

Mideast is included in Apollo 12 line-up

Communications Satellite Corp. said last week that about 45 hours of satellite time had been requested for telecasts abroad of coverage of the Apollo 12 mission. The broadcasts will be transmitted by satellites over the Atlantic, Pacific and Indian oceans to Asia, Australia, Europe, Latin America and, for the first time, to the Middle East.

During the Apollo 11 mission last July, more than 90 hours of program material were transmitted by satellite to worldwide audiences.

Comsat also announced last week that the Republic of Cameroon had become the 70th nation to join the International Telecommunication Satellite Consortium (Intelsat).

Earlier, Comsat announced that it had awarded Raytheon Co. a \$774,716 contract for the construction of three, transportable earth stations, each using a 32-foot antenna.

The stations are designed for receive-only mode for TV and other communications, Comsat said.

When necessary, a transmit capability can be added, the firm said. Also awarded to Raytheon was a \$630,000 Comsat contract to build a three-hop microwave link between the Comsat earth station at Talkeetna, Alaska, and Anchorage, about 75 miles south.

Canada CATV revenues climb sharply in '68

Cable TV in Canada had a good year in 1968, according to data released by the Dominion Bureau of Statistics in Ottawa. The bureau reported the industry's total operating revenue rose 41.5% between 1967 and 1968 to \$31.3 million from \$22.1 million.

Monthly service charges totaled \$27.9 million and operating expenses were \$26.4 million for 1968. The cable industry's operating profit increased from \$3.2 million in 1967 to \$4.9 million in 1968.

'Lucy' goes abroad to Australia, Japan

John Pearson International, Beverly Hills, Calif., newly formed TV syndication firm handling foreign sales exclusively, has sold the current year's production of the Lucille Ball series on CBS-TV, *Here's Lucy*, in Australia,

Japan and the English-speaking sectors of Canada.

The first season's product of the half-hour comedy series has been sold in Japan and Formosa, with rerun rights sold to Australia.

In addition to the Lucille Ball show, JPI has acquired overseas rights to 32 half-hour color tapes of pop guitarist Jose Feliciano, and Latin American rights to the *Barbara McNair Show* and the hour Feliciano special presented on NBC-TV last April.

Western Broadcasting gets OK on offering

Shareholders of Western Broadcasting Co. Ltd. have authorized the company to issue \$5-million worth of 5¾% convertible preferred shares at a par value of \$25.

Proceeds of the offering will be used to retire bank advances and to finance additional acquisitions.

Subject to approval by the Canadian Radio-Television Commission, Western Broadcasting will take up an option agreement to purchase CHQR(AM) Cal-

gary, Alberta.

Western Broadcasting, a public company, owns CKNW(AM) New Westminster, B. C.; CJOB-AM-FM Winnipeg, Man.; has a 44.4% interest in B. C. Television Broadcasting System Ltd. (CHAN-TV Vancouver and CHEK-TV Victoria, both British Columbia), and holds a 37% interest in Express Cable Television Ltd. of North Vancouver, B. C.

International notes:

It's now Baker, BBDO ■ Baker Advertising Ltd., Toronto and Montreal, and BBDO, New York, have established a financial and operational association in which BBDO is to acquire a 30% interest in Baker. The Canadian staffs and clients of both agencies will be consolidated. The new organization will be known as Baker, BBDO.

Repeat business ■ NBC International has signed a new two year management-services contract with United Telecasters Sydney Ltd., Australia. The agreement marks the continuation of a relationship between the two organizations that began in Spring 1965.

ISPY

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