertising on the air (BROADCASTING, Sept. 25).

The FTC also said that cigarette advertising may use official FTC results from that agency's tests of cigarette tar and nicotine.

**Old Fight Renewed** ■ The trade agency's letter to Howard H. Bell, code director, was signed by Joseph W. Shea, secretary of the FTC. The letter contained separate statements by FTC Chairman Paul Rand Dixon and Commissioner Everett MacIntyre, jointly, and by Commissioner Philip Elman, continuing a controversy over how far down cigarettes should be smoked in testing for tar and nicotine (BROADCASTING, Aug. 7).

In his Sept. 20 letter, Mr. Bell asked whether the FTC had made any changes in policy regarding so-called health claims for cigarettes with lower tar and nicotine than others. He pointed out that the TV and radio codes at the present time prohibit such claims.

The official FTC letter to Mr. Bell, dated Oct. 25, noted that the agency's present policy is not to challenge rep-

resentations on tar-and-nicotine content of cigarettes "where they are shown to be accurate and fully substantiated by tests conducted in accordance with the standardized testing methods and procedures used by the FTC. . . ." But, the FTC warned: "Statements or representations based on nonstandardized tests having no official or governmental sanction would tend to confuse and mislead the public."

If comparisons of tar-and-nicotine content with other brands of cigarettes are made, the FTC observed, "the advertising should be factual, fair and not misleading."

Calling attention to the fact that "there is no reliable evidence that the health hazards of cigarettes" are eliminated or avoided by low tar and nicotine, the FTC added: "Hence, no matter how relatively low its tar-and-nicotine content, no cigarette may truthfully be advertised or represented to the public, expressly or by implication, as 'safe' or 'safer'."

The agency said it would be glad to render opinions on individual cases.

Both Chairman Dixon and Commissioner MacIntyre challenged, as they had previously, the agency's reference to its testing procedures. The FTC decided to test-smoke cigarettes down to a 23mm length; Messrs. Dixon and MacIntyre claimed that a 30mm length would be more meaningful. Mr. Elman issued a rebuttal to this position.

## Bureaucrats blasted for poor communications

Stanley Tannenbaum, senior vice president-creative services for Kenyon & Eckhardt, New York, proposed last week that the government should get out of the communications business and become only a client. He deplored the quality of most government-produced communications material and said the government should take advantage of a source "uniquely equipped to do the right kind of communications job"—an advertising agency.

In a speech before the Advertising Club of Washington, Mr. Tannenbaum also proposed expansion of the President's cabinet to include a "secretary of communications," with the U.S. Information Agency, Voice of America, Government Printing Office and others reporting to the new cabinet officer.

With the appointment of a secretary and the assignment of programs to advertising agencies, he said the government would get more effective communications at a net saving of at least \$100 million "not merely by limiting the number of pieces produced a year but by getting those pieces that are produced read and understood."

## NBC closing radio rep shop

Eastman, Katz, Christal picking up business

for network O&O outlets

NBC said last week it's going out of the radio representation business and has appointed three independent reps to handle its six owned stations. Officials said the move should give the stations more of a sales punch than they now receive with a house rep.

According to the NBC announcement, Robert E. Eastman & Co. will represent WRC-AM-FM Washington, WMAQ-AM-FM Chicago and KNBR-AM-FM San Francisco; The Katz Agency will represent WKYC-AM-FM Cleveland, and Henry I. Christal Co. will be sales representative for WNBC-AM-FM New York and WJAS-AM-FM Pittsburgh.

These stations, all owned outlets, and a seventh, KGU Honolulu, which is not owned by NBC, are currently represented by NBC Radio Spot Sales. According to Stephen B. Labunski, president of the NBC Radio division, the new national representation of the owned radio stations will take effect on or about Nov. 27, with the exception of the stations in Chicago and San Francisco, where Eastman's contractual agreements with other stations are to be terminated "at a somewhat later date."

With the change, Herbert C. Watson, director of NBC Radio Spot Sales, becomes director, national sales, NBC-owned radio stations, reporting to Stephen C. Riddleberger, who is vice president and general manager of the owned radio stations.

**Staff Reassigned** ■ Mr. Riddleberger told BROADCASTING that more than half of the 26 people in the spot sales unit have already been placed elsewhere in the NBC operation, many added to the individual sales staff of WNBC New York, WMAQ Chicago and KNBR San Francisco. Under the new set-up, these three stations will have their own sales complements in the cities they serve, while the independent reps will sell for the same stations elsewhere in the U. S.

KGU, a relatively new client of NBC, will now appoint a new station rep.

NBC's turnabout to independent representation in radio (NBC Television Spot Sales continues to operate as a rep for NBC-owned TV stations) leaves but one network "house" rep in radio: CBS Radio Spot Sales, which in addition to repping the seven CBS-owned AM radio outlets, also reps six CBS-

affiliated radio stations. The owned FM's are represented by CBS/FM.

ABC's owned radio stations are represented by outside organizations: John Blair Co. has WABC New York, WLS Chicago, KGO San Francisco and WXYZ Detroit; Katz Radio has KABC Los Angeles; Eastman has KQV Pittsburgh.

NBC Spot Sales was formed in the early 1940's for radio and TV. With TV's emergence in later years, it was separated into radio and TV.

## Carmichael opens agency, Massey shutting down

Carmichael and Co., Durham, N. C., a newly formed advertising agency, will begin operations in that city Nov. 1.

The agency will open with 14 clients having a total of approximately \$500,000 in annual billings, making it one of North Carolina's largest, according to Billy Carmichael III, president of the new company.

Mr. Carmichael was a vice president of C. Knox Massey & Assoc., Durham, a division of Tucker Wayne & Co., Atlanta. The Massey agency will terminate activities Oct. 31 upon the retirement of C. Knox Massey Sr., the agency's president.

## Agency appointments . . .

■ The Adler Co. (Casual Hosiery), Cincinnati, one of the 34 member companies of Burlington Industries Inc., has been resigned as an account by Hockaday DeWolfe Giordano Inc., New York. HDG president, James DeWolfe, said the account, which has been with his agency for about five years and billing at a rate of \$45,000 per year, at one time billed at a rate of \$400,000, using local radio in co-op deals with stores. A new agency has not been named.

■ Keefers Beverages Ltd., New York, maker of carbonated mixers, has appointed Helitzer Waring LaRosa Inc., New York, as its first agency. Campaign plans this fall include television.

■ Air France has appointed Kenyon & Eckhardt, New York, as its agency in the U.S. for trade and consumer advertising. The announcement was made last week by Henri G. Marescot, the airline's general manager for North America. The account bills about \$1.5 million, of which approximately \$300,000 is in broadcast.

■ Equitable Life Insurance Co. of Iowa, Des Moines, moves its advertising account from North Advertising to Draper Daniels Inc., Chicago.

■ P. Ballantine & Sons, Newark, N. J., has appointed Lennen & Newell, New

York, as the new agency for the company's ale business. A company spokesman said that approximately \$2 million will be spent to advertise its ale. Broadcast will be allotted about \$1.2 million. Sullivan, Stauffer, Colwell & Bayles, New York, has been handling both the beer and ale portions of the Ballantine account and therefore will retain the beer. A Ballantine official said company policy now is to have separate agencies for separate products.

■ Block Drug Co., Jersey City, N. J., appointed Smith/Greenland Inc., New York, to handle advertising for its Green Mint mouthwash and Py-Co-Pay toothbrushes. The step follows the resignation of the accounts by Cunningham & Walsh because of "inability to resolve the problem of additional product assignments in the face of product conflicts."

■ Murray-Allen Imports Inc., New Rochelle, N. Y., will be the first client of Crestwell Associates Ltd., new agency at 162 East 38th Street, New York, formed by Howard J. Klein, Murray-Allen's director of advertising and sales promotion. Previous agency for the food and confectionery importer was Daniel & Charles, New York.

■ Cott Corp., Manchester, N. H., in consolidation move has named J. M. Mathes Inc., New York, to handle over \$1.5 million account beginning Jan. 1968. Account, involving Cott Quality beverages, bottled and instant cocktail mixes and other products, is now with Riedl & Freede, Clifton, N. J., and John C. Dowd, Boston.

## Also in advertising . . .

**Recording group formed** ■ Dancer-Fitzgerald-Sample, New York, has formed a recording group, responsible for the "integration of total sound" into commercials. Arnold Brown, formerly with McCann-Erickson's center for advanced practices and at one time an executive producer at D-F-S, heads the new group as vice president and di-

## MCA starts film group

The formation of Universal Commercials and Industrial Film as a division of MCA Inc. was announced Oct. 20. The new division will produce TV commercials and industrial films. The company will make its headquarters at Universal City Studios in California and will be headed by Lou Lichtenfield, who has been named vice president.

rector of recording. Others in the group are Ray Johnson, former producer at Grey Advertising, Susan Smith, former Associate producer with the Marschalk Co., and Sydney Dunn, who was a production assistant at McCann-Erickson, all New York agencies.

**Medical expansion** ■ Gelderman & Co., media representative in medical publication field, expands into radio-TV station representation with list of FM outlets including Illinois FM network, Gregory A. Gelderman Jr., president, announced last week. Address is 35 East Wacker, Chicago; phone 263-3590.

## Rep appointments . . .

■ Kso Des Moines, Iowa: Edward Petry & Co., New York.

■ WSGA Savannah, Ga. and WFIX Huntsville, Ala.: Paul H. Raymer Co., New York.

■ WDOT Burlington, Vt. and WKNE-AM-FM Keene, N. H.: Bill Creed Associates, Boston.

■ WEXL Royal Oak and WOMC-FM Detroit, both Michigan: Regional Reps Corp., Cleveland.

■ WvMT Burlington, Vt.: Eckels & Queen, Boston.

## PBL pumps \$225,000 into pushing its show

Some persons in noncommercial broadcasting see value in advertising—at least \$225,000 worth. That is the total budget of the Public Broadcasting Laboratory, which is putting all its advertising eggs in one campaign basket to promote the premiere of PBL Nov. 5.

A spot radio, magazine and newspaper campaign directed by Lawrence K. Grossman Associates (Mr. Grossman is former advertising vice president of NBC) and Richard K. Manoff Inc. (as agency of record) was kicked off last week by a black-and-white spread in *Time* magazine.

Radio will be used in New York, Washington, Chicago and Los Angeles, though the station schedule has not been settled, according to Grossman's spokesman.

In addition, there will be spreads in *Newsweek*, *The Reporter* and *The Saturday Review*, and full-page ads in the *New York Times*, *Washington Post*, *Washington Evening Star*, *Boston Globe*, *Boston Herald*, *Chicago Tribune*, *Los Angeles Times*, *San Francisco Examiner* and *San Francisco Chronicle*.

Grossman Associates has also produced a TV spot for on-air promotion of the premiere on affiliate noncommercial stations.

# CBS earnings stay in slump

Rising cost-expense factor likely to also hamper last quarter of '67

A sharp drop in third-quarter earnings continued still further a decline in earnings experienced by CBS Inc., during the first two quarters of 1967.

CBS reported last week that in the third quarter, which ended Sept. 30, net income fell to \$10,451,065, or 43 cents per share, from \$18,205,519, or 76 cents per share, a year earlier. Net sales for the quarter dropped to \$206,133,881 from \$213,458,567.

Net income for the first nine months was \$35,566,362 on net sales of \$640,592,448, it was reported. Comparable results in the same period of 1966 were \$47,406,627 and \$612,174,899, respectively. Current earnings are equivalent to \$1.46 a share of common, compared

## IRS rules on nonprofit

The Internal Revenue Service has ruled that a nonprofit organization, formed for the purpose of promoting international cooperation, may disseminate its doctrines on commercial TV without losing its tax-exempt status.

The organization, which as customary was not identified, furnishes films of its activities to commercial firms. They in turn buy time on commercial radio and sponsor the films as a public service. The only reference to the commercial sponsor is a credit at the beginning of the film; no product commercials are carried. IRS said: "The limited references during the telecasts to the firms sponsoring the programs do not constitute commercial exploitation of the program."

with \$1.99 a share for the first nine months of 1966, a decline of 27%. Per-share earnings were off about 10 cents

during each of the first two quarters in 1967.

Earnings and income reports for both years reflect the pooling of interests with the New York publishing firm of Holt, Rinehart and Winston Inc., which CBS acquired Aug. 1.

Chairman William S. Paley and Frank Stanton, president, said that "the markets for our services and products have not been strong enough to offset generally higher costs of services and products; substantial increases in selling expenses; and developmental and assimilation expenses associated with some of our new acquisitions.

"We believe that those conditions which have influenced earnings during the first nine months will continue to have an adverse effect during the balance of the year," they added.

For the 39 weeks ended Sept. 30:

	1967	1966
Income per share	\$1.46	\$1.99
Net sales	640,592,448	612,174,899
Operating income	64,726,860	84,758,893
Net income	35,566,362	47,406,627

For the third quarter:

	1967	1966
Income per share	\$0.43	\$0.76
Net sales	206,133,881	213,458,567
Net income	10,451,065	18,205,519

*This advertisement is neither an offer to sell nor a solicitation of offers to buy any of these securities: The offering is made only by the Prospectus.*

NEW ISSUE

October 25, 1967

## 500,000 Shares Gannett Co., Inc. Common Stock (\$.100 Par Value)

Price \$29 per share

*Copies of the Prospectus may be obtained from any of the several underwriters, including the undersigned, only in States in which such underwriters are qualified to act as dealers in securities and in which the Prospectus may legally be distributed.*

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Kidder, Peabody & Co.    Lehman Brothers    Loeb, Rhoades & Co.  
Incorporated  
Merrill Lynch, Pierce, Fenner & Smith    Paine, Webber, Jackson & Curtis    Dean Witter & Co.  
Incorporated

## Founder sells shares in Reeves Industries

Hazard E. Reeves, chairman of Reeves Broadcasting Corp., diversified group broadcaster, has sold his substantial holdings in Reeves Industries Inc. to John M. Richardson, a director of Edgcomb Steel Co., Philadelphia, and president of the Brookfield (Mass.) Wire Co., an Edgcomb subsidiary.

Mr. Richardson will become chairman of Reeves Industries.

Mr. Reeves sold 170,000 common shares of Reeves Industries, 5% of the firm's outstanding stock, for about \$5 per share. He indicated he will exercise stock options that would bring his holdings in Reeves Industries back up to about 25,000 shares. He will remain a director of and consultant to the company he founded 20 years ago. Reeves Industries manufactures aircraft cable, magnetic recording tape and studio-recording equipment.

Mr. Reeves said he relinquished his share of Reeves Industries in order to concentrate on Reeves Broadcasting, which he also founded.

Mr. Reeves indicated he owns 30% of the outstanding stock in Reeves Broadcasting, which operates WUSN-TV Charleston, S. C.; WKEE and WHTN-TV Huntington, W. Va.; WITH-AM-FM Baltimore; a CATV system in Huntsville, Ala.; 50% of a UHF station under construction in Lexington, Ky.; Reeves Sound Studios; Previews, a real-estate firm, and National Manpower Register, an employe-recruiting service.

Both Reeves Broadcasting and Reeves Industries are traded on the American Stock Exchange.

## ITT moves to acquire Sheraton hotel chain

International Telephone & Telegraph Co.'s apparently omnivorous appetite for acquisitions has again found a morsel suited to its taste.

Officials of ITT and Sheraton Corp. of America, hotel operators, announced last week an agreement in principle had been reached under which Sheraton, operator of 154 hotels and motels, would become part of the ITT system. ITT will give 0.2606 of a share of common stock and 0.05 of a share of a \$4 cumulative-convertible-preferred stock for each share of common stock of Sheraton.

The transaction will involve issuance by ITT of about 276,000 shares of preferred stock and 1,439,000 shares of common stock. There are 5,521,080 shares of Sheraton common outstand-

ing.

Acquisition of the Sheraton chain fits in nicely with past ITT acquisitions: public parking services, other motor inns, car-rental services, and international communications. ITT's piece de resistance—the acquisition of ABC—has so far met with Justice Department obstruction.

## STV resumes trading after filing report

Suspension of over-the-counter trading of Subscription Television Inc. common stock was lifted last Wednesday (Oct. 25) by the Securities and Exchange Commission. The trading ban, originally imposed last May 26 by SEC at STV's request, ended last week following STV's filing of a consolidated financial statement with the commission for STV and its John Blue Division, purchased in July for \$15 million (BROADCASTING, July 17).

Trading opened Wednesday at from \$6 to \$7 and late in the day leveled off to a price of \$4.50 to \$5. The STV stock closed May 26 at \$3.75.

In its consolidated statement "for various periods ended June 30, 1967," STV reported that its pay-TV division suffered an operating loss of \$837,648 and net loss of \$23,405, while the John Blue Division recorded a gross income of \$4,133,653 and operating income of \$1,843,195. (The John Blue Co., an Alabama corporation with affiliated companies, makes farm equipment for application of liquid fertilizers and pesticides.) STV's financial report was issued as part of an unaudited pro forma consolidated statement of income.

**Big If** ■ Referring to STV's pay-TV business, Richard Harshman, STV treasurer, indicated that if the FCC "authorizes pay television on a national scale, the company will explore whether or not it should apply for licenses to operate pay-television systems in various major markets, by itself, jointly with others, or by franchises."

A company representative said last week that STV is now on a stand-by basis ready to explore possibilities of laying cables in Los Angeles and San Francisco.

In the detailed report filed with the SEC, the company's auditor in assessing STV's listed assets—\$964,755 for programs, \$1,683,613 for pay-TV equipment, \$747,917 for license to the STV system and \$879,524 for rights to a Home Entertainment System—said the realization of these amounts "is dependent upon successful future pay-television operations of the companies or the

# Bob Gibson

## A "MOST VALUABLE PERSON"

Omaha's Bob Gibson has been named the "MVP"—the most valuable player in the 1967 World Series.

As most of you know, Bob is a special sports correspondent for the WOW Stations. As such it was his assignment during the 1967 baseball season, to phone his comments to our Sports Director, Jack Payne. His comments have always been intelligent, incisive and authoritative. He has been more than an eye-witness. He has been a participant. And he is very articulate.

There are lots of gifted people, and Bob Gibson is one such. Over and above his talent, he has a quality which has endeared him to all of us. That quality is dependability. Bob never failed to phone us his report, no matter what the circumstances.

The day he pitched the St. Louis Cardinals to their World Series victory, we really didn't expect a call. Bob was tired and he was celebrating with his team mates. The press was besieging him; but the call came from dependable Bob.

The Saturday of his homecoming he was besieged and harassed on every side. Ed Sullivan wanted him. Johnny Carson wanted him. Dependable Bob spent two hours in our studio carrying out his assignments, including a telephone interview with Jack Payne between halves of the Kansas-Nebraska football game.

This fall, dependable Bob will have his own weekly sports show on WOW-TV. It will be a good one, because Bob knows his sports, he projects well, he works hard, and—he is dependable.

In our book Bob Gibson, the most valuable player, is also a most valuable person.

## A WOW EDITORIAL AIRED OCTOBER 19



BROADCASTING, October 30, 1967



## Sports Line Up on WOW Omaha: Bob Gibson/Jack Payne

Bob Gibson, 1967 World Series Most Valuable Player, is teamed up with veteran Sports Director Jack Payne on WOW Radio and Television. Bob has been working with Jack as a special correspondent for two years now. Starting this fall, he'll have his own weekly program on WOW TV. Doing pretty well for a hometown boy.

**WOW TV AM FM**  **OMAHA**

A CBS AFFILIATE

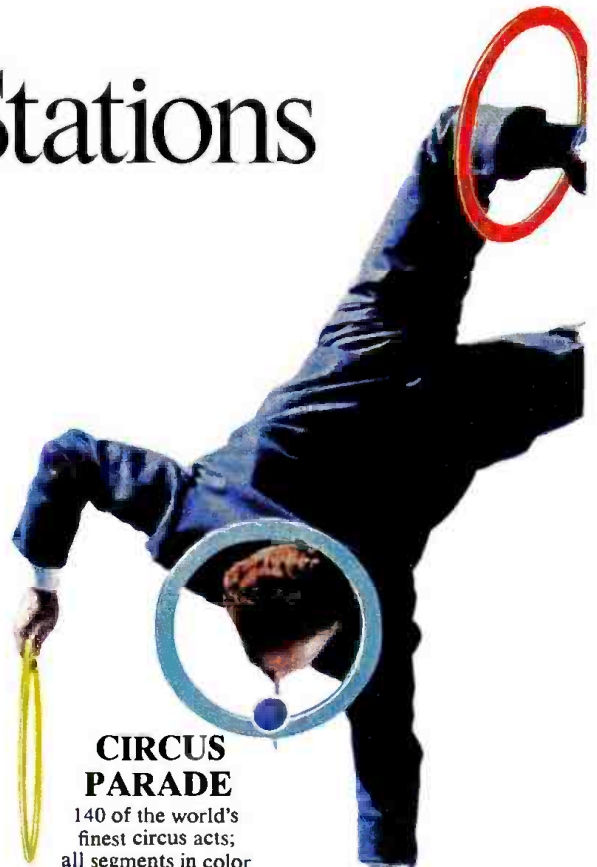
MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV;  
PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV



# More and More Stations are using More and More UA-TV COLOR

(420 half-hours / 140 short segments)

**WALB-TV** Albany, Ga. **WAST** Albany, N.Y. **KOB-TV** Albuquerque  
**KGGM-TV** Albuquerque **KVII-TV** Amarillo **WOI-TV** Ames  
**WAGA-TV** Atlanta **WJBF** Augusta, Ga. **WLBZ-TV** Bangor  
**WAFB-TV** Baton Rouge **KVOS-TV** Bellingham  
**WBMG-TV** Birmingham **WTTV** Bloomington **WKBG-TV** Boston  
**WSBK-TV** Boston **WBEN-TV** Buffalo **WCIV** Charleston, S.C.  
**WSOC-TV** Charlotte **WTVC** Chattanooga  
**WGN-TV** Chicago **WLW-TV** Cincinnati **WJW-TV** Cleveland  
**WTVM-TV** Columbus, Ga. **KOMU-TV** Columbus, Mo.  
**WTVN** Columbus, O. **WLW-C** Columbus, O.  
**KRLD-TV** Dallas **KMEC-TV** Dallas  
**WHIO-TV** Dayton **WKEF** Dayton  
**KWGN** Denver **KRNT-TV** Des Moines  
**WJBK-TV** Detroit **WXYZ-TV** Detroit  
**CKLW-TV** Detroit **KDAL-TV** Duluth  
**WEEK-TV** East Peoria **KELP-TV** El Paso  
**KEZI-TV** Eugene **KMJ-TV** Fresno  
**KICU-TV** Fresno **WOOD-TV** Grand Rapids  
**WZZM-TV** Grand Rapids **WBAY-TV** Green Bay  
**WFBC-TV** Greenville, S.C. **KGBT** Harlingen  
**WDAM-TV** Hattiesburg **KGMB-TV** Honolulu  
**WGHP-TV** High Point-Greensboro-Winston-Salem  
**KTRK-TV** Houston **KPRC-TV** Houston  
**KHTV** Houston **WAAY-TV** Huntsville  
**WFBN-TV** Indianapolis **WLW-I** Indianapolis  
**WJTV** Jackson, Miss. **WFGA-TV** Jacksonville  
**WJKS-TV** Jacksonville **WJXT** Jacksonville  
**KKZO-TV** Kalamazoo **WBIR-TV** Knoxville  
**WTVK** Knoxville **KATC** Lafayette, La.  
**KHBV-TV** Las Vegas  
**KORK-TV** Las Vegas  
**KTVT** Los Angeles  
**KCOP** Los Angeles



## CIRCUS PARADE

140 of the world's  
finest circus acts;  
all segments in color

## ULTRA MAN

39 live-action science-fiction adventures  
in color



## RIPCORD

LARRY PENNELL • KEN CURTIS  
star in superlative adventure dramas  
38 half-hours in panoramic color

## EVERGLADES

RON HAYES  
stars in subtropic police action;  
18 half-hours ablaze with color

## MR. DISTRICT ATTORNEY

DAVID BRIAN  
stars in behind-the-scenes police action;  
50 half-hours in color

## KEYHOLE

JACK DOUGLAS presents  
action-filled documentaries;  
37 half-hours in color



## GILLIGAN'S ISLAND

starring  
**BOB DENVER • ALAN HALE, JR. • JIM BACKUS**  
**TINA LOUISE • NATALIE SCHAFER**  
**DAWN WELLS • RUSSELL JOHNSON**  
 in 98 half-hour comedies  
 62 in color



## MY MOTHER THE CAR

starring  
**JERRY VAN DYKE • ANN SOTHERN**  
 in  
 30 half-hours of family adventures  
 all in color



## HEY, LANDLORD!

starring  
**WILL HUTCHINS • SANDY BARON**  
**MICHAEL CONSTANTINE • PAMELA ROGERS**  
 in 31 half-hour escapades in color

- KHJ-TV** Los Angeles
- KTTV** Los Angeles
- WLKY-TV** Louisville
- WLVA-TV** Lynchburg
- WMAZ-TV** Macon
- WISC-TV** Madison
- WLBW-TV** Miami
- WCIX-TV** Miami
- WCKT** Miami Beach
- KMID-TV** Midland
- WISN-TV** Milwaukee
- WTCN-TV** Minneapolis
- WCCO-TV** Minneapolis
- KSTP-TV** Minneapolis-St. Paul
- WKRQ-TV** Mobile
- WALA-TV** Mobile
- WLAC-TV** Nashville
- WTEV** New Bedford
- WNHC-TV** New Haven
- WDSU-TV** New Orleans
- WPIX** New York
- WNEW-TV** New York
- WOR-TV** New York
- KZAZ-TV** Nogales
- KTVU** Oakland
- WILX-TV** Onondaga
- WFTV** Orlando
- WJHG-TV** Panama City
- WPHL-TV** Philadelphia
- WFIL-TV** Philadelphia
- KPHO-TV** Phoenix
- WTAE** Pittsburgh
- WGAN-TV** Portland, Me.
- WCSH-TV** Portland, Me.
- KGW-TV** Portland, Ore.
- KOIN-TV** Portland, Ore.
- KPTV** Portland, Ore.
- KOLO-TV** Reno
- WHBF-TV** Rock Island
- WREX-TV** Rockford
- WTVO** Rockford
- KBIM-TV** Roswell
- KTXL-TV** Sacramento
- KXTV** Sacramento
- KCRA-TV** Sacramento
- KPLR** St. Louis
- WLCY-TV** St. Petersburg-Tampa
- KSL-TV** Salt Lake City
- KONO-TV** San Antonio
- KFMB-TV** San Diego
- KRON-TV** San Francisco
- WDAU-TV** Scranton
- KSLA-TV** Shreveport
- KMEG** Sioux City
- KSOO-TV** Sioux Falls
- WSBT-TV** South Bend
- WNYS-TV** Syracuse
- KTNT** Tacoma
- WCTV** Tallahassee
- WFLA-TV** Tampa
- WTVT** Tampa
- WTHI-TV** Terre Haute
- WSPD-TV** Toledo
- KVOO-TV** Tulsa
- WMAL-TV** Washington, D.C.
- WDCA-TV** Washington, D.C.
- WTOP-TV** Washington, D.C.
- WITN-TV** Washington, N.C.
- WEAT-TV** West Palm Beach
- WPTV** West Palm Beach
- KARD-TV** Wichita
- KAUZ-TV** Wichita Falls
- KFDX-TV** Wichita Falls
- WWAY-TV** Wilmington, N.C.
- KNDO-TV** Yakima

**FAVORITE STORY**  
 ILLUSTRIOUS GUEST STARS  
 in masterpieces of world literature;  
 37 half-hours in luxurious color

**I LED THREE LIVES**  
 RICHARD CARLSON  
 stars in suspenseful spy-intrigues;  
 39 half-hours in color

**SCIENCE FICTION THEATRE**  
 TRUMAN BRADLEY  
 hosts Atom/Space Age adventures;  
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729 SEVENTH AVENUE  
 NEW YORK, N. Y. 10019  
 area code 212 245-6000

Only the sunshine covers South Florida better than WTVJ\*



\* Almost  
one half million  
homes watch  
WTVJ on the  
average day.

(Like we said, it's South Florida's  
Largest Daily Circulation.)

Special tabulation from ARB February-March 1967: WTVJ average daily total circulation 491,800 homes. (Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

Complete color facilities / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate



disposition of such items at amounts equal to or in excess of these amounts."

The auditors also reviewed the status of STV's cable-TV system that in November 1964 was suspended by California, an action that in March 1966 was held unconstitutional in the courts. The auditors added that STV now has a suit pending against two California theater owners' associations charging a conspiracy to violate the antitrust laws and asking for \$117 million in damages, and a claim against California asking \$14 million.

## Comsat continues rise through third quarter

Communications Satellite Corp., Washington, reported that third-quarter investment income offset net operating losses.

As a result of the third-quarter operations, Comsat showed net income of \$2,897,977 or 29 cents a share for the first nine months of the year. Operating revenue for that period totaled \$12,187,364, while income from interest and investments totaled \$4,213,922. Net operating loss for the first nine months was \$1,315,945. No comparative figures were available because of Comsat's change in accounting procedures (BROADCASTING, Aug. 7).

The company said that on Sept. 30 it had \$159 million in temporary cash investments. That was higher than the mid-year total of \$151 million, but well below the \$186 million reported June 30, 1966. On Sept. 26, Comsat sold half interest in each of the domestic earth stations for \$12,955,000 to six other international communications common carriers.

For three months ended Sept. 30, and June 30, 1967:

	Sept.	June
Earned per share	\$0.08	\$0.09
Operating revenue	5,224,219	4,590,986
Net operating (loss)	(506,342)	(521,891)
Interest income	1,370,173	1,380,475
Net income	809,831	858,584

## New LIN issue goes on sale

LIN Broadcasting Corp.'s offering of \$10 million of 5½% convertible debentures and 413,000 shares of its common stock reached the market last week through an underwriting group managed by Lehman Brothers and C. E. Unterberg, Towbin Co.

Proceeds from the offerings will be used for the purchase of WAVY-AM-TV Norfolk-Portsmouth, Va., and KILT and KOST(FM) Houston, and to repay short-term indebtedness incurred earlier this year (BROADCASTING, Oct. 2).

The debentures, priced at 100, are

BROADCASTING, October 30, 1967

convertible at the rate of \$19.50 face amount of debentures for each common share. The common stock was priced at \$17.75.

## 3M's sales, earnings chalk up new highs

Record sales and earnings for the third quarter and for first nine months of 1967 were reported by the 3M Co., St. Paul. 3M is a major producer of broadcast tape.

Net income for the quarter reached \$39.6 million or 74 cents a share, an increase of 10.8% over \$35.8 million, equal to 67 cents a share for the same period last year.

Sales for the quarter came to \$322.8 million, up 9.6% from \$294.4 million in the September quarter of 1966.

Bert S. Cross, chairman of the board, stated that "the outlook is for further progress in sales and earnings in the fourth quarter as business-activity levels continue somewhat higher than in preceding quarters."

For first nine months:

	1967	1966
Earnings per share	\$1.99	\$1.89
Net income	106,600,000	100,800,000
Sales	917,200,000	848,000,000

## Earnings rise 140% for K&M Electronics

In its first six-month review of operations, K&M Electronics Inc., Minneapolis, reported earnings after taxes up 140% from the same period a year ago.

The company designs, sells and services educational electronics systems, and is an exclusive distributor for Ampex Videotape recorders. It is also active in constructing and selling CATV, commercial and educational television transmitting systems.

B. J. Klindworth, president, stated that as of Aug. 1 the backlog was \$530,000, up 112% from approximately \$250,000 as of Feb. 28.

The company has approximately 200,000 shares outstanding.

For the first six months ended Aug. 31:

	1967	1966
Earned per share	\$0.12	\$0.05
Sales	826,000*	427,278
Income before taxes	44,554*	19,846
Income after taxes	22,277*	9,923

\*Subject to year-end audit.

## Disney stockholders affirm stock split

At a special meeting held last week in company headquarters in Burbank, Calif., shareholders of Walt Disney

Productions approved by a substantial majority a previously proposed two-for-one stock split. They also approved an increase in the board of directors to nine from eight members. The additional seat will be filled by Roy E. Disney, a writer-producer and son of Roy O. Disney, president.

It was revealed at the meeting that, subject to final audited figures, revenues in the fiscal year ended Sept. 30 totaled \$117 million compared to \$116.5 million a year ago. Indications are, however, that earnings (including a non-recurring item consisting of nontaxable life insurance of \$900,000, equal to 44 cents a share) slipped to about \$11 million, or \$5.45 a share, as compared to \$12 million, or \$6.34 a share in the previous fiscal year. The decline in earnings was attributed to reduced film rentals.

## Income up 70% for Sony's distributor

Superscope Inc., Sun Valley, Calif., U. S. distributor of Sony tape recorders, magnetic tape, microphones and accessories, set new quarterly sales and net-income records for the three months ended Sept. 30.

Joseph S. Tushinsky, president, said net income after taxes for the quarter increased 70% over last year, and net income after taxes for the nine-month period ended Sept. 30 amounted to \$1,302,345, or \$1.08 a share, compared with \$817,820 or 71 cents a share for the same period in 1966, an increase of 52% in per share earnings.

Sales for the nine months amounted to \$17,738,083 or a 33% increase over sales of \$13,313,552 in the first nine months of 1966.

For the three months ended Sept. 30:

	1967	1966
Earned per share	\$0.44	\$0.26
Net sales	7,479,917	4,868,795
Net income	548,758	310,076

## Plough's nine months shatter records

Plough Inc., Memphis, has reported that sales, net income and earnings per share for the nine months ended Sept. 30 were higher than for any like period in its 60-year history.

Sales for the nine months were up 9%; net income was up 15%, and earnings per share were up 14%.

Plough's diversified holdings include broadcast properties, proprietary drugs, ethical pharmaceuticals and household products.

President Abe Plough reported that "... the continuing increased advertising program for the year and initial

(FINANCIAL REPORTS) 37

orders for the fourth quarter, 1967 should be the 16th consecutive record of sales, net income and earnings per share . . .”.

For nine months ended Sept. 30:

	1967	1966
Earned per share	\$2.75	\$2.41
Net sales	61,500,000	56,500,000
Income before taxes	13,980,000	12,300,000
Federal and foreign taxes	6,210,000	5,530,000
Net income	7,770,000	6,770,000
Shares outstanding	2,822,736	2,808,724

## FC&B's earnings drop

### 32% for 9 months

Footo Cone & Belding Inc., New York, enjoyed a 9.4 million gain in gross billings, despite an approximate

32% drop in net earnings during the first nine months of 1967, compared to the like period 1966.

In explaining its earnings slump, the publicly held advertising agency said last week: "Our earnings have been adversely affected in 1967 as a result of substantially reduced advertising expenditures by a number of clients from their 1966 levels or from the initial appropriations for 1967."

"Unfortunately, there is no indication that this situation will improve during the fourth quarter of 1967."

For the nine months ended Sept. 30:

	1967	1966
Earned per share	\$0.58	\$0.75
Gross billings	190,300,000	180,900,000
Commission and fees income	28,900,000	27,200,000
Net income	1,215,000	1,609,000

## Corinthian trading begins on NYSE

Corinthian Broadcasting Corp. was listed last week on the New York Stock Exchange and assigned CRB as its ticker symbol. The company listed 3,384,259 shares of common stock, previously sold over-the-counter.

C. Wrede Petersmeyer, Corinthian chairman and president, purchased the first 100 shares of stock in the first trade of the day at 26 $\frac{1}{8}$ .

Corinthian owns and operates KHOU-TV Houston, KOTV(TV) Tulsa, Okla., KXTV(TV) Sacramento, Calif., WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis, all CBS-TV affiliates.

Corinthian reported a net income of

## THE MEDIA

# Now all CPB needs is a signature

## SENATE SENDS ACT TO WHITE HOUSE AFTER APPROVAL OF REPORT

The Senate, where seldom was heard a discouraging word about the administration's plans for providing programing subsidies to educational broadcasters, put the final congressional stamp of approval on the Public Broadcasting Act of 1967 without a murmur of dissent. With Senate approval on Thursday (Oct. 26) of the conference report that reconciled differences between the House and Senate versions of the legislation, the next and final stop before the bill becomes law is President Johnson's desk.

Senate passage of the bill came in May (BROADCASTING, May 22), with only one recorded vote in opposition. The preceding Senate hearing also featured a minority of one—Vincent Wasilewski, president of the National Association of Broadcasters, who advocated an alternative proposal that would have allocated federal funds more directly to local ETV stations.

The House approved its version of the bill, on a 265-91 vote, last month (BROADCASTING, Sept. 25). (A motion to recommit the bill to committee, however, failed by the less-wide margin of 194-167.) Opposition was also more vocal during the House hearing, with criticisms raised on both sides of the witness table. Most testimony, however, favored the administration's plans, but six of the Commerce Committee's 14 Republicans later refused to support the bill in the committee report (BROADCASTING, Aug. 21).

**Quick Action** ■ Senate acceptance of the conference report came one week

after the House had given its approval to the compromise (BROADCASTING, Oct. 23). The main point at issue between the House and Senate bills, which will set up a Corp. for Public Broadcasting to make grants of federal and private funds for ETV program development, had been the makeup of the CPB's board of directors (now set at 15 members, all to be appointed by the President, with not more than eight belonging to the same political party). Details of the CPB's operating authority also had been unresolved.

As agreed in conference and now approved by both houses, the CPB is authorized to receive a \$9-million appropriation for the current fiscal year. The administration's draft proposal sought an open-ended authorization for three years, but the House disallowed all but the first year's authority, a move aimed at ensuring that the commerce committees of the Congress, and not just the appropriations committees, will have another look at the CPB's financing next year.

A future financing proposal is also due from the White House next year. Ideas range from a trust fund replenished by an excise tax on TV sets (espoused by the Carnegie Commission on Educational Television, originators of the CPB idea) to proposals that stiffer license fees or taxes on commercial revenues be paid by broadcasters.

The \$9-million federal contribution for the first year is expected only to serve as seed money, although both houses of Congress have put CPB on

notice that most of the money is expected to go for programing and not for administration costs. The funds, which will probably be appropriated in the final "catch-all" appropriations bill enacted just before adjournment, are thus designed to give Congress an indication of the sort of educational programing that more money can make possible.

**Swift Action** ■ The Senate agreed to adopt the conference report with a minimum of fuss—only two Senators spoke and both were ardent supporters of the legislation. Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee who conducted the Senate hearing, explained the conference agreement; Senator Norris Cotton (R-N.H.), ranking minority member of the Commerce Committee, seconded Senator Pastore's recommendations and praised the whole effort as an excellent example of bipartisan action for the public benefit.

All was not roses with the conference report in the House, however, although it was approved intact. As during the hearing and during floor debate in that body, opposition to the report was vocal.

The House, unlike the Senate, had attempted to write into the law a definition of educational programing. In conference it was agreed to accept the House addition but conferees agreed to eliminate part of the definition. It now reads: "programs which are primarily designed for educational or cultural purposes." Deleted was the

\$3.7 million on revenues of \$18.4 million for the year ended April 30. First quarterly dividend of 7½ cents a share will be paid Oct. 30 to holders of common stock on Oct. 16.

## Financial notes . . .

- The board of directors, Metromedia Inc., New York, has declared a regular quarterly dividend of 20 cents per common share, payable Dec 15, to stockholders of record Nov 24.
- The board of directors of Gross Telecasting, licensee of WJIM-AM-FM-TV Lansing, Mich., have declared the regular quarterly dividend of 40 cents a share on the common stock, and 7½ cents on the class B common, both payable

Nov. 10 to stockholders of record Oct. 25.

- John Blair & Co., New York, has signed an agreement reached several weeks ago (BROADCASTING, Oct. 16) to acquire Alden Press Inc., Chicago, for 80,000 shares of Blair Stock. In recent weeks the stock, traded over the counter, has been selling between \$28 and \$30 a share.
- The Gillette Co., Boston, has made an offer to acquire for approximately \$50 million in Gillette stock and cash a controlling interest in Braun AG, Frankfurt, Germany, a manufacturer of electric, electronic (mainly radios and hi-fi units) and photographic equipment.

## Income, earnings drop at Scripps-Howard

Scripps-Howard Broadcasting Co. reported declines in net income and earnings for the quarter and for the 40-week period compared to 1966:

For 16-week period ended Oct. 7:

	1967	1966
Earned per share	\$0.42	\$0.58
Revenues	5,273,335	5,339,145
Net income	1,099,428	1,435,095

For 40-week period ended Oct. 7:

	1967	1966
Earned per share	\$1.29	\$1.44
Revenues	14,297,864	13,864,529
Net income	3,338,117	3,726,084*

\*Before nonrecurring extraordinary credit of \$419,151 or 16 cents per share.

following clause: "and not primarily for amusement or entertainment purposes."

**Pickle's Amendment** ▪ Representative J. J. (Jake) Pickle (D-Tex.), who proposed the House Amendment and saw it adopted by the House Commerce Committee, took the floor to denounce its editing by the conferees. "We have got to be careful to insure," he said, "that the noncommercial broadcasts do not threaten the welfare of other stations, especially those on UHF channels. . . ." The language that was adopted "is better than nothing," the congressman added, "but I still believe the Congress could do better in defining and delimiting the type of programs to be promoted under this bill."

The approved version of the bill also prohibits editorializing or support of candidates by ETV stations. The House-added restrictions are meant to apply only to expressions of opinion by ETV station's managements, the conference report explains. It was feared that the prohibition might inhibit programs such as documentaries.

Elsewhere in the act and in the conference report it is emphasized that program material dealing with controversial subjects "must adhere strictly to objectivity and balance." The conferees, however, broadened this to apply to "programs and series of programs," explaining that each program in a series need not meet the objectivity-and-balance test.

**Operations** ▪ The conferees also agreed to a Senate liberalization of the administration's draft proposal that would permit CPB to contract directly with commercial common carriers such as AT&T for interconnection services. But the conference report makes clear that this degree of operating authority for the corporation—a body that the

bill says specifically is to have no control over stations or production equipment—is granted only to permit CPB to "take advantage of special or unusual [programming] opportunities."

In other minor compromises:

- The conferees agreed to House figures for Title I, which re-establishes a previous program of facilities and

equipment grants. As submitted to the House and Senate for final approval the act authorizes \$10.5 million for fiscal 1967, \$12.5 million for next year and \$15 million for the year after. No state shall receive more than 8½ % of any year's appropriation. The figure originally proposed was 12½ %.

- House language making munic-



## Some hands mosey back to the old homestead

The old order passeth and officials of the National Association of Broadcasters went to the scene last week to check on the demolition of NAB's old headquarters building in Washington. The razing is moving on schedule and should be completed next week. The new seven-story, \$2.3-million edifice is targeted for completion in early 1969.

Surveying the scene (l-r); Joseph Baudino, Westinghouse Broadcasting Co., Washington, a member of the building committee; Clair McCollough (in hard hat), Steinman Stations, Lancaster, Pa., committee chairman; Vincent Wasilewski, NAB president, and Grover Cobb, KVGB Great Bend, Kan., NAB board chairman.

## Pioneer's fund gets a helping hand

A contribution of \$5,500 was made last week to the Broadcast Pioneers Educational Fund Inc. by the National Museum of Broadcasting.

The board of the directors of the museum has voted in New York to dissolve the organization and contribute its funds to the Broadcast Pioneers Educational fund, headed by G. Richard Shafto, president.

The fund will occupy space on the ground floor of the new National Association of Broadcasters in Washington, which is scheduled to open in 1969. The early history of broadcasting in the U. S. is being assembled by William S. Hedges, former NBC vice president, and his staff. It will become a broadcasting industry reference library and will be available to students and other researchers. In the interim period, limited access to the collection of material

already on hand may be obtained through the Broadcast Pioneers headquarters in New York at 589 Fifth Avenue.



G. Richard Shafto (l), president of Broadcast Pioneers Educational Fund, accepts the check for \$5,500 from John W. Patt, a director of the National Museum of Broadcasting.

ipally owned-and-operated noncommercial stations eligible to participate in CPB programs was approved. It was noted that only one such station now qualifies in this category—WNYC-TV New York.

▪ Conferees adopted the Senate's permissive plural: a system or systems of station interconnections is to be supported. But the House's singular program library prevailed. The Senate had "libraries."

▪ The Senate had completely rewritten, with the advice and consent of educational broadcasters, the bill's Title III, which provides \$500,000 for a study of instructional (classroom) TV. The House concurred with the Senate's revision, adding that the study should determine not only what federal aid instructional TV might need but also whether such aid was needed.

▪ And a House-added provision permitting the General Accounting Office (a branch of the Congress) to double check the CPB's books was adopted with the explanation in the conference report that such authority was not to be construed as mandatory. The privilege is merely permissive, it's explained.

## It pays to be commercial

Noncommercial KCET(TV) Los Angeles has learned that it pays to be very, very commercial. According to October figures, contemporary-music station KRLA Pasadena, Calif., has now

turned over \$247,020 to the ETV station. This amounts to 80% of the operating profit KRLA has compiled since the FCC granted Oak Knoll Broadcasting, operator of the station, a temporary permit in 1964.

Under a provision of that grant, to be in effect while the commission sorts out permanent ownership among more than a dozen applicants, Oak Knoll donates all but 20% of its profits to KCET.

## No room for the chickenhearted

The print media should support enlightened broadcasters in their drive for repeal of Section 315 of the Communications Act, Sol Taishoff, editor and publisher of BROADCASTING and *Television* magazines, told a Boston luncheon meeting of the Broadcast Executives Club Thursday (Oct. 26).

"If they do not they will surely live to lament the loss of their historic birthright when freedom of the press goes down the drain," he explained.

The technological future will include "a meld of the printed page into electronic journalism," Mr. Taishoff predicted, and through the use of the spectrum "print media will fall within the communications law.

"It's time publishers as well as some of our chickenhearted broadcasters and

the users of media quit kidding themselves," he added. "The First Amendment wouldn't have a ghost of a chance of passing Congress today."

He urged, inasmuch as broadcasting's primary role is journalistic, that it should be defended with a journalistic commitment to editorial freedom for broadcast as well as print media.

## KTYM renewal argued in D.C. appeal court

A federal appeals court in Washington was asked last week to order a hearing in the controversial KTYM Inglewood, Calif., license-renewal case.

The request was made by the Anti-Defamation League of B'nai B'rith, which has accused the station of carrying anti-semitic programs. The FCC, however, renewed the station license on the ground that it must not censor programs (BROADCASTING, Jan. 23).

At the argument before Circuit Judges Warren E. Burger, E. Skelly Wright and Wilbur K. Miller, the ADL attorney, Harry Plotkin, charged that the station had a pattern of irresponsibility in presenting programs and that a hearing was necessary to prove this, especially for programs involving "bigotry" and "hatred." Mr. Plotkin contended that the FCC must take into account the "quality" as well as the quantity of programs in determining the public service of broadcast licensees.

John H. Conlin, FCC associate general counsel, stated that the station had failed to abide by the fairness doctrine in one instance, for which it had been reprimanded, and that it had offered time to the ADL to rebut the comments of Richard Cotten on his *Conservative Viewpoint* broadcasts aired in 1964. A hearing would inhibit broadcasters from airing controversial issues, he said.

Mark Fields, attorney for KTYM, stressed that the commission's responsibility is for overall programing. He charged that the ADL had "zeroed in" on just one program.

## Atlanta center being built for state ETV

Georgia educators soon will have a new \$2-million educational television production center that is termed by Harvey J. Aderhold, Georgia Network director of engineering, "the finest facility of its type in the Southeast and one of the most functional in the nation."

The Atlanta center is being established by the State Board of Education and will headquarter the Georgia Department of Education Television Services.





## Every Thursday night, an organization in Cambridge, Massachusetts, meets to defy the Federal Government.

Nearly 4,000 people live in the Brookline-Elm Street district of Cambridge.

Some own clapboard houses that have been in the family a hundred years. Others, students from M.I.T. and Harvard, will probably move on after a few semesters.

But they have one thing in common. Their fight to keep the government from running a highway through the neighborhood.

Recently, a number of them took that fight to Washington.

Stephen Gary of the Group W Washington News Bureau met them when they arrived.

Throughout the day the Citizens Committee for Cambridge made their rounds. Taking their complaints to the Federal Highway Administrator, to Senators Kennedy and Brooke and, finally, to the gates of the White House.

And throughout the day, Stephen Gary broadcast their activities. Not to all our stations across

the country. But to one. WBZ Radio in Boston.

By the time it ended, the trip was a success. It brought the people of the Brookline-Elm Street district new support and a promise of re-evaluation by the government.

It's not unusual for one of our Washington reporters to handle a story like this one. Because Bureau Chief Arthur Schreiber assigns his men to local stories the same way he does for national news events.

To us, it means operating a news bureau that's big enough to work for all our stations, but flexible enough to work for one.

To the people in Cambridge in danger of losing their homes, it meant getting the news when they wanted it. And that meant a lot. To them. And to us.



BOSTON WBZ - WBZ-TV  
NEW YORK WINS  
PHILADELPHIA KYW - KYW-TV  
BALTIMORE WJZ-TV  
PITTSBURGH KDKA - KDKA-TV  
FORT WAYNE WOWO  
CHICAGO WIND  
SAN FRANCISCO KPX  
LOS ANGELES KPWB

WESTINGHOUSE BROADCASTING COMPANY



**HAYRIDE** is being offered as a strip for the first time in its twenty year history on television. There are now *91 hours* and *182 half-hours* available—all videotaped in brilliant color by AVCO Broadcasting in Cincinnati. Each **HAYRIDE** includes the regular cast of thirty performers plus a big-name guest star. And every show gives you the winning combination of country, western, folk, popular and inspirational music. **HAYRIDE** has proved that country and western entertainment has an audience in every type of market. You should have a colorful daily **HAYRIDE** in your city.

abc **ABC**  
**FILMS**

# DAILY HAYRIDE AVAILABLE.

# Is there a wire in your future?

**Broadcasting by cable logical, Anello asserts at NAB conference**

It's not going to happen overnight, but "a wired system is a distinct possibility and completely feasible without changing anything" that is now available. The words came from Douglas Anello, general counsel of the National Association of Broadcasters, and brought to life NAB's regional conference in Washington last week (Oct. 23-24).

Speaking at the future-of-TV session at the conference, Mr. Anello said the possibility of "monopoly in communications . . . has been brushed under the rug."

He explained that broadcasting doesn't have to be "tied to frequency" and that it seems logical in the future broadcasters as well as CATV's may be feeding programs to large urban areas via cable.

When that day comes, he went on, the main concern will have to be that the same party that originates the program does not also control the means of getting the program to the viewer. He noted that when the Communications Act was first written "there was almost an abnormal fear of monopoly in Congress. If that fear was justified then the same rules apply" whether the material is fed through the air or by wire, since wired and wireless broadcasting are not incompatible.

**Controls Needed** ■ If the proponents of CATV are correct in their belief that CATV will be a major programing force in about a decade with CATV originations and system interconnection, then there will have to be some regulation separating control over the distribution system and the information that goes over it. Congress would demand the separation, he felt.

The distribution system, he said, would probably go to a common carrier that would then make individual channel cables available to stations, CATV's or anyone else who wants to lease them. Stations would continue to operate in the manner they always have, but they would serve the bulk of their metropolitan audiences through cables operated by a common carrier.

Mr. Anello admitted that there are a "lot of bugs" in his theory and said that he tossed it out as simply another possibility of what might happen in broadcasting's future and that the industry

should be aware of it as a possibility.

The TV session played to about 40 station executives at the third of the fall conferences. At the concurrent radio session, about 50 broadcasters heard Dominic Quinn, newly appointed vice president for network programs of CBS Radio, tell how CBS's WEEI Boston went from being the "old mother Hubbard" of the city to the modern town hall.

The format evolution occurred while Mr. Quinn was program director of WEEI.

**Dying Audience** ■ He recalled that before shifting to a news-information format WEEI was "in beautiful shape: low in ratings, low in billings and first in the hearts of loyal listeners of the rubber stocking and Geritol set, all of whom were rapidly dying off." The first attempt at information programing centered on guest experts, but that finally gave way, he added, to an on-air open forum seven days a week.

Going to call-in shows, he said, has shown that no other type of programing produces such direct contact with the audience.

A total of 185 registered for the Washington conference bringing registration for the first three conferences—Atlanta, Dallas and Washington—to 619. The conferences continue today and Tuesday (Oct. 30-31) in Boston.

Speaking at the second-morning joint session, FCC Commissioner James Wadsworth had praise for radio-TV coverage of the past summer's riots and disturbances, but he asked whether the policy set by station management had been passed down the line.

**March Coverage** ■ He also commended the networks for a "wise" decision in not sending personnel to the Pentagon for the peace march on Oct. 20-22. Asking if the networks had sent crews, he immediately added that if they hadn't sent personnel "it was their decision to make and I think it was a wise one." (The networks did not cover the Pen-



**Ribbon cutting at KOB**

Acting governor of New Mexico, E. Lee Francis (l), opens the expanded facilities of KOB-AM-FM-TV Albuquerque as Stanley S. Hubbard, president of Hubbard Broadcasting Co., owner of KOB stations, assists.

Ceremonies climaxed the \$750,000 expansion of the station's plant and equipment that included installation of new color-processing equipment, expanded newsroom, five color VTR's, two RCA TK 70 color cameras, and studio lighting tailored to color broadcasting.

tagon protests with live television, but did have filmed excerpts.)

The commissioner said it seemed more important for stations depending on wire-service reports to make sure that riot-coverage policy was clearly understood in the newsroom.

Use of "riot" and "looting" can sound "out of proportion to the facts" to the listener, he said, "when presented in the context of the news report issued in strident delivery surrounded by . . . echo chambers, simulated Morse code sound effects and other modern sound techniques which could distort the real

The Evening Star Broadcasting Co., Washington, D. C.  
National Representatives: Harrington, Righter & Parsons

news value of such a story."

He also questioned whether the showing of looting of a store "with National Guardsmen acting under orders from their superiors standing at parade rest" is a "sound exercise of news judgment."

Questioned later on his comment of a week earlier that he believes local program origination restrictions on CATV's should be eased to include a channel for news, weather and local programming (BROADCASTING, Oct. 25), Mr. Wadsworth explained that he had meant that approach only for "areas where there are not active broadcast stations." He added that the proposal is not one he "would want to press."

## NAEB puts final touches to agenda

Educational broadcasters will be flocking to Denver Nov. 5-8 for the largest and perhaps most significant of their 43 annual conventions. With expectation that the Public Broadcasting Act will be signed into law and signal the start of a new era, the National Association of Educational Broadcasters es-

timates that more than 2,500 members will convene to map out that future.

Keynoter R. Buckminster Fuller, philosopher, designer and professor at Southern Illinois University, will open the Monday morning session with an address on extending educational opportunities through broadcasting. Secretary of Defense Robert S. McNamara, who is responsible for the military training program, will speak at a special session on Nov. 6. Tuesday's afternoon session will hear FCC Chairman Rosel H. Hyde's forecast for educational broadcasting's future.

**Honor to Killian** ■ The association will present its man of the year award to Dr. James R. Killian Jr. for his role as chairman of the Carnegie Commission on Educational Television. Following the presentation, Leonard H. Marks, director of the U. S. Information Agency, will address the Wednesday night banquet.

Luncheon speakers include Thomas P. F. Hoving, chairman of the National Citizens Committee for Public Television; Grover Cobb, chairman of the board, National Association of Broadcasters, and Wendell Pierce, executive director, Education Commission of the States. Frederick W. Ford, president of the National Cable Television Association, will participate in a panel dis-

cussion on CATV and educational television.

Presently 165 exhibitors have signed for space in the Denver Auditorium, where most meetings and sessions will occur. Convention headquarters will be in the Denver Hilton hotel.

## Changing hands . . .

**ANNOUNCED** ■ *The following station sales were reported last week subject to FCC approval:*

■ **WGNY** Newburgh, N. Y.: Sold by George W. Bingham and associates to Hudson Horizons Inc., new communications group, headed by Joel William Harnett, for \$650,000. Mr. Bingham recently sold **WKIP-AM-FM** Poughkeepsie, N. Y., to Gerald Arthur and Oliver Lazare for \$765,000. This is pending FCC approval. Mr. Harnett is vice president of *Look* magazine, which is owned by Cowles Communications Inc., licensee of **KRNT-AM-FM-TV** Des Moines, **WREC-AM-TV** Memphis and **WESH-TV** Daytona Beach-Orlando, Fla. **WGNY** is daytimer on 1220 kc with 5 kw. Broker: Blackburn & Co.

■ **WJHF(TV)** Raleigh, N. C.: Construction permit sold by Crescent Broadcasting Co. (50% owned by Springfield Television Broadcasting Corp., and 50% owned by William H. White, J. Terry Sanford and others), to **WJHF Inc.** for \$505,471. Principals of buying corporation are Mr. Sanford, Manley Eubank, Hugh Cannon and Walter R. Davis. Mr. Sanford is attorney and was governor of North Carolina and director of Office of Emergency Planning. Mr. Cannon is attorney and a trustee of North Carolina School of the Arts. Mr. Eubank is insurance company manager. Mr. Davis is executive vice president of petroleum corporation. Springfield Television is group broadcaster based at Springfield, Mass. **WJHF** has CP for channel 22.

■ **WDXB** Chattanooga: Sold by Carlin S. French to J. R. Corbus for \$450,000. Mr. Corbus is Chicago businessman. Mr. French is 33 1/3% owner of **WROL** Knoxville, Tenn. **WDXB** is on 1490 kc with 1 kw days and 250 w nights. Broker: Blackburn & Co.

■ **WEFF-AM-FM** Highland Park, Ill.: Sold by Eli E. Fink and others to Frank and Christ Kamberos for \$350,000. Mr. Fink has construction permit for channel 66 in Elgin, Ill. Messrs. Kamberos are associates with supermarkets, restaurants and real estate. **WEFF** is daytimer on 1430 kc with 1 kw. **WEFF-FM** operates on 103.1 mc with 1 kw.

■ **WALT** Tampa, Fla.: Sold by Bob Leonard and others to Robert M. Weeks and associates for \$260,000. Mr. Weeks, president and general manager of Day-

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tona Broadcasting Inc., is licensee of WMFJ and permittee of WMFJ(FM) both Daytona Beach, and WJNO West Palm Beach, and is applicant for new FM in West Palm Beach, all Florida. WALT is daytimer on 1110 kc with 10 kw.

▪ KREK Sapulpa, Okla.: Sold by Claude H. Hill as receiver to Edward K. and Melba H. Livermore for \$125,515. Mr. and Mrs. Livermore own 100% of *Sapulpa Herald*, 50% of *Claremore Progress* and 79% of weekly *Edmond Booster Sun*, all Oklahoma newspapers. KREK is daytimer on 1550 kc with 500 w.

▪ KWFM(FM) Minneapolis: Sold by Robert A. Smith and associates to Albert S. Tedesco, president of Hennepin Broadcasting Associates Inc. for approximately \$85,000. KWFM is to be affiliated with KTCR Minneapolis, also licensed to Hennepin. Mr. Tedesco owns or has controlling interest in KDUZ Hutchinson, Minn.; WWCM Brazil, Ind.; WXX Oakland Park and WFLM(FM) Fort Lauderdale, both Florida. KWFM operates on 97.1 mc with 21 kw.

▪ WJCM Sebring, Fla.: Sold by James O. Blackman, Howard C. Johnson and Robert D. Ort to Cosmopolitan Communicators Group for \$60,000. Cosmopolitan, licensee of WJBS DeLand, Fla., is headed by Bill D. Ross. WJCM is daytimer on 960 kc with 1 kw. Broker: Chapman Co.

**APPROVED** ▪ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 73).*

▪ WMAK Nashville: Sold by LIN Broadcasting Corp. to George P. Mooney for \$787,500. Mr. Mooney is majority owner of WKGN Knoxville, Tenn., and owns 25% of WBSR Pensacola, Fla. LIN Broadcasting, which is headed by Frederic Gregg, owns six AM stations—WAKY Louisville, Ky.; KEEL Shreveport, La.; KAAV Little Rock, Ark.; WIL-AM-FM St. Louis, and WBBF-AM-FM Rochester, N. Y., as well as WAND-TV Decatur, Ill. LIN has purchased KILT and KOST-FM Houston for \$7.25 million and WAVY-AM-TV Norfolk-Portsmouth, Va., for \$8 million. (BROADCASTING, Sept. 25, July 24). Purchases are pending FCC approval. The new acquisitions would bring LIN over the FCC's limit on ownership of seven AM radio stations; therefore the WMAK sale. LIN, which is principally owned by Broadcasting Industries Inc. (formerly Medallion Pictures Corp.), also is a group CATV owner, owns the Miss Teen-Age America contest and is in the mail merchandising and motion picture distribution business. WMAK is fulltime on 1300 kc with 5 kw.

▪ WTTT Port Huron, Mich.: Sold by F. Granger Weil, president of the Times Herald Co., and associates, to Woodruff Boyd Crouse, William Charles McMillan and associates for \$500,000. The Times Herald Co. is publisher of *Port Huron Times Herald*. Mr. Crouse is radio-TV supervisor for BBDO, Detroit. Mr. McMillan is shareholder of group broadcaster Scripps-Howard Broadcasting Co. WTTT operates fulltime on 1380 kc with 5 kw.

▪ WFMD-AM-FM Frederick, Md.: Sold by Evelyn C. Leonard to radio-TV personality and sports commentator Jim Gibbons for \$425,000. Mr. Gibbons is announcer for WPIK Alexandria, Va. and TV announcer for Washington Redskins football games. WFMD is on 930 kc with 5 kw days and 1 kw nights. WFMD-FM operates on 99.9 mc with 9 kw.

▪ WGBS-TV Miami: Construction permit sold by Storer Broadcasting Co. to Coastal Television System Inc. for \$250,000. Principal owner of Coastal Television is Al Lapin Jr., who with members of his family and others own KIHP-TV Santa Barbara, Calif.; WDUV-TV Jacksonville, Fla.; KGPA-TV Phoenix, all construction permits. He personally owns 10% of WKSP Miami. WGBS-TV

has permit for channel 23.

▪ WHOU Houlton and WMKR Millinocket, both Maine: WHOU sold by Glenn H. Hilmer and Keith L. Stine for \$150,000; and WMKR sold by H. C. Gilman, N. K. Thompson and S. G. Hawes for \$75,000, both to Robert and Mildred C. Smith. The Smiths are owners of WQDY Calais, Me. Mr. Smith is also local businessman. WHOU is on 1340 kc with 1 kw days, 250 w nights. WMKR is on 1240 kc with 1 kw days, 250 w nights.

#### CABLE TELEVISION

▪ Blythe TV Inc., Blythe, Calif.: Sold by Frederick W. Ford, president of National Cable Television Association, to Continental Transmission Corp., Russellville, Ark. (multiple CATV owner) for an undisclosed amount. The CATV system, started May 1957, serves approximately 1,000 customers. Broker was Daniels and Associates.

#### NEW TV STATIONS

Dedication ceremonies for educational KMNE-TV (ch. 7) Bassett, Neb., are scheduled for Thursday, Nov. 2. It went on air Sept. 1 with 275 kw visual, 27.5 kw aural, with an antenna 1,480 feet above the average terrain. KMNE-TV is part of seven station Ne-

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**Channel 45, Baltimore**, plans to go on air in September, 1968 with 243 kw visual, 48 kw aural from an antenna height of 552 feet above average terrain. Chesapeake Engineering Placement Service Inc. is permittee of channel 45. Commercial Radio Inc., which is licensee of WFMM-FM Baltimore, is partial owner of Chesapeake.

**WWOM-TV (ch. 26) New Orleans**, telecasting Oct. 16 with 468 kw visual, 93.3 kw aural with an antenna height of 500 feet above average terrain. David M. Wagenvoord, is president and general manager. WWOM-TV is located in the International Trade Mart. National TV Sales, New York, is station's rep. WWOM's hourly rate is \$360.

### Media notes . . .

**Appleseed AM** ■ WLMS Leominster, Mass., home of the fabled Johnny Appleseed, expects to go on the air Nov. 6 on 1000 kc, with 1 kw daytime. Harold Segal and Co., Boston, will be New England representative for the station.

**Names Grey** ■ Wxyz Detroit has appointed Grey Advertising, Detroit, the agency's Midwest office, as its agency. Grey will handle sales promotion assignments and TV, outdoor and newspaper advertising for the station.

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# Cox dampens CATV spirits

## Restates his opposition to cable companies originating programs at NCTA regional meet

It was like a cold, although not entirely unexpected, shower to CATV operators when they heard FCC Commissioner Kenneth A. Cox speak on his attitude toward CATV program origination. Especially since cable owners have heard encouraging words on the subject from several of Mr. Cox's colleagues on the commission, such as Commissioners Nicholas Johnson, Lee Loevinger and James Wadsworth (BROADCASTING, Oct. 23, 16).

Mr. Cox, considered the most hawkish of the FCC commissioners on CATV regulation, spoke last week at the Minneapolis regional meeting of the National Cable Television Association. But later in the week, cable TV operators heard reassurances on origination from Sol Schildhouse, chief of the FCC's CATV Task Force, speaking at the NCTA regional meeting in Kansas City, Mo.

Mr. Cox raised two specters for the CATV industry: either it will become a common-carrier utility or, the FCC will impose the obligations of broadcasters on CATV as the cable industry goes more heavily into program origination.

Suppose, he asked, the commission or Congress were to bar all over-the-air broadcasting: "Would you become common carriers . . . simply providing channels for all who request them but barred from controlling the intelligence to be transmitted?" Or, he added, suppose CATV continued its present course of providing originations under the control of the owners of cable systems—where would programs come from to fill the 20 channels that seem to be in CATV's future?

There might be more networks, but not 20, or even 10, he said. In order to fill the remaining channels, CATV operators would have to buy programs, add equipment and personnel. They might be able to pay for this extra outlay by selling advertising, or by raising rates, or, he added, by adding on a separate charge for access to this channel. . . .

**Broadcast-Type Regulation** ■ Since there would no longer be any broadcast stations, he continued, the commission or Congress might very well impose the very obligations now carried by broadcasters—a balanced program schedule; full, local-news service; discussion of local issues; service to local religious groups; carriage of local civic organizations.

"What has been," Mr. Cox observed,

"a rather simple business would become a very complex one, with all the problems you now have plus almost all the broadcasters now struggle with."

He suggested, however, that certain types of originations might be favored. These would be services provided by the CATV systems where no broadcaster provides them, such as news programs, discussion programs on local issues, local talent and local political candidates. But, he stressed, no commercials.

The obverse of Mr. Cox's presentation was made to cable operators by Mr. Schildhouse, who called attention to what he characterized as increasing favor for originations on the part of Commissioners Johnson, Wadsworth, Loevinger and, Mr. Schildhouse said, even Commissioner Robert T. Bartley who indicated earlier this year, the FCC official said, that he would not object to program origination once the copyright contest is settled.

"Now, I don't think that local origination is going to solve all of CATV's problems," Mr. Schildhouse cautioned. "Like some of you, I believe that the pitfalls are numerous, the economics kind of uncomfortable. But the evidence suggests that regular involvement with things of local interest does help to get and keep subscribers, does get you into the fabric of influence, and promises to serve the public interest."

### Staggers picks Guthrie

House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) last week confirmed reports that a communications-law specialist from the Office of the Legislative Counsel—the House's bill-drafting agency—has been named committee communications counsel. Robert F. Guthrie, 42, who has worked with the committee on communications matters, will assume his new duties Nov. 1.

Mr. Guthrie has been with the Legislative Counsel's Office since 1956. He received his law degree from the University of Michigan.

The communications-counsel position was held by Kurt Borchardt until a year ago when he left to accept a Harvard professorship.



## They were followed through mine fields and sniper fire by a man in a taxicab.

It was Tuesday, June 6. Second day of the Arab-Israeli war.

The makeshift sign had been tacked up at a Tel Aviv taxi stand: "Anywhere In Greater Israel."

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He told the cab driver to head for El Arish in the Sinai, where early ground fighting had broken out.

Just short of the frontier, they were stopped. The road had been bombed out. But Jerry Landay wasn't about to be forced back without a story.

He found a column of Israeli halftracks on their way to mop up operations in the Arab stronghold of Gaza City. Jerry and his taxi joined them.

The convoy was just approaching the city when they hit the mined roadblock. The vehicle in front of Jerry's cab was blown up.

Then came the sniper fire. Jerry hunched down in his seat, scribbling notes as bullets ripped into the roadway.

Israeli halftracks moved in to protect the cab. In

minutes their machine guns blasted out the snipers.

Finally, meter still ticking, the old DeSoto taxicab delivered Jerry Landay into the burning streets of Gaza City. The first foreign correspondent to enter since its fall.

For Group W audiences in the United States Jerry Landay's on-the-scene coverage was a change from the conflicting Arab and Israeli statements made in the early hours of the war.

His description of the pockmarked walls, the white handkerchiefs dangling limply in surrender over the doorways, could only have come from a man who had been there while the news was still news.

It was only one incident. But it was typical of the way we covered the Middle East war. And just one example why people count on Group W stations for news. They know they'll hear it. No matter what we have to go through to get it.



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# Ad hoc group plans recommendations

## ATTEMPS TO RESOLVE CABLE-BROADCASTER DIFFERENCES

The ad hoc broadcaster-CATV committee, which has been meeting since early in the summer to produce alternatives that might be acceptable to the National Association of Broadcasters and the National Cable Television Association, is getting its recommendations ready for presentation to the trade associations prior to their respective board meetings.

Nine broadcasters and nine cable operators met in Washington Oct. 18 to summarize and further develop the conclusions reached at the committee's Sept. 14 meeting. The committee is headed by George Hatch, KUTV(TV) Salt Lake City, and Alfred Stern, Television Communications Corp., New York.

Before any further full committee meetings, however, there will be meetings of the impact and radio subcommittees and probably a meeting with executives of the All-Channel Television Society to discuss problems that may be exclusive to UHF.

The session was described by Messrs. Hatch and Stern as "a good one" in which the participants "got closer to the facts than before."

The committee was originally formed ostensibly to let broadcasters and CATV operators sit down outside of NAB and NCTA councils and resolve problems of both groups with proposed new copyright language. The committee has since broadened its base and is seeking to reach an understanding in other areas, such as exclusivity, CATV origination, cable impact on radio and UHF, status of translators, etc.

Last week's meeting saw the committee endorse the impact test proposed for Goshen, Ind., by Valley Cablevision (jointly owned by WSJV[TV], WSBT-TV and WNDU-TV) (BROADCASTING, Sept. 18, Oct. 16), although it was felt the impact subcommittee should meet to help develop more specific criteria for the test. The committee also felt there should be another test market, one in which there were independents so any impact on them could be measured. However, it did not endorse Philadelphia where Triangle is seeking test approval.

There was also some thought given to seeing if one government agency could be given the job of interpreting the new copyright bill, once it is passed. The feeling was that technology is changing so rapidly that language written into copyright law next year could have a different meaning only a few years later and that technological developments still unknown will have an effect on copyright. The committee was "leaning

away" from recommending that the interpretation be taken over by the register of copyright, since his office's experience in this area is limited.

Attending last week's meeting from the broadcasters were: Mr. Hatch; Everett L. Dillard, WASH(FM) Washington; John F. Dille Jr., Communicana Group of Indiana; John English, WSEE-TV Erie, Pa.; Carl Lee, Fetzer Stations, Kalamazoo, Mich.; Henry E. Rhea, Triangle Stations, Philadelphia; Roger Rice, WHC-TV Pittsburgh; William Schroeder, WOOD-TV Grand Rapids, Mich.; Charles C. Woodard Jr., Westinghouse Broadcasting Co., New York.

Cable operators were: Mr. Stern; Benjamin Conroy Jr., Gencoe Inc., Uvalde, Tex.; Douglas Dittrick, General Electric Cablevision, Schenectady, N.Y.; Harry Harkins, Webster TV Cable Co., Webster Springs, W. Va.; Richard A. Moore, Southwestern Cable Co., San Diego; Robert Regan, Minnesota CATV Inc., Mankato, Minn.; Albert J. Ricci, New England Video, Keene, N. H.; Edgar P. Smith, Time-Life Broadcast Inc., New York; W. Clarke Swanson, Highlands Cable TV Corp., Avon Park, Fla.,

and W. Randolph Tucker, United Cablevision Inc., Stamford, Conn.

As usual, NAB and NCTA had observers present at the session in Washington.

## NCTA has travelling public-relations kit

The cable TV industry, which once upon a time used to be considered a cut above straw-chewing, small town, little businessmen, but which has learned the ways of big-industry public relations, has taken another step up the ladder of sophisticated, government-relations practices: It now has a 12½-minute tape and film strip presentation contained in a 15-pound attache case for what the National Cable Television Association calls a "Capitol Hill Presentation." This consists of a message from NCTA President Frederick W. Ford, and 46 color slides coordinated with the taped message.

NCTA suggests that each cable operator make a definite appointment with his congressman or senator. NCTA furnishes the "Courier" unit, and supplies latest statistics on the size and importance of CATV in the lawmaker's own district or state.


# AMCI BROADCASTING ANTENNAS

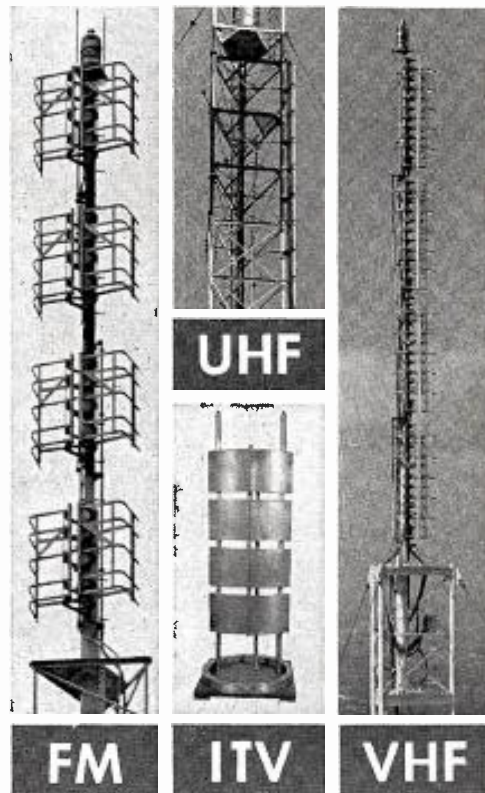
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# Much ado about translators

## FCC gets comments on proposed liberalization of minipower booster rules

The FCC's proposed revamping of its television translator rules generated a spate of comments last week, generally from broadcasters who favor a liberalization of past commission policy. There were a few discordant filings, however, principally from CATV operators. They suggested the commission end its piecemeal approach to such regulation by calling a halt to the inquiry because it appears to be enveloped in an "economic protectionist climate." More than 40 comments were filed.

The rulemaking, proposed in June, was instituted in an effort to help television meet the needs for off-the-air service that have led to the establishment and rapid growth of the CATV industry (BROADCASTING, June 19). The commission noted that the spread of CATV has resulted in serious competitive problems for translators. With the use of microwave relays, CATV also has furnished large numbers of signals and obtained funds from subscription fees causing a drop in the public demand for translators.

Key rulemaking proposals would: permit power increases from 1 w to 10 w for VHF translators west of the Mississippi River, permit a station to own or financially support VHF translators outside its grade B contour, impose nonduplication restrictions on translator operations, and allow translators serving as relays to originate programs or broadcast local slides and voice announcements containing limited advertising.

With few exceptions broadcasters and several engineering firms supported the power increase. NBC proposed an increase for all translators, regardless of location, while the National Association of Broadcasters suggested that such an increase should be authorized solely upon an "individual showing of need" and should cause no interference to other stations or other translators. The Association of Maximum Service Telecasters proposed that higher power authorizations should be accompanied by tightened technical standards.

**Magic Line** ■ Scripps-Howard Broadcasting Co. (WMC-TV Memphis, Tenn.), complained of what it called the commission's "illogical" restrictions in establishing the Mississippi as a boundary.

Scripps-Howard, operator of 10 VHF translators, cited a "great need" for increased power levels for translators east of the river. It proposed that the commission structure future translator operations on the zone principle of TV allocations with permissive power authorizations of from 5 w to 10 w.

Station ownership or financial support of translators drew favorable support from, among others, NAB, which said that regular TV licensees would be the "best means of insuring that translators will be adequately financed." Screen Gems of Utah (KCPX-AM-FM-TV Salt Lake City), viewed such a proposal as "parasitic," however, fearing all translators that broadcast a network signal would eventually want a piece of network money, thereby causing "unwarranted competition" on smaller television stations.

ABC supported station ownership, if



### MBS's new symbol

The Mutual Broadcasting System has introduced a new logo design to symbolize its involvement in electronics and its global operations. MBS President Matthew J. Culligan (in photo) noted that the logo begins with an oscilloscope line, the symbol of electronics, and added that the line, superimposed across an elliptical illustration of the globe, cuts across grid lines to spell out the word "Mutual." Network stations will be supplied with decals, ad mats, give-away souvenirs and other promotion items highlighting the new trademark.

The basic design was conceived by Mr. Culligan and developed by the art department of BBDO New York.

the translator is located within the grade B contour of any other station located in the same market as that of the station seeking a translator application, and if the translator is not located within the grade B contour of any TV that "substantially duplicates" the network programming of the station to be translated.

AMST urged the commission to drop distinctions between VHF and UHF translators. It said the commission "should permit the applicant to select the type of translator which best suits the needs of the area to be served." Springfield Television Broadcasting Corp. noted that UHF translators are more expensive to construct, operate and maintain, and that they have failed the "ultimate test for a broadcast facility"—to provide adequate coverage. The value of VHF translators to the growth of UHF broadcasting, Springfield said, is "demonstrable."

Proposals to use translators as relays conjured up the image of "leap-frogging" which NAB warned should not be permitted.

**CATV-like Rule** ■ Nonduplication restrictions similar to present CATV rules should be imposed on translator operations, the broadcasters proposed, though NBC felt that "it would seem more advisable not to promulgate rules for a seldom-occurring situation which is not really a problem in practice." That problem, if it exists, is better left to arrangements made among translators, originating stations and program suppliers, NBC urged. Another solution to potential duplication disputes, Double-day Broadcasting Co. said, would be to require all translator applicants to file with the commission a written copy of rebroadcast consent between originating station and translator.

Areas underserved by full network programming would receive a larger portion of such programs under an ABC proposal that would allow translators to be established without nonduplication protection for stations that carry less than 85% of the "substantially full" network schedule.

AMST proposed that if a translator is located beyond the predicted grade A or grade B contour of the primary station, but within the grade A or B contour of another station, it should be prohibited from duplicating the other station's programs if an objection is raised. Nonduplication protection should be given only to actual service from the station, it added, "otherwise viewers in the area might have no access to duplicated programs off-the-air at all."

Translator program origination drew virtual unanimous opposition. WGAL Inc., Lancaster, Pa., said that it could "conceive of no justification that can presently be made to warrant altering"

the translator's role as a rebroadcasting service.

**A Possible Conflict** ■ NAB viewed origination as a "bad precedent" that would eventually lead to a conflict between rebroadcasting programs and originating other material. Screen Gems claimed that advertising revenues of the primary station would diminish if translators are permitted to substitute ads during the programs they are receiving and rebroadcasting "free of charge."

NBC, however, supported such origination because it would provide the translator "with an additional source of revenue needed to support the operation and insure continued service to the community." Outside of technical standards, further regulation is unnecessary, it said.

If broadcasters could find little comfort in translator programs origination, CATV interests could find less in the scope of the commission inquiry. For the National Cable Television Association the setting of translator policy represented the "height of folly" since the commission's CATV policy is still in a state of "considerable flux." Whatever conclusions the commission may reach about the economic impact and program duplication of CATV will apply "with equal force" to translators, the association warned, because translators "waste" the spectrum and CATV systems do not. The entire inquiry, NCTA suggested, should be suspended pending the completion of the commission's specialized spectrum study (BROADCASTING, Aug. 21). "To do otherwise," it said, "is to increase the risk of inadequate policy formulation due to piecemeal consideration."

## Baldwin-Montrose makes TV plans

A national chemical company, headed by a one-time executive of Official Films Inc., is poised to become a significant element in television station ownership. The company is the Baldwin-Montrose Chemical Co., New York, and it is awaiting FCC approval for its control of Chris Craft Industries Inc.

Baldwin-Montrose has acquired 25% ownership of Chris Craft common stock, and has signed an agreement to acquire 150,000 additional shares from the existing Chris Craft controlling group which will expand B-M's ownership to 35% of the publicly held boat-building firm that also owns KCOF(TV) (ch. 13) Los Angeles, KPTV(TV) (ch. 12) Portland, Ore., and WTCN-TV (ch. 11) Minneapolis-St. Paul, all independents (BROADCASTING, Sept. 11). Chris

Craft is traded on the New York Stock Exchange; Baldwin-Montrose on the American Stock Exchange.

President of Baldwin-Montrose is Herbert J. Siegel, who for five years was secretary of Official Films Inc., and for two years, 1958-1960, was chairman of the Seeburg Corp. Mr. Siegel is a son-in-law of attorney Issac D. Levy, a founder of WCAU Philadelphia, and a long-time director of CBS Inc. A director of Baldwin-Montrose, Lawrence R. Barnett was president of the Music Corp. of America (now MCA Inc.), and of General Artists Corp.

Both Mr. Siegel and James J. Rochlis, president of Baldwin-Montrose, were elected to the board of Chris Craft last April.

In 1965, Baldwin-Montrose bought 143,000 shares of Paramount Pictures Corp. but sold this interest to Gulf & Western Industries Inc. in April 1966 after disputes and litigation with the then management of Paramount. Baldwin-Montrose had bought 125,000 Paramount shares for \$65 a share; the sale to Gulf and Western was at \$83 a share.

Prior to its Paramount stock acquisitions in 1965, Baldwin-Montrose sold its 70% interest in General Artists Corp. back to management.

C. Leonard Gordon, a vice president and general counsel of Baldwin-Montrose, is slated to become the executive of TV activities when the transfer of control is consummated.

Its agreement to buy 150,000 shares of Chris Craft from controlling stockholders associated with the holdings of Shields & Co., is subject to FCC approval, expected shortly. The selling Chris Craft stockholders will receive \$40 a share. Chris Craft closed Thursday at 36¾, Baldwin-Montrose closed at 15¼ the same day.

As of Dec. 31, 1966, Baldwin-Montrose had net sales of \$10 million, and net income after taxes of \$1.15 million (\$1.02 a share). Other extraordinary income raised the per-share earnings to \$2.17. The company, which is engaged in manufacturing chemicals (including DDT), plastics and foam rubber had total assets at the end of 1966 of \$27.7 million, of which \$15.4 million were current assets. Current liabilities totaled \$1.4 million; long term debt, \$12.2 million; capital surplus, \$4.9 million and retained earnings, \$3.9 million.

For the same date, Chris Craft had total sales of \$72.25 million, with television supplying \$12.13 million, and a net income after taxes of \$2.9 million (\$1.75 a share). Total assets of Chris Craft were \$93.4 million, of which \$45.3 million were current. Current liabilities were \$12.8 million, long term debt, \$26.7 million, and retained earnings, \$22.9 million.

## Fog lifts from station ID's

By adopting KABL rule  
FCC clarifies limits in  
station identifications

The FCC announced adoption last week of what will probably be known as the KABL rule on station-identification announcements, and at the same time released examples of how the new rule will be applied.

The rule is designed to prohibit a station from making identification or promotional announcement or from carrying any material that would lead a listener to believe the station is assigned to a location other than that specified in its license.

The rule was adopted on a 4-to-2 vote, with Commissioners Robert E. Lee and Kenneth A. Cox voting for the order with the concurrences of Commissioners James J. Wadsworth and Nicholas Johnson. Chairman Rosel H. Hyde and Commissioner Lee Loevinger dissented.

The commission announcement noted that the rule is an outgrowth of the decision in a case in which KABL Oakland, Calif., had been accused of violating the station-identification rule. The commission concluded that the station had obeyed the rule by announcing its call letters and licensed location at the required times. However, the commission held that the station had violated the intent of the rule by broadcasting announcements tending to link the station with San Francisco (BROADCASTING, Dec. 19, 1966).

**Groundless Fears** ■ The commission dismissed as without foundation the fears of some who had opposed adoption of the rule on the ground it would inhibit public-service announcements, programs and advertising covering area-wide interests. "We have repeatedly stated that a station has an obligation to serve its entire coverage area, and the broadcast of public-service announcements and other programming, including news . . . of interest to persons in its entire coverage area is not inhibited by the proposed rule," the commission said.

But, in pointing up its underlying concern, the commission added: "The primary responsibility of a licensee is to 'serve a particular city, town, political subdivision or community . . . specified in its station license.'"

The commission also rejected suggestions that it change licensing prac-

## One judge had a lot of questions on merger

Only one of three judges hearing the ABC-International Telephone & Telegraph Corp. merger argument Oct. 17 in Washington did much questioning (BROADCASTING, Oct. 23).

He is Circuit Judge Carl McGowan, appointed to the bench in 1963 by President Kennedy.

Although most court-watchers warn that a judge's questions seldom indicate the way he is going to vote, several of Judge McGowan's interrogations give some evidence of his attitude.

■ At one point, when Lionel Kestenbaum, the Department of Justice lawyer, was questioning the validity of the FCC accepting ITT's assurances that it would help in developing UHF, Judge McGowan asked: "Do you think I'm better qualified to judge this than four members of the commission?" Later, he

added: "Are you ready to go back and show that ITT does not have an interest in UHF?"

■ At another point when Mr. Kestenbaum was talking about antitrust policy, Judge McGowan interjected: "Are the powers of the FCC less than other agencies in this respect . . .?"

■ When Mr. Kestenbaum contended that the merger would result in the loss of ABC's independence in the regulatory field, Judge McGowan asked: "Is loss of independence by ABC sufficient for denying the merger?"

■ Judge McGowan also asked whether any relationship had been established between the ABC-ITT merger, and the existing NBC-RCA connection; he seemed unhappy that nothing on this subject was in the record.

tices to permit stations to identify themselves with entire metropolitan areas. "Until such time as we may consider revising our basic policy in allocating facilities, we shall continue to license stations primarily to serve their own communities and secondarily . . . their entire coverage areas," the commission said.

**Examples** ■ Among the examples of announcements that the commission said would comply with the rules is one in which a station licensed to a suburban community, Suburbia, but which also provides primary coverage to substantially all of the adjacent metropolitan area, says, "This is XXXX, Suburbia, serving the greater Principal City area."

However, the station would be in violation of the new rule if it said: "Station XXXX, Suburbia, in the air, everywhere, over Principal City," for this "would appear designed to create the impression that XXXX is licensed to both cities or, indeed, to Principal City alone."

Other examples of violations given by the commission:

■ Station XXXX is licensed to Central City only, but it broadcasts an announcement that it is "Station XXXX, serving Central City-Nearby City."

■ Station XXXX, licensed to Suburbia, broadcasts an announcement either at the time for station identification or at any other time that "This is XXXX, covering the Greater Principal City area." The commission noted that such an announcement appears designed to lead listeners to believe the station

is licensed to Principal City rather than Suburbia.

■ Station XXXX correctly identifies itself as located in Suburbia at the times required in the rules for station identification, but at other times refers to its location as "Here in Principal City" or makes other references that would be inconsistent with the station's assignment to Suburbia.

■ Station XXXX, licensed to Suburbia, gives its call letters and licensed location as required by the rules but at other times broadcasts such statements as "In the air, everywhere, over Principal City; this is XXXX, a symphony of sound designed for Principal City," or "This is XXX with enchanting music for Principal City, the world's most enchanting city."

■ Station XXXX, licensed to Suburbia, broadcasts many "vignettes" referring to places or historical events associated with Principal City. "The wording of the 'vignettes' makes it evident that they are designed to create the impression that XXXX is assigned to or located in Principal City."

## NABET strike moves into sixth week

The Federal Mediation and Conciliation Service invited representatives of ABC and the National Association of Broadcast Employees and Technicians to a meeting today (Oct. 30) in an-

other effort to end the 38-day strike by the union against the network.

No negotiation sessions have been held since Oct. 20 when NABET rejected the latest ABC offer (BROADCASTING, Oct. 23). The network proposed a weekly wage of \$270 a week for most technicians in the final year of a four-year contract. NABET insisted upon a \$275 weekly rate, plus a shorter working week and a paid lunch period.

In a related action, the American Federation of Television and Radio Artists last week voted to impose additional fines on those members who had crossed NABET picket lines at ABC. The latest to be fined in New York were disk jockeys Herb Oscar Anderson, \$11,000; Dan Ingram, \$7,500; Ron Lundy, \$6,300; Charles Greer, \$6,300; Chuck Leonard, \$6,000, and Alan Grant, \$1,400. Earlier the union had fined four newsmen in New York a total of \$48,000.

AFTRA's Chicago local last week fined several of its members for crossing the NABET picket line when they returned to work without union approval. WBKB-TV Chicago newsmen Joel Daly was fined \$6,000 while Bill Frink, WBKB-TV sportscaster, and Clark Weber, WLS disc jockey, each were fined \$4,000.

Three other WBKB-TV staff members also were fined: Dave Martin, newsmen, \$3,675; Joe Templeton, newscaster, \$3,500; and Shari Blair, newswoman, \$2,100. AFTRA still plans hearings on alleged violations by WBKB-TV weatherman Peter Hale and program host Irv Kupcinet, columnist for the *Chicago Sun-Times*. Most indicated they intend to appeal the fines.

## NBC Radio sessions underway in San Juan

NBC Radio's annual affiliates convention this week in San Juan, P. R., has an agenda packed with reports of top management and operational executives and a promised attendance of approximately 250.

Activities were to start Sunday night (Oct. 29) with a welcoming reception by Walter D. Scott, NBC board chairman, Julian B. Goodman, NBC president, and Stephen B. Labunski, president, NBC Radio division.

Mr. Labunski, who is to present this morning (Oct. 30) a report billed as "major," will be followed to the rostrum by Marion Stephenson, vice president, administration, NBC Radio division; Robert Wogan, NBC Radio network vice president, programs, and Raymond T. O'Connell, NBC Radio's director, station relations. Mr. Goodman will address



**On April 24, 1967, one war in Vietnam ended. And a new one began.**

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U.S. Marines versus North Vietnamese in a 12-day battle for three hills known as 861, 881 North and 881 South.

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We could have quit there. But facts alone aren't always enough. Somebody has to put them into perspective. Rod MacLeish did just that.

MacLeish is a veteran news correspondent, a student of Vietnamese history and one of Group W's commentators.

He saw the battle as a turning point in the war.

To him, it was the end of America's limited struggle on behalf of South Vietnam. The end of North Vietnam's limited struggle on behalf of the communist Viet Cong.

There were no Viet Cong involved in this bloody

siege. No South Vietnamese. The original combatants had outgrown their original purpose. Now the battle was one of ideologies—anti-communism versus anti-imperialism.

New motives. And a new war.

Perhaps Rod MacLeish was right. Perhaps not. In any case, he forced his audience to look beyond the day to day fighting into some of the basic issues that men are dying for.

We think it's important to have men like Rod MacLeish and his colleagues Erwin Canham and Carl Rowan. Not to simplify the facts or come up with a handful of pat answers. But to point out the complexities and ask some intelligent questions.

Because we aren't satisfied just to gather news and report it.

We feel it is up to us to make you think about it.



WESTINGHOUSE BROADCASTING COMPANY

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NEW YORK WINS  
PHILADELPHIA KYW - KYW-TV  
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PITTSBURGH KDKA - KDKA-TV  
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For 25 years ads like these have been prepared by advertising agencies who volunteer their services. Radio and television give time on the air; space is donated by newspapers and magazines. Last year alone, for example, business publications like this one gave more than a million dollars' worth of space in the public interest through The Advertising Council of which the American business press is a part.



25 years of advertising contributed for the public good

the delegates formally later in the morning, and will include a presentation to Morgan Beatty, who retired last month after 26 years with NBC News.

A news panel and two presentations are on the Tuesday (Oct. 31) schedule along with a windup evening reception and banquet with entertainment.

The news panel will be made up of network news correspondents David Brinkley, Bill Ryan and Howard Tucker; William B. Monroe Jr., director of NBC News in Washington, and Gene Slaymaker, news director of WFBS Indianapolis. Mr. Labunski will serve as moderator.

The presentations: a report by Raymond F. Eichmann, director, research and planning, NBC Radio division, and a speech by Miles David, president of the Radio Advertising Bureau.

## Philadelphia TV still against CATV test

Suburban Cable TV Co.'s continuing efforts to effect a CATV experiment in the Philadelphia market drew stiff opposition from one of the independent stations that helped to defeat the original Suburban proposal. Suburban, a wholly owned subsidiary of Triangle Publications, Philadelphia, group-station-CATV owner, has asked the commission to reconsider its September rejection of the proposed experiment (BROADCASTING, Oct. 9).

Renewed opposition came from Philadelphia Television Broadcasting Co., WPHL-TV, in the form of a strongly worded telegram sent to President Lyndon B. Johnson, Pennsylvania Senators Joseph S. Clark (D) and Hugh Scott (R), and the seven FCC commissioners. The broadcaster alleged that Triangle's reconsideration request was not only a "continuing effort to breach the over-all policy of the FCC" but also was an attempt "to abort the growth of independent television in a major market." The broadcaster also accused Triangle of attempting "to throttle" its independent TV competition.

Noting the diversified media holdings of Triangle, which Philadelphia TV termed a "monopolistic enterprise," the broadcaster claimed Triangle "cannot and should not be permitted to fragment and destroy viewing bases" for local independents by distant-signal importation of other independent TV's. "Public policy does not compel derailing of television's second round of growth for the sake of additional profits and an increase in monolithic power on the part of the power-hungry publishing industry in this market," the broadcaster said.

The Telegram was signed by Aaron J. Katz, president of Philadelphia Television.

BROADCASTING, October 30, 1967

# CBS molds new group for EVR

## Kalinski to head CBS/Comtec Group that includes CBS Labs, CBS/EVR and new TV Services Division

In a major realignment, CBS President Frank Stanton last week announced the formation of the CBS/Comtec Group and the appointment of Felix A. Kalinski as its president.

The new group encompasses the CBS Laboratories Division, a new CBS Television Services Division and CBS/EVR Inc., and the announcement suggested other components may be added later.

Merle S. Jones, president of the CBS Television Stations Division since 1958, is moving into the CBS corporate echelons as vice president and general executive, with managerial and investment responsibilities in connection with foreign activities of CBS.

Robert D. Wood, who has been executive vice president of the CBS Television Stations Division for the past year with responsibility for the five CBS-owned television stations and for CBS Television Stations National Sales, becomes president of the CBS Television Stations Division.

Frank J. Shakespeare Jr., who has been executive vice president of the TV Stations Division in charge of international and film syndication activities and community-antenna TV interests, becomes president of the new CBS Television Services Division, to which are also transferred the primary functions for which he was responsible in the TV Stations Division. Mr. Shakespeare's new division will also manage CBS's investments in TV-related fields and offer foreign TV operations consulting services and technical assistance formerly handled through the TV stations division.

**Major Aim** ■ The new CBS/Comtec Group gets its name from its primary responsibility: "communications technology." Its assignment: "The development and application of communications technology in education, industry and the home."

The new group's president, Mr. Kal-

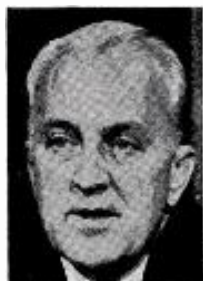
inski, was named last month to head the planning for production and worldwide distribution of the CBS Labs' revolutionary EVR television recording and playback system for home and classroom use, to which has since been added a TV broadcast version, called Broadcast EVR (BROADCASTING, Oct. 23). Mr. Kalinski has also been president of the recently formed CBS/EVR Inc., now a component of his new group.

"The CBS/Comtec Group," Dr. Stanton said, "will spearhead CBS's efforts to develop and exploit new communications technologies and systems. The group will be responsible for research, development, design engineering and manufacture of prototype equipment, and for marketing.

"As communication technology continues to expand, not only in the U. S. but throughout the world, applications to education and commerce provide opportunities of far-reaching importance. Some of these areas are particularly interesting to CBS and we believe we have the capability to make an important, and also rewarding, contribution to them."

**Varied Interests** ■ The CBS Labs, a component of the new group, is headed by Dr. Peter C. Goldmark and is extensively engaged in research and development for both government and industry. Its recent developments, in addition to the EVR and Broadcast EVR, include the Linotron electronic system for composing pages on film at speeds said to exceed 1,000 characters a second, which was recently installed in the U. S. Government Printing Office; the electronic systems that enabled lunar orbiters to transmit pictures of the moon's surface; various applications of the laser, and aerial reconnaissance systems currently in use in Vietnam.

Mr. Kalinski was in charge of planning for CBS before he was put in charge of EVR operations last month



Mr. Jones



Mr. Kalinski



Mr. Shakespeare



Mr. Wood

(BROADCASTING, Sept. 4).

Mr. Jones is moving into a corporate vice presidency after service in a number of CBS key posts including the presidency of CBS Television before that division was divided into separate TV network and TV stations divisions. As president of the latter since 1958, he has presided over what is generally considered the biggest divisional contributor to CBS profits. He joined CBS in 1936.

Now 62, Mr. Jones will reach retirement in about three years.

Mr. Wood, the new president of the TV Stations Division, has been associated with CBS since 1949 in a number of sales and management posts including vice president and general manager of CBS's KNXT(TV) Los Angeles before his promotion to an executive vice presidency of the TV Stations Division.

Mr. Shakespeare, an executive vice president of the TV Stations Division for the past three years, joined CBS in 1950, became manager of wxix(TV) Milwaukee in 1957, when the station was owned by CBS, and moved up to the general managership of wCBS-TV New York in 1958. He was named senior vice president, CBS-TV Network Division, in 1965.

## San Diego case up to high court

### FCC's authority to regulate CATV may be decided if court rules on broad issue

The question of the FCC's authority to regulate the cable television industry may be decided finally by the U. S. Supreme Court, which last week agreed to review the San Diego CATV case.

The case will be argued in March of next year and a decision is expected before June 1968 when the court's session ceases for the summer.

The appeal for review was made by the FCC and the Department of Justice, following a Ninth Circuit Court of Appeals decision that implied the commission lacks authority over CATV. The FCC raised two questions in its petition for review to the Supreme Court: (1) Does the FCC have jurisdiction to regulate nonmicrowave

CATV's and (2) if it does, may it issue interim orders to maintain the status quo while a hearing is held to determine the CATV impact on existing or future TV stations?

One of the arguments advanced by the FCC that is believed to have impressed the court is the fact that the D. C. Circuit Court in Washington last July upheld the FCC's authority over CATV (BROADCASTING, July 3). This involved Buckeye Cablevision Inc. and its CATV operation in Toledo, Ohio.

There is a question among some Washington lawyers whether the Supreme Court will actually rule on the jurisdictional issue. This is because, it's explained, the ninth circuit ruled on the commission's power to issue a stay order against the CATV systems in San Diego—that this was illegal because the commission has the power only to issue such orders against licensees. CATV systems are not licensed by the FCC. The ninth circuit decision, however, implied doubts that the commission is legally empowered to regulate CATV, but it did not rule specifically on this point.

In any event, some lawyers believe that the Supreme Court, if it desires, could rule on the narrow issue of the stay order and avoid the broad jurisdictional question completely.

**Mark Time** ■ The Supreme Court's action in accepting review may delay a decision from the Eighth Circuit Court of Appeals where the principal issue is the FCC's authority over CATV. This is a surmise, however, since the circuit court, which heard arguments on the case only two weeks ago in St. Louis (BROADCASTING, Oct. 23), can if it wishes go ahead with its consideration of the case without reference at the present time to the Supreme Court's review action.

The Supreme Court's decision to review the San Diego cable-TV case was announced Oct. 23. The clerk of the court has informed attorneys in the case that it will be argued in March 1968, and that the FCC and other petitioners must file briefs by Dec. 7. The CATV parties are given 30 days after this to file replies.

In announcing that it will accept the case, the court noted that Associate Justices William O. Douglas and Thurgood Marshall did not participate in the deliberations. Justice Marshall, who took his seat on the bench earlier this month, was solicitor general of the United States last July when the petition was filed by the FCC and his name is on the petition, so his abstention was expected. Why Justice Douglas did not participate is not known.

**Copyright Too** ■ There is a second petition for a hearing pending in the Supreme Court, also involving CATV. This is the United Artists-Fortnightly



### A new broadcast center for the Hub

RKO General Broadcasting Stations, group broadcaster and licensee of WNAC-TV and WRKO-AM-FM, all Boston, has broken ground in that city for a \$2.7-million broadcast center at 40 Hawkins Street.

The five-story building, covering

100,000 square feet, will include three studios for WNAC-TV and four studios for WRKO-AM-FM. All are designed for audience participation. Target date for occupancy is Aug. 15, 1968, according to RKO General Broadcasting Stations.



copyright litigation which involves the ruling by a federal judge that CATV is a "performance" under the present copyright law and makes cable systems liable for payments to copyright holders. This ruling was upheld by the Second Circuit Court of Appeals in New York last May. Fortnightly Corp., then a CATV operator in West Virginia, asked the Supreme Court to review this ruling last month (BROADCASTING, Sept. 18).

The San Diego case involves two separate CATV systems, each serving different sections of the greater San Diego area. One is Mission Cable TV Inc., serving 27,000-odd subscribers in El Cajon, La Mesa, Chula Vista as well as seven sections of the city of San Diego and four areas in the unincorporated sections of San Diego county. Mission is owned by multiple CATV owner Trans-Video Corp., headquartered at El Cajon, Calif. Last August, Trans-Video Corp. became a 100% subsidiary of Cox Broadcasting Corp., which, through another subsidiary, Cox Cablevision Corp., is also a multiple CATV owner. Cox Cablevision is also a 20% owner of Buckeye Cablevision, one of the principals in the Toledo case. The *Toledo Blade* interests own the remaining 80% there.

The other principal in the San Diego case is Southwestern Cable Co., which serves about 3,200 customers in the northern area of the city. Southwestern Cable is principally owned by former broadcaster Richard A. Moore and oilman Edwin Pauley. Trans-Video Corp. holds an 8% interest in Southwestern. Both CATV systems serve their customers with local TV and Los Angeles signals.

Following the issuance by the FCC of its Second Report and Order last year, involving jurisdiction over all CATV systems, Midwest Television Inc., a group broadcaster owning KFMB-TV San Diego, protested that the San Diego cable systems were jeopardizing the economic health of the San Diego TV stations by bringing in the Los Angeles programs. The CATV systems replied that the Los Angeles stations placed a grade-B signal over most of San Diego and that this was permitted under the FCC's CATV regulations involving the top-100 markets. This rule prohibits a CATV system from importing the signals of any TV stations beyond their grade-B signals into any of the top-100 markets. San Diego is 54th.

**FCC Order** ■ The FCC set the protest by KFMB-TV, joined by KAAR(TV) and KJOG-TV (under construction), for hearing and issued an order prohibiting the CATV systems from expanding into other areas of the market. The only exception to this stay was the

continuance of the Los Angeles TV to existing customers or to those who had ordered service on or before Feb. 15, 1966, the effective date of the new CATV rules. The commission also said the CATV systems would expand into new areas if they provided only local San Diego TV service.

The CATV systems won a temporary restraining court order against the FCC's prohibition, but, following reargument, the Ninth Circuit imposed its own cutoff date of Aug. 23, 1966. Last April the Ninth Circuit held that the FCC lacked the power to issue a temporary stay against nonlicensed CATV systems (BROADCASTING, May 8). It also implied that the commission does not have authority to regulate cable television.

In the meantime the parties litigated their case before an FCC examiner who last month issued his initial decision, holding that the TV stations had failed to prove any adverse impact on their operations and recommending the lifting of restrictions on the San Diego CATV systems (BROADCASTING, Oct. 9). In addition to the parties in the Supreme Court case, other San Diego TV stations are KOGO-TV, and XETV (TV) and XETW(TV), both Tijuana, Mexico. There is a CP for an educational noncommercial channel 15 station and an unassigned commercial channel in San Diego.

## Putting the heat on the FCC

Panel on agency's role with public gets radical comments from audience

Four participants in a panel discussion on the FCC's role in protecting the consumer offered, each in his own way last week, a prescription for greater public involvement in regulation of broadcasting. But if the panelists thought they were offering radical proposals, they were made to appear, by the time the evening was over, like members of the Union League Club. They were plain outdared by their audience.

There they were, in a crowded second-floor meeting room of the Institute for Policy Studies, a four-year-old "independent center for research, educational and social invention on public policy problems" in Washington:

John Banzhaf III, of New York, the 27-year-old lawyer whose complaint led to the FCC ruling that the fairness doc-



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## Missouri's delegate was an old friend

Maurice B. Mitchell, former president and editorial director of Encyclopaedia Britannica Inc., became the 13th chancellor of the University of Denver Oct. 20. And there was a familiar face from Dr. Mitchell's broadcasting days at the ceremony in the person of Hugh B. Terry, president and general manager of KLZ-AM-FM-TV Denver, appointed an official delegate representing the University of Missouri at the affair. KLZ carried the new chancellor's inaugural address live, and then repeated it later that evening. Color film highlights of the ceremonies were also telecast during news programs by KLZ-TV.

In addition to having been a New York newspaperman, Dr. Mitchell's past offices include being general manager of WTOP-AM-FM Washington, and first head of the National Association of Broadcasters' Broadcast Advertising Bureau, which later

became the independent Radio Advertising Bureau. He left BAB to become vice president of Muzak Corp. In June 1953 he was named president of Encyclopaedia Britannica Films and in 1962 president of the parent company.

Though in recent years not directly in contact with radio-TV, Dr. Mitchell provided one of the highlights of last spring's NAB convention with an address that sharply criticized the lack of broadcasting salesmanship (BROADCASTING, April 3).



Dr. Mitchell (l) and Mr. Terry

trine applies to cigarette advertising; FCC Commissioner Nicholas Johnson, whose thundering dissents from commission actions mark him as at least a critic of the status quo; Tedson Meyers, now an assistant to the director of the Peace Corps but who, in the early days of the New Frontier, was administrative assistant to FCC Chairman Newton N. Minow and helped write the speeches that set broadcasters' teeth on edge; and Clifford Durr, the old New Dealer who provided liberal coloration to the commission in the seven years he served as a member (1941-1948).

The panel's topic was "Radio, Television and the Consumer: Is the FCC a Vast Wasteland?" And moderating was Lawrence Laurent, TV critic for the *Washington Post*, whom broadcast-industry establishmentarians regard with uneasiness, at best. It was not, in short, a panel to inspire confidence in the hearts of broadcasters, or other commission members either, for that matter.

**New Roles** ■ But as the evening wore on, Mr. Banzhaf increasingly and one or two other panelists came to the defense of the commission, and Mr. Laurent, in his own fashion, of the broadcasting industry.

What prompted them to take on such roles? The atmosphere generated by young and not so young intellectuals in the audience, intense and eager for debate, not terribly knowledgeable about the industry under discussion or the commission but knowing what they like and discussing, with chilling matter-of-

factness the application of newfangled direct action to old problems.

Said Paul Goodman, sociologist, author, respected member of the radical establishment and associate fellow at the institute: "In three months I could organize several thousand students for a sit-in at NBC in New York."

He didn't say he would; it was just a thought. But its expression made the panelists' proposals sound pallid.

Mr. Banzhaf, long troubled by the lack of support from health agencies in his legal fight to support and, possibly, strengthen the commission's ruling on cigarette advertising, noted that he has proposed establishment of an organization to serve as the legal action arm of the smoking and health movement. It would be to the antimoking movement what the National Association for the Advancement of Colored People's legal defense fund has been to civil rights.

**Johnson's View** ■ Commissioner Johnson talked, as he has in the past, of involving the public more directly in the regulatory process as one means, among other things, of easing the amount of commission involvement.

Mr. Meyers proposed institutionalizing public pressure through the creation of a congressionally chartered organization (like the Red Cross) with chapters in each state. Such an organization would be serviced by individuals who "could make arguments rationally and in a way broadcasters understand."

Mr. Durr recalled his days on the commission, when trips were made to

hearings in communities and commissioners were able to gauge personally the temper of the public. There were some "screwballs" that appeared, but on the whole the trips were "a good idea; very educational." He also cited what he saw as the commission's need for a "constituency," and said the agency needs help. It's been getting pressure from the broadcasters, he said. "Now it needs pressure from another side to help it stand up straight."

When Mr. Goodman began raising the specter of a sit-in, Mr. Laurent warned him: "You underestimate the ability of the broadcasting industry to organize against you." And Mr. Banzhaf, who is living proof that the system can be effectively challenged by a single individual, suggested that instead of a crowd of sit-ins, Mr. Goodman round up "three literate students to write a fairness-doctrine complaint."

"You'd pay no attention to it," Mr. Goodman shot back—and Mr. Banzhaf protested he had no part in processing complaints filed with the FCC.

But Mr. Banzhaf felt constrained to defend the agency against the charge of inaction. The commission, he said, lacks the personnel to handle speedily the volume of complaints received. (His concern with understaffing led him into a rare, for him, slip of the tongue that brought forth peals of laughter. The commission, Mr. Banzhaf said, "is underhanded.")

At one point, Mr. Laurent, finding himself awash in a sea of antibroadcasting sentiment, asked the question broadcasters have so often asked their tormentors: If television is so bad, why do so many people spend so much money on sets that they spend so much time watching?

Spotting Paul Comstock, National Association of Broadcasters vice president for government affairs, in the front row, Mr. Laurent called on him for comment. But the audience moved the discussion along before Mr. Comstock could reply.

In the meantime, Mr. Goodman was talking about student sit-ins again, and Mr. Meyers, attempting to appeal to Mr. Goodman's more sophisticated side ("you're a publicist") suggested that he hire a good lawyer to represent him before the commission.

At this point, a student-age member of the audience broke in: "He'll do better with students than with a lawyer."

"Try through channels first," a by-now slightly distraught Mr. Banzhaf said. "I tried it. The United Church of Christ [which prosecuted a court suit that established the principle that local groups have standing in FCC license-renewal hearings] tried it."

To some members of the audience, it seemed. Mr. Banzhaf, in successfully challenging the system, had become a part of it.

# Domestic satellite problems

Rep. Macdonald tells EIA session there are many if's, and's and but's to be solved before launching

The use of satellites for domestic communications received an exhaustive day-long examination in Los Angeles last week by some of the nation's top electronics and space experts. But it took a politician, at a seminar held by the Electronics Industries Association, to crystallize the problems involved with the new technology.

Representative Torbert H. Macdonald (D-Mass.), chairman of the Communications Subcommittee of the House Commerce Committee, posed some of the political, economic and sociological ramifications of the use of domestic communications satellites. From the beginning he made it clear that the use of satellites for such purposes, "while technically feasible, is politically awkward." He pointed out that satellites in a domestic-communications system for this country would have to be placed in orbit over some South American countries. Conceding that this problem possibly could be solved diplomatically, it would still give the domestic system "an international connotation."

He went on to outline interference problems that may occur if domestic broadcasting satellites from other countries in this hemisphere are in close proximity to each other. He questioned how long adequate space will be available in the equatorial plane for synchronous satellites from Canada, Mexico and all the South American countries.

He asked if a recovery system for satellites will be developed that will permit the clearance of orbital space and the replacement of used satellites.

He asked if the U. S., which with 10 other nations formed the International Telecommunications Satellite Consortium in 1964, would be "opening a Pandora's box" if it decides to set up a solely domestic communications satellite system or even a regional system with Canada or Mexico. "Will we not be setting an example for other nations to follow? Will we be setting the stage for a race to see who can get the most and best satellites into orbit first, thereby pre-empting orbital space that is needed by others?"

Representative Macdonald did not have any ready answers to his questions. Instead he said he was offering them as "food for thought." He was

unequivocal, however, in his support of "an integrated system of satellite communications for the benefit of all nations and in the interest of peace."

**Horse-and-Buggy Act** ■ In a panel discussion after his speech, the congressman said that he would like to see changes made in the Communications Act of 1934 so that the horse-and-buggy era would be brought up to date with the space age. "It would be a very good thing if the act is entirely overhauled," he said. But he pointed out that such an eventuality "doesn't hold a high priority" in Congress at present. Still, he has a "pious hope" that changes will be made "in the near future."

Earl D. Hilburn, vice president and special assistant to the president of the Western Union Telegraph Co., one of the experts who took part in the satellite seminar, also expressed a sustained note of caution concerning overoptimism about the domestic space-communications link. He said flatly that the economics of a domestic satellite service "are not anywhere nearly as favorable as many would have you believe." He explained that even if all costs connected with the transmission of signals from city to city in this country were completely eliminated, it would only reduce Western Union's annual operating expenses by less than 10%. He pointed out as an example that Western Union's annual operating expenses in 1966 totaled \$306 million, with only \$29 million accounted for by its intercity transmission facilities.

Mr. Hilburn came out strongly for

"fundamental decisions" regarding the "totality" of this country's communications industry, instead of decisions that "chip away at the individual issues on a piece-meal basis. I think we need a national decision as to the future of the common carrier business in this country," he said.

Other participants in the seminar and panel discussion on satellites were Dr. J. L. Hult of the Rand Corp., who was moderator; Wilbur Pritchard, director, Comsat Laboratories; Dr. Henri Busignies, senior vice president and general technical director, International Telephone & Telegraph; Dr. Allen Puckett, executive vice president, and Dr. Samuel Lutz, chief scientist, communications research, both Hughes Aircraft Co.; Paul Knaplund, vice president, IBM; Cole Armstrong, deputy director of telecommunications management office of the President.

Also Dr. Kurt Borchardt, Harvard Business School; Dr. Adolph K. Thiel, vice president and general manager, space vehicle division, TRW Inc., and R. J. Haviland, consulting engineer, missiles and space division, General Electric Co.

## EIA to report on sales to consumers

Electronics consumer-product manufacturers, stunned by recent sales declines (particularly in color-TV sets), have given a green light to the development of more meaningful retail statistics. The executive committee of the consumer products division of the Electronic Industries Association at a meeting last week at EIA's four-day fall conference in Los Angeles, decided that by extending industry statistics to show

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## EIA president sees bright sales year ahead

Spurred by at least a 500,000 increase in color-television set sales, the U. S. electronics industry will jump 10% in total factory sales this year over 1966. This prediction was made last week in Los Angeles by Robert W. Galvin, president of the Electronic Industries Association.

Basing his estimates on EIA marketing service department statistics, Mr. Galvin, in a mid-year review and outlook, told the association's four-day fall conference that sales should reach about \$23 billion in 1967 and predicted an additional gain of 5% to \$24 billion in 1968.

Mr. Galvin, who is chairman of the board and chief executive officer of Motorola Inc., said the key to this year's increases will be the ability of some industry products to turn the

tide of declines in the current fourth quarter. This may be particularly true with color-TV set sales, which languished during the summer months. Based on an indicated upturn in business, factory sales of color-TV sets are expected to total 5.5 million or more in 1967 compared with 5 million in sales in 1966.

Next year, EIA believes, color receiver sales will top the 6-million mark.

Color-set activity is part of total consumer-product sales that were said to be rising close to \$5 billion. Increased sales of FM radios and magnetic-tape equipment are estimated to be helping considerably in that push.

The largest increase in electronic sales this year, however, continues

to come from the government market, which rose \$1.5 billion to a total of \$12 billion. This is equal to about 60% of the total electronics market. Mr. Galvin said that the government market gain was largely due to military requirements and that a more modest rise is foreseen for 1968.

He added that commercial and industrial sales, thanks mostly to foreign and domestic sales of computers and data-processing equipment, are expected to reach \$5.8 billion this year, up from \$4.95 billion last year. An additional 7.5% increase is predicted for 1968. Mr. Galvin also noted that both imports and exports of electronic products are rising. Exports are up 29% and imports are up 18% this year.

weekly retail sales to consumers, it would be able to spot and try to prevent sales backups that lead to sales declines. Current industry statistics do not cover figures beyond distributor sales.

The committee also restated its position against import quotas on consumer electronic products and components and again came out against congressional bills to increase current tariffs on color-television cathode-ray tubes. On the question of X-radiation of electronic devices, the committee decided that it will aim to keep critics and legislators from isolating set manufacturers as the sole offenders.

The consumer products division also was told to add 25,000 salable square feet to next year's EIA consumer electronics show to be held in New York. This will give the show a total of 155,000 square feet and, supposedly, would make it the largest trade show in the country held in hotel space. For the first time next year accessory manufacturers will be invited to join the show.

## RCA unveils new tiny video-tape unit

RCA last week introduced a miniature video-tape recorder-reproducer that can operate in space on either commercial TV or "slow-scan" standards.

The announcement followed RCA's demonstration of a new portable color TV camera last Monday in Anaheim, Calif. (BROADCASTING, Oct. 23).

The recorder, delivered to NASA's Manned Spacecraft Center in Houston,

weighs 30 pounds and measures 14 x 10 x 6.1 inches. It can record four hours of "slow scan" or one half-hour of commercial signals on its one-inch tape, and "dump" information eight times faster than it is recorded.

Thus, 32 minutes of recording in space could be transmitted in the four minutes a space vehicle is customarily in contact with any single ground station.

## CBS Labs has new audio-visual system

A compact desk-top device for displaying audio and visual material from single cartridges has been developed by CBS Laboratories, it was announced last week. The device was said to be the first of its kind to combine audio and visual material on the same cartridge.

The display unit will be manufactured and marketed by Viewlex Inc., Holbrook, N. Y., at prices under \$350. CBS Laboratories will produce and distribute the cartridges.

Called the CBS Laboratories/Viewlex AVS system, it is a programmed-learning unit consisting of an integrated audio-visual cartridge and an electronic playback machine.

The cartridge is 5 inches in diameter and 0.25 inches thick, and has 18 minutes of recorded audio program material and 52 synchronized color or monochrome picture frames.

The display device can be played in three operational modes: automatic; manual, in which the picture material

remains fixed until the user decides to proceed, and "learn," which enables the user to interact with the program by choosing the correct answer from among several displayed. The viewing screen is 6 inches by 8 inches, and the machine can also project images onto a larger screen.

Initial sales have been made to the New York City public school system for early November delivery, and a pilot program for medical applications will get underway soon with a U. S. government agency.

CBS Labs authorities said the new device is unrelated to the new EVR system of electronic video recording and playback of program material on classroom and home-TV sets (BROADCASTING, Aug. 28) and the even newer adaptation of EVR for broadcast use (BROADCASTING, Oct. 23).

Viewlex is a leading producer and distributor of audio-visual equipment in the U. S. and Canada.

## Who says 'Never on a Sunday'?

Quick weekend service by CCA Electronics Corp., Gloucester, N. J., minimized interruption to operation of WEEW Washington, N. C., when the station's transmitter failed on a Saturday afternoon. A phone call for help to the CCA area representative, Vernon Steed, produced a quick service check, after which Mr. Steed drove to the New Jersey plant for a replacement. In less than 24 hours after the first call, he had placed the new CCA 1-kw transmitter in position, tuned it and put WEEW on the air.

# AT&T now plans boost for B&W TV

## FORMER RATE SCHEME CALLED FOR RISE IN COLOR CHARGES

Broadcasters already disturbed by AT&T proposals for increasing rates for program-transmission service received something of a jolt last week in the FCC's resumed top-to-bottom inquiry into the company's rates and rate structure. AT&T disclosed it intends to drop its proposal for additional costs for color television transmission—but to boost considerably the rates it will seek for black and white. There would be no change in the increased total revenues broadcasters would pay for AT&T service, according to company estimates.

The disclosure came in the third week of the so-called phase 1-B of the hearing, as an AT&T vice president was being cross-examined by counsel for the National Association of Broadcasters on the company's justification of the ratemaking principles it hopes to employ, along with increased rates for broadcast services, to provide what it says would be a more balanced revenue picture.

Harold J. Cohen, an AT&T attorney, said a document showing rates the company intends to request should be corrected to eliminate a proposed additional-for-color station-connection charge of \$500 per month for stations on a monthly contract. This would have taken the place of the present \$400 additional-for-color charge.

**Boost For Black And White** ■ But instead of an originally proposed \$700 monthly charge for black and white, which would be a \$200 boost from present rates, Mr. Cohen said the company intends to seek a charge of \$1,200. A proposal to charge \$125 for each additional hour (over eight per day) would remain unchanged. The cost now is \$35.

In the case of occasional services, the present additional costs for color of \$250 monthly, plus \$10 hourly, will be dropped. But the company will seek an increase of \$15 per hour, to \$25, for the hourly station connection costs for black and white. The company had said it would seek to raise the present \$10 cost for that service to \$15. Proposals to boost interexchange channel per-mile, per-hour costs from \$1 to \$1.60 and monthly station connection costs from \$200 to \$250 remain unchanged.

The document that was revised had been offered in July 1966 as a com-

pany exhibit (BROADCASTING, Aug. 1, 1966). It was later withdrawn when the AT&T official who had submitted it as part of his prepared testimony in the case was transferred to a different post with the company and was replaced by another witness in the hearing.

Mr. Cohen made the corrections after Robert Hankins, appearing for NAB, sought to introduce the proposed rates into the record to show the basis of AT&T Vice President Albert M. Froggatt's estimates of the revenues the company would receive for program transmission services by the end of 1968.

These indicate the company will receive \$65 million from video service and \$27 million from audio, as against full additional costs, respectively, of \$62 million and \$27 million. In 1966, when it announced its plan to seek higher rates, the company said it had earned a total of \$44.3 million from video and \$22.2 million from audio in

1965, when its full additional costs for providing those services were \$60.4 million and \$26.4 million.

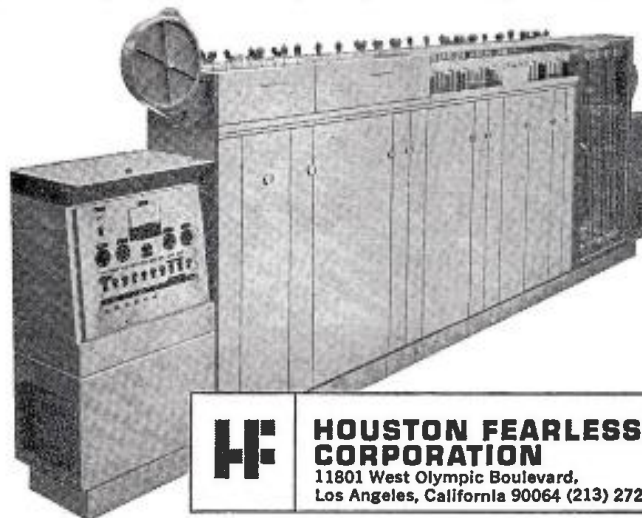
Discussion of rates, although causing a flurry of excitement, occupied only a small portion of the cross examination of Mr. Froggatt, an engineering cost analyst who had been under cross examination by various parties to the proceeding since the hearing resumed Oct. 9.

With the commission having determined in the initial or 1-A phase of the rate hearing to limit AT&T's rate of return to 7.5%, the current phase is directed to the question of how rates should be structured to achieve that figure. A key issue is whether AT&T should prorate its rates on a fully allocated basis, or whether it should be permitted to employ its expressed preference of using fully additional costs to determine the adequacy of its rates.

Under the first method, the company's "embedded costs" are fully dis-

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tributed among the various classes of AT&T customers to determine whether each is paying its fair share, or whether some are providing a higher rate of return than, and, in effect, subsidizing, other classes of customers.

Under the second, the company determines its costs in providing a service, then figures a rate that will cover those costs, including a return on capital, with some left over, if possible, to contribute to the entire enterprise.

The three television networks, as well as NAB, support the full additional cost approach in principle. The celebrated seven-way cost study the company did in 1965 of its services on that basis (at the commission's insistence) showed a considerable spread in the rates of return provided by the various services: from 13.4% for wide-area telephone service to 0.9% for "all other" services, which includes radio and telephone, and 0.3% for Telpak (BROADCASTING, Nov. 1, 1965). Any evening up of rates of return on that basis would presumably require a sharp increase in program-service charges. An updated seven-way study is underway.

But as Joseph Kittner, who handled the cross examination of Mr. Froggatt for the networks, and Mr. Hankins made clear, they disagree with some elements of the additional-cost theory as well as its application. Since the theory provides for a floor but no ceiling, they say it amounts to a "what-the-market will bear" approach. Mr. Froggatt, however, preferring his own term, said the theory describes the manner of obtaining the "optimum contribution" possible in light of existing market conditions.

But more important to the broadcast-

industry counsel was the question of whether the company has "loaded up" figures on which program-transmission rates are based with costs that might be attributable, at least in part, to other services. This concern is particularly acute in connection with the so-called occasional service the company provides for coverage of, say, football games or Cape Kennedy rocket launches, and on which it says it loses money, both in audio and video.

Mr. Kittner, who kept Mr. Froggatt under cross examination for two days, also reflected broadcaster skepticism that the facilities provided for occasional service cannot be used for other customers as well as broadcasters. Mr. Froggatt insisted that the company, to meet broadcasters' occasional needs, must provide "discreet," completely dedicated networks that cannot be used for other services.

Mr. Kittner asked AT&T for a mass of detailed information on these points indicating they will be principal targets when the broadcasters present their direct case. This, along with the presentations of other parties in the proceeding, is now due in written form Dec. 15. In the meantime, the company is scheduled to present a number of other witnesses for cross examination.

## Warner-7 Arts offers two new film packages

Two packages of feature films, totaling 76 titles, will be placed into syndication to stations by Warner Brothers-Seven Arts, starting Wednesday (Nov. 1).

The packages are called *Starlite 1*

(30 features, 16 in color) and *Starlite 2* (46 films, 34 in color). The motion pictures originally were produced by 20th Century-Fox and were sold by Fox initially for network plays. Donald Klauber, executive vice president and general sales manager, noted that in some markets these packages will be first-run, off-the-network, and in others, they will be re-run product.

Included in *Starlite 1* are such titles as "Broken Arrow," "Cheaper By The Dozen," "The Day The Earth Stood Still," "Garden of Evil," "How to Marry a Millionaire," "On The Riviera" and "The Snows of Kilimanjaro." Included in *Starlite 2* are "An Affair to Remember," "Boy On a Dolphin," "The Bravados," "Gentlemen Prefer Blondes," "Heaven Knows, Mr. Allison," "The Long, Hot Summer," "Ten North Frederick" and "Three Coins in A Fountain."

## 'Magazine' segment set for 'CBS News Hour'

CBS News next September will introduce a one-hour television "magazine" of short documentaries and coverage of the arts, business, science, religion and education. Called *60 Minutes*, the program will be an alternate week feature of the *CBS News Hour*, Tuesday, 10-11 p.m. NYT.

The show will treat subjects in more than spot-news and less than feature-documentary length.

While the show will fill one of the full-hour CBS News feature news slots (one week a month, a half-hour is left open to affiliates), a spokesman last week said: "It would be unfair to say that we will have fewer documentaries because of the new show; many of those full hours are used for reruns."

Don Hewitt will be executive producer of the new show. A regular host-correspondent will be named later.

## CBS-TV to try soccer for second season

Soccer's foothold in TV was strengthened last week with the announcement that CBS-TV next year will carry a second season of National Professional Soccer League games.

CBS officials said, however, that plans are to reduce coverage from 22 games this year to 17 to 20 weekend games in 1968. The network will also inaugurate blackouts in all cities where TV games originate. This latter change, introduced during the two 1967 play-off NPSL games, reportedly is a move to help gate attendance, which in the 1967 schedule of 159 games averaged

## Playing both sides of political fence

CBS-owned stations last week proved once again that common corporate control apparently doesn't mean conformity of editorial opinion.

WCAU-TV Philadelphia, a CBS-owned station, last Wednesday (Oct. 25) endorsed Philadelphia District Attorney Arlen Specter for mayor of that city.

Less than a week earlier its sister radio stations WCAU-AM-FM endorsed incumbent Mayor James H. J. Tate for re-election (BROADCASTING, Oct. 23).

John O. Downey, a CBS Radio vice president and general manager of WCAU-AM-FM, told BROADCASTING that the differences in opinion were not unusual. "We're separately run operations, even though we occupy the same building. In fact, we've

been trying for weeks to find out who WCAU-TV would endorse, but it was a closely guarded secret. I first heard their editorial supporting Mr. Specter while watching the evening news.

About a year ago, two CBS-owned stations — KNX-AM-FM Los Angeles and KCBS-AM-FM San Francisco—endorsed different candidates during California's hotly contested gubernatorial race. KNX supported Ronald Reagan; KCBS endorsed incumbent Pat Brown (BROADCASTING, Nov. 7, 1966).

Also last week, WEEL Boston became the third CBS-owned station to endorse a candidate for mayor in a major urban area. The station endorsed Massachusetts Secretary of State Kevin H. White for mayor of Boston on Thursday (Oct. 26).

only 4,900 people per game.

CBS-TV for the first NPSL season received a 4.3 average rating in the national Nielsens. This was about what the network expected because the sport was new to TV in this country, according to CBS officials. The network holds TV coverage options on NPSL games for the next nine years under terms of an estimated \$2.1 million contract signed last year (BROADCASTING, Oct. 10, 1966).

Because of its National Hockey League Sunday schedule CBS-TV has tentatively set up a Saturday schedule to start the soccer season (April 27, May 4, 11 and 18) during the hockey playoffs. The network will then switch to Sunday afternoons for soccer from May 26 through Sept. 8. Plans call for the availability of 14 commercial minutes per game, with soccer-league playoffs carrying 16 commercial minutes each.

## NER stations offered daily news reports

Educational radio stations can pick up a daily wrap-up of Washington political news beginning today (Oct. 30) from WAMU-FM, Washington affiliate of the National Educational Radio Network and noncommercial station of the American University.

The reports will include "actuality" inserts and will feature Bill Greenwood, public affairs director of the NER network and WAMU-FM. Mr. Greenwood said that the offer represents the first daily news service available to NER affiliates.

Since NER has no regular live interconnection of stations, the service will be provided by a telephone-tape-recorded-replay device.

## Newsman covering riots offers security ideas

Lew Irwin, special assignment editor for KRLA Pasadena, suggested to the California Assembly Criminal Procedure Committee in Sacramento on Oct. 20 that newsmen be given a "statewide identification symbol" to make it easy for police to tell them from demonstrators in a crowd. And he asked that newsmen be exempt from expulsion orders carried out by police.

Mr. Irwin, who services 17 stations with news reports, said he suffered a cracked vertebra and two broken ribs when beaten Oct. 17 by Oakland police at an antidraft demonstration. He claimed at the hearing that a total of nine newsmen suffered injuries by the

## Sound journalism demands coverage of riots

What has been the effect of television coverage of riots? Has it been detrimental ("fanning the flames of lawlessness and encouraging the expansion and recurrence of violence")? Or has it been beneficial ("dampening the flames of violence by presenting in graphic detail the horrors it engenders")? Thomas W. Sarnoff, staff executive vice president, NBC, West Coast, doesn't have any ready answers to these questions. The only thing he's sure of is that broadcasters "must report."

Addressing the annual banquet of the Catholic Press Council in Los Angeles last week, Mr. Sarnoff emphasized that one of the "greatest strengths" of this country is that "we can expose and discuss our faults openly as free men." Answering detractors of television coverage who suggest that the riots be ignored, Mr. Sarnoff pointed out that the riots, their cause and their effects are news that "must be reported to the American public as they exist."

He acknowledged that it's proper to question whether television net-

works and stations have been doing a responsible job of reporting civil disorders. At NBC, he pointed out, riot coverage is mostly included in regular news programing and not handled in a sensational manner. He disclaimed any "undue emphasis" on the "flammatory statements" of extremists, such as H. Rap Brown, among the Negro leaders. "They have been reported," he said, "when they were relevant, in sound journalistic terms."

Mr. Sarnoff went on to say that this country has an obligation to the world and to its own people to communicate the whole truth "even though it may contain some warts and blemishes." Conceding that possibly TV coverage of riots does entail some risks of spreading the fires of hatred and that TV exposure of hate mongers may enlist some converts to their cause, he maintained "that the vast majority of the American people are sufficiently perceptive to recognize the truth when they are given the opportunity to know the facts."

police while covering the story. Mr. Irwin also alleged that two TV cameras and other electronic equipment were smashed. He pointed out that for the first time he knew of, a California newspaper, the *San Francisco Chronicle*, sought and got injunctive relief for its reporters to protect them from Oakland police.

Assemblyman William M. Ketchum (R.-San Louis Obispo County) questioned whether newsmen should not leave a demonstration scene like other members of the public. The sealing off of any aspect of an open society, Mr. Irwin stressed, "should be as abhorrent to you gentlemen as it is to me."

## Radio series sales . . .

*Round the Horne* (Hartwest Productions Inc.): WAUP(FM) Akron, Ohio.

*The Joe Pyne Show* (Hartwest Productions Inc.): KCUB Tucson, Ariz.; WDSM Duluth, Minn.; KGEE Bakersfield, Calif.; KWKC Abilene, Tex.; KWIQ Moses Lake, Wash.; KWUN Concord, Calif.; WHPE High Point, N. C.; WAVU Albertville and WCRI Scottsboro, both Alabama; KMA Shenandoah and KIFG Iowa Falls, both Iowa; KYUM Yuma, KYCA Prescott, KAAA Kingman, KIKO Globe, and KATO Safford, all Arizona.

*The Barry Gray Show* (Hartwest

Productions Inc.): WSLI Jackson, Miss.; WGIL-AM-FM Galesburg, Ill.; WAKE-AM-FM Valparaiso, Ind., and KMFB Mendocino, Calif.

*Christmas Kaleidoscope* (Hartwest Productions Inc.): WBRU(FM) Providence, R. I.; KEX Portland, Ore.; KCMO Kansas City, Mo.; WROC Rochester, N. Y.; WDDT Greenville, Miss.; KWUN Concord, Calif.; WAAX Gadsden, Ala.; WAJK Galesburg, Ill.; WARA Attleboro, Mass.; WOAP Owosso, Mich.; KQEN Roseburg, Ore.; WINC and WRFL-FM Winchester, Va., and WNAE and WRRN-FM Warren, Pa.

*Superfun* (Mel Blanc Associates): KDEF Albuquerque; KERN Bakersfield, Calif.; KGEZ Kalispell, Mont.; WKIZ Key West, Fla.; KGNB New Braunfels, Tex., and KBYR Anchorage and KFRB Fairbanks, both Alaska.

*Audio Program Service* (Triangle Publications Inc.): KRMG-FM Tulsa, Okla.; WFAW(FM) Fort Atkinson, Wis., and WNCI(FM) Worthington, Ohio.

*Tips on Tots* (Woroner Productions): KELP El Paso.

*Grand Ole Opry* (WSM Inc.): KWKY Des Moines, Iowa; WKBJ Milan and WCRK Morristown, both Tennessee; WBRC Birmingham, Ala.; WGEM Quincy, Ill., and WSHO New Orleans.

# 'PBL' strains for journalistic freedom

## MORGAN, HOVING DETAIL PROBLEMS OF NEWS SHOW

There is a feeling in some noncommercial television circles that *PBL*, the Public Broadcasting Laboratory's two-hour news and cultural-affairs show set to premiere Nov. 5, may be suffering from a case of "extreme over-sell" as an alternative to commercial news specials.

There was evidence of both the concern and its possible basis last week in speeches at an American Women in Radio and Television luncheon in New York.

Edward P. Morgan, *PBL* senior correspondent on leave from ABC News, said one of the problems was that of "freedom." He said: "We are not as free in what must still be called the semipublic sector as you might think. We are still bound by the restrictions of society."

**Local Pressure** ■ "We have been working on a segment dealing with the operations of nonregulated slaughter houses, and we called an affiliated station to produce some footage on a local plant. He said 'I can't,' and he didn't, because some of the biggest contributors to his station are the meat processors."

Mr. Morgan was even more concerned about the long-range financing arrangements for public television in general, and their possible impact on its editorial freedom. "No self-respecting journalist can go hat-in-hand to Congress every year—'We'll treat you

better next year if you give us \$100 million now.' What a travesty it would be to change from a straitjacket of commercialism to a straitjacket of politics!"

Thomas P. F. Hoving, chairman of the National Citizens' Committee for Public Television, seemed more confident about the medium's financial prospects. He said he was "confident that a nicely balanced sandwich of public and private money can be worked out. The question now is to get the thing going, and then worry about keeping it alive. The government wouldn't dare intervene in editorial questions, it would be too simple to publicly withdraw or publicly fight it."

**Station Censorship** ■ His one cautionary statement concerned station affiliation for the *PBL* show: "There has been talk about how some stations might drop the series after it starts because of those the series might offend . . . The argument in such cases would be that to accept the programs, sight unseen, would be an abdication of their responsibility and local authority."

"But to reject broadcasts in the series, sight unseen, would be an even greater abdication . . . They would be censoring a group of responsible journalists and creative people before the fact . . ."

A spokesman for the Public Broadcast Laboratory last week called the implication of affiliation problems in Mr. Hoving's speech "untrue. We have a total of about 119 affiliates, and that total is only going to be revised upward."

John White, president of National Educational Television, commented that the allegations of difficulties were "a pack of rot. Every station offered this show has jumped at it."

Richard K. Doan, *TV Guide* columnist and the third member of the AWRT panel, decried "entrenched broadcasting interests [that] intend to cripple public television if they can. They pretend to approve and support it, but they are trying to keep it local and insignificant so it can't compete with them."

## Program notes . . .

**We'll see more McMahon** ■ Versatile Ed McMahon last week signed a long-term contract with NBC for his continued services on both television and radio. Terms of the contract were not revealed. An NBC personality since 1962, Mr. McMahon is announcer on *The Tonight Show* starring Johnny Carson, host of NBC-TV's daytime

show *Snap Judgment*, and a host of NBC radio's weekend *Monitor* show.

**Ironclad for 'Ironsides'** ■ Universal Television's *Ironsides* is at least one new series that's going to make it through the entire 1967-68 season. NBC-TV has ordered nine more episodes of the detective drama. Originally 17 episodes were ordered. The additional nine makes it 26 firm which guarantees a full season.

**Radio-TV special** ■ Filming has been completed in Hollywood on a new special program, *Matinee Idol: An Hour With Robert Taylor*. The hour color special, produced by Jack Douglas Productions, will be offered to networks, advertisers and syndicators starting in November. Plans call for it to be adapted for radio and offered in radio syndication after its TV run.

**Church study on NBC** ■ NBC News will explore "the winds of change that are blowing through the Catholic church in America" in a special on NBC-TV in the spring of 1968. The network gave no title for the special, nor has it selected time period and date of telecast.

**Imagination and style** ■ Chet Casselman, director of KSFO news and public affairs, San Francisco, has written a style book, containing the basic guidelines used by KSFO News. Mr. Casselman's main points: (1) simplify without sacrificing importance in writing, editing and rewriting; (2) cover both viewpoints in any story involving controversy; (3) use tape or live insert only to add interest, not as a device merely to use tape; (4) care in timing is of utmost importance, and (5) the KSFO News broadcast style is "intensity without hysteria, impact without sensationalism, holding the listeners interest through a close personal identification with the subject matter."

**New 'Big Picture' season** ■ *The Big Picture*, enters its 17th consecutive season this month with 32 half-hour films and 20 reruns, all in color. The program is carried on some 350 commercial and educational TV stations in the U. S. and on 40 Armed Forces stations overseas. The films are shown to active Army personnel and are also available to schools and civic and patriotic organizations. The films are available to stations free of charge. Further information can be obtained by writing: *The Big Picture*, U. S. Army Command Information Unit, Washington 20315.

**Mozart opera to TV** ■ The Mozart opera, *The Abduction from the Seraglio*, is being produced in color for TV by Bavaria Studio in Munich. United Film

## \$15 million in films

CBS-TV has acquired 25 features from Paramount Pictures Corp. at a price said to be about \$15 million, it was reported last week.

Though neither the network nor Paramount would divulge details, a CBS spokesman confirmed the transaction had been made. The package is said to consist of 15 films not previously shown on a network with titles including "Funeral in Berlin," "Arrivederci Baby," "Disorderly Orderly," "On the Double," "Judith," "Paris When It Sizzles" and "Who's Minding the Store?" Network reruns include "Five Branded Women," "Geisha Boy," "Hud," "Pigeon that Shook Rome" and "Stalag 17."



Enterprises Inc., New York, will negotiate for the sale of the program to TV in the U. S. UFE said the opera is to be produced in five half-hour segments, with George Solti, director of the Royal Opera House, London, and four of the principal performers giving their interpretation and view of the opera. Mr. Solti is musical director of the production, which includes the Radio Symphony Orchestra of Berlin and the Rias Choir.

**Upbeat** ■ *Mike and the Young People* will lead off a series of four one-hour Mike Douglas specials being syndicated by WBC Program Sales Inc. They are to become available in late October and in January, April, and September of 1968. *Mike and the Young People* will focus on "the good being done by the vast majority of today's youth," according to Jack E. Rhodes, WBC vice president and general manager.

**TV games** ■ Games on television are back, claim Ben Miller and Ken Moore. The two are principals in All-American TV Game Shows, Hollywood-based packager. The company is offering *TV Lucky Blackout Bingo*, half-hour or hour weekly, and *Win at the Races*, 13 half-hour color video tapes. Both are being made available to stations as a presold package or on a lessee basis for supermarkets, oil companies and other retailers.

**Negro lives dramatized** ■ The seven Westinghouse Broadcasting Co. radio stations will present a series of half-hour programs this fall dramatizing the lives of 10 notable American Negroes: George Washington Carver, Dr. Daniel Hale Williams, composer W. C. Handy, Harriet Tubman, astronomer-mathematician Benjamin Banneker, Dr. Charles Drew, Frederick Douglas, businessman Charles Spaulding, poet Paul Lawrence Dunbar, and inventor Jan Ernst Matzeliger. Westinghouse stations are WBZ Boston, KFWB Los Angeles, KDKA Pittsburgh, KYW Philadelphia, WOVO Fort Wayne, WIND Chicago and WINS New York.

### N.J. gets news network

Six stations in southern New Jersey have organized a "news network" that interconnects via Bell Telephone conference lines three times daily (7:15 a.m., 11:15 a.m. and 4:15 p.m.) for an exchange of stories and ideas. The interchange, which started during the week of Oct. 9, was originated through the auspices of WCAM Camden, N. J. Joining WCAM are: WCMC-AM-TV Wildwood; WFPG Atlantic City; WJZZ Mount Holly; WNJH Hammonton, and WMVB Millville, all New Jersey.

BROADCASTING, October 30, 1967

## Networks ponder second-season shifts

### NBC DROPS 'FAMILY': ABC MAY BEAT INDIANS TO 'CUSTER'

With a fresh flow of Nielsen numbers in hand last week, the networks were making decisions on mid-season changes in their nighttime schedules.

NBC-TV is dropping *Accidental Family*, Friday, 9:30-10 p.m., a new series this season, and probably will put in a situation comedy—*Sheriff Who?* was mentioned—or a game show. *Star Trek* will stay, but probably in a new time period, possibly replacing *Man from U.N.C.L.E.* (Monday, 8-9).

NBC, it was said, also may use *Rowan and Martin Laugh-In* as a replacement show in the Friday night lineup, and was deliberating as to the future of *Maya* on its Saturday schedule (7:30-8:30). Rumor had it that NBC had under consideration a direct switch of the Monday and Tuesday schedules—*Danny Thomas* and *I Spy* from the Monday schedule in place of the movie which would be run on Monday (9-11).

ABC-TV's rescheduling, according to advertising agency and network sources, may involve a move in the Tuesday schedule of *The Invaders* from 8:30-9:30 to the 10-11 period where it would fill in for *Hollywood Palace* which in turn would go back to its familiar Saturday period (9:30-10:30). *Iron Horse*, now in the Saturday spot, may be cancelled. *To Catch a Thief*, it was said, is a good possibility as the show to go in at 8:30 on Tuesday.

**Perennial May Return** ■ *The Avengers* (British produced one-hour show, which has had two "second season" workouts on ABC) is mentioned as a successor for *Custer*, which was said to be a near certainty for cancellation (Wednesday, 7:30-8:30) on ABC. Also expected are cancellation of *Good Company* on Thursday, 10-10:30; and doctoring and/or shifting of *Off to See the Wizard* (Friday, 7:30-8:30). Producer Chuck Barris reportedly is developing a variety youth show for Wednesday or Friday placement at 7:30. Other new-entry possibilities on ABC: *Land of the Giants* (one hour, 20th Century-Fox) and *Man in a Suitcase* (one hour).

CBS-TV, it was said, appeared to be holding firm, having already announced it will place a new variety hour starring Jonathan Winters in the Wednesday period now occupied by *Dundee and the Culhane* (BROADCASTING, Oct. 23).

Three ratings reports were available during the week, including a 30-market Nielsen published Oct. 20 (BROADCASTING, Oct. 23), a two-week Nielsen out last Monday (Oct. 23) and a "fast" weekly report out last Wednesday (Oct. 25). In all three reports CBS-TV was the leader.

The averages for the two-week report, ended Oct. 8, were CBS 20.3, NBC 17.9 and ABC 16.7. The averages for the fast weekly report, ended Oct. 15, were CBS 20.8, NBC 17.7 and ABC 17.4.

### ABC digs N.Y. rating for 'Belinda'

ABC-TV thinks it may have something going as a result of initial ratings for its two-hour taped "Johnny Belinda" (with Mia Farrow), shown on Oct. 22. Though they had only a New York Nielsen at hand, ABC officials said last week they were encouraged because of the story it told.

The New York Nielsen scoreboard gave "Belinda" an average 28 rating and 40.6 share of the audience for the 9-11 p.m. period, in which ABC normally shows movies. This, said ABC, topped the opposition network programming in New York: *Smothers Brothers and Mission: Impossible* on CBS, with respective 15.8 rating, 22.2 share and 16.8 rating, 25.2 share, and *Bonanza*

### SG sells six specials

Screen Gems Inc. announced its entry into the field of entertainment specials last week and



Mr. Goodman

disclosed it has sold six one-hour programs of this type to three CBS-owned television stations—WCBS-TV New York, WBBM-TV Chicago and KMOX-TV

St. Louis.

Dan Goodman, vice president in charge of syndication sales for SG, said the specials will be taped in color and will be available for telecast by stations that purchase them. The series of programs will be produced in Hollywood by Jackie Barnett, but no other details on the specials were available last week.

## News beat blows a disaster drill

KBON Omaha's speed in news reporting took its toll Thursday (Oct. 19). The station's news department moved more quickly than the police department anticipated, when what was to be a "realistic" disaster exercise turned into an exasperating "dry run."

At 8:30 p.m., the Council Bluffs Civil Defense department put a disaster call over the Iowa sheriff's radio—a Boeing 707 had crashed in Council Bluffs. All police and hos-

pitals were alerted, and Frank Gillman, civil defense coordinator, issued strict orders that no one was to be in on the secret.

Within 15 minutes, KBON went on the air broadcasting the disaster which it had so efficiently picked up from the station's Iowa law enforcement monitor. Tom Johnson, news staffer, checked the report with officials. At 8:55 the hoax was admitted, and by 9 p.m., KBON aired a retraction and an apology.

and *High Chaparral* on NBC, with respective rating and share of 23.3 and 32.7; 15.6 and 23.4.

ABC noted also that the 28.0 rating average for "Belinda" was close to New York ratings registered by other Sunday night movies on ABC this season and also close to NBC's first "World Premiere" movie last year ("Fame is the Name of the Game"). ABC said it also outrated the average network movie telecast during the period of Oct. 17-21.

**Movie Stretcher** ■ It's now ABC's belief that there are more ways to stretch the number of movies available for television beyond making one's own, as with Universal for NBC's "World Premiere" movies, or by providing a third run for a network feature film or slating a movie for another run on one network after it's already been shown on another network.

Movie-like, taped programs such as "Belinda" may be ABC's answer—at least ABC thinks now—with its eye on the continuing run of six movie nights a week, two nights by each of the three television networks, and with each movie filling approximately two hours of time and "movie specials" occupying even more blocks of time during the year. And, say ABC spokesmen, the ratings indicate movie watching on TV has become a habit.

Along the "Belinda" route, ABC says it has plans for a number of productions: "Dial M for Murder" with Laurence Harvey (Nov. 15), "The Diary of Anne Frank" (Theodore Bikel, Lilli Palmer), "The Desperate Hours" (George Segal, Theresa Wright, Yvette Mimieux), "Of Mice and Men" (George Segal, Nicol Williamson, Franchot Tone, Joey Heatherton), "Dr. Jekyll and Mr. Hyde" (Jack Palance), "Laura" (Lee Bouvier, Arlene Francis and Robert Stack) and "The Voice of the Turtle." As for budget, the taped shows, averaging between \$575,000 and \$625,000 for production, come in favorably priced compared to movies, ABC noted.

## UPI adds photo bureau in Hawaii

United Press International has opened Hawaii's first picture bureau and photo network, serving KGMB-TV, KHON-TV and KHVH-TV, all Honolulu, and the *Honolulu Advertiser*.

UPI also announced the appointment of Karl J. Kramer as manager of the new UPI photo bureau. Mr. Kramer, who joined UPI in 1964 in San Francisco, was more recently UPI correspondent in Austin, Tex.

The UPI photo bureau has begun receiving radiophotos from New York for transmission via a facsimile network to subscribers. The system provides news as well as sports and feature photographs.

## TV series sales . . .

*Night Train* (Warner Bros.-Seven Arts): WSOC-TV Charlotte, N. C.; WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla.

*Country Music Hall* (Warner Bros.-Seven Arts): WMTW-TV Portland, Me., and KRCG-TV Jefferson City, Mo.

*Dylan Thomas* (Warner Bros.-Seven Arts): KOCO-TV Oklahoma City; KHFI-TV Austin, Tex., and WGTW-TV Athens, Ga.

*Cinema 20 package* (American International Television Inc.): WRGB-TV Schenectady, N. Y.; WBEN-TV Buffalo; WOR-TV New York; WGN-TV Chicago; KHJ-TV Los Angeles; KPX-TV San Francisco; WKBD-TV Detroit; WKBF-TV Cleveland; WKBG-TV Boston; WSB-TV Atlanta; WTCN-TV Minneapolis; KTSB-TV Topeka, Kan.; WALB-TV Albany, Ga.; WJHG-TV Panama City, Fla.; KORK-TV Las Vegas; KOLO-TV Reno; WFIL-TV Philadelphia; WNHC-TV Hartford, Conn.; WFBG-TV Altoona, Pa.;

KFRE-TV Fresno, Calif.; WBNF-TV Binghamton, N. Y.; WHP-TV Harrisburg, Pa.; KDKA-TV Pittsburgh; WNEM-TV Bay City, Mich.; WZZM-TV Grand Rapids, Mich.; KBTW-TV Denver; WLWC-TV Columbus, Ohio; KGMB-TV Honolulu; KVII-TV Amarillo, Tex.; KVKM-TV Monahans, Tex.; KERP-TV El Paso; KOVR-TV Sacramento, Calif.; WMTW-TV Portland, Me.; WFRV-TV Green Bay, Wis.; WFLA-TV Tampa, Fla.; WSAV-TV Savannah, Ga.; WHTN-TV Huntington, W. Va.; WHBQ-TV Memphis; WAJA-TV Miami; KZAZ-TV Tucson, Ariz., and U. S. Communications Corp., Cincinnati and Houston.

## Miami news bureau planned by Mutual

Mutual will open a news bureau in Miami to cover the Southeast U. S., the Caribbean and Latin America.

The bureau will be established in the news studio of WOCN at the Sheraton Four Ambassadors hotel. Though no opening date has been set, officials said the bureau could be expected to be operating on a permanent basis long before the Republican National Convention in Miami Beach next summer.

News and special feature material will be fed to the bureau by Mutual affiliates in Florida and by a network of correspondents in the Caribbean, Central and South American countries. A reversible line, Miami to New York to Washington, will permit the network to feed hourly newscasts—initially the schedule is for five 5-minute newscasts weekly.

The Miami bureau will be added to those MBS has in New York, Washington and at WCFL Chicago.

## ABC makes turndown of PBL unanimous

An ABC News spokesman said that the news organization "had decided to reject" the request by Av Westin, director of the Public Broadcast Laboratory, for permission to excerpt its news and commentary program materials. While a formal statement "has not yet been formulated," the spokesman said ABC News' reply would be forthcoming soon.

The ABC position makes unanimous the network news organizations' attitude toward the PBL proposal (BROADCASTING, Oct. 16).

Mr. Westin said: "I still think it's a good idea, and I look forward to this being adopted some day."

## Golfing event to start Pacific II TV carriage

Pacific II communications satellite begins its first TV transmission with NBC's live, color coverage of the Hawaiian Open Golf Tournament on Saturday (Nov. 4) from 6:30-7:30 p.m. EST. On Sunday the tournament will be carried for one-and-a-half hours beginning at 6 p.m. EST. While TV channels are in use, the satellite will also be transmitting regular telephone and teletype traffic.

Pacific II was launched Sept. 27. It complements Pacific I which was launched Jan. 11 and which is being used virtually to capacity, according to the Communications Satellite Corp., manager of the international Intelsat consortium.

## Britain proposes tighter cigarette ad controls

Failure of broadcast-advertising curbs to reduce consumption of cigarettes is said to be prompting the British government to seek further controls over cigarette advertising and promotions. The next legislative target, government sources have indicated, will be the extensive coupon promotions that tobacco

manufacturers have resorted to after being denied the use of the airwaves to sell products.

Britain's minister of health, Kenneth Robinson, told Parliament that legislation would be introduced "to ban coupon gift schemes in relation to cigarettes, to control or ban other promotional schemes, to forbid or limit certain forms of cigarette advertising and to limit expenditure or advertising of cigarettes." Passage is expected by spring, government sources have indicated.

Tobacco-industry leaders noted that reduced advertising budgets would only result in lower per-pack prices, a move hardly calculated to reduce consumption. The chairman of the Imperial Tobacco Co., John Partridge, estimated such a cut at about 2 cents a pack. Imperial commands more than 60% of Britain's annual \$4.2-billion cigarette market.

## Satellite center in India

Establishment of a center for research and training on the use of satellite communications at Ahmedabad, India, has been announced. Center, which will undertake research on the use of satellite telecasting as an aid to some of that country's internal improvement programs, starts next month. It is being underwritten by a United

## Denmark, Finland set to start color TV

Color during the long winter nights in Scandinavia has traditionally been provided mainly by the aurora borealis, but Denmark and Finland are racing to provide viewers of their respective state-owned video systems with television in tint.

Denmark is expected to win the race, reports Walter J. Brown, president of WSPA-AM-FM-TV Spartanburg, S. C., after inspecting video facilities in Denmark, Sweden, Finland and Norway. Denmark plans to make its first colorcast from new studios in Copenhagen this month.

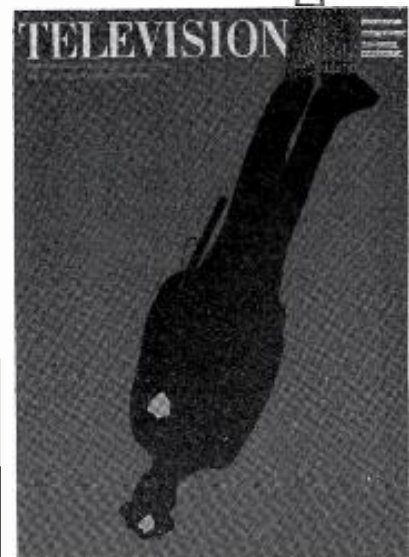
But Finland, if not first on the air with color, Mr. Brown reports, may soon overtake Denmark's lead. Finland, alone among Scandinavian countries, permits advertising on its state channel and, as a result, has more funds for expanded programming. Advertising revenues are supplemented by receiver taxes, which pro-

vide the sole source of programming revenue in the other countries, notes Mr. Brown.

He reports that Scandinavian countries have technically excellent radio and television service, with heavy reliance on transmitter satellites and repeaters to spread signal coverage. But programming, he observed, suffers from limited hours of transmission and lacks variety. Schedules are expanded in winter as the nights lengthen, he adds.

The color era in Scandinavia may result in widespread changes, he speculates. If Finland, with advertising, is more successful in developing its color market, the other Scandinavian nations may well take note. Expansion of video advertising could have a revolutionary effect on consumer industries in Scandinavia where much of the population is out of reach of daily newspapers.

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Nations' contribution of \$638,500 and an Indian counterpart contribution equal to almost \$1.2 million. The installation is being supervised by the International Telecommunications Union. India plans a satellite communications earth station in Poona in 1968.

International Inc.): Telefis Eireann Dublin, Ireland.

*Almanac* (Fremantle International Inc.): NZBC, New Zealand

*Hopalong Cassidy* (Fremantle International Inc.): Gibraltar.

*World of Beatrix Potter* (Fremantle International Inc.): NZBC, New Zealand.

*Mr. Punch* (Fremantle International Inc.): NZBC, New Zealand.

*Surf Scene* (Fremantle International Inc.): TWW, Great Britain.

*Melotoons* (Fremantle International Inc.): TWW, Great Britain; Scottish, Great Britain; Westward, Great Britain.

*Saddle Up* (Fremantle International Inc.): Westward, Great Britain.

*Sea Safari* (Fremantle International Inc.): Telefis Eireann Dublin, Ireland.

*Soft Self-Portrait of Salvador Dali* (Warner Bros.-Seven Arts Inc.): Tele-rama Sr, Argentina; Oy-Mainos-TV, Finland; Nord Deutscher Rundfunk, Germany, and Nederlandse Televisie Stichting, Holland.

## International film sales . . .

*Sportsfolio* (Fremantle International Inc.): FNQ 10 Cairnes, Australia.

*Paintings in a Low Voice* (Fremantle

## FANFARE

### TV, agencies get N.Y. festival awards

TV recognition was widely distributed in the more than 160 awards presented at the 10th annual International Film and Television Festival of New York (Oct. 16-20) held under the sponsorship of Industrial Exhibitions Inc., New York, of which Herbert Rosen is president.

Among the grand-prize winners were

WNBC-TV New York for a public-service program, *A Matter of Life*, sponsored by the Associated Hospital Service, and commercial producer VPI of New York for the TV commercial *SNO Dream* for Timex watches. In the single-program category, gold medals were awarded to WABC-TV and WCBS-TV both New York; WRC-TV Washington; WGN-TV Chicago, and WBNS-TV Columbus, Ohio; silver medals to WBBM-TV Chicago; WKYC-TV Cleveland; KNBC-TV Los Angeles; KPMB-TV San Diego, and

WCAU-TV Philadelphia.

A station group was cited for single-program production: A gold medal to Westinghouse Broadcasting Co. for *The Victims*. Also honored in this category were King Screen Productions, a silver medal for *Advise and Dissent: A Portrait of Senator Wayne Morse* and bronze medal for *Huelga!* Medals for TV series were given WNBC-TV New York (gold) for *N. Y. Illustrated: "Bellevue Doctors Are Born"*; WCBS-TV New York (silver) *Eye on New York*, and WBNS-TV Columbus (bronze) for *Channel 10 Reports: "Prostitution."*

Some of the top advertising agency winners in TV commercial categories were Jack Tinker & Partners with eight medals; Ketchum, MacLeod & Grove with seven; J. Walter Thompson Co. with five, and Carl Ally Inc. and Sullivan, Stauffer, Colwell and Bayles, three each.



### CCIR members praised for service

The State Department last week honored almost 300 Americans who have served as members of the U. S. national organization of the International Radio Consultative Committee (CCIR). In Washington, at the department's west auditorium, where President Kennedy used to hold his news conferences, Frank E. Loy, deputy assistant secretary for transportation and telecommunications, presented a scroll of appre-

ciation to A. Prose Walker, Collins Radio Co., representing industry, and E. K. Smith, Institute for Telecommunications Science and Aeronomy, Environmental Science Service Administration, Department of Commerce, representing government. Pictured above at the ceremonies (l to r): Thomas E. Nelson, acting director, office of telecommunications, Department of State; Messrs. Smith, Loy, and Walker.

### Drumbeats . . .

**Broadcasters serve** ■ A radio newscaster and a television program have received 1967 Howard W. Blakeslee awards of the American Heart Association presented for outstanding reporting in the field of cardiovascular diseases. Jim Gordon received the award for a series of 12 programs he edited and produced for broadcast by WINS New York; a series composed of interviews at the American Heart Association's annual Scientific Sessions. *No More Tears*, a half-hour documentary on rheumatic heart disease demonstrating recent achievements in cardiovascular medicine and surgery, was telecast by WJW-TV Cleveland, the other broadcast recipient.

**\$25,000 for muscular dystrophy** ■ WISN-TV Milwaukee and WTVR-TV Richmond, Va., have raised \$17,618.00 and \$7,142.00, respectively, for the Muscular Dystrophy Association of America through a series of backyard carnivals sponsored by the stations. WISN-TV has

been sponsoring the muscular dystrophy campaign for six years, while this year marked the first for WTVR-TV.

**Clue-key** ■ WABC New York began a variation on the traditional scavenger-hunt promo: Listener hides any key somewhere in his apartment for "agent 77" to find within seven clues. The emissary for the station will travel throughout the 18-county area, visiting homes of listeners who submitted cards. If he cannot guess the location of the key, he will award the listener an RCA-Victor color TV set. A set will be given away every day for the six weeks of the contest.

**Golden Mike to Hoffsten** ■ American Women in Radio and Television has awarded its West Central area Golden Mike to Gertrude Hoffsten of KSLH St. Louis. Mr. Hoffsten is associate professor of biological science at Harris Teachers College in St. Louis and assistant director of audio-visual education at KSLH. She has written and produced over 300 radio science programs in four different age groups for broad-

cast over KSLH and the National Association of Educational Broadcasters' network. Her more notable productions include *Let's Find Out* and *'Just Why' Stories*.

**NBC studio tour** ■ NBC, which began running a guided tour of its West Coast studios in Burbank, Calif. last June, reports that more than 10,000 people took it during the summer months. This first season of the tour attracted double the number of visitors the network had projected. NBC has been running a guided tour of its New York facilities since 1937.

**Sigma Delta Chi awards** ■ Sigma Delta Chi, the national professional journalism society, announced the start of its 36th annual service awards contest. Awards will be given for notable performance in print and broadcast journalism during 1967 in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and

television reporting and editorializing and public service by radio stations or networks and television stations or networks, newspapers, and magazines. Entry blanks, which may be obtained from Sigma Delta Chi, 35 E. Wacker Drive, Chicago 60601, must be received by Feb. 1, 1968.

### 'Monitor' offers new figures

A new NBC Radio sales presentation for its weekend *Monitor* program service was previewed to advertisers and agencies in New York last week before it was sent on the road for showing in other major markets. In addition to a refresher course on the *Monitor* format, features and personalities, the presentation cited several cost factors, among them estimates of a 30-cent cost-per-thousand adults for a weekend 16-announcement schedule on *News on the Hour* (\$11,968 per week on a 52-week basis), and a 39-cent cpm for a weekend schedule of five announcements throughout *Monitor* (\$4,744 per week on a 13-week basis).

## FATES & FORTUNES

### BROADCAST ADVERTISING

**William McDermott**, executive VP and director of Kelly, Nason Inc., New York, joins J. M. Mathes Inc. there as member of account service group.

**Marshall H. Pengra Jr.**, manager of Beaumont, Tex., office of Aylin Advertising Agency, named senior VP.

**James G. Shelby**, account supervisor on Firestone at Campbell-Ewald, Detroit, named VP. **Gibson B. Kennedy**, with Standard Telephone & Cables, London, joins C-E in Detroit as account supervisor on Admiral Corp. account.



Mr. Harris

**Remus A. Harris**, VP, director of marketing, media and research for MacManus, John & Adams, New York, joins Geyer-Oswald Inc. there as VP, director of marketing.

**Lee T. Farrah**, VP and sales promotion account supervisor for BBDO, Detroit, named executive assistant to John H. Wilson Jr., VP and regional manager of

BBDO, Detroit. **George F. Beech Jr.**, account executive for BBDO, Detroit, named account supervisor. **John A. Gibbs**, car sales promotion executive, appointed account executive, replacing **Barry T. Parsons**, who becomes office manager. **John C. Kuss**, BBDO field executive in Washington region, moves to Detroit as national TV account executive. **Keith B. Shaffer**, media director at The Marschalk Co., Cleveland, and **Joan Yarnick**, broadcast media director at Byer & Bowman Advertising Agency, Columbus, Ohio, join BBDO,



Mr. Montgomery

**Richard K. Montgomery**, senior VP and member of executive committee of Clinton E. Frank Inc., Chicago, elected executive VP and director of client services.

**Robert L. Montgomery**, VP and director of marketing for Ruben Advertising Agency, Indianapolis, named executive VP; **Elmar A. Ruben** becomes VP and secretary-treasurer. Agency is being renamed Ruben, Montgomery, and Associates Inc. Board of directors also includes senior VP **Walter C. Gottfred**; **Peter Emanuel**, VP and creative director; and **Edward T. Walker**, VP and production manager, all now agency principals.

BROADCASTING, October 30, 1967

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Detroit, as radio-TV time buyers.

**Kenneth W. Price** joins Warwick & Legler, New York, as VP and account supervisor.

**Russell Hand**, account supervisor for Doyle Dane Bernbach, Los Angeles, joins Sachs, Finley & Kaye, Beverly Hills, Calif., as VP and account supervisor.

**William R. Butler**, account executive for Dreher Advertising, New York, named VP.

**William Burton**, Robert E. Eastman & Co., named president of Detroit chapter of Station Representatives Association. Other officers elected: **Richard Yoder**, and **Thomas J. Beauvais**, with Edward Petry & Co., VP and secretary-treasurer, respectively.

**John Rand**, VP and associate copy director of Foote, Cone & Belding, Chicago, joins Ogilvy & Mather, New York, as copy group head.

**Keith L. Reinhard**, VP of Needham, Harper & Steers, Chicago, named associate creative director.

**David W. Thurston**, account supervisor, Cunningham & Walsh, New York, elected VP, Broadcast Advertisers Reports, that city.



Mr. Thurston

**Deborah Gonderil**, sales presentations analyst for *Los Angeles Times*, named director of research for Anderson-McConnell Advertising Agency, Hollywood.

**William Kloepfer Jr.**, director of public information for Pharmaceutical Manufacturers Association, Washington, named VP-public relations of The Tobacco Institute Inc., that city.

**Richard Voehl**, art director at Daniel & Charles, New York, named creative director of Wyse Advertising, that city.

**E. B. Brogan**, automotive advertising manager of American Motors Corp., Detroit, named director of advertising. **Thomas E. Snelling**, president of Xenon Corp., Portland, Ore., becomes director of market planning for American Motors, Detroit.

**David M. Tabin**, media supervisor at Young & Rubicam, New York, joins LaRoche, McCaffrey and McCall there as associate media director.

**Hanford Gruher**, corporate director of marketing for Crane Co., New York, appointed director of international marketing at Liggett & Myers Tobacco Co., that city.

**Joseph R. Carpenter**, account supervisor at Ogilvy & Mather, New York,

joins Campbell-Mithun, Minneapolis, as account director.



Mr. Kerns

**Ira M. Kerns**, with Fred A. Niles Communications Centers Inc., Chicago, named creative director.

**Bob Orth**, AMC Corp., **Maggie Villa**, Standard Security Life Insurance, and **George Polk**, Union Carbide, join Elliot, Goodman & Russell Inc., New York, as art director, copy writer and account executive, respectively.

**Howard Wallene**, regional sales manager of WEBC Duluth, Minn., named general sales manager, replacing **Gaill Keeble**, who becomes station manager of KWVL-AM-FM Waterloo, Iowa.

**Nick Nickson**, with WBBF Rochester, N. Y., named sales manager, replacing **Charles King**, who rejoins parent LIN Broadcasting.

**Arthur Borghi**, administrative assistant and business manager, commercial broadcast production department, Ted Bates & Co., New York, assigned additional duties in supervising flow of department business affairs, estimating and budgeting.

**Robert A. Zauner**, sales proposals representative, NBC-TV, New York, joins ABC-TV Spot Sales there as supervisor of sales development.

**James E. Dreves**, senior media planner with Dancer-Fitzgerald-Sample, New York, appointed television account executive for George P. Hollingbery Co., that city.

**Roy Drushall**, national sales manager for KABC Los Angeles, joins Gill-Perna, Los Angeles, as account executive.

**Richard C. Arbuckle**, director of NBC Radio Spot Sales, New York, appointed account executive for WABC-TV, that city.



Mr. Hartwell

**Rad Hartwell**, account executive for KFRE-TV Fresno, Calif., named general sales manager for KBAK-TV Bakersfield, Calif.

**William N. Rismiller**, account executive at WLWT(TV) Cincinnati, joins Broadcast Communications Group, Chicago, as account executive.

**John Blair**, with WATC Gaylord, Mich., appointed account executive.

**George Orteig**, special accounts manager in eastern region for Fleischmann Distilling Corp., New York, appointed

account executive for WADO, that city.

**Dennis A. Leonard**, general manager of Penn State Reps, Pittsburgh, joins Stone Representatives, New York, as sales executive.

**James B. Ryan**, Pacific Coast manager for Conover-Mast Publishing Co., New York, appointed national sales coordinator for KNX Los Angeles.

**Vince Arminio**, with Foote, Cone & Belding, New York, appointed to sales staff of Eastman TV Inc., that city.

**Sandy Rimany**, with Reach, McClinton & Co., Boston, appointed media assistant.

**Del Pavese**, with Blair Radio, Chicago, joins sales staff of WLTH Gary, Ind.

**Harry G. Ommerle**, senior VP-media and broadcast operations, Sullivan, Stauffer, Colwell & Bayles, New York, named chairman of advertising and broadcasting industries division of Anti-Defamation League Appeal.

## MEDIA



Mr. Thayer

**Harry M. Thayer**, president of WGHQ Kingston, N. Y., named chairman of newly formed Hudson-Westchester Radio Inc. **William F. O'Shaughnessy**, VP and general manager of WVOX New Rochelle, N. Y., becomes president and treasurer of Hudson-Westchester. Hudson-Westchester, owned by Mr. O'Shaughnessy and Mr. Thayer, has signed agreement, subject to FCC approval, to purchase WVOX-AM-FM and WGHQ-AM-FM (BROADCASTING, Oct. 23).

**Woodruff B. Crouse**, manager of broadcast media, BBDO, Detroit, resigned to enter station operation as part owner of WTTT Port Huron, Mich.

**Jack H. Drake**, executive VP of Lower Rio Grande Valley Chamber of Commerce for past 13 years, named general manager of KRGV-AM-TV Weslaco, Tex.

**Bert Julian**, manager of Broadcast Communications Group, Cleveland, and **Tom Sullivan**, salesman with Miami Dolphin Football Network, join television station relations department of ABC, New York, as regional managers.

**Dale Olson**, kovc Valley City, N. D., elected president of North Dakota Broadcasters Association. Other officers elected: **Clair Krebsbach**, KGCX Sidney, Mont., VP, and **Leslie E. Maupin**, KLPM Minot, N. D., secretary-treasurer.

**Michael E. Hobbs**, assistant to general manager and staff attorney at non-

commercial WGBH-TV Boston, named executive assistant for Educational Television Stations division of National Association of Educational Broadcasters, Washington.

**William S. Paley**, CBS Inc. board chairman, elected member of board of directors, The First Boston Corp.

**Walter Grimes**, owner of W. B. Grimes & Co., Washington-based media brokers, announces his firm has terminated its association with Chapman Co.; his firm will operate independently as negotiators for purchase and sale of broadcasting properties.

**Charles La Force**, with WISN-TV Milwaukee, named administrative assistant. Mr. La Force will specialize in areas of CATV and communities research.

**Arthur Till**, with noncommercial Woub-AM-FM-TV Athens, Ohio, appointed radio-TV fiscal affairs manager. **Edith Smith** named television traffic manager of Woub-TV and instructor in radio-television at Ohio University. **Lyndol Michael** becomes assistant to director of educational television at Woub-TV.

## PROGRAMING

**Morey Goldstein**, president of Warner Bros.-Seven Arts Distributing Corp., New York, and general sales manager for motion picture distributors, elected VP of parent Warner Bros.-Seven Arts Inc., that city.

**Retha Odom**, director of public information and education for New York City Department of Air Pollution Control, named VP and executive director of E. S. Lowe Media Inc., New York.

**Dawson Adams**, account executive with Chenault Associates Inc., New York, named general executive at Peter M. Robeck & Co., that city, exclusive distributor of BBC-TV productions in U. S.

**Seymour Berns**, producer of *The Red Skelton Hour*, elected president of The National Academy of Television Arts and Sciences. He will serve for two-year period beginning June 1, 1968. **Irwin (Sonny) Fox**, former president of New York chapter of National Academy, elected executive VP. **Charles Mountain**, announcer and president of New York chapter, elected secretary. **Charles Fries**, Screen Gems Inc., Hollywood, elected treasurer.

**Robert Friedman**, with United Artists Corp., New York, named regional sales manager.

**John E. Patton**, previously with WKGN Knoxville, Tenn., and WITB and WCBM, both Baltimore, named program director of WBen Buffalo, N. Y.

**Les Turpin**, program manager for

KGB San Diego, appointed program manager for KFRC San Francisco. He replaced **Tom Rounds**, who resigned to become president of Charlatan Productions, Los Angeles.

**Kenneth Fairchild**, who has been on leave of absence since September 1966 from KTRH Houston to serve as executive assistant to mayor of Houston, accepts position of program manager, WNBC-AM-FM New York.

**Bill Scott**, with WATC Gaylord, Mich., named program director.

**Bill Zawila**, appointed director of public affairs and broadcast standards for KGBS Los Angeles.

**Howard Hill**, program director at Kansas State University, Manhattan, Kan., appointed director of radio broadcast programing at noncommercial Woub-AM-FM Athens, Ohio, and assistant professor of communication at Ohio University. **Thomas Pagel** and **Gordon Lawrence**, with noncommercial Woub-TV, named director of instructional radio-TV and radio-TV operations manager, respectively, for Woub-AM-FM-TV.

**Burr Tillstrom**, creator of *Kuklapolitan Players* at WFLD(TV) Chicago, resigns. Other WFLD resignations: **Frank Kavanaugh**, operations director; **Joe Wilson**, sports director; **Jim Wood**, administrative assistant, and **Joe Cory**, office manager.

**Denny Rogers**, with WGVA Geneva, N. Y., named production director.

**Hugh Downing**, producer-director with WDBJ-TV Roanoke, Va., joins non-commercial WNED-TV Buffalo, N. Y., as production manager.

**Sandy Lesberg**, novelist and travel columnist, *Status-Diplomat* magazine, has begun assignment with WOR New York as critic-at-large, reviewing entertainment and cultural events in U. S. and abroad.

**Ronnie Brown**, musical director of syndicated *Woody Woodbury Show*, resigns. No future plans announced.

**Thomas Grant III**, publicity supervisor for WBT(TV) Charlotte, N. C., joins Warren Schloat Productions Inc., Pleasantville, N. Y., as producer.

**Howard Rayfiel**, resident attorney and assistant secretary for Desilu Productions, Hollywood, resigns. No future plans announced.

**Art Volpert**, in cost estimating division of 20th Century-Fox, named assistant controller for Irwin Allen Productions, Hollywood.

**Ken Hampson**, sound engineer with motion picture and closed-circuit television departments of North American Aviation Inc., El Segundo, Calif., joins

staff of Barton Film Co., Jacksonville, Fla. Mr. Hampson will be in charge of firm's sound department.

**Lee I. Wohlmuth**, with M&S Productions, Los Angeles, appointed East Coast sales representative at firm's East Coast office at P.O. Box 142, Oceanport, N. J.

## NEWS

**George Page**, NBC News Vietnam correspondent, named producer of special programs, for which he will do his own reporting. Previously Mr. Page produced documentaries for National Educational Television in Boston and WSB-TV Atlanta. **Irwin A. Lewis** appointed manager, election analysis, for NBC News election unit, New York. Also named to unit were **Bert Ivry**, manager, election operations; **Robert Beranata**, administrator, business affairs; **Leonard Dinner**, manager, election planning, and **Nicholas Vivona**, manager, election systems.

**Gerard Py**, French photographer for CBS, wounded while filming combat operation near Saigon. He suffered skull fracture and scalp laceration from booby trap explosion, and was expected to be hospitalized 10 days.

**David Douglas Duncan**, noted still photographer, has undertaken assign-

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ment in Vietnam jointly for ABC News and *Life* magazine. His photos and tape recorded comments are being used on ABC's radio and television news programs.

**Ted Koppel**, ABC News correspondent who spent past year covering war in Vietnam, appointed ABC News Miami bureau chief. Mr. Koppel will cover Central and South American assignments.

**Thomas V. Brady**, with world services staff of AP, New York, appointed chief of AP bureau at Santiago, Chile, succeeding **Joseph L. Benham**, who resigns to become South American correspondent for *U. S. News & World Report*. **John E. White**, AP regional membership executive, named AP correspondent at Fresno, Calif., succeeding **Lanny Larson**, who transfers to Los Angeles.

**Fred Mohn**, bureau manager for UPI in Springfield, Ill., named bureau manager in Detroit, succeeding **William B. Mead**, who takes leave of absence to work in Washington under Congressional Fellowship. **Richard L. Adorjan**, Illinois newspictures manager in Springfield, succeeds Mr. Mohn there.

**Carl Siskind**, editorial director for KLZ-AM-FM-TV Denver, named news director for KOGO-AM-FM-TV San Diego. All stations are owned by Time-Life Broadcast.

**John Tillman**, director of news for WPIX(TV) New York, named to newly created post of radio and TV director in public affairs department of Port of New York Authority. Mr. Tillman has been with WPIX for 19 years and earlier with CBS in New York.

**Phillip O. Keirstead**, previously with WPMY-TV Greensboro, N. C.; WSUI Iowa City, Iowa; WNHC-TV New Haven, and WCCC-AM-FM Hartford, both Connecticut, appointed news director of KFEQ-AM-TV St. Joseph, Mo.

**John Chalfant**, with noncommercial WOUB-AM-FM-TV Athens, Ohio, named radio-television news director.

**Frank Goerg**, director of station programming for KNX Los Angeles, appointed news/program director.

**Bob Brooks**, with WATC Gaylord, Mich., named news director.

**Betty C. Wolden**, reporter for WKYC-TV Cleveland, appointed news editor for WRC-TV Washington. Both are NBC-owned stations.

**E. John Bucci**, political analyst formerly with KYW Philadelphia, joins KDKA-TV Pittsburgh to project and analyze results of local elections Nov. 7.

**Michael Orion Hartley**, with WBTW(TV) Florence, S. C., named news reporter.

## FANFARE

**Frank N. McInerney**, senior writer and account man, J. Walter Thompson Co., New York, joins Edward Thomas Associates Inc., that city, as VP and general manager.

**Robert M. Newton**, account executive at Delehanty, Kurnit & Geller, New York, named director of public relations, WOR-TV, that city.

**Judy Gale**, publicity director for KLXA-TV Fontana, Calif., resigns. No future plans announced.

**Ronald Seidle** and **Peter Bretz** appointed co-promotion directors for KOMU-TV Columbia, Mo.

**Larry D. Shackelford**, assistant promotion-publicity director for WLWD(TV) Dayton, Ohio, joins WTTV(TV) Bloomington-Indianapolis as promotion manager.

**Anita Ragnhild Shaw**, publicist for Arnold Carr Public Relations, Hollywood, named director of on air promotion for KHJ-TV Los Angeles.

**David Martin**, manager of advertising and promotion for ABC Radio, New York, appointed director of information services at WCBS, that city.



Mr. Giles

WFAA-AM-FM.

**Jay Giles**, radio-television director of Rogers & Smith Advertising Agents, Dallas, named promotion manager of WFAA-TV Dallas-Fort Worth. **Dotti Lebsack**, with WFAA-TV, named promotion manager of

**Russell Smith**, director of advertising, promotion and public relations for KFI Los Angeles, named advertising and sales promotion director for KCBS San Francisco.

**Joseph L. Robertson**, manufacturing-production editor of *Appliance Manufacturer* magazine, Chicago, joins Buchen Public Relations there as account executive.

## EQUIPMENT & ENGINEERING

**John J. Aylward**, marketing manager for cable division of Amphenol Corp., Chicago, named VP of marketing.

**Fritz A. Gross**, with Raytheon Co., Lexington, Mass., named VP-engineering.

**Donald Smith**, with noncommercial WOUB-TV Athens, Ohio, named chief engineer of WOUB-AM-FM-TV. **Lawrence Martin** becomes assistant to chief engineer.

**S. N. Lev**, West Coast division VP and general manager, RCA, named to similar position in communications sys-

tems division, Camden, N. J. He succeeds **Joseph M. Hertzberg**, now division VP, international communications projects.

**Howard Durbin**, general product manager of Electro-Voice Inc., Buchanan, Mich., named VP of marketing.



Mr. Redden

**Bobby Redden**, with Entron Inc., Silver Spring, Md., appointed general manager of Systems Construction Corp., wholly owned subsidiary of Entron.

**Graham L. Sisson**, western regional manager of Blonder-Tongue Laboratories Inc., Newark, N. J., appointed regional manager for JFD Electronics Co./Systems Division at 1281 Cordelia Avenue, San Jose, Calif.

**William S. Lowry** named sales manager, color television, Admiral Corp., Chicago.

**George C. Isham**, with Sylvania electronic components, operating group of Sylvania Electric Products Inc., Seneca Falls, N. Y., appointed manager—government and private brand renewal sales.

**James R. Willson**, director of industrial relations for Page Communications Engineers, Washington, appointed director of personnel for Communications Satellite Corp., that city.

**Eugene A. Tymon**, with Prudential Insurance Co., Newark, N. J. appointed television sales engineer for Tele-Measurements Inc., Clifton, N. J.

**Richard S. O'Brien**, CBS Television, New York, elected VP for television affairs for Society of Motion Picture and Television Engineers. **Saul Jeffee**, Movielab Inc., New York, elected treasurer of SMPTE. Elected to board of governors, representing eastern region: **K. Blair Benson**, CBS-TV, New York; **John J. Kowalak**, Movielab Inc., New York; **Henry M. Kozanowski**, RCA, Camden, N. J.; **Jack P. Hall**, Deluxe Laboratories, Hollywood, and **Edward H. Reichard**, Consolidated Film Industries, Hollywood, elected to board of governors of SMPTE, representing western region.

## INTERNATIONAL

**Tom Earle**, parliamentary correspondent for Canadian Broadcasting Corp. in Ottawa, named to newly created post of chief of CBC's parliamentary news bureau in Ottawa.

**Don Cummings**, managing news editor of CTV Television Network, Toronto, discharged for what Charles Templeton, head of network's news and public affairs division, termed "insubordina-



tion." Dismissal followed newscast on eastern network of CTV showing films of nude model taken during art class.

## ALLIED FIELDS

**Arthur Godfrey**, CBS Radio network star, resigns as president of Damon Runyon Memorial Fund for Cancer Research Inc.

**Darrel Holt** joins faculty of Ohio University, Athens, as associate professor of radio and television.

## DEATHS

**Jean Cordiner**, 69, retired VP of BBDO, died Oct. 21 in Huntington Memorial hospital in Pasadena, Calif. Miss Cordiner had retired in 1961. Before joining BBDO in New York in 1947, she was copy writer for Maxon Inc. and McCann-Erickson.

**Clarence W. Hansell**, 69, who retired in 1963 as research fellow at RCA's David Sarnoff Research Center, Prince-

ton, N. J., died Oct. 20 in Merritt Island, Fla. Mr. Hansell joined RCA in 1920. He engineered one of first vacuum tube transmitters for trans-Atlantic radio telegraphy, developed 20-mc transmissions (1926) and investigated advances in infrared technology for government (1946). At RCA Rocky Point (L. I.) lab, he was involved in FM and color TV broadcasting, microwave relaying, radar, and high-speed aircraft communications systems. He is credited with over 300 American patents and also foreign patents. Surviving are his wife, Mildred, son and two daughters.

**Jack Rathbun**, 62, pioneer broadcaster, died of stroke Oct. 16 in Jacksonville, Fla. He had been associated with WPDQ, WMBR and WJAX, all Jacksonville, and was manager of WBSR Pensacola, Fla. He is survived by his wife, Mary, and daughter.

**Roger L. Wensley**, 72, former president and chairman of Basford Inc.,

New York, died Oct. 22 in New York. He joined Basford in 1920 as copy writer and became president five years later. He became board chairman in 1950 and chairman of executive committee in 1953. Mr. Wensley retired in 1960 although he remained on board of directors until last year. He is survived by his wife, Isabella.

**Jerome V. (Skip) Callanan**, 35, account executive with Paul H. Raymer Co., Chicago, died Oct. 19 of cancer at Columbus hospital in Chicago. He joined Raymer in 1966, after having been with Arthur Meyerhoff Associates and J. Walter Thompson Co., both Chicago. Surviving are his wife, Charlotte, daughter and two sons.

**John L. Swayze Jr.** 63, who retired in 1959 as account executive for Young & Rubicam, New York, died of heart ailment Oct. 20 in his home in Sand Pond, N. J. He had specialized in radio-TV advertising. He is survived by his wife, Phyllis, daughter and three sons.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 19 through Oct. 25, and based on filings, authorizations and other actions of the FCC.

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. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

#### New TV stations

##### APPLICATIONS

**Leesburg-Eustis, Fla.**—Heard Broadcasting Inc. Seeks UHF ch. 55 (716-722 mc); ERP 221.4 kw vis., 56.5 kw aur. Ant. height above average terrain 344 ft.; ant. height above ground 301 ft. P.O. address: Box 799, Leesburg. First-year operating cost \$200,000; revenue \$240,000. Geographic coordinates 28° 49' 00" north lat.; 81° 46' 45" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-27DH. Legal counsel Mr. Warfield; consulting engineer Richard R. Hogsbro, both Leesburg, Fla. Requests waiver of Sec. 73.613 (b) of rules. Principals: Robert E. Warfield Jr., president; H. James Sharp, executive vice president; D. Richard Mead Jr., director, and Edwin Mead, vice president and treasurer. All principals own WLBE Leesburg, Fla. Ann. Oct. 20.

**Spokane, Wash.**—Great Northwest Telecasting Co. Seeks UHF ch. 28 (554-560 mc); ERP 84.33 kw vis., 16.87 kw aur. Ant. height above average terrain 1,828 ft.; ant. height above ground 651.85 ft. P.O. address: 120 Broadway, New York 10005. Estimated construction cost \$398,100; first-year operating cost \$250,000; revenue \$200,000. Geographic coordinates 47° 34' 43" north lat.; 117° 17' 07" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-24DL. Legal counsel, Welch and Morgan; consulting engineer Douglas B. Delawder, both Washington. Ann. Oct. 24. Principals: Chester C. Davis, president and treasurer and Jean Ferry Davis, vice president (each 50%). Mr. Davis is attorney, silverware manufacturer, dairy and beef producer (with wife), investment syndicate chairman, secretary and director and de-

veloper and publisher of literary properties. Mr. and Mrs. Davis have CP for ch. 54 Toledo, Ohio and applications for ch. 58 Stockton, Calif. and ch. 20 Salt Lake City.

##### OTHER ACTIONS

■ Review board in Baltimore television broadcast proceeding, Docs. 17740-1, granted petition filed Oct. 17 by Baltimore Broadcasting Co. and extended to Nov. 2 time to file motions to enlarge, change or delete issues. Board member Nelson absent. Action Oct. 19.

■ Review board in Medford, Ore., television broadcast proceeding, Docs. 17680-2 granted petition filed Oct. 18 by Liberty Television, a joint venture comprised of Liberty Television Inc., and Siskiyou Broadcasters Inc., and extended to Nov. 3 time to file responsive pleadings to two petitions to enlarge issues filed Oct. 10 by Southern Oregon Broadcasting Co. Board member Nelson absent. Action Oct. 19.

##### ACTIONS ON MOTIONS

■ Hearing Examiner James D. Cunningham on Oct. 20 in Seattle (King's Garden Inc.) TV proceeding. On examiner's own motion, continued hearing scheduled for Nov. 14 to Nov. 16 (Doc. 17659).

■ Hearing Examiner Charles J. Frederick

on Oct. 19 in San Francisco (Bay Broadcasting Co. and Reporter Broadcasting Co.) TV proceeding granted petition by Broadcast Bureau and scheduled Nov. 13 as date to file proposed findings; on examiner's own motion, scheduled Nov. 27 as date for replies (Docs. 16678, 16831).

■ Hearing Examiner Forest L. McClenning on Oct. 18 in Fayetteville, Ark. (Stamps Radio Broadcasting Co. and Noark Broadcasting Inc.) TV ch. 36 proceeding. Pursuant to agreement reached at prehearing conference of Oct. 13, scheduled certain procedural dates and continued hearing from Dec. 1 to Dec. 18 (Docs. 17704-5).

■ Hearing Examiner Chester F. Naumowicz Jr. on Oct. 17 in Akron, Ohio (Aben E. Johnson Jr. and Cathedral of Tomorrow Inc.) TV ch. 55 proceeding continued, pending further order, all procedural dates, including conferences and hearings (Docs. 17744-5), and on Oct. 19 in Medford, Ore. (State of Oregon acting by and through State Board of Higher Education et al.) TV ch. 8 proceeding granted petition by Medford Printing Co. for leave to amend its application to reflect changes occasioned by death of one of its principals (Docs. 17680-2).

##### RULEMAKING PETITION

Jacksonville, N. C. L&S Broadcasting Co.—

	<p><b>EDWIN TORNBORG &amp; COMPANY, INC.</b></p>
	<p><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p>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</p>

## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Oct. 26

	Lic.	ON AIR		NOT ON AIR	
		CP's	CP's	CP's	CP's
Commercial AM	4,127 <sup>1</sup>	18	100		
Commercial FM	1,650	72	258		
Commercial TV-VHF	488 <sup>2</sup>	12	12		
Commercial TV-UHF	112 <sup>2</sup>	26	146		
Educational TV	311	8	29		
Educational TV-VHF	60	7	9		
Educational TV-UHF	49	12	48		

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 26

	VHF	UHF	Total
Commercial	519	278	797
Noncommercial	76	109	185

## STATION BOXSCORE

Compiled by FCC, Aug. 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,124 <sup>1</sup>	1,683	601	311	111
CP's on air (new stations)	16	42	27	8	22
CP's not on air (new stations)	99	253	174	27	52
Total authorized stations	4,241	1,978	807	346	185
Licenses deleted	3	0	1	1	0
CP's deleted	1	0	0	0	0

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

Requests institution of rulemaking proceedings to add ch. 19 to Jacksonville, N. C. Action Oct. 20.

### CALL LETTER APPLICATIONS

- Hubbard Broadcasting Inc., St. Petersburg, Fla. Requests WTOG(TV).
- DBNW Inc., Defiance, Ohio. Requests WDNE-TV.

### CALL LETTER ACTION

- SBS Television Inc., St. Cloud, Minn. Granted KTIC-TV.

### Existing TV stations

#### FINAL ACTIONS

KNTV(TV) San Jose, Calif.—Broadcast Bureau granted mod. of license to change name to Standard Radio and Television Co. Action Oct. 24.

WZZM-TV Grand Rapids, Mich.—Broadcast Bureau granted license covering new commercial TV. Action Oct. 24.

Meridian, Miss. Delta Communications Corp.—Broadcast Bureau granted mod. of CP for new television to operate on ch. 24 to change ERP to 245 kw vis., 24.5 kw aur.; change trans. and studio location to 1.8 miles south of Meridian on U.S. Highway 45, near Meridian; change type ant., ant. structure and decrease ant. height to 550 ft. Action Oct. 23.

WAKR-TV Akron, Ohio—Broadcast Bureau approved engineering data submitted to modify CP pursuant to report and order in Doc. 16538 adopted July 27, to specify ch. 23 (524-530 mcs) in lieu of ch. 49 (680-686 mcs). Action Oct. 23.

KTVM(TV) Medford, Ore.—Broadcast Bureau granted mod. of CP to change trans. location to approximately 2,000 ft. north northeast of presently authorized site, change type trans. and make changes in ant. structure. Action Oct. 24.

#### OTHER ACTIONS

Commission has denied petition for reconsideration filed Aug. 4 by WLCY-TV Inc., Largo, Fla. Petition was directed to grant by chief, Broadcast Bureau of application of Hubbard Broadcasting Inc., for extension of time to complete construction of its new TV to operate on ch. 44 at St. Petersburg, Fla. WLCY-TV had requested recon-

sideration of Dec. 15, 1966, grant of CP to Hubbard, setting grant aside, and designation of Hubbard application for hearing. WLCY-TV, which operates on ch. 10, claims standing to petition on ground that it would compete with Hubbard for viewers and advertising revenue in Tampa-St. Petersburg market. This claim was disputed by Hubbard. Commission found that WLCY has standing to file petition and in denying it, commission stated its belief "that it is reasonable to expect that construction of the station will be completed by February 1968." (By memorandum opinion and order.) Action Oct. 25.

Application for review of license renewal of WBTB(TV) Charlotte, N. C. denied. Commission has denied application of Candis O. Ray for review of Broadcast Bureau's Jan. 27 grant of license renewal application of Jefferson Standard Broadcasting Co. for its WBTB Charlotte, N. C., and of Broadcast Bureau's memorandum opinion and order released May 25 denying Miss Ray's petition for reconsideration of renewal grant. Miss Ray had requested that WBTB renewal application be designated for hearing. Her request is based on breach of contract dispute with WBTB. Action Oct. 25, by order.

Reconsideration of an order authorizing inspection of annual financial reports of two Chattanooga television stations has been denied by FCC. Commission has denied Rust Craft Broadcasting of Tennessee Inc.'s petition for reconsideration, and granted Martin Theatres of Georgia Inc.'s petition for reconsideration and/or clarification (Doc. 17068). Rust Craft is licensee of WRCB-TV, and Martin is licensee of WTVC(TV), both Chattanooga. Two licensees had asked reconsideration of commission order authorizing Multivision Northwest Inc., operator of Dalton, Ga. CATV system, to inspect annual financial reports filed with the FCC by WRCB-TV and WTVC for years 1962-66. Action by commission by memorandum opinion and order, Oct. 18. Commissioners Hyde (chairman), Lee, Loevinger, and Johnson, with Commissioner Cox concurring and issuing statement, and Commissioner Wadsworth dissenting.

### CALL LETTER APPLICATION

\*WQTV(TV), Southern Tier Educational TV Association, Binghamton, N. Y. Requests WSKG(TV).

### CALL LETTER ACTION

KTRG-TV, Friendly Broadcasting Co., Honolulu. Granted KIKU-TV.

### New AM stations

#### OTHER ACTIONS

Review board in Mobile, Ala., standard broadcast proceeding, Docs. 17555-8, granted in part petition to enlarge issues filed Aug. 4 by Mobile Broadcast Service. Board member Nelson absent. Action Oct. 19.

Review board in Lima, N. Y., AM broadcast proceeding, Docs. 17570-73, denied petition for enlargement and/or clarification of issues filed by Oxbow Broadcasting Corp. Aug. 9. Board member Nelson absent. Action Oct. 20.

Review board in Lorain, Ohio, standard broadcast proceeding, Docs. 16876-8, granted motion filed Oct. 17 and extended to Nov. 6 time to file exceptions to initial decision. Board member Nelson absent. Action Oct. 19.

Review board in Edna, Tex., AM broadcast proceeding, Docs. 16572-73, granted request for extension of time filed by International Broadcasting Corp. Oct. 18, and extended to Oct. 26, time within which to file responsive pleadings to petition for extraordinary relief filed by H. H. Huntley Sept. 25. Board member Nelson absent. Action Oct. 20.

Review board in Burlington, Vt., AM broadcast proceeding, Docs. 16972-73, granted petition for late acceptance of reply filed by Plattsburgh Broadcasting Oct. 12; dismissed motion for declaratory ruling and reconsideration filed Oct. 16 by Plattsburgh Broadcasting and denied petition for rehearing filed Sept. 11 by Plattsburgh Broadcasting. Board member Nelson absent. Action Oct. 20.

#### ACTION ON MOTION

Chief Hearing Examiner James D. Cunningham Oct. 18 in Tucumcari, N. M. (Norman W. Henning) AM proceeding, granted request by Broadcast Bureau and extended from Oct. 21 to Oct. 31 time to file proposed findings (Doc. 17175).

### CALL LETTER ACTIONS

White Mountain Broadcasting Inc., Show Low, Ariz. Granted KVSL.

White Construction Inc., Chiefland, Fla. Granted WLQH.

Nashua Valley Broadcasting Inc., Leominster, Mass. Granted WLMS.

Frank Quinn, Albuquerque. Granted KPAR.

Metro Group Broadcasting Inc., Plattsburgh, N. Y. Granted WKDR.

Smiles of Graham Inc., Graham N. C. Granted WSMR.

Service Radio Co., Newberry, S. C. Granted WKMG.

Central Vermont Radio Corp., Randolph, Vt. Granted WCVR.

Forks Broadcasting Co., Forks, Wash. Granted KVAC.

### Existing AM stations

#### FINAL ACTIONS

WCNU Crestview, Fla.—Broadcast Bureau granted license covering change in ant. trans. location. Action Oct. 20.

WNBS Murray, Ky.—Broadcast Bureau granted license covering changes in ant. system (main). Action Oct. 20.

WKNR Dearborn, Mich.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. at main trans. location. Action Oct. 20.

KOTE Fergus Falls, Minn.—Broadcast Bureau granted mod. of license to change studio location to 112 East Lincoln, and operate trans. by remote control from studio location, non-DA. Action Oct. 20.

WFTO Fulton, Miss.—Broadcast Bureau granted license covering new AM and specify type trans. Action Oct. 20.

WRPM Poplarville, Miss.—Broadcast Bureau granted licenses covering increase in power, installation of new main trans. and specify type trans., and use of former main trans. as auxiliary trans. at main trans. location. Action Oct. 20.

WFTN Franklin, N. H.—Broadcast Bureau granted mod. of license to change name of licensee to WFTN Inc. Action Oct. 20.

WKBN Youngstown, Ohio—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location. Action Oct. 20.

KCCO Lawton, Okla.—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action

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Oct. 20.

**WEUC Ponce, P. R.**—Broadcast Bureau granted license covering change in ant. trans. and studio location, and installation of new trans. Action Oct. 20.

**WKKR Pickens, S. C.**—Broadcast Bureau granted license covering new AM and specify studio location same as trans. Action Oct. 20.

**WGOC Kingsport, Tenn.**—Broadcast Bureau granted license covering new station, specify type trans. Action Oct. 20.

**WLAJ La Follette, Tenn.**—Broadcast Bureau granted mod. of license covering change in hours of operation from unlimited to specified. Action Oct. 20.

**WMAK Nashville** — Broadcast Bureau granted license covering use of former main trans. as an auxiliary trans. at main trans. location. Action Oct. 19.

**KPXE Liberty, Tex.**—Broadcast Bureau granted CP to replace expired permit for new AM. Action Oct. 20.

**KRSP-AM-FM Salt Lake City**—Broadcast Bureau granted mod. of CP and license to change name of licensee to Holiday Broadcasting Co. Action Oct. 20.

**WFSP Kingwood, W. Va.**—Broadcast Bureau granted license covering new station. Action Oct. 20.

#### OTHER ACTIONS

■ Boynton Beach, Fla. application (North American Broadcasting Inc.) for facilities of former WZZZ accepted for filing; waiver of rules granted. Commission has accepted for filing North American Broadcasting Inc. application for CP for Class II daytime AM station to operate on 1510 kc with 1 kw power (former facilities of deleted WZZZ) with trans. site approximately 2.5 miles northwest of WZZZ site and with ant. height of 160 ft. North American requested waiver of prohibited overlap criteria of Sec. 73.37(a) and waiver of Sec. 1.571(c) of rules to permit expedited consideration. Commission granted rule waivers since North American proposes "to re-establish the only standard broadcast facility authorized to Boynton Beach." (By public notice and letter.) Action Oct. 25.

■ Chicago (WAIT Radio) application to change facilities of WAIT returned; waiver request and petition for oral presentation denied. Commission has returned as unacceptable for filing application for CP tendered by WAIT Radio proposing change in facilities of WAIT on 820 kc from daytime operation with 5 kw power limited to sunset at Dallas, to unlimited operation with 10 kw power and directional ant. at night, 5 kw day to local sunset at Chicago. Commission also denied request for waiver and petition for oral presentation by WAIT filed March 7. WAIT had requested waiver of rule Secs. 73.21, 73.25, and 73.182 of rules concerning clear channel operation and 73.24(b)(3) concerning prohibited interference to existing stations. Application and waiver request were opposed by licensees of WBAP and WFAA Fort Worth and Dallas, both Texas, and by Clear Channel Broadcasting Service. Commission found applicant had not presented facts which would justify requested action. (By memorandum opinion and order.) Action Oct. 25.

■ Office of opinions and review on Oct. 17 in Salem, Mass. North Shore Broadcasting Corp. WESX) AM proceeding, granted petition by Ottaway Stations Inc. WOCB. for an extension of time to Oct. 20 to file reply to opposition by WESX to application for review (Doc. 17559).

■ Commission has granted request of Cornell University, licensee of WHCU Ithaca, N. Y., for permission to continue its presunrise operation through Nov. 30. Cornell had requested an extension for 30 days to avoid sudden disruption of its service after commission's Oct. 11 denial of petitions, including that of WHCU, for reconsideration of June 28 report and order amending rules regarding hours of operation of AM stations. WHCU's presunrise operation, on 870 kc, is conducted with power of 500 watts; sign-on time is 8 a.m. or one hour prior to local sunrise, whichever is later. Commission noted there is no fulltime standard broadcast station at Ithaca. Action by commission Oct. 18, by order in Doc. 14419; Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

■ New York Radio New York Worldwide Inc. (WNYW) granted waiver request. Commission has granted international broadcast WNYW waiver of Sec. 73.702(1) of rules and authorized operating schedule of station on specified frequencies from Nov. 5 to March 3, 1968. Action Oct. 25.

■ Greenville, S. C., Broadcasting Co. of the Carolinas, WESC, request for waiver granted. Commission has waived Sec. 73.25(5) (ii) of its rules and accepted for filing application of Broadcasting Co. of the Carolinas for authority to extend period during which nondirectional mode of operation is

utilized by commencing nondirectional operation 45 to 1:45 minutes earlier in the morning and changing back to directional operation one hour later in evening. (By letter; Commissioner Cox abstained from voting.) Action Oct. 18.

#### ACTION ON MOTION

■ Hearing Examiner Chester F. Naumowicz Jr. on Oct. 19 in Macon, Miss. (J. W. Furr, WMBC and James W. Eatherton), AM proceeding, ordered that hearing shall reconvene on Nov. 6 (Docs. 17444-5).

#### FINES

■ Commission has notified Call of Houston Inc., licensee of KCOH Houston, of apparent liability of \$2,000 for violation of Sec. 1304, title 18, U. S. Code, for broadcasting lottery information. KCOH was cited for the violation in "TV King contest." Commission noted that "all elements of lottery were present" in that prize of \$50 was awarded, viewer was selected by chance and participants were required to rent or purchase TV set or other merchandise in order to be eligible. Action by commission October 18. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

■ United States Transdynamics Corp., licensee of WAVA Arlington, Va., has been cited by FCC for violation of Sec. 73.55 of rules by modulating in excess of 100 percent on negative peaks, which was observed during monitoring by FCC staff on April 3 and 6 and June 2. Licensee stated its station's modulation monitor was no longer serviced by manufacturer; that, although it had been calibrated, it would not stay in calibration; and further, that new monitor was being installed. WAVA is licensed to operate daytime on 780 kc/s with one kw power. Forfeiture of \$500 has been levied for rule violation. Licensee has thirty days to respond. (By notice of apparent liability.) Actions by commission October 25. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

■ Commission has ordered following eight stations to pay forfeiture for failing to file renewal applications at least 90 days prior to expiration date of license and failing to respond to official notices of violations within prescribed time (Sec. 1.539(b)): WAVC Warner Robins, Ga., \$100 (48 days beyond due date); WHOD-AM-FM Jackson, Ala., \$50 (13 days beyond due date); MWCW Harvard, Ill. \$25 (14 days beyond due date); WISO Ponce, P. R., \$100 (22 days beyond due date); WPRY Perry, Fla., \$200 (69 days beyond due date); WVFM(FM) Lakeland, Fla., \$100 (27 days beyond due date), and WBSG Blackshear, Ga., \$200 (86 days beyond due date). Action by commission Oct. 25, by memorandum opinions and orders. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

#### RULEMAKING ACTION

■ Lake Geneva, Wis. Southern Wisconsin Inc., WMIR, petition for reconsideration denied. Commission has denied a petition by WMIR which had sought reconsideration of commission's action of July 31, denying its request for waiver of spacing rules and for rulemaking to assign FM ch. 269A to Lake Geneva. In its request for reconsideration, Southern cited need for fulltime radio outlet in community to provide for emergency communications during early morning and evening hours. Commission pointed out in its denial that commission's rules provide that stations such as WMIR may operate at times other than those specified in their licenses during periods of emergency or imminent emergencies under certain specified conditions. (By memorandum opinion and order.) Action Oct. 18.

#### CALL LETTER ACTIONS

■ WLBA, WLBA Inc., Gainesville, Ga. Granted WNJR.  
■ WFGV, WFGV Broadcasting Inc., Fuquay Springs, N. C. Granted WAKS.

#### New FM stations

##### APPLICATIONS

San Bernadino, Calif.—Manuel Martinez. Seeks 95.1 mc, ch. 236, 1.2 kw. Ant. height above average terrain 1,641 ft. P.O. address 23250 Sierra Highway, Newhall, Calif. 91321. Estimated construction cost \$28,100; first-year operating cost \$35,000; revenue \$50,000. Principal: Mr. Martinez manages KSFV (FM) San Fernando, Calif.; has real estate interests, and owns retail furniture concern. Ann. Oct. 24.

Warner Robins, Ga.—Edgar M. Nobles. Seeks 107.9 mc, ch. 300, 37.4 kw. Ant. height above average terrain 201.9 ft. P.O. address Box 918, Warner Robins. Estimated construction cost \$22,751; first-year operating cost \$25,000; revenue \$25,000. Principal: Mr. Robins is majority owner, president and

chief engineer of Warner Robins Broadcasting Inc., licensee of WAVC Warner Robins. Ann. Oct. 24.

Albuquerque, N. M.—Jack C. Hughes. Seeks 100.3 mc, ch. 262, 9 kw. Ant. height above average terrain 4,110 ft. P.O. address 8911 Northwestern, N. E., Albuquerque 87112. Estimated construction cost \$24,935; first-year operating cost \$14,300; revenue \$15,000. Principal: Mr. Hughes is broadcast engineering consultant and owns Hughes "Mobil" Power Co. Ann. Oct. 24.

#### FINAL ACTIONS

Texarkana, Ark. KATQ Radio Inc.—Broadcast Bureau granted CP for new class A FM to operate on ch. 296 (107.1 mc), ERP 3 kw, ant. height 160 ft.; condition. Action Oct. 19.

\*West Hartford, Conn. — University of Hartford. Broadcast Bureau granted 91.3 mc, ch. 217, 1.75 kw. Ant. height above average terrain 28 ft. P. O. address: 200 Bloomfield Avenue, West Hartford 06117. Estimated construction cost \$25,480; first-year operating cost \$5,960; revenue none. Principals: A. M. Woodruff, chancellor; Damon B. Smith, assistant to chancellor, and Stephen Langton, secretary of University et al. Action Oct. 20.

Liberal, Kan.—James Ray Lowder d/b as All Electronics. Broadcast Bureau granted 99.3 mc, ch. 257, 2.60 kw. Ant. height above average terrain 110 ft. P. O. address: 824 South Kansas. Liberal 67901. Estimated construction cost \$1,200; first-year operating cost \$6,000; revenue \$6,000. Principal: Mr. Lowder is 100% owner of All Electronics, radio-TV sales and service business, and employe of petroleum corporation. Action Oct. 20.

\*Bozeman, Mont.—Montana State University. Broadcast Bureau granted 90.1 mc, ch. 211, 10 w. Ant. height above average terrain 121 ft. P. O. address: Student Union building, Bozeman 59715. Estimated construction cost \$34,140; first-year operating cost \$4,500; revenue none. Principals: William A. Johnstone, president of University. Action Oct. 18.

Watertown, S. D.—Midland National Life Insurance Co. Broadcast Bureau granted 96.1 mc, ch. 241, 100 kw. Ant. height above average terrain 170 ft. P. O. address: 104 South Maple Street, Watertown 57201. Estimated construction cost \$58,027; first-year operating cost \$24,000; revenue \$24,000. Principals: William A. Riggsbee, president and Reserve Life Insurance Co., et al. Action Oct. 19.

#### OTHER ACTIONS

■ Office of opinions and review on Oct. 18 in New York-Teaneck, N. J. (New York University and Fairleigh Dickinson University), granted request by Broadcast Bureau and extended to Oct. 30 time to file responsive pleading to application by Fairleigh for review (Docs. 17454-5).

■ Review board in Portland, Ore., FM broadcast proceeding, Docs. 17563-4, granted motion filed Oct. 7 and extended to Oct. 31 time to file additional information described in paragraph 3 of review board's memorandum opinion and order. Board member Nelson absent. Action Oct. 19.

■ Review board in Gate City, Va., FM broadcast proceeding, Docs. 17575-76, denied appeal from ruling of hearing examiner filed Sept. 18, by Tri-Cities Broadcasting Corp. Board member Nelson absent. Action Oct. 20.

■ Review board in Danville, Va., FM broadcast proceeding, Docs. 17589-17590, granted joint request for approval of agreement, dismissal of Baron Broadcasting Corp. application, grant of remaining application, filed Sept. 11, by Piedmont Broadcasting Corp. and Baron Broadcasting Corp.; approved agreement; dismissed with prejudice application of Baron Broadcasting Corp.; granted application of Piedmont Broadcasting Corp., and terminated proceeding. Board members Berkemeyer and Nelson absent. Action Oct. 23.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Oct. 19 in New York-Teaneck, N. J. (New York University and Fairleigh Dickinson University), granted petitions for leave to amend applications: (1) by Fairleigh to show changes of officers and trustees; (2) by Fairleigh to show resignation of Clarence Decker as vice-president of Academic Affairs; (3) by New York University to show changes in status of University's general officers and University's board of directors (Docs. 17454-5). On Oct. 20 in Fort Wayne, Ind. (The Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co.) FM proceeding, granted petition by Gospel Broadcasting Co. for leave to amend its application to make current sections II and III of form 301 including current corporate balance sheet (Docs. 17594-5).

■ Hearing Examiner Millard F. French

on Oct. 20 in West Palm Beach, Fla. (Daytona Broadcasting Inc. and Gardens Broadcasting Co.) FM proceeding. Pursuant to agreement reached at prehearing conference of Oct. 20 cancelled hearing scheduled for Dec. 11 and scheduled prehearing conference for that date (Docs. 17738-9).

#### RULEMAKING ACTIONS

■ Commission has finalized its FM rulemaking proposal which provides for eight first class A assignments in communities, second channel in one community, substitutes class B or C for class A in three communities, adds third class B channel in large city, and denies request for an additional assignment in one area. The decision disposes of fourteen petitions filed. First class A assignments: Guntersville, Ala., 240A; Cathedral City, Calif., 276A; Tuscola, Ill., 288A; Harrodsburg, Ky., 257A; Winnsboro, La., 240A—by substituting ch. 232A for 240A at Bastrop; Fosston, Minn., 296A; Murfreesboro, N. C., 252A by substituting ch. 257A for 249A at Ahsokie, 249A for 252A at Washington, 240A for 257A at Plymouth, and 257A for 249A at New Bern, and Tazewell, Va., 261A. Second assignment: Laurel, Miss., 272A. Substitution of class B or C channel for class A channel: Pipestone, Minn., 254 for 252A; Ukiah, Calif., 233 for 232A; and Carbondale, Ill., 268 for 269A. Third class B assignment: Albany, N. Y. 299. Petition filed by Farm and Home Broadcasting Co. for assignment of first class A channel to Mansfield, Pa. (second to Wellsboro-Mansfield area) was denied. Commission modified CP of V.W.B. Inc. to specify operation of WVWB-FM at Bridgeton, N. C., on ch. 257A in lieu of ch. 249A, and of J & W Broadcasters, to specify operation of KLIL(FM) at Ukiah, Calif., on ch. 233 in lieu of ch. 232A. Action by commission Oct. 25, by report and order Doc. 17627. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

#### CALL LETTER ACTION

■ Mars Hill Broadcasting Inc., Syracuse, N. Y. Granted WMHR(FM).

#### Existing FM stations

##### FINAL ACTIONS

KPLX(FM) San Jose, Calif. — Broadcast Bureau granted license covering new FM, specify studio location same as trans. Action Oct. 20.

WRBS(FM) Baltimore—Broadcast Bureau granted license covering installation of new trans. and vertical ant. (main), use of former main trans. as auxiliary trans. at main trans. location; change ERP to 10 kw. Action Oct. 20.

WPAT-FM Paterson, N. J.—Broadcast Bureau granted license covering installation of new trans. and ant. and change ERP. Action Oct. 20.

WXQL(FM) Glens Falls, N. Y.—Broadcast Bureau granted license covering new FM. Action Oct. 20.

WNBC-FM New York—Broadcast Bureau granted CP to install new type trans., increase ERP to 3.6 kw. Action Oct. 19.

WHIO-FM Dayton, Ohio—Broadcast Bureau granted CP to install new trans. and dual polarized ant. Action Oct. 20.

KRMG-FM Tulsa, Okla.—Broadcast Bureau granted licenses covering change in ant., trans., and studio location, installation of new ant., change in ERP and ant. height, and use of former main trans. as alternate main trans. Action Oct. 20.

KDSX-FM Denison-Sherman, Tex.—Broadcast Bureau granted license covering new FM. Action Oct. 20.

KCY8(FM) Richland, Wash.—Broadcast Bureau granted license covering installation of new type trans., increase ERP to 100 kw. Action Oct. 20.

WWJC-FM Superior, Wis.—Broadcast Bureau granted mod. of license covering change in name of licensee to WWJC Inc. Action Oct. 20.

#### OTHER ACTION

Commission has granted application of KGEE, Inc., Bakersfield, Calif., to change trans. site of KGEE-FM to Breckenridge Mountain and to change facilities of station on ch. 268 (101.5 mc) from ERP 33.3 kw, ant. height of 155 ft., to ERP 350 w and ant. height of 3,660 ft. Commission waived principal city coverage requirements of Sec. 73.315(a) to permit predicted signal level of less than 3.16 mv/m over city of Bakersfield. Commissioner Cox abstaining from voting. Action Oct. 25.

#### FINE

■ Southern Broadcasting Inc., licensee of WAEZ(FM) Miami Beach, has been cited by FCC for operation of station by an improperly licensed operator, in violation of Sec. 73.265(b) of rules. On Feb. 8, station was inspected and thereafter was cited for

rule violation since one of station's operators had not secured required broadcast endorsement for his third class operator's license. Southern Broadcasting stated violations were neither intentional nor willful and that procedures had been adopted to prevent repetition of such violations. In reply to later inquiry, Southern Broadcasting said that operator, prior to being properly licensed, had operated station six hours day for 99 days. Forfeiture in amount of \$500 has been levied for violation of rule. Licensee has thirty days in which to reply. (By notice of apparent liability.) Action Oct. 25.

#### RULEMAKING PETITION

KSRF-FM Santa Monica, Calif.—Requests commission to adopt notice of proposed rulemaking which adds a Santa Monica ch. 68 to 73.606(b) of rules. Ann. Oct. 20.

#### CALL LETTER APPLICATION

■ KCIB(FM), Universal Broadcasting Co., Fresno, Calif. Requests KULA(FM).

#### CALL LETTER ACTIONS

■ KRZI(FM), Contemporary FM Inc., Portland, Ore. Granted KJIB(FM).  
■ WSML(FM), Smiles of Virginia Inc., Petersburg, Va. Granted WPVA-FM.

#### RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators: K07GY North Creek and Beaver Area & Adamsville area, K09CS North Creek area, and K11CX Adamsville and Beaver, K13CV North Creek, Adamsville and Beaver, K09BQ, K11BV and K13BZ, all Helper, K08CF, K10CL and K12CE, all Scofield, K06DR and K08AU Spring Glen, Price and Rural Emery county, K10AZ and K12AZ Spring Glen and Price, Rural Emery county, K03BF, K05BU and K07ED, all Enterprise, K72AQ, K77AJ and K83AF all Delta & West Millard county, K70BD, K74AO and K80AN, all Fillmore, K72CM Helper, K06CJ, K09EB, K11EH and K13DX, all Eureka and Mommoth, K08EK, K10BR and K13BV, all Mantua, K08AO, K10AL and K12AQ, all Milford, K09EU, K11FA and K13ET, all Oak City, Leamington and Lyndyl, K08DF, K10EE and K12DH, all Scipio and Holden, K02BY, K04BC and K05AT, all Minersville, K08BV, K10CD and K12BX, all Woodruff, all Utah; K06DB and K08EA Raton, Springer and Maxwell, and K10BQ Raton, all New Mexico. Action Oct. 20.

#### Translators

##### ACTIONS

Soda Springs, Idaho Caribou County TV Association—Broadcast Bureau granted CP for new VHF TV translator to serve Soda Springs, Grace, and Bancroft, operating on ch. 9, by rebroadcasting programs of KID-TV, ch. 3, Idaho Falls. Action Oct. 19.

Algona, Iowa Lee Enterprises Inc.—Broadcast Bureau granted CP for new UHF TV translator to serve Algona, operating on ch. 71, by rebroadcasting programs of KGLO-TV, ch. 3, Mason City. Action Oct. 20.

Battle Creek, Mich.—Broadcast Bureau granted CP for new UHF translator to serve Battle Creek, operating on ch. 74, by rebroadcasting programs of WZZM-TV, ch. 13, Grand Rapids. Action Oct. 13.

Hogeland, Mont. Big Flat TV Association—Broadcast Bureau granted CP for new UHF TV translator to serve Turner and Hogeland, operating on ch. 81, by rebroadcasting programs of CJLH-TV, ch. 7, Lethbridge, Alberta, Canada. Action Oct. 18.

Las Vegas Channel 13 of Las Vegas Inc.—Broadcast Bureau granted mod. of CP for TV to change ERP to vis. 79.4 kw, 15.8 kw aur., change type trans.; condition. Action Oct. 18.

Coyote, N. M. Jemez Mountain School District No. 53—Broadcast Bureau granted CP for new VHF translator to serve Coyote, operating on ch. 10, by rebroadcasting programs of KNME-TV, ch. 5, Albuquerque. Action Oct. 18.

Gallina, N. M. Jemez Mountain School District No. 53—Broadcast Bureau granted CP for new VHF TV translator to serve Gallina, operating on ch. 8, by rebroadcasting programs of KNME-TV, ch. 5, Albuquerque. Action Oct. 18.

New England, N. D. New England Municipal Translator—Broadcast Bureau granted CP for new VHF TV translator to serve New England, operating on ch. 8 by rebroadcasting programs of KFYR-TV, ch. 5 at Bismark. Action Oct. 23.

Bandon, Ore. Bandon TV Inc.—Broadcast Bureau granted CP for new VHF TV translator to serve Bandon, operating on ch. 7 by rebroadcasting programs of KEZI-TV, ch. 9, Eugene. Action Oct. 23.

Williams, Ore. Radio Medford Inc.—Broadcast Bureau granted CP for new VHF TV

translator to serve Williams, operating on ch. 12, by rebroadcasting programs of KMED-TV, ch. 10, Medford. Action Oct. 18.

Williams, Ore. Southern Oregon Broadcasting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Williams, operating on ch. 7, by rebroadcasting programs of KTVM(TV), ch. 5, Medford. Action Oct. 18.

Greenville, S. C. Skyway Broadcasting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Greenville and contiguous area, S. C., operating on ch. 2, by rebroadcasting programs of WLOS-TV, ch. 13, Asheville. Action Oct. 13.

Greenville, S. C. Southeastern Broadcasting Corp.—Broadcast Bureau granted CP for new VHF TV translator to serve Piedmont Park and Paris Communities (near Greenville), operating on ch. 5, by rebroadcasting programs of WFBC-TV, ch. 4, Greenville. Action Oct. 13.

Greenville, S. C. Spartan Radiocasting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Greenville North Division, S. C., operating on ch. 10, by rebroadcasting programs of WSPA-TV, ch. 7, Spartanburg. Action Oct. 13.

Pickens, S. C. Skyway Broadcasting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Pickens, operating on ch. 2, by rebroadcasting programs of WLOS-TV, ch. 13, Asheville. Action Oct. 17.

Harrogate, Tenn. Middleboro Emergency Rescue Squad Inc.—Broadcast Bureau granted CP for new VHF TV translator to serve Harrogate, Shawanee, Cumberland Gap, and Arthur, operating on ch. 8, by rebroadcasting programs of WLOS-TV, ch. 13, Asheville, N. C. Action Oct. 13.

■ Commission has denied petition by Tri-State Broadcasting Inc. (KTSM-TV), El Paso, Tex., for reconsideration of June 21 grant, without hearing, of applications by Hubbard Broadcasting Inc., for new 100-w UHF TV translators to serve Alamogordo Holloman and Carrizozo, all New Mexico by rebroadcasting Hubbard's KOB-TV (ch. 4) at Albuquerque. Petition for reconsideration was opposed by Hubbard and reply to Hubbard opposition was filed by Tri-State. Action by commission Oct. 18, by memorandum opinion and order, Commissioners Hyde (chairman), Lee, Loevinger, Wadsworth, and Johnson; Commissioner Cox concurring.

K06EK Menard, Tex.—Broadcast Bureau granted CP for VHF TV translator to replace expired permit for new station. Action Oct. 18.

#### CATV

##### APPLICATIONS

Carolina Cable TV Inc.—Requests amendment seeking distant signals from WBTV-TV and WSOC-TV, both Charlotte, N. C.; WAIM-TV Anderson, S. C.; WLOS-TV Asheville, N. C., and WOLO-TV Columbia, S. C. to Newberry, S. C. (Columbia, S. C.-ARB 83). Ann. Oct. 19.

Marcus Theatres CATV Systems Inc.—Seeks distant signals from WSAU-TV Wausau and WAEQ-TV Rhinelander, both Wisconsin; WLUC-TV Marquette, WPNB-TV Traverse City and WWTV-TV Cadillac, all Michigan to Menominee, Mich. (Green Bay, Wisconsin-ARB 85). Ann. Oct. 19.

Midcontinent Broadcasting Co.—Seeks distant signals from WTCN-TV and KTCA-TV, Minneapolis, KMSP-TV Minneapolis-St. Paul and KWCM-TV Appleton, all Minnesota to Pipestone, Minn. (Sioux Falls, S. D.-ARB 92). Ann. Oct. 19.

Orangeburg Cable TV Inc.—Requests amendment seeking distant signals from WCIV-TV, WCSC-TV and WUSN-TV, all Charleston, and WOLO-TV Columbia, all South Carolina to Orangeburg, S. C. (Columbia, S. C.-ARB 83). Ann. Oct. 19.

##### OTHER ACTIONS

■ Commission has referred to its review board petitions filed by Paducah Newspapers Inc., Paducah, Ky., and Hirsch Broadcasting Co., Cape Girardeau, Mo., asking partial reconsideration, clarification and modification of order involving Meredith-Avco Inc., operator of a Mayfield Kentucky CATV system (Doc. 17721). Commission said that petitions are, in substance, requests to enlarge issues in an earlier ruling concerning Meredith-Avco (memorandum opinion and order, released Sept. 13), and should be referred to review board under Sec. 0.365 of rules. Action by commission by order, Oct. 18, Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth, and Johnson.

■ Brainerd Video, owner and operator of CATV system at Brainerd, Minn., has been directed to show cause why it should not be ordered to cease and desist from refusing to

(Continued on page 83)

DEADLINE: Monday Preceding Publication Date

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcripts, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

### RADIO

#### Help Wanted Management

Ohio major market full time radio station needs local sales manager. Fine opportunity. Box K-196, BROADCASTING.

Indiana single market needs radio man for key position. Must be able to sell. Unlimited potential. New station. Box K-244, BROADCASTING.

Manager or sales manager, experienced, desiring to locate in S. W. desert community of 25,000, able to sustain himself on commission only, may obtain stock with hard work, no cash investment. Send experience and billing record to Box K-254, BROADCASTING.

Manager—Sales ability, small radio market, New York State. Good salary. Box K-280, BROADCASTING.

#### Sales

Immediate opening at Minnesota 10 KW FM stereo. Will be going on the air in 60 days, but need man now. Excellent guarantee and incentive. Will consider beginning salesman with some radio background. Only midwesterners need apply. Box K-183, BROADCASTING.

First class ticket, salesman able to do air work. Mid-Michigan. . . . Good pay, fringe benefits for right man. Box K-233, BROADCASTING.

Am looking for experienced salesman or salesmanager for station in Florida under new ownership. Reply Box K-238, BROADCASTING.

Immediate opening for salesman-announcer for small market. Box K-276, BROADCASTING.

We are new in the broadcast business and need a real take-charge Manager-Salesman, who can sell in mid-south, major market. Excellent earnings and working conditions. Replies held in strictest confidence. Write Box K-291, BROADCASTING.

Active account list waiting for applicant at top 100 market member of seven station group. Guarantee and complete fringe benefits with opportunity to achieve ownership and management position. Send resume to Box K-293, BROADCASTING.

Creative? Hard working? Ethical? Intelligent? Reasonably young? Experienced in selling to retail merchants . . . and . . . advertising agencies? Not afraid to lug around a recorder and play speculation sales tapes? Want to join giant group with many chances for making money and career goals? East coast, major market? Send vital information in a creative selling letter to Box K-297, BROADCASTING.

Last two men who accepted this position are now full fledged partners. Both love radio work like Trojans . . . take care of their numerous accounts. If you qualify, like balmy sunny Texas and Mexico send full particulars. Position available January 1. KVOZ, Laredo.

One of America's finest. KWIX at Moberly Missouri is expanding its sales staff. This is one of the finest sales opportunities in the industry. Send full information to Kermit Womack.

Young, aggressive salesman, good opportunity San Francisco area. Send resume, photo and salary requirements to Earl Goldman, KWUN Radio, Concord, California 94522.

### Sales—(Cont'd)

Wanted two salesmen—Contact Fred Davis, Radio Station WENR, P. O. Box 745, Athens, Tenn.

#### Announcers

Immediate openings for 1 morning man, 1 night man, 1 production man-announcer. Play-by-play experience helpful. Top 50 format. Virginia medium market AM-FM. Send photo, resume, salary. Box K-115, BROADCASTING.

Guy-gal team for bright morning show in metro west coast market. Send tape and resume to headquarters of rapidly expanding company. Box K-246, BROADCASTING.

Bright—wake up morning man—No absenteeism. No Drinker—1st phone—no maintenance—Good reference—Jowa or Minnesota. Box K-251, BROADCASTING.

Help Wanted—good swinging announcer wanted for N. C. station. Also chance to sell. Send tape, resume and picture to Box K-255, BROADCASTING.

Wanted M.O.R. Announcer with 1st class license. Announcing school graduate preferred. Box K-292, BROADCASTING.

5 kw-network AM/FM affiliate outside nation's capital needs 1st ticket announcers. No maintenance. Top pay, benefits. Box K-296, BROADCASTING.

Western Pennsylvania station has immediate opening for announcer with experience for night. MOR format. Salary and benefits, no maintenance or selling. Box K-301, BROADCASTING.

Morning show. Like first phone, but not imperative. Excellent opportunity for stable individual. Near metropolitan area in Northeast. Box K-305, BROADCASTING.

Classical music announcer/programer. KLEF, Lamar Tower, Houston Texas 77006.

Texas station has opening for 1st phone-announcer. Some experience is required. New equipment and building. First opening in six years. Contact Clint Formby, Mgr., KPAN, Hereford, Texas.

First phone announcer for KVON, the Voice of News in California's beautiful Napa Valley. Must know MOR music, deliver quality newscasts, handle sports—national news wire. Top opportunity with successful station. Send tape, resume, photo. KVON, Napa, California.

Wanted: one radio announcer with third phone and one announcer-engineer with first phone. Radio KVOU, Uvalde, Texas.

Join upbeat happy station in sunny south Texas next door to Mexico. Must be strong on the air. Position open January 15. Send details to KVOZ, Laredo.

Voice and maintenance man adult pop and talk station San Francisco area. Send tape, photo, and salary requirements to Victor Ives, KWUN Radio, Concord, California 94522.

Morning man with sales experience. Immediate opening \$8,000.00 plus 15% commission with established account list to qualified man. Manager WCBY Radio, Cheboygan, Michigan.

Wanted: man with third class ticket, capable of handling talk show and running MOR board, needed by WCHS, Charleston, W. Va. Write or phone Ned Skaff, 304-342-8131.

Cincinnati calling. Enlarging announcing staff. Excellent working conditions and newest equipment. Salary open. Solid experience and 1st phone necessary. Tape and resume to Allan M. Peck, WCLU, First Nat'l Bank Bldg., Cincinnati.

### Announcers—(Cont'd)

Wanted: Two top forty announcers with first class ticket. Contact Fred Davis Radio Station WENR, P. O. Box 745, Athens, Tenn.

After many years we are losing our morning personality to another industry. We are looking for an experienced man to fill this opening. He must have good references and ability to handle an adult format. In exchange, he will earn an excellent salary, commissions if interested in selling, moving expenses, many company benefits and will join a stable growing operation. A personal interview will be arranged at our expense. Send resume and tape in confidence to J. W. Poole, Manager, WFLS Radio, 616 Amelia St., Fredericksburg, Virginia 22401.

Immediate opening straight staff board man. Daytime shift. Some experience preferred. No rockers or screamers please. 3rd class endorsed required. WLDB, NBC, Atlantic City, N. J.

Immediate opening experienced board announcer. Good conditions, starting pay. Send tape and resume to WMAN, Box 461, Mansfield, Ohio.

Immediate opportunity!!! We aren't offering you a job, we are giving you an opportunity to join a top-notch, established organization in a competitive east coast market. WNRK, P.O. Box 425, Newark, Delaware, is looking for a first phone dj-newsman. No maintenance—University town. Salary open—opportunity unlimited. Call 302-737-5200 collect . . . Right now!!

Here's your chance—Announcer with first phone to work on well-established big 5,000 watter, serving all of southern New England. Top 100 format. Salary open for right man. Contact Joe Anthony, P.D., WSAR, Knight Quality Stations, P.O. Box 927, Fall River, Mass.

WSMI Litchfield, Illinois seeks morning man. Contact Mr. Talley.

Midwestern regional, AM-FM fulltimer needs two good men with experience. One newsman, one announcer for Top 40 night show. 3rd endorsed necessary. Excellent working conditions, benefits. Send tape, complete resume first reply. Call Program Director, WSTR, Sturgis, Mich.

Ohio MOR daytimer will air FM in near future. Needs announcer with third and some experience. Will consider qualified beginners. WTNS, Coshocton, Ohio 43812.

WWOW needs 2 top 40 jocks. Rush resume, tapes. WWOW, Conneaut, Ohio.

Program Analysis, Inc.—Expert critique of your tapes by professionals at major market stations. First tape \$5.00. Second tape analyzed free. Box 3052, Oakland, California.

Wanted—Immediate opening for experienced first ticket announcer, good salary, phone 252-1110, Holly Springs, Miss.

### Technical

Chief engineer—\$200 weekly to start with raises to \$225 in 6 months. East coast suburban station 4 tower directional array. To lead teach and inspire staff of 6 first ticket engineers. Must be able to pass thorough background check. Send resume references and recent picture to Box J-146, BROADCASTING.

Four broadcast technicians needed, strong on maintenance, four years experience mid-west top 20 markets, union shop, equal opportunity employer. Box K-214, BROADCASTING.

## Technical—(cont'd)

Large New England radio and television operation has openings for qualified engineers with first class license, Box K-220, BROADCASTING.

Need experienced engineer to be chief or one willing to learn. Florida east coast. Box K-239, BROADCASTING.

Chief engineer, Maintenance AM-FM small amount of air time. Salary beginning \$125.00 week, within one year to \$150.00 Tell us your capabilities. Send complete resume to Box K-257, BROADCASTING.

Chief and recording engineer in Sunny south Texas. Turn over full technical responsibility to you. Minimum of announcing. KVOZ Laredo, Texas.

First phone man for transmitter. Will train beginner. WAMD, Aberdeen, Maryland.

Chief engineer for 5,000 watt directional top C&W station in country. All new equipment. Advancement opportunity. WCMS, Norfolk, Virginia.

Immediate opening experienced first class engineer AM non directional. Send resume to WMAN, Box 461, Mansfield, Ohio.

Experienced chief engineer for 10,000 watt directional. Capable of top maintenance job. Complete charge of department. WRGM, Richmond, Virginia. Call 703-266-8787.

If you're presently qualified as chief engineer in smaller market and want unusual opportunity with fast growing diversifying company. You can join us in key engineering position. Contact Art Silver, Director of Engineering, Box 1350, Princeton New Jersey. Or call 609-924-3600.

## NEWS

Newsmen opening at news minded Florida network station. Send tape, photo, resume to Box K-191, BROADCASTING.

Top-rated, professional, midwest medium market contemporary station seeking aggressive newsmen who feels ready for his first stab at news directorship. Here's your chance to become a key man in a growing organization. Send tape and resume to Box K-234, BROADCASTING.

Needed immediately news director for AM-FM-TV station in upper midwest. Must have some experience with camera. Beautiful medium sized community in excellent recreational area. Good starting salary. Employee benefits including retirement. A good place to settle down. Send a recent photo and complete resume to Box K-252, BROADCASTING.

We are looking for two exceptional radio newsmen. These two men would have to do everything well. Very well. Each would have to have at least six years of good heavy pure news experience. They must consider the tape recorder indispensable. They must know how to use tape effectively. We want men who have covered all kinds of news . . . responsibly. We want men who can go to the scene of a story and take their listeners with them. We want two brainy newsmen who can put their own honest stamp on everything they deliver. They would work for a large radio news organization. They would work very hard but would be paid very well. Send background and audition tape including newscast and sample of onscene reporting or adlib. Send to Box K-273, BROADCASTING.

Florida east coast opening for aggressive ambitious experienced radio newsmen. Send resume, reference, photo, and tape, to Box K-290, BROADCASTING.

Opening for newsmen to take charge of news department of MOR station. First phone helpful, but not needed. Near metropolitan area in Northeast. Box K-306, BROADCASTING.

News director—Gather, write and deliver local news for top rated central New York station. Immediate opening, sound future. Floyd Keese, WMBO, Auburn, New York.

Radio-TV newsmen, Gather, write and air local news for midwest market. Send tape, resume and photo to Ed Huot, WTRC, Elkhart, Indiana.

## NEWS—(Cont'd)

Immediate opening for newsmen to take charge of News Department in middle-of-road AM-FM station in small market. Experience desirable but not mandatory. Send resume to WVSC, Box 231, Somerset, Pennsylvania 15501.

Wanted immediately news/sports director to join mid-west station of rapidly expanding, responsible group operation. Must be strong on gathering, writing and delivering local news and sharp play-by-play. Send tape of news and play-by-play, resume and recent photograph to Box 338, Tiffin, Ohio.

## Production—Programing, Others

Program director for outstanding Top 40 operation in top 100 midwest market. He must be an idea man, convey enthusiasm, make the station sound exciting, and be promotion-minded and contest-oriented. He must work well with people. Small daily air shift. Salary open. Rush tape and resume with photo to Box K-230, BROADCASTING.

Program director for C&W medium market station. Looking for sales oriented commercial minded person to join successful organization in excellent area. Organization has everything for the right man. Write Box K-269, BROADCASTING.

Program Director loaded with sellable ideas to be Mr. Inside for successful group owned station in Top 100 market. Numerous benefits. Write Box K-270, BROADCASTING.

Exceptional, creative home for experienced copywriter who thrives on challenge, achievement, and recognition. Production desirable but not necessary. Full details to Burt Levine, WROV, Roanoke, Va.

## RADIO

### Situations Wanted Management

Manager—a proven record of increasing ratings and profit. Box K-134, BROADCASTING.

Manager sales-manager. Young Pennsylvania Broadcaster with heavy sales, solid promotion and programing background. No floater. Large, medium or small market. Will invest substantial amount of cash if needed. Box K-166, BROADCASTING.

17-year professional offers old-fashioned hard work, loyalty, dependability. Box K-259, BROADCASTING.

I have twenty (20) years of solid radio broadcast accomplishment. Have been with same station as General Manager the past fifteen years. If you have a \$25,000 per year opening, contact Box K-266, BROADCASTING.

Young aggressive hard-working sales promotion director seeks job as manager of radio station anywhere in U.S. Box K-272, BROADCASTING.

Want experience, energy and a record of success in your station manager? Here I am! Radio has been my life for almost 30 years. Now I want final stop in medium market near midwest metropolitan center, and the price is right. Interested in talking about it? Write Box K-279, BROADCASTING.

## Announcers

Sportscaster. Thoroughly experienced and educated. Some TV. Family. First phone. Box K-176, BROADCASTING.

Versatile announcer desires position with quality progressive station. Eight years experience. Currently morning man producer of industrial show for World-Wide Corporation and member of sports staff. Married, college graduate. Box K-195, BROADCASTING.

First phone announcer, presently employed 100,000 market afternoon drive. Three years experience. Seeks major market opportunity. Box K-262, BROADCASTING.

Morning man. Top midwest market, last 7 years. Also worked in Cleveland and New York city. 37 years old. Familiv. Desire permanency. Min-\$225. Box K-265, BROADCASTING.

## Announcers—(cont'd)

Top-40 personality wants home for talent and wife. Gimmic, 4 years experience, college education, draft exemption. Now in midwest medium market, want job with future and facilities. Box K-274, BROADCASTING.

No. 1 rated afternoon drive-man looking for move to nice size medium to large market. Top 40 only. Box K-275, BROADCASTING.

Attention top 40 stations looking for DJ with class but not a prima donna. I'm looking for a solid management station (prefer midwest) who just isn't interested in being number 2. Want a good place to raise my family. Experience includes former combo man, DJ/announcer/engineer/newscaster, and studio engineer for Chicago's number 1 top 40 station. Production minded, dependable, looking for opportunity for advancement, and pro trained. Let me know about you and I'll see you get all the necessary information. Box K-282, BROADCASTING.

First phone announcer. Prefer modern C&W format, 5 years exper. all phases radio, plus 20 months broadcast and electronics school. Schooled, mature voice, middle of road oriented. Good news, production, copy, P.D. potential. No hillbilly. Ex-pro musician. Top 6 male vocalist in Natl. Country Music Contest. Military completed. Presently employed. Min. \$140. Box K-286, BROADCASTING.

Responsible DJ, news, tight board, third endorsed. Relocate, work with anyone. Box K-287, BROADCASTING.

Fast paced, happy sounding contemporary swinger fully qualified as a deejay or program director. . . . Top notch production. Ideas galore, knowledge of music, first phone, married, draft exempt. Box K-288, BROADCASTING.

First phone announcer. 3 years experience N.Y.C. & Wash., D. C. DJ/production broadcast school. College grad. Draft exempt. Excellent references. Box K-302, BROADCASTING.

Negro DJ, good voice, 3rd phone. Ready to swing. Box K-303, BROADCASTING.

Authoritative trained newscaster/announcer. Personable—married—will work 100 mile radius N.Y.C. Box K-304, BROADCASTING.

Management change necessitates move! First phone, 5 years experience. Married. Music is my business. Why be half safe? Middle, mood, or rock, my specialty. Box K-308, BROADCASTING.

Versatile announcer with 1st . . . willing to join progressive operation on way to top . . . experience in network affiliated southern major . . . tight board . . . draft exempt . . . young . . . prefer "Top 40", or up-tempo MOR . . . Contact Jim Duhn . . . 22190 Camelot . . . Birmingham, Michigan 48010 . . . Phone (313) MI 4-6375.

## Technical

Experienced first class engineer desires maintenance or chief job. Fully qualified for all jobs AM-FM radio. West Coast preferred. Box K-208, BROADCASTING.

## NEWS

Young, sincere and experienced newscaster-announcer with third phone seeks work New York-New Jersey area. Tape and resume available. Box K-258, BROADCASTING.

Experienced radio newsmen. Know beat coverage, writing, tape and broadcasting. Qualifications: six years radio, A. S. degree, single, veteran. Prefer eastern suburban market, but will consider all replies. Box K-278, BROADCASTING.

Need part time/weekend help in news-sports-dj. Columbus, Ohio area? Two years AFRTS experience-3rd endorsed. Contact Thom Campbell, 224 W. Tenth, Columbus, 43201 299-0080.

## Production—Programing, Others

Program director, sales background, 16 years. Desires challenging position. Box K-256, BROADCASTING.

Sports Director, 17 years experience. Not greatest, so try harder. Box K-260, BROADCASTING.

## Production—Programing, Others

### Continued

Morning personality plus programing. Seven years. . . Family man, veteran . . . \$150.00. Box K-289, BROADCASTING.

Are you #1 in your market?—I'll put you there in one year or tear up my contract. 1st phone—major market experience—will take short air trick—312-943-7824 mornings. \$150 minimum—personal interview preferred. Box K-309, BROADCASTING.

## TELEVISION—Help Wanted

### Sales

Assistant sales manager experienced in traffic. Excellent opportunity for right person. Salary commensurate with ability. Send photo and resume. Midwest television market. Box K-249, BROADCASTING.

### Announcers

Looking for an experienced and mature announcer. Must be able to handle all "on-air" assignments, including hosting a movie. Good opportunity to grow with the station. Salary open. Send resume and audition video tape. Box K-206, BROADCASTING.

Wanted: Television announcer. Maturity and stability a must. Submit material or write Box K-231, BROADCASTING.

Mature on-camera announcer desired by midwest TV station. Opportunity to learn directing—production if inclined. Send resume, audition, photo or write for details. Box K-268, BROADCASTING.

### Technical

Chief Engineer—Immediate Opening—Network station with color transmitter—studio—microwave. VTR Units. Live-Work-Play in Great Northeast. Real opportunity with a future for right person. Box K-98, BROADCASTING.

First phone engineer for television station. No announcing; location—Northern Lower Michigan. Box K-100, BROADCASTING.

\$130-\$150 wkly 1st class radio engineer for chief and maintenance job. \$175-\$200 1st class TV engineer chief and maintenance with Baltimore radio & TV outlet. Box K-209, BROADCASTING.

Multi station owner on California coast has opening for TV Engineer with first class license and some experience both studio and transmitter. Write Box K-225, BROADCASTING.

Broadcast engineers with first class ticket. Permanent work, 40 hours. Mid-west VHF. Some transmitter or maintenance experience helpful. Send resume to Box K-298, BROADCASTING.

Chief engineer TV-Radio combination in medium mid-west market. Wants a chief who is a strong leader and good organizer. We want a good technician who can establish a good maintenance program. Experience in directional radio, color television and construction is needed. We are a stable VHF network affiliate. Send complete resume and snapshot, in confidence, to Box K-300, BROADCASTING.

Expansion of facilities has created a position for 1st transmitter engineer at KCND-TV, a McLendon Station. Top salary, fringe benefits. Will accept recent graduate. Graduate's starting salary \$100 per week with scale adjusted upward for experienced personnel. Will consider handicapped applicants. Contract R. Vincent, Manager, 701-825-8292. Pembina, North Dakota.

Engineer with first phone, southwestern VHF. Some operations but accent on maintenance. Responsibilities and compensation commensurate with training, experience and ability. Also have position available involving small amount of travel—pilot's certificate would be major asset. For information and application, send brief resume with salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106. All replies confidential and will be acknowledged.

## Technical—(cont'd)

Enlarging our facilities, immediate opening for transmitter man, and one studio man. Experience helpful but not necessary. Contact Weldon Paulsen, KXLF-TV, Butte, Montana.

New England NBC affiliate. Chief engineer. Excellent salary. Call WATR-TV, 203-755-1121 collect.

TV studio engineering supervisor—minimum 5 to 10 years experience all phases. Must be capable of working close with chief in systems planning, construction and engineering personnel relations. Located at production center station of five station ETV state network. Send immediately full resume and general salary requirements to Chief Engineer, WENH-TV, Box Z, Durham, New Hampshire 03824.

Facility expansion has created openings for two first phone operating engineers. Contact Chief engineer WICD, Television, Inman Hotel, Champaign, Illinois. Phone Area 217-352-7673.

Wanted: Experienced first class engineer. Nathan Frank, WNBE-TV, New Bern, North Carolina. 919-637-2111. No collect calls please.

Studio engineer with first phone—permanent position. Contact Ray Krueger, Chief Engineer, WQAD-TV, 3003 Park 16th St. Moline, Illinois 61265.

General Electric technicians for WRGB, union scale to \$12,000. Exceptional additional benefits. TV schooling and/or experience required. Write or phone: C. B. King, 518-377-2261, Schenectady, N. Y.

Immediate opening for experienced studio and transmitter maintenance men at top ETV operation. Contact W. G. Alliss, Chief Engineer, WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois.

U.S. News & World Report calls the Shenandoah Valley of Virginia one of the eleven best places to live. WSWA-TV, in the Shenandoah Valley, is seeking assistant chief engineer experienced in maintenance of VTR, cameras, microwave, and related gear. Excellent pay for qualified man. Also seeking studio operations engineer. Phone Buddy Lowe, C. E., AC 703-434-0331. Harrisonburg, Virginia.

TV Chief Engineer responsible total technical operation and maintenance of CCTV system. Queens College Radio & Television Center, Flushing, New York, (212) 445-7500. Ext. 352.

## NEWS

TV newscaster needed by midwest group owned VHF. Strong on delivery for 6 and 10 p.m. news blocks. Will consider someone with little TV experience if voice and appearance good. Box K-285, BROADCASTING.

Top regional station needs Broadcast Manager/News Editor to take complete charge of five man department. Must be able to write, air and determine proper contents of outgoing news, bringing greater depth in our news coverage and reporting. Send tape and resume to Box K-294, BROADCASTING.

Newsman, journalism school or some experience required. Will do TV & Radio reporting, writing, filming as area reporter. Midwest. Must be able to work on own, but will be part of 8 man staff. Send complete data, resume, picture, and tape. Box K-299, BROADCASTING.

Immediate opening. We are looking for a newsman who can do on-the-air work as well as finding stories out in the street. He must have at least two years experience and be able to produce finished on-the-street news pieces without supervision. Box K-307, BROADCASTING.

## Production—Programing, Others

Production supervisor. Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

## Production—Programing, Others

### Continued

Producer-Director for group owned medium market net affiliated VHF in mid Atlantic States. A good step up for a shirtsleeve self-starter now in a small market and ready to move. Box K-125, BROADCASTING.

Art Director for ETV station. Well versed in all facets of on-air TV art and familiar with print requirements. One man shop. Send resume and samples of work. Box K-245, BROADCASTING.

ETV station in major city undergoing aggressive expansion. We are seeking applicants for positions of: production manager, executive producer, film cameraman, producer-director, art director. We are growing and need experienced, creative, people. Salaries commensurate with experience and skills. Write Box K-281, BROADCASTING.

Wanted—Experienced director. ABC affiliate. Nathan Frank, WNBE-TV, New Bern, North Carolina. 919-637-2111. No collect calls please.

Producer-Director for WOKR-TV Rochester, New York. One to two years experience desired. Call production Manager, Don Friedman, collect, 716-546-4262.

Mr. Versatility. A unique television opportunity. Want to wear lots of hats? Write commercials. Announce them. Produce, direct spots, programs, live & VTR. Help us develop this fast growing UHF. We'll pay what you're worth, but you'll have to earn it! Like a challenge? Call us and let's see if you really have ideas. 703-342-7863. P. S. Got a friend who can sell your ideas locally? We need a hungry salesman, too!

## TELEVISION

### Situations Wanted Management

Has your national spot suffered? I have 18 years proven experience selling and managing top stations across the country. Will relocate for right opportunity. Box K-271, BROADCASTING.

Available November 1st, 10 years television, Operations Manager, network-local Program Director, top weatherman, live-booth announcer, traffic-continuity director, for management or weather. Art Christ, 605-225-8353.

### Sales

Professional Salesman, major market TV, seeks growth national-local sales. Box K-261, BROADCASTING.

### Announcers

3½ years experience as Philadelphia newsman, TV news 6 & 11 p.m. reports. Produced & directed TV shows, graduate of Drama and broadcasting schools. Seeks newsman or announcer position, medium sized market, 202 Dogwood Drive, Levittown, Pennsylvania 19055.

### Technical

Engineer with considerable TV/AM construction/maintenance and staffing experience management oriented, desires to relocate, Box K-287, BROADCASTING.

## NEWS

Television newsman, network owned station, desires reporter or newscaster position in large market. Seven years news experience. Box K-193, BROADCASTING.

## Production—Programing, Others

Young family man performer; 8 years network TV production experience, desiring to build career in local TV—doing childrens show plus staff. Experienced professional ventriloquist, magician, puppeteer—make own puppets, write own material. Have many show ideas. Will do personal appearances. No drifter. Willing to relocate for chance to become part of active TV organization which will give me opportunity I'm looking for. Box K-253, BROADCASTING.



## Production—Programing, Others

### Continued

Producer Director—BA degree broadcasting major—seeks position with professional challenge presently employed commercial station. Box K-129, BROADCASTING.

Eastern TV managers needing young, aggressive TV B.A., draft exempt, single man, with experience in outdoor spectaculars and television producing, directing, promotion and management, with ideas (one currently in production for web) write for resume. Present network position lacks challenge. Box K-283, BROADCASTING.

Producer-director. Versatile man with B.A. in television production, network engineering experience and extensive theater background desires opening in station with heavy production schedule. Prefer western U.S. Box K-277, BROADCASTING.

Producer-Director with nine years television experience. Young, aggressive, conscientious, versatile, with strong production background ETV. Will consider other production positions. Box K-284, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Self supporting tower, 150-200 feet, 10 kw or larger FM transmitter, 97.3 MC; tape decks, consoles and remote gear. Box H-176, BROADCASTING.

I wish to buy a second-hand 10 kilowatt transmitter to operate in 775 kilocycles and 2 professional recorders. Radio La Prensa, P. O. Box 78, Guayaquil, Ecuador.

Wanted immediately used heavy duty self-supporting tower, 225-300'. Set price or we will bid. Urgent! Box K-49, BROADCASTING.

Used 400 to 500 foot tower, self supporting or guyed. Used dictating machine of good quality. Box K-221, BROADCASTING.

Used 250, 1 kw AM Xmitter. No junk KRSP-Radio, 1130 West—3200 South, Salt Lake City, Utah 84107.

1,000 and 250 watt transmitter in good condition. Needed immediately. Call collect 303-496-1526 or write Box 967, Leadville, Colorado. No junk please!

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind, 440 Columbus Ave., N.Y.C.

Coaxial cable, Styroflex, 3/4", 50 Ohm, jacketed, unused. TDR tested. Surplus price. 4000 ft. available. Sierra Western Electric, Box 4668, Oakland, Calif. 94623. 415-832-3527.

400 feet of 3/4 inch rigid transmission line complete with flanges and a 6-bay Channel 10 RCA antenna; best offer takes. Box K-158, BROADCASTING.

Equipment—Top brands, buy, sell, trade. Special offers. Audiovox, Box 7067-55, Miami, Florida 33155.

Video Distribution amplifiers. Composite RCA TA3 with 3 outputs \$55.00 each. Also D.A. frames with 8 composite RCA TA12 amplifiers \$205.00 each. Large quantities available. Contact Otto R. Claus, Chief Engineer, WBAL-TV, Baltimore, Maryland. 301-467-3000.

Gates M5381 Studioette console. excellent condition, \$800. Ken Nealy, WCHB, Inkster, Michigan 48141 Area Code 313-CR 8-1440.

Brand new remote amplifiers, 2 channel remote microphone amplifiers 2 1/2 inch VU Battery operated, 9 transistor \$95.00 FOB Kokomo, Grecco, Inc., 1830 S. Webster, Kokomo, Ind. 46901. Area 317-883-5688.

## FOR SALE—Equipment

### Continued

2-RCA color camera chains. TK-40A's in working order and ready to go! Here is your opportunity to be color competitive for \$25,000. Inspection invited. Call area 813-253-0447 or write P.O. Box 18151, Tampa, Florida 33609.

Gates 500 D completely voltage regulated, 500 watt transmitter. Excellent. Out of service August. Best offer considered. Also Gates 250 GY. 170 foot utility tower. Two tower phasing units complete. Was on 1430 kc, Flashers, beacons, etc. H.P. Brewer, 303-352-1691, Greeley, Colo.

Three 133 foot, insulated, self-supporting towers. Perfect condition. \$1250 each. FOB, Rapid City, S. Dak. Call 605-342-7047.

Used video tape, excellent condition. G. B. Electronics, 410 Meadow Lane, Oreland, Pa.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Newsmen! "Ideas Unlimited," 250 angles, \$3. Newsfeatures, Box 14183, St. Louis, Mo.

New concept—Available at no cost. Series of one minute devotional spots. No financial or denominational pitch. Professionally produced by United Communications Mission, Inc., Route 3, Box 399, Orlando, Florida 32811.

Custom designed station sales aids. Market/station image brochures. Rate cards, promotional material, all types of graphics to enhance station's professional image. Individually created for broadcasters by the leader in the field. Noves, Moran & Company, Inc. Box 806, Downers Grove, Ill., 60515 (312) 696-5553.

Too many commercials? Too little public affairs? Find out before renewal time. Broadcasters will analyze your composite week program logs; compute all FCC-required figures for interim check or renewal application. Costs less than doing it yourself. Broadcasters Workshop, Box 99, Blawenburg, N. J. 08504.

## INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class Licensee schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1138 Spring Street, Atlanta, Georgia 30309.

## INSTRUCTIONS—(Cont'd)

Announcing, programing, production, news-casting, sports-casting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for January 10. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute, REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Class begins Nov. 13. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Fla.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone License. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

See our display ad under Instructions. Don Martin School of Radio Arts & Sciences. 1653 No. Cherokee, Hollywood, Calif. 90028. HO 2-3281.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

F.C.C. First phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Service, P.O. Box 7522, Milwaukee, Wisconsin 53222.

## RADIO—Help Wanted

### Sales

#### Chicago's Great Radio . . . WGRT

will hire two more salesmen. Excellent future starting with good guarantee . . . established accounts. You will represent a top quality R&B station broadcasting from the center of downtown Chicago.

Write or call Ron Kempff, WGRT Radio, 221 North LaSalle, Chicago, Ill. (312) 726-1932. All contacts will be absolutely confidential.

**Help Wanted News**

**WQAM**  
 Miami  
 Needs One Great  
 Newsmen  
 Contact: Lee Sherwood  
 767 41st St. Miami Beach

**Production—Programing, Others**

**TO COMPLETE OUR STAFF WE NEED  
 EXPERIENCED PROGRAM DIRECTOR  
 AND PRODUCTION MAN**  
 1) Newsmen-Announcer  
 2) Time Salesman (Low Pressure-Hard  
 Working)  
**Great Opportunity for Good Men.  
 Unlimited AM & FM Separate Programing.  
 WSEB, Sebring, Fla.**

**Situations Wanted  
 Management**

Seek permanent opportunity in the West. Will  
 participate in ownership or working interest with  
 option to buy radio property. Management, sales,  
 sports, promotion and sportscasting background.  
 First-drawer professional in present capacity.  
 Prefer university community with excellent high  
 schools and summer youth baseball. Contact me  
 about a potential offer in your market. Age 37.  
 All situations considered in strictest confidence.  
 Box K-283, Broadcasting.

**TELEVISION  
 Help Wanted—Management**

**PERSONNEL MGR.**  
 Bright, young man who is currently Person-  
 nel Manager for a major TV or Radio station  
 is needed for similar position with Top 10  
 market station. Age requirement is 27 to  
 32 and salary approximately \$15,000.00.  
 Call Ron Curtis, 312-337-5318.

**Technical**

**CHIEF ENGINEER**  
 We are seeking two Chief Engineers  
 with Electrical Engineering degrees for  
 one of our clients. Salary is tops  
 and opportunity terrific. Call:  
 Ron Curtis  
 Nationwide Broadcast Personnel Consultants  
 312-337-5318 No Fee.

**NEWS**

**STATION GROUP  
 ESTABLISHING  
 WASHINGTON  
 NEWS BUREAU**  
 Needs one Manager-reporter and one  
 Cameraman-reporter. Complete ben-  
 efit program. Send resume, refer-  
 ences and salary requirements to:  
**Box K-180, Broadcasting.**

**Production—Programing, Others**

**Promotion Director**  
 for major television-radio facility  
 in central California, group-  
 owned. Salary based on experi-  
 ence. Staff knows of vacancy.  
**Box K-204, Broadcasting.**

Attn.  
**Cameramen  
 and  
 Photographers**  
 Send us your President Kennedy slides  
 and films. We are editing educational TV  
 and textbooks. Royalty money if accepted.  
 All returned. Father Henry, E L S, Inc.,  
 Suite 915, 512 Nicollet Bldg., Mpls., Minn.

**MISCELLANEOUS**

**BOOST STATIONS  
 INCOME**  
 \$500.00 to \$5,000.00  
**PER WEEK!**  
**FOR INFORMATION . . .  
 WRITE:**  
 "Auction Man"  
 Box 129  
 Greenville, Ohio 45331

**INSTRUCTIONS**

**WE HAVE**  
 30 years experience training Broadcast  
 Personnel in F.C.C. License preparation,  
 Radio Announcing & Production, TV An-  
 nouncing & Production, Station Sales &  
 Management.  
**DON MARTIN SCHOOL  
 OF RADIO & TV**  
 1653 No. Cherokee  
 Hollywood, Calif.  
 HO 2-3281

**FOR SALE SCHOOL**

**ATTENTION  
 GROUP OWNERS**  
 Having trouble recruiting good  
 help? Diversify. For acquisition.  
 A. Electronic School  
 B. Broadcast School  
 "East Coast" Estimated yearly gross  
 \$120,000. Easy to run. Staff to re-  
 main. Growth potential. 29% down.  
 10 year payout if qualified.  
**Box K-226, Broadcasting.**

**BUSINESS OPPORTUNITY**

For Sale  
**Production Company**  
 TV commercials, industrial films, radio com-  
 mercials and phonograph records. A well  
 established, profitable facility. Yearly sales  
 \$225,000. Sale price \$150,000.  
**Box K-264, Broadcasting.**

**WANTED TO BUY—Stations**

**WILL BUY, FINANCE  
 OR PARTICIPATE**  
 in ownership of worthwhile AM, FM, TV  
 or CATV ventures. All situations seriously  
 considered in strictest confidence.  
 Write details to:  
**Box K-11, Broadcasting.**

**AM & FM  
 PROFITABLE**  
 Cash up to 1 million. Top 50 markets  
 only. Florida or California preferred.  
**Box K-295, Broadcasting.**

**FOR SALE—Stations**

**CLITHERO & HEROLD**  
 Licensed Brokers.  
 Sales-Appraisals-Consultants.  
 100 Spain West, Sonoma,  
 California, 95476.

**Confidential Listings**  
**RADIO — TV — CATV**  
 N.E. — S.E. — S.W. — N.W.  
**G. BENNETT LARSON, INC.**  
 R.C.A. Building, 6363 Sunset Blvd., Suite 701  
 Hollywood, California 90028 · 213/469-1171  
**BROKERS-CONSULTANTS**

**La Rue Media Brokers Inc.**  
 116 CENTRAL PARK SOUTH  
 NEW YORK, N. Y.  
 265-3430

M.W.	small	daytime	\$ 70M	terms
R.M.	small	profitable	120M	29%
Fla.	coastal	daytime	225M	nego.
Gulf	metro	daytime	175M	terms
East	suburban	daytime	150M	25M

**CHAPMAN ASSOCIATES**  
 2048 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 77)

afford program exclusivity to translator station K74CM Brainerd, in violation of Sec. 74.1103(e) of rules. Action was taken in response to a petition by KDAL Inc., licensee of KDAL-TV Duluth, Minn., and TV translator K74CM Brainerd. Action by commission Oct. 18, by order to show cause. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

■ Toledo, Ohio (Buckeye Cablevision Inc.) CATV petition for waiver denied. Commission has denied petition filed July 28 by Buckeye Cablevision Inc., operator of CATV system in Toledo, Ohio, for waiver of Sec. 74.1103 with regard to nonduplication protection requested by Storer Broadcasting Co. Buckeye waiver was for signal of Storer station WSPD-TV Toledo, whose network programs are duplicated by WXYZ-TV Detroit. Storer opposed Buckeye petition. Commission found, in denying Buckeye petition that advance schedule submitted by WSPD-TV does not conform with rule requirements and stated Buckeye need not provide program exclusivity until WSPD-TV has fully complied. (By memorandum opinion and order; Commissioner Loevinger concurring.) Action Oct. 30.

■ H & B Communications Corp., operator of CATV systems in Richland and Walla Walla, both Washington, has been authorized by FCC to import signals of KTNT-TV, independent station in Tacoma, Wash., and CHEK-TV, Canadian Broadcasting Co. station in Victoria, B.C. Action, by commission also denied petitions by Spokane Television Inc., licensee of KXLY-TV Spokane, and permittee of television broadcast translator K14AA Walla Walla, Wash., asking that H & B request be denied or designated for hearing and that cease and desist orders be issued. Action by commission, Oct. 18, by memorandum opinion and order. Commissioners Hyde (chairman), Lee, Loevinger, Wadsworth and Johnson, with Commissioner Cox dissenting.

■ Buckhannon, W. Va., CATV operator and parent corporation required to show cause. Commission has ordered Bettervision Systems Inc., and its parent corporation, Mountain National Corp., which own and operate CATV system at Buckhannon, W. Va. to show cause why they should not be ordered to cease and desist from operation of system in violation of program exclusivity requirements of Sec. 74.1103(e) of rules, with regard to signal of WBOY-TV, CATV system carriers of the air television signals of WSTV-TV Steubenville, Ohio; WCHS-TV Charleston, WTRF-TV Wheeling, WDTV-TV Weston and WBOY-TV Clarksburg, all West Virginia. WDTV-TV at Weston and WBOY-TV at Clarksburg place predicted grade A contours over Buckhannon. Northern West Virginia Television Broadcasting Co., licensee of WBOY-TV, which petitioned June 23 for issuance of order to show cause, was made party to proceeding. (By order to show cause; Commissioner Loevinger abstaining from voting.) Action Oct. 30.

■ Commission has waived provisions of Sec. 74.1107 of rules to give Total TV Inc., operator of CATV system in Janesville, Wis., "clear authority" to carry distant signal of educational ch. 10, Milwaukee (Docs. 17234-41). Action by commission modified its memorandum opinion and order of August 11. Commission said it was taking action "because of the ambiguity which may exist in the language" of two orders, one of Aug. 11 and one of March 15. Memorandum opinion and order released March 15, set hearing on request for waivers of rules for program carriage. Memorandum opinion and order released Aug. 11, denied Total's petition for reconsideration. Action by commission by memorandum opinion and order, Oct. 18. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth, and Johnson.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Forest L. McClenning on Oct. 18 in Dalton, Ga. (Multivision Northwest Inc.) CATV proceeding, continued hearing scheduled for Oct. 19 to Nov. 2 (Doc. 17066).

■ Hearing Examiner Herbert Sharfman on Oct. 19 in Bluefield, W. Va. (Bluefield Television Cable), granted request by WCYB-TV and continued further prehearing conference from Oct. 23 to Nov. 6 (Doc. 17469). In Rockford-Loves Park-Freeport, Ill., Beloit, Whitewater, Jefferson and Janesville, all Wisconsin (CATV of Rockford Inc., et al.) CATV proceeding, scheduled Nov. 13 for receipt of notification of witnesses desired for cross-examination (at same time, to extent possible, direct case oral witnesses and area of their testimony will be specified; and Nov. 27 for hearing (rescheduled from Oct. 30) (Docs. 17234-41).

#### Ownership changes

##### APPLICATIONS

**KHAR-FM-TV Anchorage**—Seeks assignment of license from Willis R. Harpel to Sourdough Broadcasters Inc. Assignee is licensee of KHAR Anchorage. Assignor owns KHAR-TV Anchorage. Principals: Mr. Harpel (100% before, 82% after), Patricia Harpel (none before, 3% after) and Sourdough Broadcasters Inc. (none before, 15% after). This application is being filed concurrently with application to assign CP for KHAR-TV from Willis Harpel to Sourdough. Consideration consists of assumption of \$250,359.20 plus reimbursement for out of pocket expenses in amount of \$83,610.06 Ann. Oct. 24.

**KPIN Casa Grande, Ariz.**—Seeks transfer of control from Bernard D. Bennett (51% before, 40% after) to Bonnie H. Emerson (49% before, 60% after). Consideration \$25,000 reduced by \$5,392 upon actual transfer. Ann. Oct. 24.

**KMSL Ukiah, Calif.**—Seeks assignment of license from Edward Benedict Mulrooney to K-LIL Inc. for \$5,000. Principals: Woodrow W. White, president, Lillie Lee White, assistant secretary (each 43.33%). Mr. & Mrs. White own grocery and J & W Broadcasters, licensee of KLIL Ukiah. Ann. Oct. 19.

**WRKT-AM-FM Cocoa Beach, Fla.**—Seeks assignment of license from C. Sweet Smith Jr. (100%) to WRKT Inc. Mr. Sweet is proposing to incorporate and will hold 98%. Ann. Oct. 19.

**WRIZ Coral Gables, Fla. and KONO-AM-FM and KITV(FM) San Antonio, Tex.**—Seeks assignment of license from Mission Broadcasting Co. to Jack Roth. Mr. Roth is presently president and approximately 41% stockholder of Mission Broadcasting Co. Other stockholders are Bob A. Roth (41%), Eugene J. Roth (6%) and James M. Brown (12%). No consideration. Requests waiver of Sec. 1.597 of rules. Ann. Oct. 24.

**WALT Tampa, Fla.**—Seeks assignment of license from Universal Broadcasting Inc. to Daytona Broadcasting Inc. for \$260,000. Principals: Robert M. Weeks, president and general manager et al. Daytona Broadcasting is licensee of WMFJ and permittee of WMFJ(FM), both Daytona Beach, and WJNO, and applicant for new FM, West Palm Beach, all Florida. Requests waiver of Sec. 1.597 of rules. Ann. Oct. 19.

**WEFF-AM-FM Highland Park, Ill.**—Seeks assignment of license from North Suburban Radio Inc. and H & E Balaban Corp., joint venture db/as Radio Station WEFF, to Unique Radio Inc. for \$350,000. Principals: Frank and Christ Kamberos, president and vice president, respectively (each 28.84% et al. Messrs Kamberos own and are officers of supermarkets, restaurants and real estate. Ann. Oct. 23.

**KFIL Preston, Minn.**—Seeks assignment of license from Obed S. Borgen (100%) to KFIL Inc. Mr. Borgen has application on file with FCC for new AM at Wisconsin Dells, Wis. No consideration. Ann. Oct. 19.

**KDWB St. Paul**—Seeks assignment of license from Crowell-Collier Broadcasting Corp. to Crowell-Collier Educational Corp. Williams D. Halsey, president. No change in control. Ann. Oct. 23.

**KLAS-TV Las Vegas**—Seeks assignment of license from H. M. Greenspook to Howard R. Hughes for \$3,650,000. Principal: Mr. Hughes owns all stock of Hughes Tool Co. (See BROADCASTING, Oct. 23). Ann. Oct. 25.

**WJHF(TV) Raleigh, N. C.**—Seeks assignment of license from Crescent Broadcasting Co. to WJHF Inc. for \$505,471. Principals: J. Terry Sanford, president (37.5%), Hugh Cannon, secretary-treasurer, Manley Eubank, vice president, and Walter R. Davis, chairman of board (each 6.25%). Mr. Sanford is attorney, was governor of North Carolina and was director of Office of Emergency Planning; has interest in land development, and has educational officerships. Mr. Cannon is attorney and is on board of trustees of North Carolina School of the Arts. Mr. Eubank is manager of insurance company. Mr. Davis is executive vice president of petroleum corporation; has educational officerships; is president of home for aged, and is on board of bank. Messrs. Sanford, Cannon, Eubank and Davis are stockholders in group broadcaster Springfield Television Broadcasting Corp. Ann. Oct. 24.

**KBYE Oklahoma City, Okla.**—Seeks assignment of license from Great Empire Empire Broadcasting Inc. Assignee is licensee of KXLR North Little Rock, Ark. Bernice L. Lynch, president and director of both corporations. Ann. Oct. 24.

**KREK Sapulpa, Okla.**—Seeks assignment of license from Claude H. Hill, receiver, to Edward K. and Melba H. Livermore for

\$125,515. Principals: Mr. and Mrs. Livermore owns 100% of Sapulpa Herald (newspaper), 50% of Claremont Progress (Claremont, Okla. newspaper) and 79% of Edmond Booster Sun (Edmond, Okla. newspaper). Ann. Oct. 24.

**KWGO-FM Abernathy, Tex.**—Seeks assignment of license from John R. and Raymond V. Stephens and Steve McGlothlin, (each 20% before, none after) to Clyde R. Stephens (55% before, 77½% after) and Jimmie E. Poteet (none before, 22½% after). Consideration \$3,250. Ann. Oct. 19.

**KEVA Evanston, Wyo.**—Seeks assignment of license from Evanston-Kemmerer Broadcasters Inc. to KEVA Inc. Principals: Albert J. Pilch, president and Harry L. Harris, secretary-treasurer (each 50%). Mr. Pilch is partner in automobile agency. Mr. Harris is attorney and secretary-treasurer and stockholder of drive-in restaurants. No consideration. Ann. Oct. 19.

##### ACTIONS

**KOCM(FM) Newport Beach, Calif.**—Broadcast Bureau granted transfer of control from Al Jarvis to Gary Burrill (16½% before, 61½% after) and Frank Oxarart Sr. (38½% before, 38½% after). Consideration is \$12,500 cash upon closing and assumption of liability in amount of \$56,000. Action Oct. 24.

**WGBS-TV (CP) Miami**—FCC granted assignment of license from Storer Broadcasting Co. to Coastal Broadcasting System Inc. for \$250,000. Principals: Al Lapin Jr., president (60%), Abe Finkel, vice president and secretary (22.5%) et al. Mr. Lapin is president, director and stockholder of restaurant and franchising concern and is president, director and 75% stockholder of Broadcast Systems Inc., service corporation for Lapin broadcast interests. Mr. Finkel is president, director and 50% stockholder of restaurant franchising concern. Mr. Lapin is officer and has interest in KIHPTV Santa Barbara, Calif., WDUV-TV Jacksonville, Fla., KGPA-TV Phoenix, KCCN Honolulu and is applicant for new TV's in San Bernardino, Calif., Aurora, Ill. and Minneapolis. Mr. Finkel is officer and has interest in WDUV-TV Jacksonville, Fla. Commissioner Cox dissenting. Action Oct. 25.

**WSOL Tampa, Fla. and WRDW-TV Augusta, Ga.**—Broadcast Bureau granted assignment of licenses from Rust Craft Greeting Cards Inc. to Rust Craft Broadcasting Co. Action Oct. 20.

**WHOU Houlton, Me.**—Broadcast Bureau granted assignment of license from Northern Maine Broadcasting Corp. to WHOU Inc. for \$150,000. Principals: Robert E. Smith, president. See WMKR Millinocket, Me. below. Action Oct. 24.

**WMKR Millinocket, Me.**—Broadcast Bureau granted assignment of license from Mid-Maine Broadcasters Inc. to WMKR Inc. for \$75,000. Principals: Robert E. Smith, president and treasurer (49.9%), Mildred C. Smith, vice president (50%), and Francis E. Day, secretary (1%). Mr. Smith owns with wife retail liquor concern; vice president, director and 23% interest in construction company; interest in land leasing; partner with brother in shoe store. Mr. Day is attorney. The Smiths and Mr. Day have interests in WQDY Calais, Me. The Smiths have also contracted to purchase WHOU Houlton, Me. Action Oct. 24.

**WFMD-AM-FM Frederick, Md.**—Broadcast Bureau granted assignment of license from The Monocacy Broadcasting Co. to James L. Gibbons for \$425,000. Principal: Mr. Gibbons is TV announcer for Washington Redskins football games. Action Oct. 24.

**WJZB-TV Worcester, Mass.**—Broadcast Bureau granted assignment of CP from Springfield Television Broadcasting Corp. to Capital Communications Corp. Assignee corporation will be operated as wholly owned subsidiary of assignor corporation. Assignor is licensee or permittee of following: WWLP-TV Springfield and WRLP-TV Greenfield, both Massachusetts; WKLF-TV Dayton, Ohio, and WJHF Raleigh, N. C. Action Oct. 24.

**WTH Port Huron, Mich.**—Broadcast Bureau granted assignment of license from The Times Herald Co. to Enterform Inc. for \$500,000. Principals: William Charles McMillan, chairman of board, Hans Gehrke Jr., Robert Joseph Viasic, Byron John Nichols Jr. and Prewitt Semmes (each 16%), Richard H. Turner (6%), and Woodruff Boyd Crouse, secretary (4%) and Woodruff Boyd Crouse, president (10%). Mr. Crouse is radio-TV supervisor for BBDO, advertising agency in Detroit and owns 0.0022% of BBDO stock, but will release holdings upon starting broadcast business. Mr. Phillips is attorney and has other business interests in Michigan. Mr. McMillan is president of investment company and holds 100 shares of stock in

## COMMUNITY ANTENNA ACTIVITIES

Scripps-Howard Broadcasting Co. plus other interests. Mr. Gehrke is president of savings and loan association. Mr. Vlasic is partner in investment company and has other diversified interests. Mr. Nichols is in military service. Mr. Turner is vice president and director of development corporation and also has other interests. Mr. Semmes is chairman of board and 75% stockholder in Oldsmobile dealership plus other interests. Enterform Inc. was incorporated July 1967 to purchase and operate WTTN. Action Oct. 24.

\*KSJR-FM and KSJN-FM, both Collegeville, Minn.—Broadcast Bureau granted assignment of license from Order of St. Benedict Inc. to St. John's University Broadcasting Inc. for reasons of incorporation. Principal: Barry J. Coleman, OSB, president. Order of St. Benedict will lease studios and offices to St. John's for \$20,000 per year for five years. Action Oct. 20.

WDAM-TV Laurel, Miss.—Broadcast Bureau granted assignment of license from South Mississippi Television Co. to Chapman Television of Tuscaloosa Inc. Application seeks consolidation of WDAM-TV and WCFT-TV Tuscaloosa, Ala. (approved Aug. 23). Marvin Reuben is vice president. Action Oct. 20.

KLOS Albuquerque, N. M.—Broadcast Bureau granted involuntary assignment of license from B & M Broadcasters Inc. to William P. Stanley, trustee in bankruptcy. Action Oct. 20.

WAGV-FM Forest City, N. C.—Broadcast Bureau granted assignment of license from A. Hoyle Lovelace and Gerard T. Becknell t/as and d/b as Tri-City Broadcasting Co., to Tri-City Broadcasting Co. Inc. Action Oct. 20.

WKTE King, N. C.—Broadcast Bureau granted transfer of control from Stokes County Broadcasting Co. to T. E. Pendleton t/as T. E. Pendleton and Associates of Indianapolis, Ind. Principal: Mr. Pendleton is majority owner and president of construction company and owns rental properties. Consideration \$105,000. Action Oct. 19.

WCOK Sparta, N. C.—Broadcast Bureau granted assignment of license from H. Sid Comer to Sparta-Independence Radio Corp. Mr. Comer is 24% stockholder of WKSK West Jefferson, N. C. Action Oct. 20.

KMAV Mayville, N. D.—Broadcast Bureau granted assignment of CP from Francis J. Phelan to KMAV Radio Inc. Mr. Phelan will be sole stockholder. No consideration. Action Oct. 20.

WPIT-AM-FM Pittsburgh—Broadcast Bureau granted assignment of license from Rust Craft Greeting Cards Inc. to WRCP Broadcasting Corp. Application is for corporate reorganization. Rust Craft Greeting Cards Inc. is licensee of WRDQ-TV Augusta; WSOL Tampa, Fla., and applicant for new FM in Tampa, Fla.; Rust Craft Broadcasting Co. is licensee of WSTV-TV Steubenville-Wheeling, WSTV-AM-FM Steubenville, all Ohio; WKKS-TV Jacksonville, Fla., and applicant for new UHF in Utica, N. Y. (ch. 20); Rust Craft Broadcasting of Pennsylvania Inc. is licensee of WRCP-AM-FM Philadelphia; Rust Craft Broadcasting of New York Inc. is licensee of WRCP-AM-FM-TV Rochester, N. Y.; Rust Craft Broadcasting of Tennessee is licensee of WRCP-TV Chattanooga, and Radio Buffalo Inc. is licensee of WWOL-AM-FM Buffalo, N. Y. Action Oct. 24.

WGOC Kingsport, Tenn.—Broadcast Bureau granted assignment of CP from J. T. Parker Jr. to J. T. Parker Broadcasting Corp. Mr. Parker will be 100% stockholder and president of corporation. Action Oct. 20.

WMAK Nashville — Broadcast Bureau granted assignment of license from Lin-Medallion Pictures Corp. to Monney-WMAK Inc. for \$787,500. Principals: George P. Mooney, president, Robert E. Crenshaw, vice president, Frank H. Marsh, secretary and John W. Bailey, treasurer. Mr. Mooney is general manager of WKGN Knoxville, Tenn., and has 25% interest in WBSR Pensacola, Fla. Mr. Crenshaw is officer, director employee and has interest there Mr. Marsh is attorney. Mr. Bailey is banker. Action Oct. 19.

KWFA Merkel, Tex.—Broadcast Bureau granted involuntary assignment of license from J. Bartell LaRue, receiver, to John Curtis, receiver. Action Oct. 20.

\*WLFM(FM) Appleton, Wis.—Broadcast Bureau granted assignment of license from Lawrence College of Wisconsin to Lawrence University of Wisconsin. Marwin O. Wroldstad, business manager. Action Oct. 20.

WKAU Kaukauma, Wis.—Broadcast Bureau granted transfer of control from Rhineland News Publishing Co. Howard A. Quirt, Joseph P. Chilsen, William F. McCormick, Richard D. Dudley and John C. Sturtevant, to Forward Communications Corp. Consideration \$51,300. Action Oct. 20.

The following are activities in community antenna television reported to BROADCASTING, through Oct. 25. 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.

■ Vacaville, Calif.—General Electric Cablevision Corp. (multiple CATV owner) has been granted a 20-year franchise. Home owners will pay \$4.75 monthly and apartment dwellers will pay \$1 monthly. City will receive 5% of annual gross revenue. System will carry a minimum of 19 channels. Oroville Communications Co. and M&M Cable Inc. had also applied for the franchise.

Arvada, Colo.—Mountain States Video Inc. (multiple CATV owner) has applied for a franchise. System would carry 15 regular channels, four closed circuit channels and one channel reserved for local use. Installation would be free during initial stages of construction and \$14.95 thereafter. Monthly service would run \$4.75.

■ Brush, Colo.—Community Television Inc. (multiple CATV owner) has been granted a franchise.

Longmont, Colo.—Time-Life Broadcast Inc. (multiple CATV owner), Community Antenna Television Inc. (multiple CATV owner) and Longmont Video Inc., all Denver, have each applied for a franchise. Each firm would charge approximately \$14 and \$5 for installation and monthly service, respectively.

Tifton, Colo.—Kent Furniture Store of Tifton; Cable TV Inc. of Winter Haven, Fla.; Tifton Transmission Corp.; Empire Cablevision Inc. of Jacksonville, Fla., and Clearview of Georgia Inc., Dublin, have each applied for a 20-year franchise. Kent Furniture would charge \$5 for monthly service and \$15 for installation, which would be refunded after three months; city would receive \$1,000 annually or 5% of annual gross revenue. Cable TV Inc. would charge a maximum \$9.95 installation fee and a maximum \$5.95 monthly service charge; city would receive \$100 monthly until system is in operation and 6.15% of annual gross revenues or \$3,680 annually. Tifton Transmission Corp. would charge a maximum \$15 installation fee; city would receive \$75 monthly until system is in operation and 6.5% of annual gross revenues or \$2,000 annually. Empire Cablevision Inc. would charge a maximum \$5.95 monthly service charge and a maximum \$19.95 installation fee; city would receive 6.5% of annual gross revenues up to \$80,000 or a minimum \$6,000 annually, and a maximum of 10.25% of annual gross revenues up to \$250,000. Clearview of Georgia Inc. would charge \$5.95 monthly and \$9.95 for installation; city would receive 4% of annual gross revenue or \$2,500 for the first two years, increasing to 7.5% of annual gross revenues for the last five years of the franchise.

Central City, Ill.—Home Cable TV Co. has applied for a franchise.

Centralia, Ill.—Raymond Lazaretti, Centralia businessman and holder of franchise granted to Home Cable TV Co., has proposed to give 95% of system's annual net revenue to the city's Teen Council. System would then operate as a non-profit enterprise.

Dubuque, Iowa—Dubuque TV-FM Cable Co. has applied for a 20-year franchise. Installation and monthly rates would be \$5 and \$5.70, respectively.

■ Gardner, Kan.—Gardner Telecab Corp. has been granted a franchise. Installation and monthly service charge will run \$15 and \$5.50, respectively. System will carry 12 channels.

Owensboro, Ky.—Top Vision Cable has been granted a one-year extension to complete installation of system. Firm was granted franchise Dec. 17, 1965 and system was to have been completed by December 1967.

Billerica, Mass.—Cablevision Corp. of America (multiple CATV owner) has applied for a franchise. Installation and monthly rates would be \$14.95 and \$4.95, respectively.

Chelmsford, Mass.—Chelmsford Cablevision Co. has applied for a franchise.

Foxboro, Mass.—National Cablevision Inc. and Cablevision Corp. of America (both multiple CATV owners) have each applied for a franchise. Each firm would offer a 20-channel system for installation and monthly

rates of \$15 and \$4.95, respectively. National Cablevision has offered the city 3% of revenue; CCA has offered an unspecified annual fee per foot of cable.

Franklin, Mass.—Cablevision Corp. of America, Boston (multiple CATV owner), has applied for a franchise.

■ Holbrook, Mass.—National Cablevision Inc. of Boston (multiple CATV owner) has been granted a franchise. Installation fee and monthly service charge will run \$15 and \$4.95, respectively. City will receive 3% of annual gross revenues or \$1,000 annually.

■ Lenox, Mass.—High Fidelity Cable Television of Great Barrington has been granted a franchise. Franchise granted to Pittsfield-Dalton TV Cable Nov. 2, 1966, was rescinded.

Randolph, Mass.—National Cablevision Inc. and Cablevision Corp. of America, both Boston and both multiple CATV owners, have each applied for a franchise. National Cablevision's installation fee and monthly service charge would run \$15 and \$4.95, respectively; town would receive 3% of annual gross revenue or \$1,000 annually. Installation fee and monthly service charge for Cablevision Corp. of America would run \$15 and \$5, respectively.

Swampscott, Mass.—Four firms have submitted applications: North Shore Cablevision Corp. of Marblehead; National Cablevision Inc. of Boston; Cablevision Corp. of America, Boston, and MNF Cablevision Corp. of Swampscott (all multiple CATV owners). Installation and monthly rates would be \$14.95 and \$4.95, respectively.

■ Bloomingdale, Mich.—Ringwood TV Cable Corp. has been granted a 15-year franchise.

Mt. Pleasant, Mich.—Booth American Broadcasting of Detroit (multiple CATV owner), Paul Brandt of Mt. Pleasant and Mt. Pleasant TV Cable Co. of Mercer, Pa., have each applied for a franchise.

■ Blue Springs, Mo.—Kansas City (Mo.) Suburban Newspapers Inc. has been granted a 20-year franchise. The franchise also requires provision of an emergency channel.

■ Jefferson City, Mo.—International Tele-meter of Los Angeles (multiple CATV owner) has been granted a franchise. Monthly subscription fee will be \$4.50, with the city guaranteed 5% of gross revenue. Other firms applying were Vumore Co., GT&E Communications Inc. (both multiple CATV owners), Mid America Television Co., Jefferson City TV Cable Co. and Capital City Telecab Corp.

■ Sussex, N. J.—Farmers Union Telephone Co., subsidiary of Continental Telephone Co. (multiple CATV owner), has been granted a franchise. Installation and monthly rates will be \$15 and \$5, respectively, with 5% of gross receipts going to the borough.

Little Valley, N. Y.—American Cable TV Inc. (multiple CATV owner) has applied for a franchise.

Mount Pleasant, N. Y.—U.S. Cable Division of Poughkeepsie (multiple CATV owner) has applied for a franchise. Firm also has applications pending in Mount Vernon, Ossining and Yorktown, all New York.

■ Chauncey, Ohio—Nelsonville TV Cable Co. of Athens has been granted a franchise.

■ St. Mary's, Ohio—Shardco Cablevision Inc. of Wapakoneta (multiple CATV owner), has been granted a franchise that calls for city to be paid \$1,000 or 3% of gross revenue per year plus \$3 per pole for rental fee. Nine channels will be offered.

Boise City, Okla.—CATV system serving Boise was sold to Roger Wooten, Stratford, by Everett Mahaney and Otis Gross, Guyton, for an undisclosed amount. The Boise system began operations five years ago.

Vale, Ore.—Treasure Valley Telecab Inc. has applied for a franchise.

Franklin twp., Pa.—TUP Cable Co., subsidiary of Telephone Utilities of Pennsylvania, has applied for a franchise. Installation and monthly rates would be \$20 and \$5, respectively, with the township guaranteed 5% of gross rental fees. WHJB Cable Vision Inc. of Greensburg has also applied.

Shavertown, Pa.—Back Mountain Telecab has been purchased by Robert J. Barni and John Roskowski, former manager of Williamsport cable system. Plans include expansion of services to Back Mountain residents and addition of three New York channels.

■ Deadwood-Lead, S. D.—South Dakota Cable Corp. has been granted a franchise.

El Paso, Tex.—Four applications for franchise have been submitted: Stromberg-Carlson, N. Y.; General Dynamics, subsidiary of General Electric (multiple CATV owner); Mayfield-Lowenfield and Assoc., and Paso del Norte Cable Co. Franchise being drawn up requires that all TV programs telecast by all local stations be carried on cable.

It was a man on Wall Street who gave the first hint about Dick Geismar. A visitor had gone there seeking information about broadcasting stocks. The man, an analyst, a specialist—seemingly wise to everyone and cynical about everything—was quick with advice.

"Go talk to this Geismar, the treasurer at Metromedia. He's a quiet guy, doesn't come on strong. But he knows. Get what I mean? He knows."

The advice was taken, the visit made, and followed by others. From the start it was apparent that Dick Geismar surely is one of the more knowledgeable men in the broadcasting business. Throw the questions at him. Programming? CATV? UHF? Publishing? Building construction? Debt-equity ratios? The philosophy of the service industry?

The answers come back quick and sharp and direct. There's no hedging, no snow jobs. Always there's a suggestion of the future, of what this is going to mean five years from now.

"At the present time, we have no interest in CATV," he says. "That's not to say you can't make money in it. But there's a lot of fields in which you can make money, yet we still avoid. We feel that CATV has numerous problems and that eventually it will be a utility-regulated operation."

Knowing the ins and outs of such as CATV and especially keeping tabs on any possible acquisitions is what Dick Geismar's job in broadcasting is all about. For Mr. Geismar essentially is second-in-command to that great acquirer himself, media's answer to perpetual motion, John Kluge. His title reads vice president and treasurer, but somebody left out general manager. At Metromedia, a company that doesn't believe in a lot of staff, apparently everyone is a triple-threat man.

**Planning** ■ The treasurer part of Mr. Geismar's function only is in evidence when there's refinancing to be done as there was earlier this year. Perhaps more importantly, most acquisition possibilities land on his desk. He works closely with Mr. Kluge, Metromedia's chairman of the board and president, on anything that comes through.

"Our approach to acquisitions," Mr. Geismar reports, "is first does it fit from a marketing point of view. Then does it make sense financially. If it passes muster by these two broad guidelines, then we look further."

And what is it that Dick Geismar is looking for? "We have no interest in manufacturing," he says. "We have no interest in retailing. We feel our future lies in the service field."

One of the specific things he's looking for is to fulfill Metromedia's complement of television stations. There's room for one more V and one more U.

"I hope that somewhere along the line we would have our full complement

## Metromedia's specialist in new properties

of stations," he acknowledges. "UHF, too, because it's coming. I don't know what the timing is—I don't think anyone knows—but it'll be there."

Meanwhile, Dick Geismar has a \$15-million project on his hands. That's how much is being spent for new Metromedia facilities on the West Coast,

### WEEK'S PROFILE



Richard Lee Geismar—VP and treasurer, Metromedia Inc., New York; b. Paterson, N. J., Aug. 22, 1927; BS, Rensselaer Polytechnic Institute, Troy, N. Y., 1949; MA, Harvard School of Business Administration, 1949-51; U. S. Navy, 1945-46; announcer, director and producer, noncommercial WHAZ Troy, N. Y., 1946-49; also announcer-control board operator, WTRY Troy, 1947; summer work as page for DuMont television network and part-time announcer and production assistant for DuMont-owned WABD(TV) New York (now Metromedia-owned WNEW-TV), 1948; re-joined DuMont full time as production assistant and assistant director, 1949-51; assistant to budget director, 1951-52; account manager in sales department, 1952-53; business manager of network program department, 1953-54; administrative assistant to managing director of broadcast division of DuMont, 1954-55; assistant treasurer of newly formed DuMont Broadcasting Corp., 1955-58; named assistant to president in addition to other duties, 1957-58; elected treasurer of Metropolitan Broadcasting Corp., 1958-61; VP and treasurer of Metromedia Inc., 1961-present; elected to board of directors, 1965-present; m. Patricia Willard of Mountain Lakes, N. J., Nov. 27, 1954; children—John, 11; Elizabeth, 9; Nancy, 7; member—Riverside Yacht Club, International Radio and Television Society; hobbies—sailing, tennis.

while Metromedia East in New York gets a facelift. Why, Mr. Geismar is asked, this splurge on construction?

"When you're in the service business, you do not have a tangible product that your customer can pinch, punch, feel, taste, smell. When you're doing business with an agency that is spending millions of dollars on behalf of clients, they at least want to feel that they're doing business with a going concern."

There's no question in Dick Geismar's mind that he's with a going outfit. He's been a one-industry and one-company man for the better part of 22 years, or most of his adult life.

He started out as on-air talent in radio. Announcer, director, producer, he believed he was one of the rising talents in America. But wiser heads prevailed. Somewhere along the line he was switched into the business side. The combination of production experience and knowledge of business worked well for him. He joined the DuMont television network and WABD(TV) New York, the forerunners of Metromedia and WNEW-TV, in the earliest days of the medium. It proved to be a home.

**Rising** ■ For many years he was an assistant to just about every department head on the business-side. He learned and he climbed steadily. It was really John Kluge who recognized his true worth. In 1961, Mr. Geismar was appointed vice president and two years ago was elected to the board of directors. It gave him a broader perspective of the present and future.

"It's becoming obvious now what it is we're trying to be," he explains. "Hopefully we're an efficient marketing funnel for manufacturers mass producing consumer goods and trying to reach a mass-consuming public. We don't care what the means are that a manufacturer or a provider of services is looking for. We'll supply the tools for him to reach that public."

For Dick Geismar at the present time there's no plan but to continue to be part of the extraordinary growth of Metromedia (gross revenues heading for the \$150 million mark after only 11 years). "What this company is today," he points out, "is just scratching the surface of what we hope it will become somewhere down the line. The company is really people. So building the people is really the key part of the whole operation. It gives me more satisfaction than anything else."

It would. It's typical of Dick Geismar. He'd rather talk about somebody or something else, preferably about the company, than about himself.

He never stops trying to anticipate change. "There's been a considerable amount of change in broadcasting's 40-year history," he observes. "I don't see anything that would indicate the rate of change will slow down in the future."

## A sobering proposal

**I**N a 200-page report based on a \$1.1-million study financed by the federal government's National Institute of Mental Health, a special commission has offered a wide-ranging program to reduce problem drinking in this country. In general the commission has said, as reported in **BROADCASTING** last week, that a whole new social attitude toward drinking is needed.

What the commission was really saying was that large segments of the public now think of alcohol in unrealistic if not hypocritical terms. Hence drinking is done surreptitiously or under conditions that create feelings of guilt. The result for all too many people is alcoholism.

Among the specific recommendations made by the commission is one that this publication has advanced in the past. The commission suggests that liquor advertising, of appropriate content, be admitted to radio and television. In broadcast advertising, the commission said, "drinking should be shown as a type of activity that can add to the enjoyment of other situations without basically altering them." A continuation of the present voluntary ban against liquor commercials on the air only accentuates the pretense that there is something inherently wrong with a commodity that is widely used at all social levels.

The commission's conclusions strike us as eminently reasonable, though they would be bound to provoke strong reaction if distillers and broadcasters put them into effect. Still we wonder whether the political influence of organized temperance groups has not been overestimated. And surely the outworn arguments of the drys seem less significant than ever in the light of the commission's work.

Indeed if the commission is right and a useful purpose could be served by the restrained presentation of liquor advertising on radio and television, broadcasters are ignoring a chance to perform a public service as long as they reject liquor accounts out of hand.

## ETV crunch

**H**AVING been jet-propelled through Congress, legislation creating subsidized broadcasting awaits the formality of the President's signature to become law.

Now the drumbeating on financing begins. How will the funds to program noncommercial networks for both television and radio be raised? The programming tab for TV alone will eventually come to about \$250 million per year, it is estimated.

The Carnegie Commission suggested a graduated tax on set sales as a primary revenue source. But since the issuance of that report last January, well-heeled lobbies have whipped up support in Congress to saddle broadcasting licensees with special assessments and to tax broadcast advertising with a share of the costs.

We understood the purpose of the Public Broadcasting Act of 1967 to be that of fostering educational and cultural programming—not to assail and punish commercial broadcasting and broadcast advertisers. President Johnson, in espousing the new legislation, said he would cover the financing aspect in a special message to Congress next year.

But it's evident that the newly formed National Citizens' Committee for Public Television means to beat the administration to the draw by stimulating pressure to have those who pioneered broadcasting underwrite the new service.

Those who have spoken out against any aspect of the legislation have been singularly few. When Vincent Wasilewski, president of the National Association of Broad-

casters, raised questions about the CPB structure at the Senate hearing a few months ago, Subcommittee Chairman John Pastore (D-R.I.) ripped into him for "opposing" his bill. Was this intimidation or merely the usual manner of the fiery committee chairman?

Whatever it was, it since has become practically a one-way street for proponents of subsidized broadcasting.

The bill now awaiting the President's signature is not ideal. Representative Jake Pickle (D-Tex.), from President Johnson's home district, is disturbed because the Senate-House conferees failed to limit the programming of noncommercial broadcasting to that designed for educational and cultural purposes so as not to compete with conventional commercial programming. We happen to agree.

No one knows whether CPB will succeed. Is there sufficient talent to supply both systems? Will the allegiance of minorities be adequate to justify the cost to taxpayers?

What Congress has created is an American counterpart to the British Broadcasting Corp. And the BBC has found that to compete for audience with the British commercial system, limited though it be, it must resort to use of considerable U. S. syndicated entertainment programs. Even with them it comes out a bad second.

## First step

**S**OME benchmark law could come out of the Supreme Court's acceptance last week of a case testing the FCC's authority to regulate cable television. The decisions to date in lower courts have left the question open to ultimate answer.

What is at issue here, of course, is the FCC's authority to impose the kinds of regulation it now has on its books for the kinds of cable television now in existence. There is no assurance that such regulation, even if sustained by the court, will be relevant to the kinds of cable television that some wire operators envision for the future.

If, as some believe, the cable of the future is to carry wide varieties of services, including information-response circuits, and to be connected into grids covering wide geographic areas, the type of regulation now imposed will be inapplicable. The multi-purpose cable of the future may be closer to a common carrier than to CATV in its original form. As such it will require a whole new look at cable regulation.



Drawn for **BROADCASTING** by Sid Hix  
*"I was doing an Audubon bird documentary for CBS, and I opened with a shot of a peacock in breath-taking color..."*