

October 27, 1969: Our 39th Year: 50¢

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Slow-paying customers: the situation getting worse. p23
Much debate, but little accord on TV campaign costs. p26
FCC creating confusion, attorney group charges. p40
SPECIAL REPORT: A look at CPB's two years. p60



EDWARD R. MURROW PUBLIC AFFAIRS AWARD FOR 1969 "THE WEED OF REBELLION"

The RTNDA has awarded its Edward R. Murrow International Documentary Award for 1969 to WMAL Radio for its three-part presentation, "The Weed of Rebellion". Judged the "... outstanding effort of the year ..." in competition with radio stations throughout the United States and Canada, "The Weed of Rebellion" concerned the problems of the widespread use of marijuana by Washington area high school and college students.

In their decision the judges said

"... if there is such a thing as 'audio verite', WMAL has achieved it in these programs ... a very thoroughly documented report which covers not only the facts of the situation, but also goes intensively into the sociological implications ..."

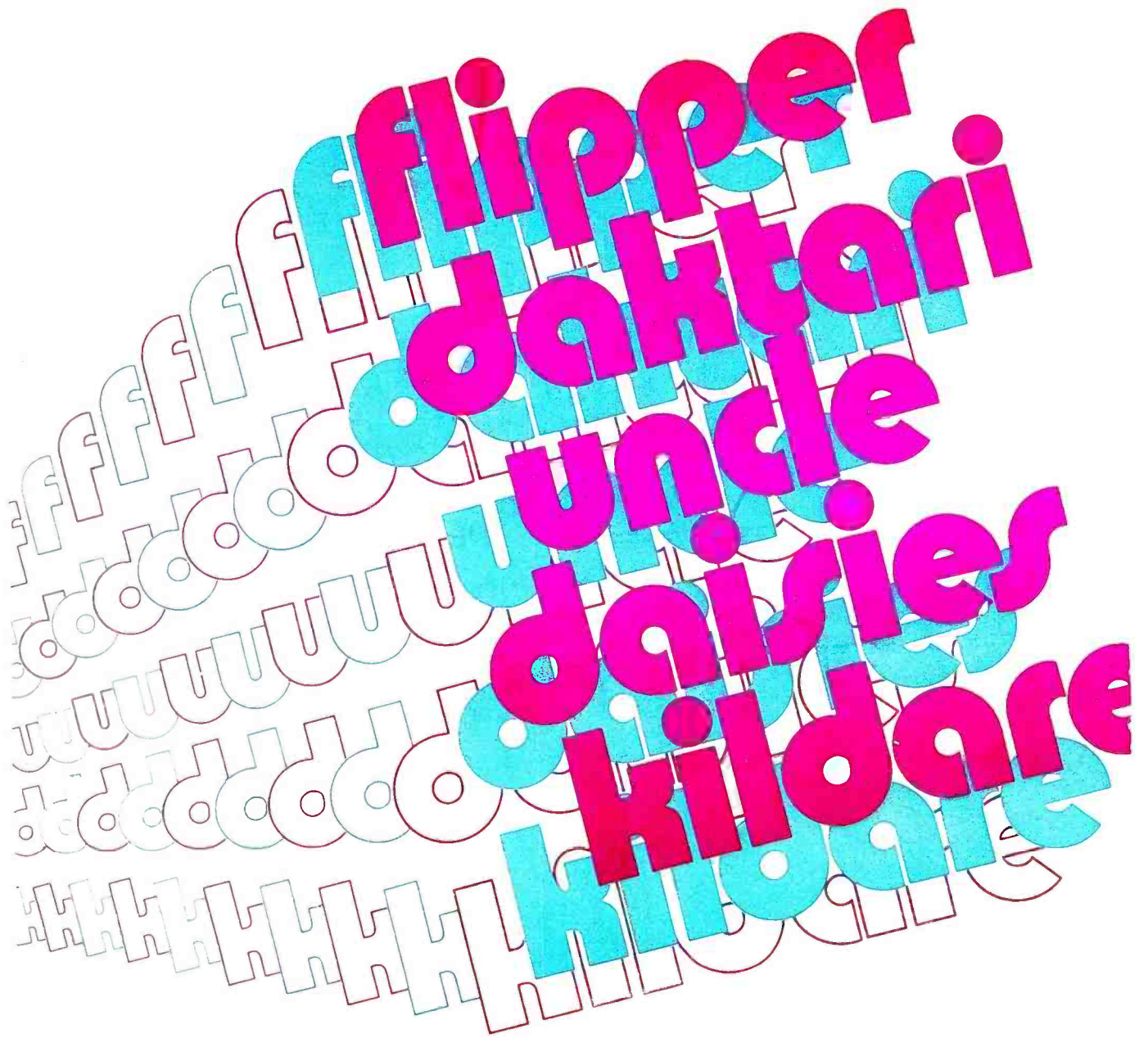
WMAL Radio is proud of its News & Public Affairs Department ... proud to be cited for achievement by its colleagues. WMAL Radio will continue to carry out its responsibility to the people of the Metropolitan Washington Area

... a responsibility to serve their best interests ... in the tradition of a great broadcast newsmen, Edward R. Murrow.

WMAL RADIO

THE EVENING STAR BROADCASTING CO.
WASHINGTON, D.C.

National Representatives:
McGavren/Guild/PGW Radio, Inc.



five names that are worth repeating

FLIPPER—88 half-hours—all color

DAKTARI—89 hours—all color

U.N.C.L.E.—128 hours—102 in color

DAISIES—58 half-hours—all in color

KILDARE—132 hours

For that specific audience in that specific time period. For the men, the women, young adults, teens and children, the whole family . . . your choice is here. Programs suited to the times, carrying strong track records and ready advertiser acceptance.

All together now, repeat after us.
**FLIPPER, DAKTARI, U.N.C.L.E.,
DAISIES, KILDARE**

Ask the man from MGM-TV about availabilities in your market.



New York, Chicago, Culver City,
Atlanta, Dallas, Toronto

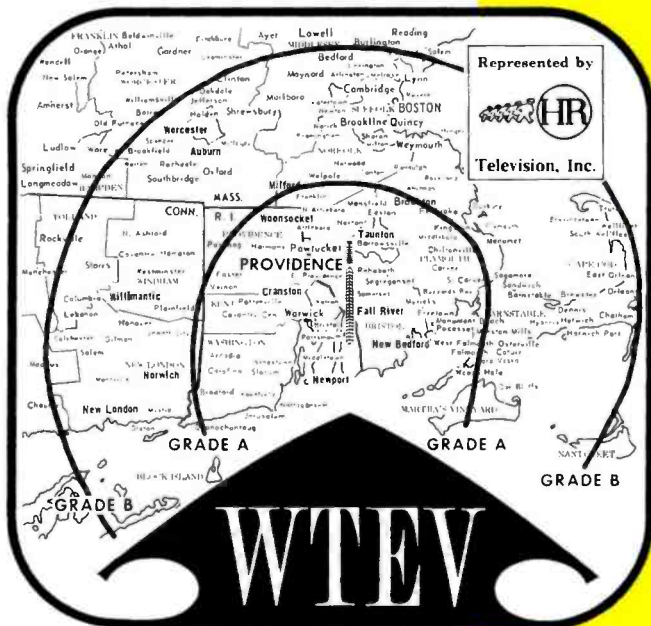
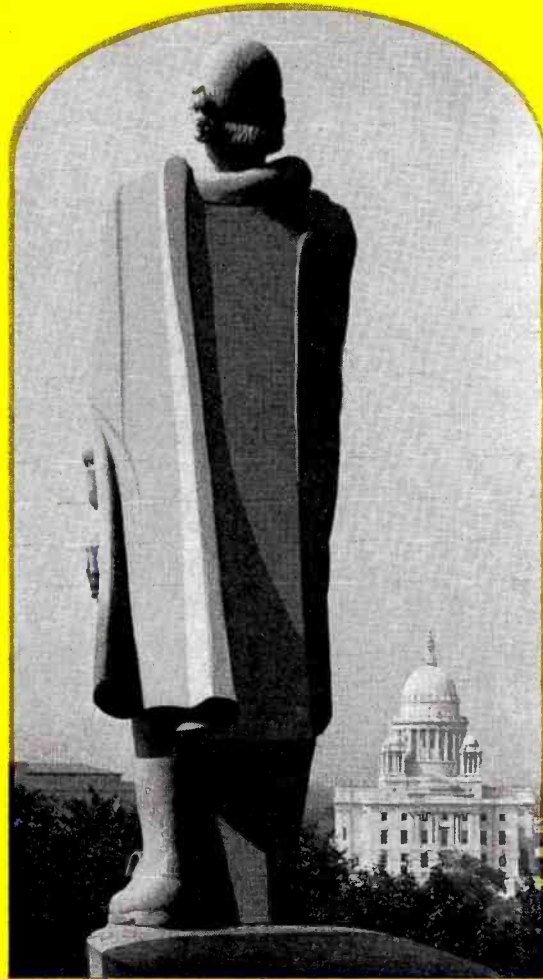
Picture
**A WORD
FROM YOUR
LOCAL STATION.**

We think a television newscast should go further than simply telling you what the news is. We think it should show you what the news is. That's why we not only are the only station in town with both AP and UPI picture service, but we have the finest news photographers in town. People who watch us really do get the full picture.

KTRK-TV
A CAPITAL CITIES STATION
REPRESENTED BY BLAIR TV
HOUSTON TEXAS

ROGER WILLIAMS MONUMENT, commemorating the founder of Rhode Island who, having been banished from Massachusetts, settled in Providence in 1636.

**When you
think of
Providence,
think of
WTEV**



Represented by
HR
Television, Inc.

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

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

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

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel



STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.
WTEV Providence, R. I./New Bedford-Fall River, Mass. • WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa.

Safer on the tube

Next report from National Commission on Causes and Prevention of Violence will be on political assassinations, and one recommendation is that candidates increase their use of television. This commission will say, would take candidates out of dangers that come from mixing in, or being in front of, large crowds. Assassination report is due this week or next.

Sellers' choice

Who gets KRLD Dallas may be resolved this week when offers are considered in spin-off of AM station from *Dallas Times-Herald* (plus KRLD-FM-TV) in \$91-million merger with Los Angeles Times-Mirror Co. It's understood more than 50 offers for CBS Radio affiliate have been made and that price may run between \$5 and \$10 million. But price alone was said not to be first consideration; both parties to merger want top-flight buyer with impeccable record so that FCC approval of over-all transfer will be expedited. KRLD(AM) is 50 kw on 1080 kc. KRLD-TV is on ch. 4. KRLD-FM is on 92.5 mc. with 100 kw and antenna height 1,680 feet above average terrain.

Passing it on

Despite all that talk about future TV relays by satellite (see page 72) networks are not overlooking problem that made satellite networking look even more attractive: AT&T's approximately \$20-million hike in networks' bill, which went into effect Oct. 2. It is sure thing all three networks will ask affiliates to share increases—and ABC-TV has already done so. Affiliate sources say that in meeting with ABC-TV affiliates board few weeks ago ABC outlined plan that would pass ABC's entire share of increase—share they estimated at \$6-\$7 million—on to affiliates. Network reportedly agreed to re-study plan in face of strong affiliate objections. Appropriate ABC officials were not available for comment Friday (Oct. 24), but other sources said subject was under review and would be discussed with affiliates group at another meeting, perhaps this week.

Question of affiliate participation in increased costs is also regarded as certain to come up at—if not dominate—meetings next month between CBS-TV officials and CBS-TV affiliates board (Nov. 3-6 at Lyford Cay, Nassau) and between NBC-TV officials and NBC-TV

affiliates board (Nov. 17-19 at Tryall, Jamaica). What form sharing plans may take appears uncertain. Observers speculate they could involve such features as increase in number of hours on which compensation is waived by affiliates; deductions from stations' rates (plan said by some sources to have been advanced by ABC); payment by affiliates to networks for, say, costs of local loops and connections into network lines.

Test flight

ABC-TV, CBS-TV, NBC-TV and Corp. for Public Broadcasting were reported late Friday (Oct. 24) to be virtually set to undertake joint test of transcontinental relaying by satellite, using two orbiting birds—ATS 1 and ATS 3—that have completed their original assignments. Tests are to be conducted with cooperation of Communications Satellite Corp. and National Aeronautics and Space Administration and reportedly will continue over extended period of time, relating to relatively unsophisticated kind of ground station that would typically be used by an affiliate in regular satellite service. Preliminary transmission may be made today, feeding from East Coast to West Coast.

Informed sources say idea is to let networks get feel of using satellites in advance of making formal proposal to NASA. Ground station, it was said, will be supplied by networks. It reportedly is Hughes Aircraft transportable model based in Los Angeles area.

Profit motive

FCC is scheduled to submit to Bureau of Budget Friday (Oct. 31) schedule of sharply hiked filing fees that commission intends to propose in notice of proposed rulemaking. Commission, reportedly, is designing fees in fashion to return 110% of its appropriation to Treasury. And commission is believed prepared to ask that bureau include more than \$30 million for it in budget President Nixon will send to Congress in January. This would be sharp boost from commission's present budget of some \$21 million; fees now produce about \$4 million annually.

Commission discussed proposed fee schedule at considerable length on Monday (Oct. 20) but reached no final decision. It has been considering various bases for determining fees—station's gross or net revenues, rate card, value of service, cost of processing application, or combination of some or all of these.

Reaching for the moon

Cable television may get another boon, in addition to FCC ruling on origination (see page 9), in new contracts being negotiated between Professional Football League and CBS and NBC. Present contract contains clause precluding local teams from making arrangements with cable operators for carrying game in city blacked out by network. Cable owners feel networks asked for clause because game on cable would be strong competition for substitute game inserted in home city by network, but network spokesmen maintain teams do not want cable because it would hurt stadium attendance. League broadcast coordinator, Bob Cochran, insists blackouts will not be lifted. "We're really not interested in cable," he stated, giving no reason. But cable owners say they have received opposite assurances—that clause may be eliminated in 1970 and leave way open for them to make arrangements with individual teams.

First long step

Representatives of both print and broadcast media are expected to join hands next week in support of proposal to open House chamber and committee meetings to radio and television. Among those slated to testify next Thursday (Nov. 6) are National Association of Broadcasters President Vincent T. Wasilewski; J. W. (Bill) Roberts, Time-Life Broadcast, president of Radio Television News Directors Association; Roger Mudd, representing congressional radio-TV galleries; Richard Schmidt Jr., general counsel for American Society of Newspaper Editors, and Sam Archibald of Missouri School of Journalism.

Certain provisions of draft bill are regarded as obviously tentative, not only by broadcast spokesmen but even by those who wrote proposed measure—for example, pooling for day-to-day coverage. Idea in minds of bill's backers is to pass measure that would establish concept of House broadcast coverage as law, and then work out whatever secondary changes may be necessary.

Fall-out

With new man at helm, FCC is expected to undergo staff reorganization but probably on gradual basis. Incoming Chairman Dean Burch is expected to name new executive officer replacing veteran attorney Max Paglin, so he can have administrative head to assist him in making deeper personnel changes.

On Monday, October 13th,
WPHL-TV Philadelphia became
the first UHF independent in the
United States to beat out all
three VHF network affiliates on
a single evening in prime time!

8:30-11 PM*

| WPHL-TV | NFL FOOTBALL (Eagles/Colts) | Rating 22 | Share 31 |
|-------------------|--|--------------|-------------|
| Network Station A | Laugh In Bob Hope Mitzi Gaynor | 21 | 30 |
| Network Station B | New People Survivors Love American Style | 13 | 19 |
| Network Station C | Here's Lucy Mayberry R. F. D. Doris Day Carol Burnett | 11 | 16 |
| All Others** | Various | 3 | 4 |

Our next big attraction is ...

LOLITA

Philadelphia Television Debut
In Two Parts

November 5th & 6th, 9-11 PM



WPHL-TV

Flagship Station, U. S. Communications Corp.

Represented by: **METRO TV SALES**

*ARB Coincidental: 587 calls attempted, 73% Completed.
**Includes Indie Stations B & C plus Ed. Ch. 12

AUDIENCE MEASUREMENTS ARE ESTIMATES ONLY, SUBJECT TO THE LIMITATIONS OF THE SOURCE.

Accounts receivable are big blot on spot-television picture as stations and agencies face biggest bill-collection problem they've ever had. Tight money, ballooning paperwork, sloppy performance figure as causes. See . . .

Slow pay in spot bad, getting worse . . . 23

Senate Communications Subcommittee hears debate on proposals to alleviate spiraling costs of political broadcasting, but little accord develops between networks, congressmen. See . . .

TV campaign costs debate runs on . . . 26

Focus of Television Bureau of Advertising meeting is on increasing retailers' use of TV to sell products. One prediction is that government budget cuts, high interest rates and inflation will hurt retail market. See . . .

TVB looks for retail ad dollar . . . 32

Government ban of products containing cyclamates not likely to decrease estimated \$54 million spent annually in broadcast advertising of such products. Manufacturers reformulating products to comply. See . . .

Cyclamates don't sour TV dollars . . . 36

Federal Communications Bar Association accuses FCC of confusing broadcasters and even violating law by changing its policies with regard to defining community needs; renews request for FCBA-FCC meeting. See . . .

FCC accused of 'confusion' . . . 40

Call for joint action by grass roots, national levels of National Association of Broadcasters on pending Pastore bill, attacks on broadcasting, other matters is sounded at fall meeting of NAB in Chicago. See . . .

NAB seeks 'grass-roots' support . . . 44

Corp. for Public Broadcasting's John W. Macy Jr. faces problems of anonymity, inadequate funding, splinter groups. SPECIAL REPORT surveys public television's place in broadcasting. See . . .

Two candles but not much cake . . . 60

James T. Aubrey Jr., former president of CBS-TV, is named president and chief executive officer of Metro-Goldwyn-Mayer Inc., now under wing of Las Vegas financier Kirk Kerkorian. See . . .

Aubrey vaults to top again . . . 65

ASCAP and BMI become ensnarled in what may prove multi-million dollar mix-up as BMI makes bid for additional back payment from NBC after ASCAP negotiates \$3-million lump-sum payment from same network. See . . .

BMI's hounds are in ASCAP's traces . . . 66

While Comsat plans meeting with network heads to explore establishment of domestic communications satellite system, Teleprompter Corp. reveals it is studying possibility of developing its own system. See . . .

Still another satellite plan . . . 72

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Broadcasting

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When Oscar Brown Jr. sings he says something.



Oscar Brown Jr. is a show business phenomenon. He's a philosopher who happens to have a great voice.

He combines these talents in the songs he wrote and sang in our special, "Time For Joy." It's an hour-long adaption of Oscar Brown's current musical "Joy 69."

"Time For Joy" is another of the 52 prime-time television specials Group W is presenting on its five television stations this year.

Each week we bring you a special that's different from the

one you saw the week before.

For example, one will talk about the problems Edgar Allen Poe faced. Another will talk about the problems you'd face if you were black. Still others will talk about the problems you face if you're not.

We did a special starring Oscar Brown Jr. because he's one singer with a message that everyone should hear.

GROUP



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

FCC opens new vista in CATV programing

Rules require originations, may aid beginnings of cable network

FCC has adopted rules and policy aimed at moving CATV industry into program-origination business. It also looks to day when CATV may provide competition for broadcast networks.

Commission rules, adopted Friday (Oct. 24), require systems with more than 3,500 subscribers to originate programing "to a significant extent" as of Jan. 1, 1971, and specifically permit commercials at natural breaks ("Closed Circuit," Oct. 20). Some 200 systems, about 10% of total, are said to serve 3,500 subscribers.

Commission put no restrictions on kind of programing, other than to assert that equal-time and sponsorship-identification rules and fairness doctrine apply.

Result is that CATV-program restrictions imposed by municipalities—as in New York, where CATV-originated programing is limited to public service and documentary films—must be lifted as soon as commission order becomes effective, in 30 days.

Commission order was announced at news conference held Friday afternoon and presided over by Sol Schildhouse chief of CATV task force, and Ruth Reel, of commission general counsel's office, who played major role in drafting order.

Commission action completes portion of over-all CATV rulemaking proceeding initiated on Dec. 13, 1968. Commission said that because of complexity of proceeding, it was splitting off parts for individual action.

Commission has not dealt with proposals to limit program origination to one channel or to ban CATV-TV cross-ownership within market. Accordingly, licensees could originate programing on number of CATV channels as well as on TV station.

Major proposal in rulemaking left unresolved is one requiring CATV systems within 35 miles of major cities to obtain permission of distant stations before importing their signals.

Commission postponed decision also on whether to require CATV systems to make unused channels available on common-carrier basis. But commission said that systems should be "encouraged, and perhaps ultimately required" to lease cable space to provide diversity of control of communications media, diversity of program choices, and to increase number of sources providing service to public.

Commission said it would not, for present, regulate hours of origination, categories of programing, type of equipment to be used or technical standards. It said it would permit period of "free experimentation" after Jan. 1, 1971, effective date of rule, before determining whether more specific regulations were needed.

Mrs. Reel also pointed out that nothing in rules prohibits CATV systems from charging per-program fees or raising prices for original-programing channel.

Commission in order provides encouragement for CATV operators looking to interconnection of cable systems. Commission it would oppose any proposal prohibiting such interconnection on regional or national basis for any purpose, including distribution of entertainment-type programing. Mrs. Reel said commission is "hopeful" new CATV network will emerge.

Commission said CATV origination "would best exploit cable-channel capacity" and make greater diversity of communications media available to public."

It sought to ease fears CATV program origination would hurt broadcasters. Commission saw no basis for speculation CATV competition would result in imminent loss or deterioration of service. But it said it was prepared to take any action necessary to preserve free service to public if "adverse" effects were felt.

Commission, in permitting CATV systems to carry commercials, noted that all comments received in rulemaking held that subscriber fees alone

You can please no one . . .

As if WHDH Inc. were not in enough hot water after FCC denied renewal for its WHDH-TV Boston, it is now faced with group of angry mothers who plan to picket station Wednesday (Oct. 29) to protest its lopping half-hour off children's show, *Captain Kangaroo*, to expand news program.

Mothers, organized as ACT (Action for Children's Television), are plumping for better quality programing for youngsters. ACT is one of three groups set to testify at extra hearing scheduled today on nominations of Dean Burch and Robert Wells to FCC (see page 54).

would be enough to support program origination. Commission also said commercials might enable smaller systems to originate programing.

Commission expects impact of advertising-selling CATV systems to be felt more by radio stations than by TV stations. CATV rates are more closely related to radio, commission said, adding it would take whatever action was warranted in cases where CATV competition had "adverse" impact on radio revenues.

Commission vote was 6-to-1, with Commissioner Robert E. Lee lone dissenter. His objection was that commission should not act as Chairman Rosel H. Hyde and Commissioner James J. Wadsworth were in process of being replaced by two new members. Dean Burch is to replace Chairman Hyde and Robert Wells, of Garden City, Kan. is to succeed Mr. Wadsworth, probably this week. Commissioner Lee said commission should not adopt policy with which two new commissioners might disagree.

Reaction among New York cable operators immediately affected by commission's ruling was jubilant. Alfred R. Stern, president and chairman of Television Communications Corp., said: "This is a new era for us in the industry and it brings not only the right to program locally, but also an obligation to serve the local community."

Charles Dolan, president of Manhattan Cable Television, said: "In an urban area, it [origination] is the key to growth." Under commission's ruling, he said, Manhattan will go ahead with running full-length motion pictures.

CBS sweetens IBEW pot

CBS and International Brotherhood of Electrical Workers reached tentative agreement in Washington on new three-year wage contract Friday (Oct. 24), providing annual raise to IBEW members of 7.3%.

CBS offer came after nearly six weeks of talks. Pact is retroactive to Oct. 1, subject to ratification by union members. Vote by approximately 1,180 workers is expected to be completed by end of this week.

Top journeyman wage under new contract will be \$270 weekly now, \$285 weekly by Oct. 1, 1970, and \$305 weekly by Oct. 1, 1971. Other changes include hike in turn-around pay rate from \$3.50 hourly to \$5 hourly.

IBEW represents most electronic technicians in seven CBS operations. Negotiations were carried on principal-

ly by William C. Fitts, vice president for personnel and labor relations for CBS, and Albert O. Hardy, international representative for IBEW.

Hyde on House griddle

FCC Chairman Rosel H. Hyde, in final days of 45-year government career, faces threat of contempt-of-Congress citation for refusing to turn over confidential records to House Investigations Subcommittee.

Subcommittee has been demanding all records involved in commission's renewal on Oct. 3 of WIFE-AM-FM Indianapolis. But commission says law prohibits it from disclosing confidential material in case until time for commission review has expired. In WIFE case, that is Nov. 3.

Conflict between subcommittee and commission became acute on Thursday, (Oct. 23), when Chairman Hyde was subpoenaed to appear before subcommittee with all requested documents. He appeared without confidential material and said commission's unanimous position was it should be withheld until Nov. 3.

Representative Harley O. Staggers (D-W. Va.), chairman of subcommittee and its parent Commerce Committee, gave chairman 24 hours to comply with subcommittee request, and directed him to consult his colleagues further.

Chairman Hyde, in hand-delivered letter to subcommittee on Friday, (Oct. 24), reported commission's view was unchanged.

Chairman Staggers was not in Washington when Chairman Hyde's letter was delivered, and could not be reached for comment. But subcommittee members and staffers have made it clear that contempt-of-Congress citation against Chairman Hyde is under consideration.

Citation would have to be voted on by full Commerce Committee before it could be recommended to full House. Subcommittee was expected to take up matter today (Oct. 27).

Issue erupted as Chairman Hyde was preparing to close out on Friday (Oct. 31) government career that began in 1924.

Confrontation between subcommittee and commission is another in long series of disputes between them. This one is sharpened by subcommittee's long-standing grievance against commission on matter of obtaining information.

To subcommittee, issue is whether arm of Congress, which FCC is, has right to withhold information from it. Subcommittee members are said to have challenged commission argument disclosure of requested information at this point would jeopardize commission's position if case went to court.

Week's Headliners



Mr. Mikita

Joseph K. Mikita, senior VP of finance and administration for Westinghouse Broadcasting Co., named executive VP, Broadcasting, Learning & Leisure Time unit, Westinghouse Electric Corp., New York. He reports to Donald H. McGannon, president of that unit. Mr. Mikita was treasurer of Capital Cities Broadcasting before he joined WBC as comptroller in 1958.

Don Tennant appointed to newly created post of director of creative services for worldwide operations of Leo Burnett Co., Chicago. He continues as chairman of creative review committee, but now will divide time between Chicago and Leo Burnett-LPE International agencies. Burnett also elevates Howard Shank to executive VP responsible for operation management of U.S. creative division. He continues as vice chairman, creative review committee.

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

Subcommittee has not indicated its reason for checking into WIFE-AM-FM decision. But subcommittee members are plainly intrigued by it. Commission renewed licenses for six months after finding stations had conducted fraudulent contest and sent false invoices and affidavits to advertisers. Offenses occurred while stations were on probation after previous offense.

Decision was 4-to-3, and Commissioner Nicholas Johnson wrote strong dissent. Later Representative Robert O. Tiernan (D-N.J.), member of Commerce Committee and its Communications Subcommittee, criticized commission action (BROADCASTING, Oct. 20).

Subcommittee reportedly told commission originally that question of judgment, not corruption, was involved. However, Chairman Staggers in closed door session Thursday, is said to have remarked that there would have to be suspicion of corruption in connection with case. He could not be reached for comment Friday.

Moss clamps down on cigarettes

Senator Frank E. Moss (D-Utah) will propose amendments to Cigarette Labeling Act that would grant antitrust exemption to cigarette advertisers and would permit Federal Trade Commission to require health warnings in cigarette advertising.

Senator Moss will offer amendments when Senate Commerce Committee meets on Oct. 30 in executive session to consider House-passed extension of act.

He said in statement released Friday (Oct. 24), that antitrust exemption would permit cigarette companies to withdraw from broadcast advertising by September 1970, as they offered to do in testimony presented to his Senate Consumer Subcommittee last summer (BROADCASTING, July 28 et seq.). Exemption would also facilitate withdrawal or limitation of advertising in print media if industry should decide to follow either course.

Backing for antitrust exemption came in letter from Justice Department, which had been asked by Senator Moss to comment on how best to draft legislation that would incorporate such exemption. Justice Antitrust Chief Richard W. McLaren commented: "Because of the significant dangers to the public health which appear to be presented by cigarette smoking, we do not oppose such legislation in principle. However, we would prefer to see any such proposed legislation framed in the context of an exemption from the antitrust laws rather than achieving that result by affirmatively declaring specified conduct to be 'lawful.'"

"In addition, any such legislation should make clear that an agreement to restrict cigarette advertising must apply equally to all persons engaged in the medium of communication to which the agreement is applicable. This would, of course, prevent the cigarette companies from favoring one network or one group of stations over others," Mr. McLaren said.

On proposed amendment to unleash FTC, Senator Moss noted that agency must be free to act if cigarette companies divert massive broadcast advertising budgets into print. Senator will also propose that FTC report to Congress by July 1970 on implementation of proposed withdrawal of cigarette advertising from broadcast and on effect of that decision on antismoking announcements and print advertising.

New EVR unit

Formation of EVR (Electronic Video Recording) Special Projects under James Katavolos, director, is being announced by CBS' EVR division today (Oct. 27). New unit will work with various companies, particularly in education, on creation of programs.

VOLUME 14

50 MOTION PICTURES

(31 IN COLOR)



WARNER BROS.-SEVEN ARTS
TELEVISION

50 MOTION PICTURES

31 IN COLOR

VOLUME 14

Announcing a new kind

Featuring IF MODULATION to assure

- *All models FCC type accepted!*
- *Field-proven and in actual station operation!*
- *Both high and low band!*
- *Complete power range: 1 kW to 50 kW!*
- *Remote control provisions built-in!*
- *Requires less floor space yet easy to maintain!*

GATES
A DIVISION OF
HARRIS-INTERTYPE CO

Model BT-1B

Model BT-25

of color TV transmitter for VHF

better hue and saturation for true color transmission

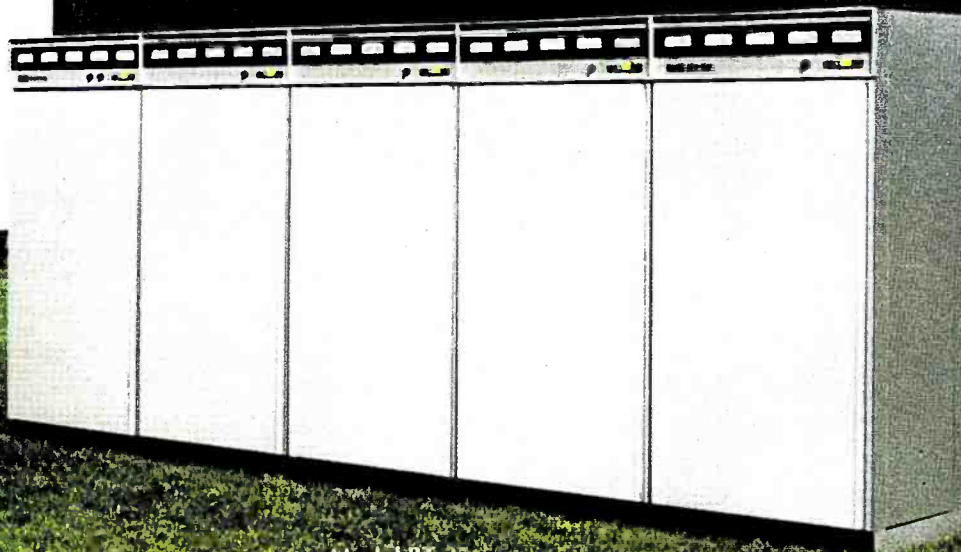
Unsurpassed performance! IF MODULATION provides unsurpassed modulation capability with precise linearity. A special pre-tuned IF filter provides low level IF VSB filtering for the highest efficiency and quality transmission.

Unequaled reliability! 100% solid state circuitry (except for forced-air-cooled power amplifiers) assures longer life and uninterrupted on-air operation. New ceramic tetrode tubes, type 8806 and 8807, are U.S. made and proven in UHF linear service.

Easiest to operate and maintain! All Gates VHF-TV transmitters are designed for continuous, unattended operation. Automatic start, self-checking logic, automatic performance logging and convenient front access servicing save hours of time—and money!

Get the full picture. See for yourself why the new Gates line-up is the best you can buy. Write Gates Radio Company, Quincy, Illinois 62301. Or call (217) 222-8200.

ATION



Model BT-35

HARRIS
INTERTYPE
CORPORATION

GATES



Escape to KPOL

Los Angeles' extraordinary radio station—for advertisers and listeners.

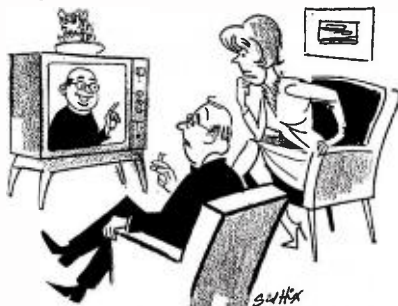
Weekend mornings 10:00-12:00 PM, KPOL Silver 10:00-11:00 AM, and KPOL Blue 11:00 AM-12:00 PM.

Circulation

EDITOR: I have been out of the office for the past two weeks in Salt Lake City, San Francisco and Dallas. Among the ANA/RAB radio workshops, RAB management conferences and a couple of state broadcaster meetings I must have come in contact with a thousand broadcasters, advertisers and agency executives. I have always been a believer in the power of BROADCASTING Magazine, but if the number of playbacks I received to the "Week's Profile" [Sept. 22] could be reduced to statistics, it would probably prove that it must be read by everybody.—Robert H. Alter, executive vice president, Radio Advertising Bureau, New York.

Church tunes in on Hix

EDITOR: We were turned on by the Sept. 16 Hix cartoon. May we have it?—Wynn Ward, department of communications, Minnesota Council of Churches, Minneapolis. (Original artwork sent)



Drawn for BROADCASTING by Sid Hix "Will Ruth, who has turned away from her own people, find happiness and romance in Israel with Boaz? Tune in next Sunday and find out!"

A key qualifying phrase

EDITOR: Your "Middleman—The Specialist of the Future?" (BROADCASTING, Sept. 28) closed with a sentence using some words of mine spoken this summer at the American Advertising Federation convention. The sentence read: "At that time, Mr. Vitt suggested that such services were founded on a 'we'll give you something for nothing philosophy' and added that 'no sophisticated client will use this (service) forever.'"

Your writer reported the words correctly, but regrettably omitted other ones which caused those left in to be misleading.

Omitted was a qualifying phrase when I said: "As these services currently exist they are founded on a we'll give you, etc."

A year-long test by the Bates media-program department on media buying

services made it clear, to me at least, that while the concept of these services was sound, their executions were not. Thus, the basis for my comments at the AAF meeting.

This small fact is worth noting for it symbolizes the larger fact—that 'as these services currently exist' is a key reason for the formation of Vitt Media International.

It is because the concept is sound, and because I am convinced that with the right management and staffing, advertisers and agencies can be provided with proper executions that VMI was founded. . . —Sam Vitt, president, Vitt Media International, New York.

Disagrees with FCC's count

EDITOR: I believe you should revise the figures for network radio revenues in 1968. The proper amount is \$52.55 million, some 40% above the printed figure of \$37.66 million.

This includes both agency commissions and station payments, amounts which are paid by advertisers and thus should be included in any listing of network radio revenues.

Unfortunately, the form of FCC reports makes it easy to misunderstand the networks' true sales figures.—George J. Arkedis, vice president, general manager, CBS Radio Network, New York.

(Mr. Arkedis's letter should be addressed to the FCC, whose official tabulations were correctly reported in detail in BROADCASTING's Oct. 20 issue.)

Mea maxima culpa

EDITOR: Whereas our new vice presidents, Bill Bee and Bill Larimer, are both very handsome gents, photogenic and have great simpatico, your transposition of their names under their photographs in BROADCASTING, Oct. 20 may lead to some confusion among, and quips from, some of the executives at our client stations.—Robert L. Hutton Jr., vice president, Edward Petry & Co., New York.

(The correct identifications with photos follow.)



Mr. Larimer



Mr. Bee

BROADCASTING PUBLICATIONS INC. Sol Talshoff, president; Lawrence B. Talshoff, executive vice president and secretary; Maury Long, vice president; Edwin H. James, vice president; B. T. Talshoff, treasurer; Irving C. Miller, comptroller; Joanne T. Cowan, assistant treasurer.

Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO
TELEVISION®

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Morris Gelman, senior editor. Bill Merritt, Western sales manager. Sandra Klausner, assistant.

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BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING®—The News Magazine of the Fifth Estate. Broadcasting Advertising® was acquired in 1932. Broadcast Reporter in 1933. Telecast® in 1953 and Television® in 1961. Broadcasting-Telecasting® was introduced in 1946.

*Reg. U.S. Patent Office.
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Drug Sales

\$2.5 BILLION*
E. B. I.

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■Indicates first or revised listing.

October

Oct. 27-29—Eascon '69, Electronics and Aerospace Systems Convention and Exposition, sponsored by *Institute of Electrical and Electronic Engineer's* group on aerospace and electronics systems. Sheraton Park hotel, Washington.

Oct. 28—*Hollywood Radio and Television Society* luncheon. Speaker: M. S. McLaughlin, vice president of Ford Motor Co. and general manager of Lincoln Mercury Division. Beverly Wilshire hotel, Beverly Hills.

■Oct. 28-29—Eastern annual conference of *American Association of Advertising Agencies*, Biltmore hotel, New York.

■Oct. 29—Newsmaker luncheon, *International Radio and Television Society*. Miniaturized electronic video-tape recording equipment will be demonstrated. Demonstrators will include Dr. Peter Goldmark of CBS Laboratories and Ralph Briscoe of CBS/Comtec Group. Grand ballroom, Waldorf-Astoria, New York.

Oct. 29—"Case Study." One in a series of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

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

Oct. 29-31—Annual fall convention of *Illinois Association of Broadcasters*. Drake-Oakbrook hotel, Oakbrook.

November

■Nov. 1-2—Meeting of *Missouri Associated Press Radio-TV Association*, Lake of the Ozarks hotel, Lake of the Ozarks, Mo.

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

Nov. 3—New deadline for filing reply comments on Part Five of FCC's proposed rulemaking dealing with CATV policy. Previous deadline was Oct. 1.

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

Nov. 5—"The Computer—from ESP to EDP." One of *International Radio and Television Society* seminars. Bankers Trust Auditorium, 280 Park Ave., New York.

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

■Nov. 6—Luncheon honoring FCC Commissioner Nicholas Johnson, sponsored by *National Citizens Committee for Broadcasting*. Speakers include Nicholas Johnson and Charles Benton, president of Films Inc. NCCB chairman P. F. Hoving will preside. St. Regis hotel, New York.

Nov. 6-8—Cablecasting seminar, sponsored by the *National Cable TV Association*, National Cable TV Center, Pennsylvania State University, University Park, Pa.

■Nov. 6-9—*American Advertising Federa-*

tion's Western region fall conference. Sacramento Inn, Sacramento, Calif.

Nov. 7—Meeting of *Asociacion Nacional de la Publicidad*, A. C., Mexico City. Hugh R. Best, VP and creative director, Arndt, Preston, Chaplin, Lamb & Keen Philadelphia, will speak.

Nov. 7—Black tie dinner honoring retiring FCC Chairman Rosel H. Hyde, sponsored by *Federal Communications Bar Association*. Shoreham hotel, Washington.

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

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

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

■Nov. 9-12—Meeting, *California Community Television Association*. Contacts are Walter Kaitz, program; Frank Masters, exhibits. Del Coronado hotel, San Diego.

Nov. 10-11—Combined workshop-management conference sessions, *Radio Advertising Bureau*. Continental Plaza, Chicago.

■Nov. 10-14th—Annual *Petry* promotion seminar, Jefferson Room, Presidential apartments, Philadelphia.

■Nov. 11—Du Pont awards presentations, under auspices of *Columbia University School of Journalism*. New York.

■Nov. 12-13—Regular meeting, board of directors, *National Cable Television Association*. Del Coronado hotel, San Diego.

Nov. 12-15—Annual convention, *Sigma Delta Chi*. El Cortez hotel, San Diego.

Nov. 14—New deadline for filing reply comments on FCC's proposed rulemaking banning cigarette advertising. Previous deadline was Oct. 17.

Nov. 16-19—22nd national conference, *Public Relations Society of America*. Speakers include: Saul Bass, president, Saul Bass & Associates; Jack Hanrahan, writer-producer, *Rowan and Martin's Laugh-In* series; Ronald Reagan, governor of California; Sam Yorty, mayor of Los Angeles; Whitney Young, executive director, Urban League. Century Plaza hotel, Los Angeles.

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

Nov. 18—"Media Trends." One in series of advanced media concepts seminars, sponsored by *International Radio and Television Society*. Joseph Ostrow of Young & Rubicam will speak. 10th floor screening room of Grey Advertising, 777 Third Avenue, New York.

■Nov. 18-21—Seminar on CATV and its emerging problems, sponsored by *Practicing Law Institute*. Essex House, New York.

Nov. 21—Annual fall management seminar.

NAB regional conferences

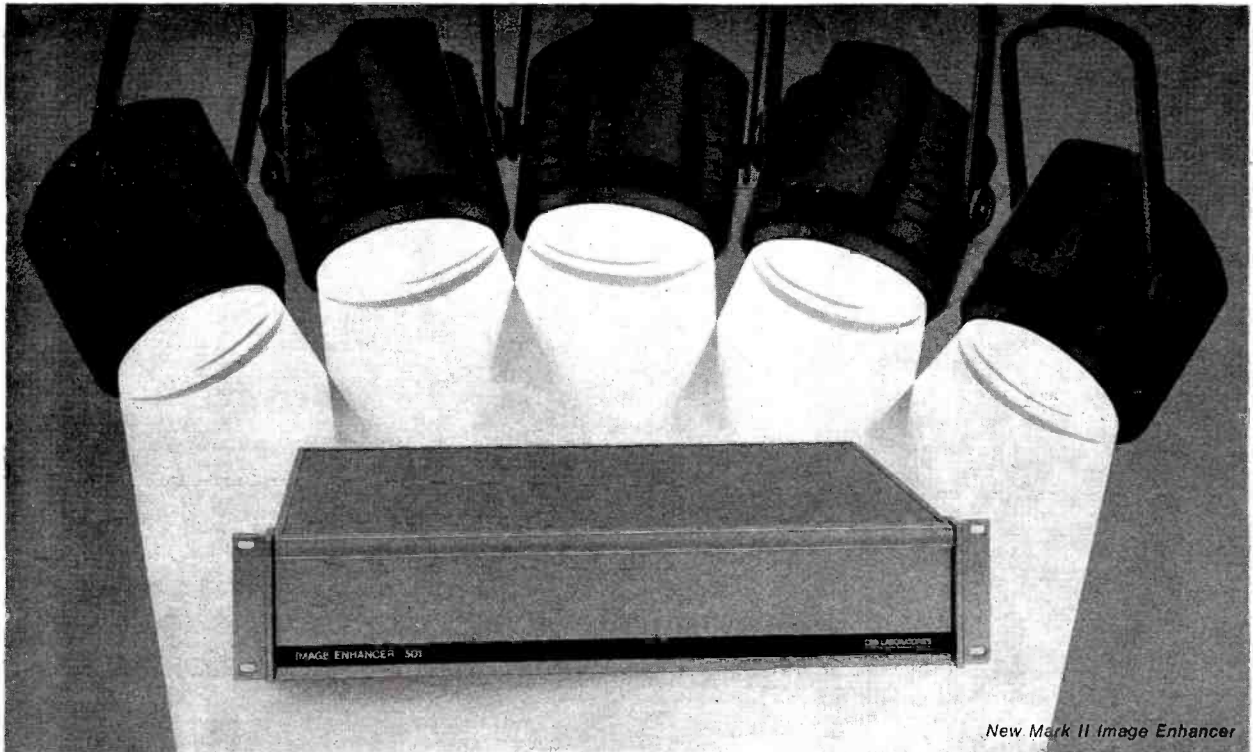
Oct. 27-28—Statler Hilton, Boston.

Oct. 30-31—Marriott, Atlanta.

Nov. 13-14—Marriott, Dallas.

Nov. 17-18—Brown Palace, Denver.

Nov. 20-21—Sheraton motor inn, Portland, Ore.



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The new CBS Laboratories' Mark II Image Enhancer —with "crispended comb filter"— delivers spectacular picture clarity. You have to see it to believe it.

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Ask Avery-Knodel how you can blow your horn in this giant 2½ billion dollar retail sales market with WKZO-TV.

Source: SRDS and ARB, Feb./March 1969.

*A tuba with 39 feet of tubing was constructed for the John Philip Sousa band.

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 WJEP GRAND RAPIDS
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 WWW/WJPM-FM CASSELLAC
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Kansas Association of Broadcasters, Ramada Inn., Lawrence.

Nov. 22—Meeting of **Arizona Associated Press Broadcasters**, Camelback Inn, Phoenix.

Nov. 25—"Media Futures." One in series of advanced media concepts seminars, sponsored by **International Radio and Television Society**. Erwin Ephron of Carl Ally Inc. will speak. 10th floor screening room of **Grey Advertising**, 777 Third Avenue, New York.

Nov. 28-30—Fall convention of **National Association of Farm Broadcasters**, Conrad Hilton, Chicago.

December

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

Dec. 5-7 — Fourth annual **Radio Program Conference**, sponsored by programing consultant **Bill Gavin**. Representatives **John V. Tunney (D-Calif.)**, and **Jullan Bond**, member of Georgia House of Representatives, special guests. Panels on new concepts and directions in broadcast programing. Music roundtable with representatives from top-40, non-rock, country, rhythm-and-blues music stations. **Regency Hyatt House**, Atlanta.

Dec. 7-10—Annual meeting of **Association of National Advertisers**, Camelback and Mountain Shadows Inn, Scottsdale, Ariz.

Dec. 8-11—Galaxy conference on adult education, sponsored by **Committee of Adult Education Associations**. Utilization of TV for continuing education, among other subjects, will be explored. **John W. Macy Jr.**, president of Corp. for Public Broadcasting, and **Henry Alter**, National Educational Television, are scheduled to speak. **Sheraton-Park** and **Shoreham** hotels, Washington.

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

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

Dec. 17—Deadline for filing reply comments in **FCC's** proposed rulemaking permitting the inclusion of coded information in TV visual transmissions for the purpose of program identification.

Dec. 18—Pre-hearing conference on license renewal hearing of **KRON-FM-TV** San Francisco. Washington.

January 1970

Jan. 8—Renewal hearing for **KRON-FM-TV** San Francisco. Washington.

Jan. 8-10—Convention of **Rocky Mountain Cable Television Association**. Safari hotel, Scottsdale, Ariz.

Jan. 9-12—Seminar on "Responsibilities of Communications Media," conducted by **Ditchley Foundation**, Oxford, England.

Jan. 12-17—Exhibition of American electronics equipment sponsored by the **Bureau of International Commerce of the U.S. Department of Commerce**. U.S. Trade Center, Paris.

Jan. 16—Board of directors meeting of **Institute of Broadcasting Financial Management**. Royal Orleans hotel, New Orleans.

Jan. 19-23—Winter meeting of **National Association of Broadcasters** board of directors. **Sheraton Maui** hotel. Maui, Hawaii.

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COMPANY _____

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Signature _____

A retailer cashes in on 20 years of TV experience

Since the end of World War II, when commercial television first came into its own, retailers have sought to utilize the medium to their best advantage.

The big problem has been the format or vehicle that would properly tell the retailer's story and increase his sales. Not until the past few years has the main body of retail merchants launched into the uncharted seas of the new medium. And they are still sifting the results of their efforts.

Hess's Department Store in Allentown, Pa., which this year is celebrating its 20th year in television, began experimenting with the medium in 1949 with 10-second promotional spots.

In an effort to find the "right format" and the "right station," we bounced from one channel to another using 10-second, 20-second and one-minute spots, a five-minute personality interview, a 10-minute late-night talk show and, in 1959, our first half-hour show, a Christmas special.

We learned through hard experience what many of our contemporaries are learning today. Retailers are not entertainers and should not try to be.

No retail organization can compete effectively with the Jackie Gleasons, Johnny Carsons or any of the other shows with millions of dollars in production resources and top-flight talent.

But then what does Jackie Gleason know about merchandising shirts, shorts or a brand new double-door refrigerator?

And that's the answer. Shoemaker, stick to your last.

We found that television could serve us best as a medium for enhancing Hess's image as a retailer, a fashion leader, an exciting store that dares to be different, and one that is interested in community and public service.

Abraham & Straus, with several stores in the metropolitan New York broadcast area, can promote merchandise items or categories on TV and expect immediate response. Sears can do the same on a national scale.

Hess's, 60 miles from the nearest commercial stations in Philadelphia and 90 miles from New York, must have a stronger appeal than just merchandise, no matter how attractively priced, to pull customers from 40, 50 and even 100 miles away.

We believe our half-hour video pro-

ductions, a minimum of four annually, have helped make Hess's a shopping mecca for out-of-towners resulting in increased sales year after year.

Hess's 1968 volume was in excess of \$45 million for a single store in a city of 108,000.

How do we do it? By sticking to our "last."

Hess's whets the appetite with TV fashion shows in spring and fall featuring imported originals by the great couturiers of Paris and Rome.

We stimulate imaginations with a Christmas toy show that highlights life-size, life-like animated toys created by the world's finest toy craftsmen.

We delight the eye with exotic flowers from all over the world in a 30-minute show that precedes Hess's week-long International Flower Show, held each May in the Allentown store.

Hess's also sponsors special events and public service programs such as the inaugural balls of Pennsylvania Governors Raymond P. Shafer and William W. Scranton (on a state-wide hook-up involving eight or more stations) and national and local election returns.

Local election returns, beamed over the Lehigh Valley's educational non-commercial WLVT-TV (Allentown, Pa.) in conjunction with the Call-Chronicle newspapers of Allentown, provide an especially good opportunity for public service and public relations within our own community. The only announcement, visually and orally, says that Hess's provided an underwriting grant to make the broadcast possible.

Our station-bouncing days are over,

too. Hess's enjoys an excellent relationship with ABC's Philadelphia affiliate, WFIL-TV, and our long-term association has proved mutually beneficial.

Working at WFIL-TV's modern facilities or on location with the station's production specialists, we're able to produce a half-hour show in color in less time and for less money than most retailers—and with better results.

All of the shows are presented in prime time and are preceded by a strong schedule of 10- and 20-second promotional spots, plus ads in local-area and Philadelphia newspapers and *TV Guide*.

Hess's television productions are not designed to win art awards. They're commercial, aimed at getting people interested in Hess's and getting them to come to the store, whether they live around the corner or 150 miles away.

Hess's Inc., which operates Hess's of Allentown, the Mary Sachs store in Harrisburg, Pa., and specialty stores in eastern and central Pennsylvania, plans to expand its use of television as an advertising and promotional medium to keep pace with its corporate growth. Our current expenditure for TV is about \$250,000 annually.

The experience gained during two decades as a television user will be invaluable as we open new stores like Hess's of Lancaster (Pa.), due for completion in early 1971.

We're counting on television to help prepare the way for us in new market areas and, when we enter the area, to help us do it with real impact.

As the saying goes, we've "paid our dues" for TV experience. Now we're profiting by it.



William B. Keller is sales promotion manager of Hess's Department Store in Allentown, Pa. In that post, Mr. Keller, who has been with the store 14 years, is responsible for advertising and promotional activities. Mr. Keller was trained as a teacher, was supervisor of art education in California and Pennsylvania school systems before he joined the store's advertising staff in 1955. During the time he has been with Hess's, he has seen the annual sales volume increase from \$22.5 million to \$45 million.



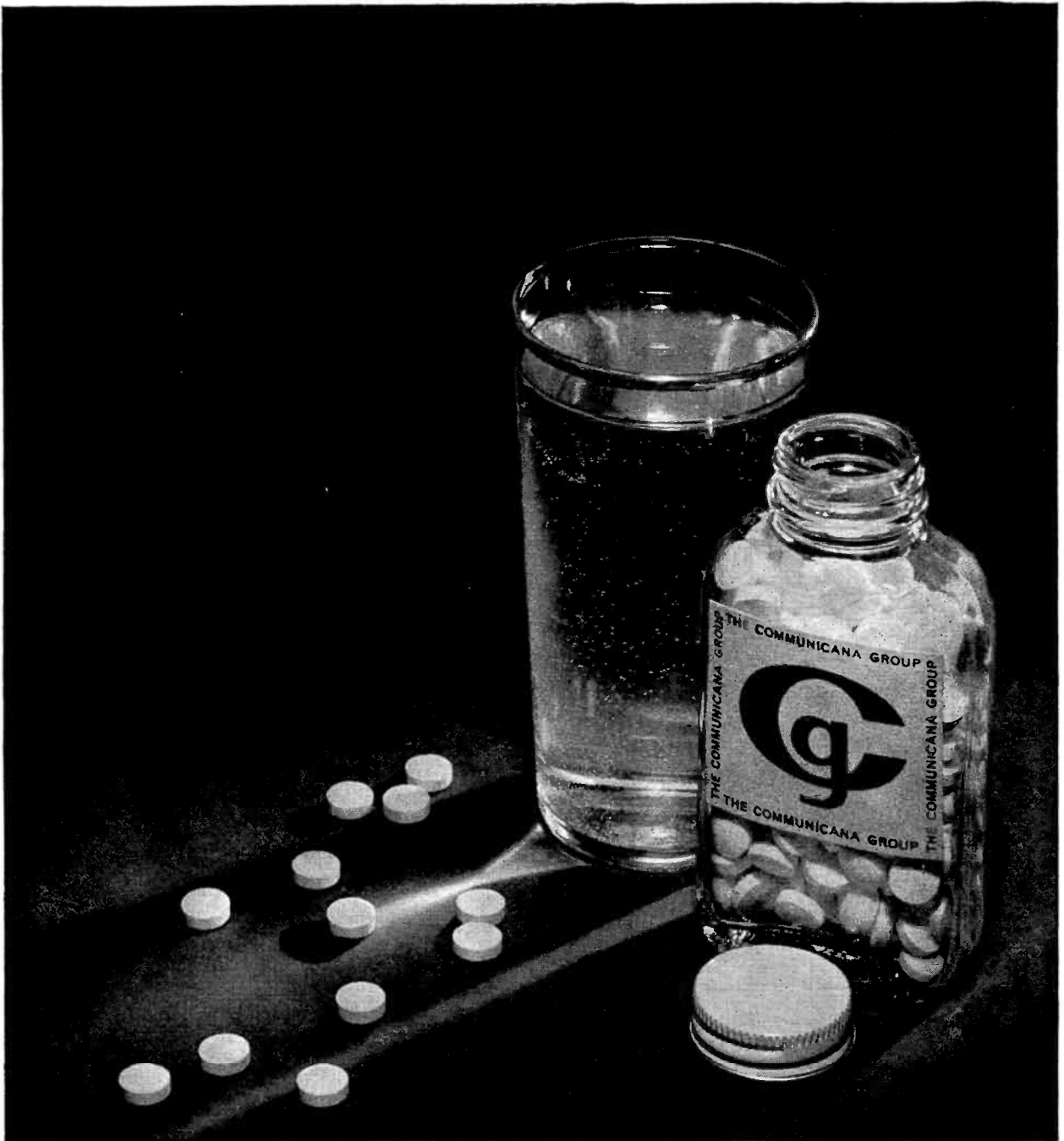
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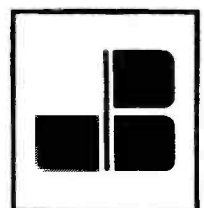


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JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP

BLAIR TELEVISION

Slow pay in spot: bad, getting worse

Everybody blames paperwork plus everybody else, but there's hint that high interest is factor

Tight money on top of the built-in problems of doing business in spot television is giving TV stations—and in many cases advertising agencies—the biggest bill-collection problem they have ever had.

Stations and station representatives reported last week that accounts receivable are frequently as much as four months overdue.

Agency sources tended to agree that slow payment is a problem and getting worse. And while they usually attributed it primarily to spot TV's massive paperwork—especially the reconciliation of discrepancies between order and performance—some also said they were encountering slow-pay problems with many of their own clients.

An official of one top TV agency said it was not unusual for his and other major agencies to have to borrow money to pay media while waiting to be paid by clients. Sometimes, he said, 25% of the money that clients owe his agency is overdue.

Just how far the problem has deteriorated over the years is suggested by the experience of The Katz Agency, the only radio-TV rep that handles billings, collections and payments for its stations. By contract, Katz pays its stations on a specified date.

A quarter-century ago, when Katz initiated the system, the payment date was the 15th of the month after the schedule had run. About 10 years ago, it was moved to the 25th of the month. And about three years ago, it had to be changed to the 10th of the second month—some 41 days after the month in which the schedule was carried.

Katz reportedly handles over \$100 million in billings a year, and there have been a few times, according to officials, when it has had to borrow money to meet its payment dates. Although that has not happened this year, a Katz official did not hesitate to call 1969 "the toughest year in memory for collections." And he added, "1968 was the second worst and 1967 the third worst."

Katz officials say they recently an-

alyzed payments for one group of Katz stations and found it was taking close to 45 days from the end of the campaign month to collect 90% of the payments due.

Even so they figure their collection record is a great deal better than that of the average station. The Katz central billing department, they said, can call major agencies about the 10th of the month, give an estimate of amounts due and expedite delivery of at least a substantial partial payment "on account," with payment of the rest to come after discrepancies and other differences have been resolved.

Accounts receivable have always been a big problem for broadcasters, but lately, it was agreed, the situation has deteriorated severely. There was general but not unanimous agreement that it applies to both spot radio and spot TV, but that the bigger dollars in television make TV's problem more acute.

From the broadcaster's standpoint,

one knowledgeable station representative put it this way: "Of all the schedules running this month—October—I doubt that the average station will have collected more than 50% by the end of November. It'll collect another 10% to 20% by the end of December if it's lucky, and it'll get the other 30% to 40% by the end of April—again if it's lucky."

Other station reps and broadcasters were not prone to dispute that estimate. One rep thought it conceivable that almost as many accounts are four months overdue as are two months overdue. Another said some of his stations have been waiting three to six months for payments by some agencies.

To counteract what is regarded as a generally worsening situation, a number of reps have hired high-priced accountants or assigned top-level personnel to concentrate on the problem and step up collection efforts. At least one major group broadcaster is considering putting



The slow-pay problem also came up for discussion at the Television Bureau of Advertising's fall convention in Washington last week (see page 32). The focus came particularly from

Justin Gerstle (c), Ted Bates Co., and George Simko (r), Benton and Bowles. With Warren Bahr (l), Young & Rubicam, they spoke as agency representatives on spot-TV opportunities.

a full-time bill collector on staff in New York.

Agency officials also maintained that they make regular payments on account, though station sources contended these are often late and, in their opinion, agencies too often hold back more money than discrepancies warrant. Some also charged that agencies tend to use claimed discrepancies as excuses for delaying even partial payments.

Discrepancies were cited on all sides as a principal contributor to late payments. At least one major rep—Peters, Griffin, Woodward—reported it is currently running a test “mechanically” to determine where the bulk of discrepancies occur on actual orders for a group of its stations.

But discrepancies are by no means the only factor blamed. The sheer size of spot TV, the paperwork it requires, lack of standardization in forms, sloppy performance where ever it occurs—whether at the agency, the rep or the station or, worse yet, at some combination of the three—and honest human error of all kinds are among the others blamed either as causes of discrepancies or creators of problems of their own.

“This problem,” said one agency source who has followed the problem for many years, “is not a neat little package that can be easily controlled.”

But the problem has been catapulted to new dimensions, it was agreed, by the tight money market that has developed this year, sending the prime interest rate to 8½% and effective interest rates to 11% or so. Throughout the economy, bill-paying has slowed as money owners become more reluctant to turn it loose or to borrow to keep their accounts current.

One agency executive said it is nothing new for even “better clients” to be slow in paying agencies. “It has been going on for years,” he said.

But as money got tighter, the problem grew more sensitive.

“It simply comes down to this,” the executive said. “The client in effect says: ‘Why deposit the money with you [the agency] in advance of your paying the stations? You will only bank the money until payment is actually made. We’ll bank the money and pay you later’. As a result, some agencies often go to the bank and borrow money to pay media, and although they are eventually paid, of course, they must pay bank interest in the meantime.”

Some broadcasters felt some agencies are using the same tactics on them, earning interest on money that rightfully should be earning interest for broadcasters. Agency sources maintained, however, that whatever interest is being earned in this way is being earned by advertisers, not agencies.

Concern has reached the point at which at least one meeting of leading

reps, station groups and agencies, plus representatives of the Television Bureau of Advertising, has been held to examine the problem. This session, a few weeks ago, in turn led to an informal meeting of the Station Relations Committee of the American Association of Advertising Agencies, headed by Phil Branch of Grey Advertising as chairman and Walter Reed of Foote, Cone & Belding as vice chairman.

Apparently both meetings were largely inconclusive except in their recognition that a problem exists. A participant in the AAAA committee session said they reached the consensus that monitoring commercial performance will provide verification that a commercial ran or did not run as ordered, but will do nothing to correct whatever causes discrepancies in the first place, such as sloppy instructions, late arrivals, inept trafficking at the station, etc.

There is widespread belief that greater standardization of the forms used in spot buying would make the process easier, reduce discrepancies and, in general, speed payments. The Station Representatives Association, TVB and AAAA have been and are among the leaders in efforts to develop standard forms.

An SRA official noted last week that standard availability and standard con-

Finch eyes print for antismoking support

Robert H. Finch, secretary of health, education and welfare, said last week that he would begin work to mount an antismoking campaign in newspapers and magazines.

Mr. Finch made his view known in a letter to Senator Frank E. Moss (D-Utah) complimenting the senator on his campaign to remove cigarette advertising from TV and radio.

Mr. Finch said that he was asking the National Clearinghouse for Smoking and Health to meet with the voluntary agencies and later with the Advertising Council “to explore how an effective campaign in the print media can best be mounted.”

Meanwhile, an HEW report that will be released in a few weeks shows that more than 1 million Americans quit smoking cigarettes last year. The report shows, it is understood, that older people as well as young persons are giving up cigarettes in increasing numbers, and that the proportion of young people who have never smoked is increasing.

And, at the same time, a recent Department of Agriculture report on tobacco shows a decline in the use of cigarettes per person.

firmation forms are in use now and that efforts are being pushed to develop standard traffic/film instruction forms and invoices that will be generally acceptable to all involved. He acknowledged that getting virtually universal acceptance would be no small problem.

Slow pay was also a frequent topic of complaint among broadcasters attending last week’s annual membership meeting of the Television Bureau of Advertising (see page 32), and by implication, at least, the subject also reached the speaker’s lectern. Two agency executives—Justice Gerstle, executive vice president of Ted Bates & Co., and George Simko, media department vice president at Benton & Bowles—talked about discrepancies.

Mr. Gerstle said profits on TV advertising are not increasing in proportion to costs, that costs must be cut and that discrepancies represented one place to start. He suggested elimination of piggybacks—whose discrepancy rate, he said, is 15% higher than for single units—and standardization of film coding, invoicing and rate-card formats, plus longer lead time and improved delivery of commercials.

Mr. Simko cited discrepancy rates that he said ran as high as 46%. He blamed complexity in paper work, frequency of pre-emptions and failure of stations to notify agencies of rate changes. He thought increased use of computers would help reduce the problem and said his agency is ready to work with stations in solving it.

Radio reps and station sources meanwhile said, for the most part, that while radio shares the same slow-pay problem that is besetting television, radio’s problem is alleviated somewhat by the agency practice of buying within time periods in radio, giving greater lee-way in scheduling commercials and less opportunity for discrepancies.

At least one rep said this factor, and in general less paperwork in radio spot buying, made slow pay no significant problem in radio. A number of radio broadcasters and other reps disputed this claim.

Agencies traditionally have argued that stations would get paid faster if they would grant a 2% cash discount, and this argument also came up last week—though not as often as it sometimes has been mentioned. One agency executive noted that agencies pay print media promptly in order to take advantage of the discount they offer.

A rep also brought it up. He was talking about tight money and high interest rates. “One of my stations wanted to give a 2% discount for prompt payment,” he said. “I told him it wouldn’t work. Why would an agency take a 2% discount when it could hold onto the money for 90 days and earn 8½% or more?”



WIIC-TV First in news

IN THE NATION

National Headliners Club Award for
"Consistently Outstanding Newscasting"

IN PENNSYLVANIA

Pennsylvania Associated
Press Broadcasters Award
for the "State's Top TV News Operation"

IN PITTSBURGH

Golden Quill Awards for
"Spot News Reporting"

There's a reason why TV11 News is First.
See your Blair TV representative.

SWITCH TO 11 WIIC-TV
NBC IN PITTSBURGH



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

TV campaign costs debate runs on

Three days of Senate hearings produce little accord; network chiefs offer plans

What is to be done about the spiraling cost of political broadcasting? Can any one proposal solve the money problem while simultaneously facilitating more rational political discussion? If the solution would require broadcasters to make a significant sacrifice of time and dollars, is that solution justified—and can the industry live with it?

Broadcasters, politicians and concerned citizens grappled with these and other related questions last week during three days of testimony before the Senate Communications Subcommittee. They rarely found areas of significant agreement, with one rather fragile exception that ran through the dialogue like a folk-music refrain: Something must and will be done.

The official "something" under discussion was a bill (S. 2876), backed by 38 senators, that would require broadcasters to provide each legally qualified Senate candidate with 120 minutes of prime television time, and each House candidate with 60 minutes of prime time, during the last five weeks before elections, at 70% off regular commercial rates. The measure would also permit candidates to purchase a 30-minute block of program time or its equivalent at 80% off regular rates. Both time allotments would be distributed among districts that reach a substantial part of the district or state population.

A pair of companion bills have been introduced in the House (H. R. 13720 and 113721), with the backing of 36 members. However, that proposal was only part of a wider inquiry. Also under examination was the plan advanced last month by the Twentieth Century Fund's Commission on Campaign Costs in the Electronic Era (BROADCASTING, Oct. 6), headed by former FCC Chairman Newton Minow. That plan would require broadcasters to provide a series of half-hours in prime time for use by presidential and vice presidential candidates at half-price. The programs would be aired simultaneously over every broadcast station and CATV system in the country, with allowances only for time zones. They would be paid for by the federal government.

The three network presidents, all testifying on the same day, were unanimous in their coolness toward the Senate bill. They exhibited mixed reactions to the commission's proposal. The network chiefs took some of the show away from the Senate measure

by offering voluntary proposals for curtail political broadcasts—although here, as in some other recent instances, the proposals appeared as last-ditch attempts to ward off legislation regarded as restrictive by many broadcasters.

The senators themselves did not appear irrevocably wedded to any one plan. Three of the subcommittee members are among the bill's co-sponsors (Chairman John Pastore (D-R.I.) is not one of these), but the dominant tone was one of openness. The senators seemed particularly concerned about two possible effects of the bill: Its encouragement of spots, which some regard as more a detriment than an aid to constructive debate, and the possibility that it might simply create a surfeit of television announcements without really alleviating the tendency of politics to become more and more a "rich man's game."

The latter question, which was considered in particular detail, got somewhat different answers from proponents of the bill and backers of the Twentieth Century Fund proposal. Senator James B. Pearson (R-Kan.), one of the two senators who introduced S. 2876, was asked by Senator Pastore if the bill should be accompanied by a limitation of campaign funds. He replied that such a limitation would require full disclosure, which would probably be an impractical requirement and would certainly never pass muster in the Senate anyway.

A similar question was directed to Mr. Minow and two of his colleagues on the Twentieth Century Fund Commission, Washington lawyer Thomas Corcoran and investment banker Robert Price. Senator Pastore asked: "Don't you believe that without limitation of funds, you'll give a candidate some exposure without obviating the ability of a wealthy candidate to smother his opponent?"

Mr. Minow's answer reflected the commission's belief that their proposal for half-hour blocks of "voters' time" would, if implemented, become a cornerstone of American political life. "What we've given a candidate is priceless," he said. You couldn't buy it with \$200,000,000. It's simultaneous broadcasts over every single television, radio and CATV outlet in the country. We've given him something beyond money; we've given him the undivided attention of the American electorate."

Whether the candidates would in fact receive that "undivided attention" was the question at issue in the debate over the usefulness of spots, both as a campaign tool and as a source of illumination to the electorate. One witness who dealt with the question was Frederic Papert of Papert, Koenig, Lois, who noted he could speak with authority on the resemblance between selling a candidate and selling soap since he has done both. Asked if there was a connection, he said: "I think there is. I don't think it's a bad one." Mr. Papert's



Senator John Pastore

view was that many issues can be discussed sensibly within the time limitations of a spot; not only that, he said, "you reach the people where they are." Where are they? "Watching entertainment programs."

Irving B. Kahn, president of Teleprompter Corp., took a different view. He said CATV can provide opportunities for extended discussion of the issues, and that this is more valuable than any spot. He also said a Teleprompter cable system in Farmington, N. M., allowed local candidates "all the time they wanted" in prime time, and that this spectacle compared favorably in the ratings with broadcasts of network programs on other cable channels.

One broadcaster who also downgraded the significance of spots was Stimson Bullitt, president and principal owner of King Broadcasting Stations, who argued that S.2876 should be passed but should ban rather than encourage spots.

Senator Pastore did not encourage Mr. Bullitt to believe that his proposal would be adopted. In later dialogue, however, he too belittled spot announcements as "a little razzmatazz, strictly Madison Avenue stuff, which doesn't contribute much to rational political discussion."

When all the reservations had been aired, however, the debate probably boiled down to a fundamental disagreement over whether broadcasters should be required to provide the time. In general opposition to that idea, the three network presidents took the stand.

CBS President Frank Stanton led off by saying that "governmental mandates or incentives to broadcasters" are not the ideal answer—particularly S.2876. That bill, Dr. Stanton said, "would tend to increase, not decrease, political ex-

penditures by congressional candidates. It would put candidates for other important offices at a serious disadvantage. It would deprive the viewing public of the balanced programming to which it is entitled. And without achieving any counterbalancing benefit to the public interest, it would impose an unfair and indeed crippling burden on many licensees."

Dr. Stanton illustrated the problem as he saw it by the use of charts (see page 28). One showed that CBS's flagship station, WCBS-TV New York, covers at least 38 congressional districts with 104 House candidates and five senatorial candidates in 1968. Another showed the station's actual schedule in prime time for that week, including a few paid political programs. A third purported to show what might happen if S.2876 were implemented and used to fullest advantage by all local candidates during the five weeks prior to elections. Assuming that all political purchases were for one-minute spots in prime time, spread out evenly over the five weeks prior to the election, Dr. Stanton said, "WCBS-TV and each of the seven other New York City commercial stations would have had to provide one and a half hours of program time and 23 minutes of political announcements each evening for 35 consecutive nights before the election."

The CBS president added that the FCC would have a hopeless task in attempting to arbitrate time disputes;

that the bill "would force a competition in the use of television by congressional candidates who had not previously found it practical or feasible"; that the flood of political programs would "exclude or relegate to undesirable positions" the programs and announcements that might be made available to presidential and other candidates, that the measure calls for an unprecedented form of program regulation, and that "Congress would for the first time directly regulate broadcasters' rates."

Dr. Stanton was kinder toward the Twentieth Century Fund proposal, but he attacked the idea of required simultaneous broadcasts as "astonishingly inconsistent with the fund's concern for the democratic process."

He called it "force feeding in the field of ideas."

(Queried on this same subject by Senator Pastore, the fund commission members defended the idea. When Senator Pastore said "give me a good legal reason" why simulcasting should be permitted, Mr. Corcoran replied: "If one station carries entertainment and another is required to carry a political speech, the burden falls inequitably. . . . You don't have a constitutional right to watch something else. . . . There is no TV without government, so the government has a right to share in decisions concerning TV. . . .")

Some of the senators doubted that Mr. Stanton's bleak picture of the bill's possible effects would ever happen as a practical matter. "If you take anything to its ultimate, of course, you arrive at a rather ridiculous position," Senator Pastore said during subsequent testimony that dealt with the Stanton analysis.

Dr. Stanton did not propose any specific voluntary action by CBS, but noted that "CBS and many other broadcasters have in fact given political candidates



Mr. Goldenson of ABC



Mr. Goodman of NBC



Dr. Stanton of CBS



Chairman Hyde of FCC



Mr. Bullitt of King

preferential treatment, including significant discounts."

The other two network heads, NBC's Julian Goodman and ABC's Leonard Goldenson, did make concrete offers. Mr. Goodman said the networks owned-and-operated stations will give all political candidates a 50% discount in 1970, and that NBC affiliates will be given extra network time in which to air locally purchased political announcements.

Mr. Goldenson said ABC's owned-and-operated stations are offering a one-third discount next year and that the network will make that offer to presidential candidates in 1972.

NBC's 1972 plan, according to Mr.

Goodman, is to offer one-minute spots at 50% off, and five-minute allotments directly after *The Today Show* and after the prime-time movies when they run short.

Mr. Goodman also offered four free prime-time half hours for appearances by the presidential candidates—which, he noted, would require suspension of Section 315. All three network presidents, in fact, renewed their call for outright repeal of Section 315, but Senator Pastore and others assured them that the Congress has no such intention at this time.

As an alternative, Mr. Goldenson said, there should be a permanent suspension of Section 315 in presidential

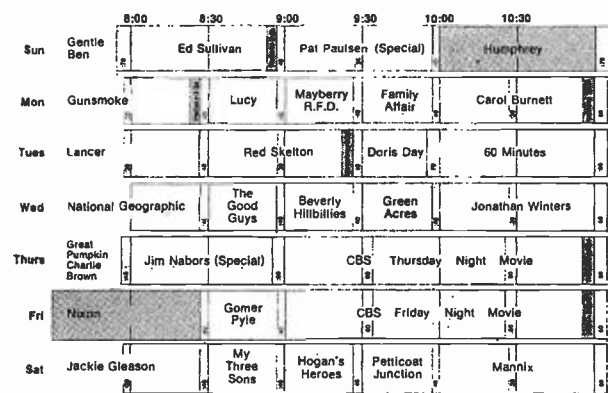
campaigns. Both Mr. Goodman and Mr. Goldenson supported Dr. Stanton's contention that S. 2876 is "unworkable," and that the simulcasting proposal of the Twentieth Century Fund commission is "commandeering" of the airwaves, as Mr. Goldenson put it.

They also made clear that their objections to the bill, like those of Dr. Stanton, were based upon more than monetary considerations. "For us, this is a matter of principle, not of dollars, as our past action and present commitment indicate," Mr. Goodman said. "In our opinion, the special effectiveness of television does not provide a basis for discrimination against it."

An opposing view was taken by Russell D. Hemenway, chairman of the National Committee for an Effective Congress, which drafted proposed legislation that eventually became S. 2876 (BROADCASTING, Aug. 18). The "old argument by broadcasters" that such bills are discriminatory, he said, "seems finally have been laid to rest by several recent court decisions. The broadcast industry is indeed different from newspapers and other private advertising media. Broadcasters are in fact unique, licensed as they are by the federal government with the express agreement and responsibility to operate in the public interest. Nothing is more in the public interest than open lines of communication at election time."

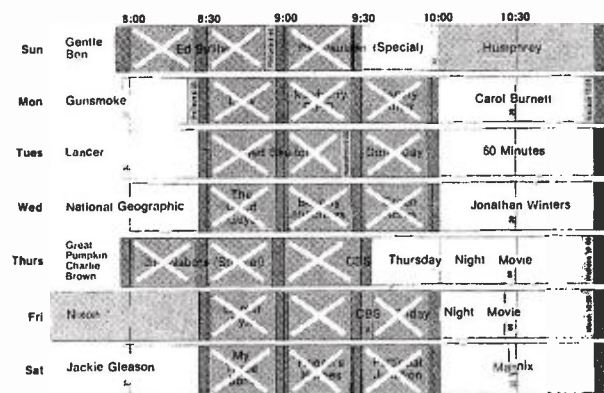
He disputed the contention that voluntary action is the answer. "... While rates have been somewhat reduced in a few instances, this represents only a minute fraction of the stations across the country," Mr. Hemenway said. "There is no reason to expect rate re-

How it was in 1968 campaign

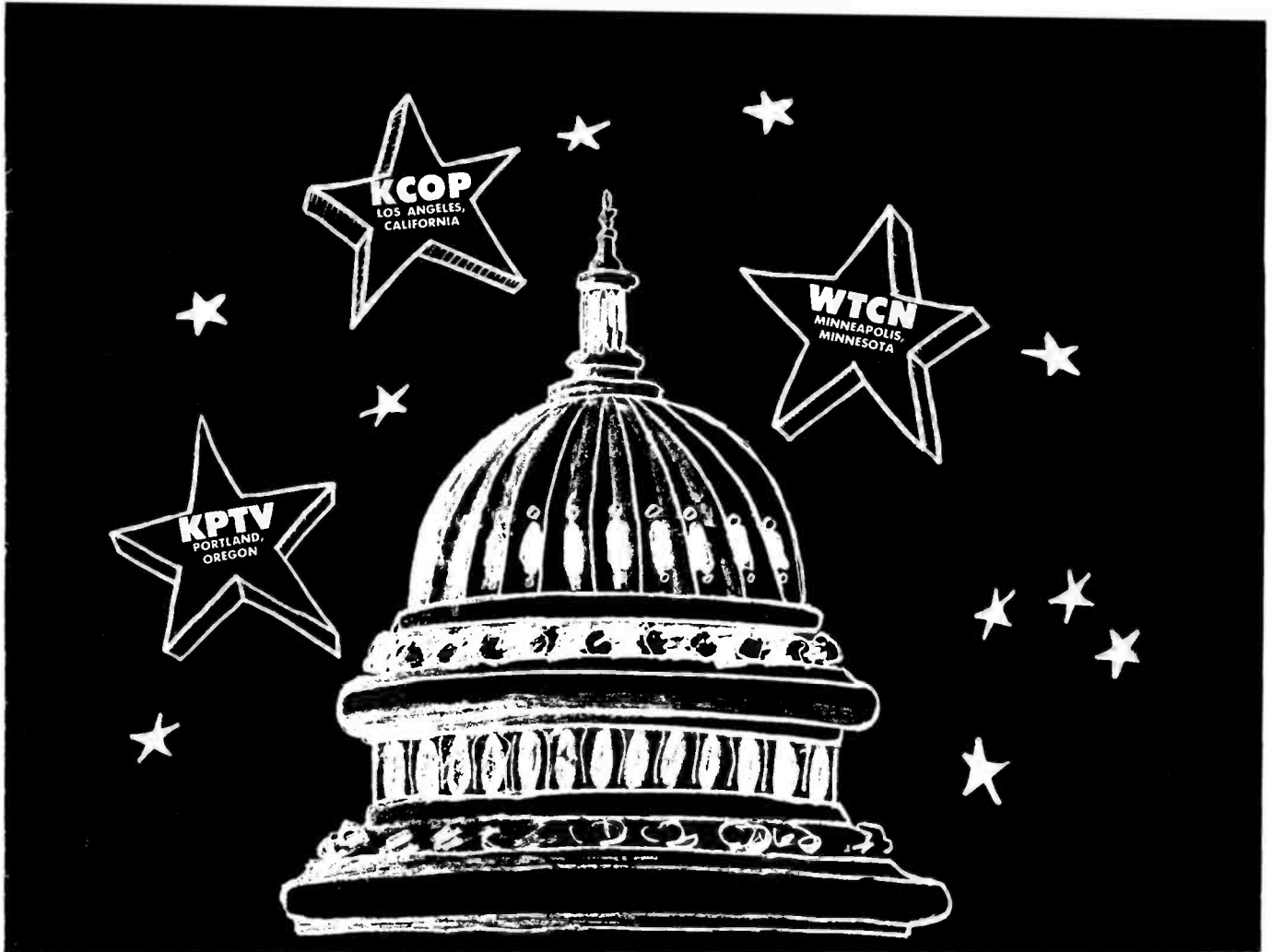


Here's how Frank Stanton, CBS president, explained the potential effects of bills now pending to give candidates for U.S. Senate and House cut rates and minimum time guarantees: Chart at left above shows prime-time schedule on WCBS-TV New York during week of Oct. 20-26, 1968. Political programming is indicated in tone. If present bills had been law, the schedule could have looked like chart at right. In lightest tone are programs that were aired in 1968. In next darkest tone are additional programs that would have had to be broadcast. In darkest tone are one-minute political

How it would be under new law



announcements that could have been accommodated without disturbing basic schedule. Dr. Stanton pointed out, however, that under maximum use of proposed law another 18 minutes of political announcements would have been required each night, meaning pre-emption of at least one half-hour program. These calculations are based on the maximum broadcast use by the 104 candidates for House and five for Senate who ran in the 38 congressional districts that lie within the WCBS-TV grade-A coverage area. This same sort of pre-emption would occur on all New York stations.



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STATIONS**

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**WASHINGTON
NEWS
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INTRODUCING BUREAU CHIEF WILLIAM SWING

TWO WAY NEWS—from the viewers to the Capitol... from the Capitol to the viewers
VITAL INFORMATION to the major viewing centers served by **CHRIS CRAFT
STATIONS. KCOP, Los Angeles KPTV, Portland WTCN, Minneapolis...**
three communities that communicate with Washington nightly.



Mr. Hemenway



Mr. Corcoran, Mr. Minow of Twentieth-Century

ductions on an industry-wide basis, nor to believe that the repeal of the equal-time provisions of Section 315 would result in any more free time than has been given in the past."

The FCC, represented by Chairman Rosel H. Hyde, took an intermediate view. The commission declined to support S. 2876 for "several policy reasons": It affords reduced rates only to congressmen and senators, whereas the commission held that a licensee should be given some discretion in choosing which of several kinds of political campaign holds the most interest for his particular area; it provides for spots, and the commission questioned whether these would serve the public interest. Instead, the commission proposed a bill would institute a "requirement that a substantial specified amount of prime time at a specified reduced rate be offered over each two-year period (e.g. 1969-70) to candidates for those races which the licensee deems of most significance to his area, and with the further specification of consultation so that the broadcasters in an area may appropriately take into account each other's plans in this respect."

Chairman Hyde praised the Twentieth Century Fund report as an "imaginative way of dealing with the most critical political campaign and controversial issue in this country," but again offered an alternative commission plan. It would make the equal time requirement applicable only to major-party candidates, leaving fringe candidates subject to general fairness requirements. The chairman said: "We note that, when freed from the equal opportunities requirement, there has been no failure on the part of the broadcasters with respect to affording time for the presidential candidates, and that the time has been in substantial amounts, and free.

not just reduced. . . . We believe that the networks thus effectively discharged their responsibility to inform the electorate in 1960. They have stated that they stand ready to do so in every Presidential election, if freed from the equal time requirement."

In a separate statement, Commissioner Kenneth A. Cox reported that he is "more favorably disposed" than the other commissioners to the Twentieth Century Fund proposal. He argued that the simulcasting proposal has "real merit" and said: "Surely the careful and intelligent selection of our chief executive merits this much attention, even though it would involve a fleeting loss of alternative programming."

Among the senators and congressmen who testified in support of S. 2876 were Senator Pearson; Senator Ernest Hollings (D-S. C.); Senator Joseph Tydings (D-Mr.); Senator Fred Harris (D-Okla.); Representative Tobert Macdonald (D-Mass.), and Representative Ogden Reid (D-N. Y.).

The subcommittee was also notified by Metromedia and Westinghouse Broadcasting Inc. that those two companies would provide half-price political time beginning next year.

And, in a related development, the Communications Committee of the U.S. Chamber of Commerce, under the chairmanship of Frank P. Fogarty, vice president - broadcasting of Meredith Corp., issued a statement saying that "broadcasting should be accorded the guarantees against governmental encroachment traditionally inherent in a free press. Broadcasters should not be required to provide free time or time at reduced rates for political programs or announcements, or for programs responding to opinions expressed in broadcasts for which time was purchased."

4A's chairman finds too few black admen

A strong plea for advertising people—in agencies and in media—to break with apathy in employing black executives was sounded last week by Barton A. Cummings, chairman of Compton Advertising, New York.

Mr. Cummings peppered his talk—made before the Audit Bureau of Circulations' annual meeting in New York—with such observations as "the advertising business is trying, but we are not trying hard enough."

" . . . The future of the black man in advertising is in two sets of hands—yours and his."

Mr. Cummings, who is also chairman of the American Association of Advertising Agencies, said that while most likely no one advertising agency, advertiser or media company could be named as having an "official policy prohibiting the employment of black people" and could say that on the contrary it employs people without regard to race, religion or color, "the trouble is . . . that despite the high-sounding language we've been an all-white business for years."

He said that in addition to advertising agencies, he included "media—newspapers, magazines, outdoor companies, radio and television stations and networks. I include our clients—the advertisers."

Mr. Cummings said that while rationale or subtleties are used by management people in not hiring black people on the premise this is the policy they are "convinced was what top management really wanted," times are changing and "we're finding more black applicants . . . as we learn how to look."

Is your child's future worth 6¢?

Now that the war in Viet Nam is lumbering to an end, we believe people all over the world are ready to make a choice which may be available only to this generation:

1. *To continue living in a universe of international anarchy, teetering on the brink of nuclear self-destruction.*
2. *To create a world organized under a peace system . . . a system in which nations submit their disputes to a World Court whose decisions are enforced by a World Police Force. This system would free nations to concentrate their total resources on improving the quality of life for each man, woman and child.*

"Impossible? Visionary? Never happen?" Those were the exact words used by some of our forefathers in 1787 when 13 separate, sovereign states met in Philadelphia to organize a Constitutional Convention. Frightened . . . despite threats of war between the individual states, plus the fear of invasion by Britain and Spain, they dared to go ahead . . . and founded our United States of America.

"Oh, but things were different then!" True, they were different. Our world has shrunk—in real terms it is smaller than the territory covered by the 13 original states. Men go to the moon in less time than it took to travel from Maine to Georgia in the 18th century. Instantaneous electronic communications tell us what's happening in Moscow and Peking faster than New York learned the news of Boston in 1787.

Permanent Peace Is Possible!

Find Out How—Mail This Coupon

World Federalists-U.S.A.
2029 K Street, N. W.
Washington, D. C. 20006

- Send literature about World Federalists' plans for a war-free world.
- I enclose \$ to assist you in your work.
- Enroll me as a member. Enclosed is \$10. my dues for 1969-70.
- Send reprints of this advertisement.

Name

Address

Town State Zip

B-10
E-10

The world today is more ready to organize for peace than the American colonies were in 1787!

They did it. We must do it . . . if we are to survive. There really isn't any other civilized choice.

If you've read this far, a lot of questions may be tumbling through your mind. The answers are available in pamphlets we will mail if you will fill out the coupon at the top of this ad.

Do it now—without obligation to anyone—except, perhaps, the child mentioned in the headline.



We need the help of opinion-makers . . . YOU . . . to let Americans know —through editorials, news coverage, special programs, and announcements—that a practical peace system is available.

This advertisement is published to promote World Peace Through World Law. It is not copyrighted. Please feel free to use it in publications, on the air, in house organs, on bulletin boards. Check the coupon if you can use additional free reprints.



Emy Tannen
The MEDIAmerica Company
9414 Crosby Road
Silver Spring, Maryland 20910

(Published as a memorial to Richard Tannen, age 21, who died in the plane crash at Indianapolis, September 9. Rick, a senior at Indiana University, was against suffering for all mankind.)

TVB looks for retail ad dollar

How to get and keep it is subject of Washington membership meeting

The intensifying drive to boost television's share of the U.S. advertising dollar focused in Washington last week with the 15th annual membership meeting of the Television Bureau of Advertising.

Emphasis at the meeting was on boosting retailers' use of television to sell their wares. The target, of course, was the bulk of the ad dollar now going to newspapers and magazines. Speakers on panels set up by TVB at the Shoreham hotel meetings were not all optimistic. Criticisms of retailers, agencies and broadcasters were heard frequently.

Several speakers predicted 1970 would not be one of the better years for retailing. Television advertising, in which retailers are becoming an increasing factor, was offered as a means to maintain sales and profits. Warren Bahr, executive vice president of Young & Rubicam, said: "We're going to have some tough sledding." He predicted government budget cuts, high interest rates and inflation would hurt the retail market.

Charges that the television industry was not familiar enough with the problems of retailers and that it fails to provide retailers with the necessary knowledge required to use its medium effectively were voiced repeatedly.

Alfred Eisenpreis, vice president for planning for Allied Stores, urged the broadcasting industry to set up four regional centers at universities to develop and train people in retail-television techniques. Speaking on a panel Thursday (Oct. 23) he stressed the need for trained people in retail organizations.

TVB opened the convention sessions with the premiere of a film "Small Business Growing Larger." The film gave the case histories of several different businesses that grew through their use of television.

The successful use of television spots at the local level was described by David Oreck, president of McDonald Sales Corp., RCA and Westinghouse distributor in the New Orleans area. Mr. Oreck noted his company was among the top-10 RCA distributors and declared television "is mostly responsible."

"Show people how to live a little and we'll all sell more," he said. "The nature of television is credibility. It is by nature spontaneous," Mr. Oreck said, and he cautioned retailers against

putting so much advertising "in the can." The freshness will be gone when it is used, he claimed.

Mr. Oreck said McDonald produces its own television spots and provides a training program for dealer salesmen and market management advice. He predicted an increasing place for small merchants and said his company uses TV to sell over the heads of its dealers, favoring a one-two punch—television and newspaper.

A Wednesday afternoon panel (Oct. 22) on spot television opportunities included Mr. Bahr of Y & R, George Simko, vice president, media department, Benton & Bowles, and Justin Gerstle, vice president, media department, Ted Bates.

Mr. Gerstle stressed that agencies and the media are interdependent. He said that television's share of the market should double when the market doubles. Mr. Gerstle emphasized the need for finding means of cutting advertising costs and noted that while costs are increasing, profits are on a plateau.

He observed that stations are becoming



Norman E. Cash, president of TVB. (l) with HEW Secretary Robert H. Finch, at the fall convention in Washington where Secretary Finch gave the keynote speech, declaring in part: "Just as advertisers have a line of products, so HEW has a list of problems. And their solutions will depend in a major degree on our ability to communicate, to sell information, ideas and options to the American public. I think of your industry as the delivery system that we in HEW so desperately need to upgrade the effectiveness with which we discharge our mandate."

ing more sophisticated in programing, geared to ratings, and that rate cards are becoming more complex. Mr. Gerstle blamed the high percentage of discrepancies in billing, delaying payment to the stations, for part of the cost problem (see page 23). He suggested cutting paperwork, standardized film identification, standardized rate cards, invoicing and clearer instructions would help in the economy battle. He also suggested restricting weekly rotator spots, making 30 seconds the basic spot length and elimination of piggy-back practices among ways of fighting the profit squeeze.

Mr. Simko also stressed the complexity of paperwork involved in spot sales as a cost factor and said in one case 46% of the discrepancies were caused by failure of the stations to notify the agency of rate changes.

Mr. Bahr expressed the belief that the media needs to think of long-term growth. "What are we doing in community service?" he asked. "We are only beginning to see the results of research and development."

Mr. Bahr warned that clients feel that television is overpriced and cautioned against pushing profits up. He criticized a double-standard rate set-up at some stations. "You reward your worst customers," he said.

In a panel presentation specifically on local television, Williams S. Hansen, president of Julius Garfinkel & Co., Washington, hit again at the theme that local retailers lack knowledge of the techniques of television advertising. "I see television used effectively in other areas, but I don't know enough about it," he said.

"We are newspaper oriented," Mr. Hansen noted. "We are anxious to reach the television audience; production costs are too high; we need information on the effectiveness of various time segments. We need to know if we need an agency, a timebuyer; we need to understand ratings, and if the station will do the production of spots or whether we should employ a middleman."

Others on the panel were: Alfred Cohen, vice president of Winkelman's, Detroit; Sam Burgio, Montgomery Ward, Albany, N.Y.; Duke Marx, Duke Marx Advertising, Milwaukee, and Mr. Eisenpreis.

Mr. Cohen illustrated his advertising program with a film of commercials used

BRAGER-GUTMAN'S

LEXINGTON ST. & PARK AVE. MU. 5-2222
BALTIMORE 1, MARYLAND

September 19, 1969

Mr. Donald Campbell
General Manager, WMAR-TV
6400 York Road
Baltimore, Maryland 21212

Dear Mr. Campbell:

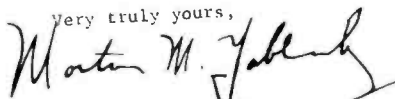
Good news should always be shared and I find it difficult to contain my delight in our customer response to a recent commercial on Sylvia's show.

We did a one-time commercial on September 3rd for an exercise device called "Trim-Twist". When the "Woman's Angle" went off the air our phone board was deluged with calls to the point where we had to open order-taking stations in at least six stations around the store. Long story short - - we sold 355 units from the single commercial.

Just thought this news might brighten your day as it did mine.

Best regards,

Very truly yours,



Morton M. Yablonsky
Vice President

mmv;vk

c.c. Mr. Marvin Friedman
Trim Twist, Inc.
90 Beacom Boulevard
Miami, Florida 33135



SYLVIA SCOTT
"The Woman's Angle"

Brager-Gutman's Department Store sponsors a five-a-week schedule in "The Woman's Angle" with Sylvia Scott, telecast live from 1 to 1:30 P.M., Monday through Friday. And with great success! We, at WMAR-TV, have long maintained that the continued loyalty of viewers to Sylvia, with her reputation for integrity (and that of the station), transcends mere size-of-audience yardsticks. But—we hasten to add—Sylvia leads in her time period, share and total audience, according to the February / March and May ARB.* (There are no availabilities in "The Woman's Angle" at the moment, but you might keep it in mind!) The above is an unsolicited letter.

In Maryland
Most People Watch **COLOR-FULL**

WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

*Audience data, if any, used herein are based on standard measurement surveys and are subject to the limitations of the original source. They are estimates only which are not accurate to any precise mathematical degree.



Retail experts discussing the problems involved in increasing local television spots at the TVB convention: (l-r)

Duke Marx, Duke Marx Advertising; William S. Hansen, Garfinckel's; Alfred Eisenpreis, Allied Stores; Alfred

Cohen, Winkelman's; and Sam Burgio, Montgomery Ward. Panel discussion was held Thursday.

successfully to promote his chain of stores. "We are in TV with both feet," he said, "we are in TV because we want to be identified with the medium that is part of today's life." Mr. Cohen claimed, "there is too much emphasis on quantitative results; this is a terrible approach." He stressed the need for careful planning of commercials and his organization aims to sell its stores over the long run as the place to shop.

Mr. Burgio described Ward's Albany area operation—four stores selling in a 150-mile radius. His technique is to use saturation spots for three to four days, and at times using the "full page," which involves purchase of a two-and-one-half-hour movie, utilizing only seven spots. He said his television campaigns have boosted sales 50% to 93% on some items.

Mr. Marx described the increasing demand for expertly produced commercial spots. He said that strips made two years ago are unusable today. "Retailing is becoming sophisticated," he said. "The days of the television salesman going before the camera in a store to sell a product are over. I believe variants will come. There is no right way, there are no ground rules."

Mr. Eisenpreis said that retailers and television stations operators should

get together. "Too often we are in a debate not a discussion," he said. "We can create new business and should have a greater share of the market."

But, Mr. Eisenpreis maintained: "We don't have some of the information that will help retail people. We need content information, we need to know how to use television effectively." He also expressed concern about spot costs, citing an average cost of \$1,000, which he said was too much. The costs should be about \$300.

At the final session of the TVB, Donald Kearney, outgoing chairman of TVB and Corinthian Broadcasting Corp. director of sales, urged members to cooperate with the coming 1970 census. "I feel TVB members should be willing to give special assistance to get optimum results," he said. He pointed out the importance to advertisers to much of the information collected in the census and suggested a three-week campaign should be conducted by television between March 18 and April 8.

KVOS-TV is number one in local spot awards

First prize in the second annual local commercials competition of the Television Bureau of Advertising was awarded to kvos-tv Bellingham, Wash., last week.

The one-minute, color film commercial was judged best of some 600 entries. The award was presented at the 15th annual meeting of TVB.

"This year's winner is a humorous commercial," George G. Huntington, executive vice president of TVB, said. "More than that it is a selling commercial. The kvos-tv entry is entertaining. But it also combines the elements of effective salesmanship. It contains the qualities of demonstration and memorability necessary to make the viewer react to the advertiser's message and intent." The commercial was produced for the B.C. Telephone Co.

Awards of merit were given to WBTW-TV Charlotte, N.C., and KHOU-TV Houston.

FCC turns deaf ear to Banzhaf, Martin-Trigona

Petitions by John F. Banzhaf III and Anthony R. Martin-Trigona to revoke the licenses of major ABC owned-and-operated stations because the network refused to eliminate all cigarette ads by the end of the year were denied by the FCC last week.

A petition by Mr. Martin-Trigona to revoke the licenses of leading NBC owned-and-operated stations on the same grounds was also denied.

Mr. Banzhaf is executive director of Action on Smoking and Health, and Mr. Martin-Trigona is owner of a now-dark UHF station in Marion, Ind., and a persistent broadcasting critic. Their petitions contended that the networks' refusal to terminate the cigarette spots was contrary to the public interest and demonstrated that the licensees placed profits above that interest.

The commission noted that its proposed ban on broadcast cigarette commercials, issued last February, emphasized the need for "voluntary" industry action, and that insofar as the government is concerned, "Congress must be the final arbiter of this matter and must signal what action is to be taken."

Agency appointments:

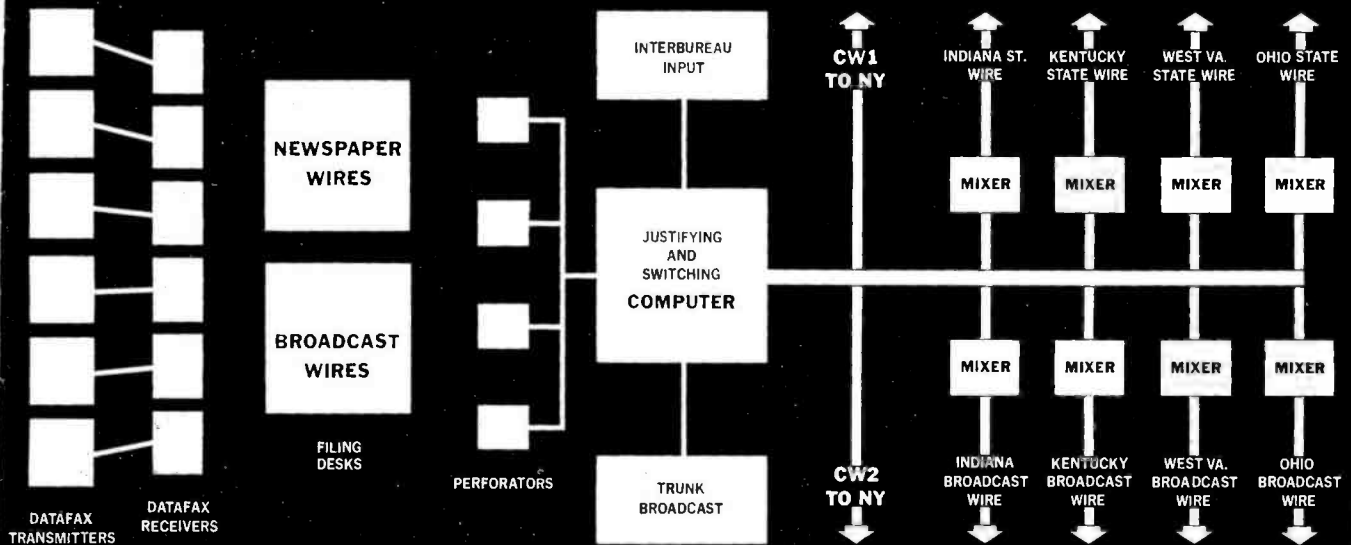
- The Clorox Co. has named Ketchum, MacLeod & Grove, Pittsburgh, and its West Coast subsidiary, Botsford Ketchum Inc., to handle the accounts for its Liquid Plum'r brand drain opener and an unspecified new product. The agency for Clorox's other products is Honig-Cooper, San Francisco.

- Robinson, Donino & West Inc., New York, has been appointed the agency for Vernon Valley, a new ski resort. Spot radio and television is planned for Philadelphia, New York and Long Island starting in mid-November and running through February, with a budget of \$75,000 to \$100,000. Vernon Valley is a division of Great Northern Management and is located in Vernon, N.J.

Main heads TVB

Guy Main, executive vice president, Midwest Television, was elected chairman of the board of the Television Bureau of Advertising at its 15th annual membership meeting at the Shoreham Hotel in Washington last week (see page 32). Mr. Main replaces Donald L. Kearney, Corinthian Broadcasting who will continue on the board. Other new officers are: Terry H. Lee, Storer Broadcasting, secretary; James E. Conley, Meredith Broadcasting Corp., treasurer, and board members James H. Ferguson Jr., Springfield Television Broadcasting, Jack McGrew, KPRC-TV Houston and Sprague Vonier, WTMJ-TV Milwaukee.

AP Charts a Bright Future For Regional News



Columbus: A Typical AP Regional Bureau

Here's a picture of something everybody talks about, but rarely sees - an authentic electronic age breakthrough. It's happening right now in AP Regional Bureaus Coast to Coast.

From electronic editing, to Data Fax transmission, to those two big news desks sitting side by side in every bureau, to computers that store the national news while our bureaus are concentrating on regional news for you - everything now will be reorganized, computerized and mobilized to give you faster news, more regional

news and all the news of the world and nation.

It will be better news, too, because more manpower will now be concentrated where it does you the most good: In news gathering, writing and editing - and right in your own region. By 1970 it will all be completed - then AP, the world's first news service will have done it again. We will have moved ahead of the world's first news service - AP.

THE ASSOCIATED PRESS

The Indispensable Service

50 Rockefeller Plaza, New York, N.Y. 10020 PLaza 7-1111

Cyclamates won't sour TV billings

Diet drink, food manufacturers hold the line on media spending in promoting substitute products

The estimated \$54 million spent in broadcast advertising of major projects containing cyclamates is not likely to drop much as the manufacturers reformulate their products to comply with the government's Oct. 18 crackdown on the alleged carcinogenic-producing substance.

The diet soft-drink category, which accounted for almost \$27 million in radio-television advertising in 1968, according to Television Bureau of Advertising and Radio Advertising Bureau figures, will be replenished with cyclamate-free products and generally the same amount of advertising support. Spot TV receives the biggest investment—\$17.7 million of soft drinks, with \$3.7 million in network TV and \$5.5 million in spot radio.

A spokesman for the Coca-Cola Co., Atlanta, noted there would be a two-week hiatus of advertising during reformulation of Fresca and Tab, but said this was not a major problem because there is no large national campaign for these products as there is with Coke.

"The advertising budget is set," he reported, "and we'll use the money we have budgeted." The Marschalk Co. is the agency for Fresca and Tab.

Pepsico, New York (Diet Pepsi). Royal Crown Cola Co., Columbus, Ga. (Diet Rite), and Seven-Up Co., St. Louis (Like), all intend to remove the cyclamates from their products and market them under the same names,

so a big advertising change is not necessary. Their agencies are BBDO; Wells, Rich, Greene and Gardner Advertising, respectively.

The government announcement came at a slack advertising season for the soft-drink manufacturers, causing few complications in campaigns.

Diet-food advertising constitutes around \$21 million in radio-television expenditures—\$13 million in network TV, \$8 million in spot TV, and a small amount in spot radio. The bulk of this advertising comes from liquid diet manufacturers such as the Drackett division of Bristol-Myers (Metrecal), Carnation Co. (Slender) and Pet Foods (Sego).

The Metrecal account was recently moved from Doyle Dane Bernbach to Young & Rubicam, and the new agency has not had time to commit itself to an advertising schedule, a company spokesman pointed out. "We expect the budget will stay the same," he added. "I'd like to clarify that many of our products never had cyclamates—all of the dinners and two brands of cookies."

Spokesmen for both Carnation and Pet Foods said their products were being reconstituted and that the process would not make any material difference in the advertising. The agencies are Erwin Wasey and Gardner.

General Foods, White Plains, N.Y., pulled off all of its advertising for D-Zerta low-calorie gelatin dessert, replacing some with Jell-O commercials

and getting credit from the networks for others. Almost \$2 million was spent for General Food's pre-sweetened Kool-Aid, and the company solved the problem for this product by filming a special commercial citing the difference between pre-sweetened and regular Kool-Aid. A stand-up announcer in the 30-second commercial, which ran in place of other General Foods commercials last Monday through Wednesday, was due to be replaced by Danny Thomas in a commercial filmed in New Orleans last week. A General Foods spokesman reported that there had been no commercials for the pre-sweetened Kool-Aid since August. Grey Advertising is the agency.

California Canners and Growers, makers of Diet Delight foods, announced it cancelled all advertising it possibly could. "We have a commercial in production—it's not on the air yet," a company representative said. "We'll come out with more advertising when our new product comes out. We're definitely staying in the diet-food business." Cunningham & Walsh, San Francisco, is the agency.

The remaining \$6 million in broadcast advertising is spent by manufacturers of sugar substitutes and beverages other than soft drinks.

Burnett realigns its production group

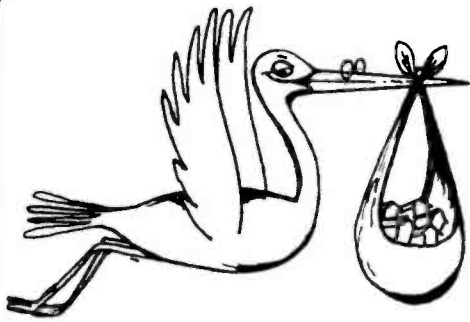
Leo Burnett Co., Chicago, last week dissolved its radio-TV commercial-production department and integrated all production functions into the four creative groups of its creative-services division. Burnett is estimated to spend \$20 million a year in commercial TV production.

While all creative work originates in

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Oct. 12, 1969 (net time and talent charges in thousands of dollars)

| Day parts | ABC | | CBS | | NBC | | Total minutes week ended Oct. 12 | Total dollars week ended Oct. 12 | 1969 total minutes | 1969 total dollars |
|----------------------------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|----------------------------------|----------------------------------|--------------------|----------------------|
| | Week ended Oct. 12 | Cume Jan. 1-Oct. 12 | Week ended Oct. 12 | Cume Jan. 1-Oct. 12 | Week ended Oct. 12 | Cume Jan. 1-Oct. 12 | | | | |
| Monday-Friday Sign-on-10 a.m. | \$ — | 101.9 | \$ 237.4 | 4,811.5 | \$ 336.0 | \$ 14,006.5 | 116 | \$ 573.4 | 3,622 | \$ 18,919.9 |
| Monday-Friday 10 a.m.-6 p.m. | 1,879.3 | 58,878.8 | 3,306.5 | 108,683.6 | 2,754.0 | 87,071.3 | 899 | 7,939.8 | 36,243 | 254,633.7 |
| Saturday-Sunday Sign-on-6 p.m. | 1,409.0 | 37,009.8 | 1,557.9 | 43,505.0 | 4,106.4 | 33,177.4 | 337 | 7,073.3 | 11,748 | 113,692.2 |
| Monday-Saturday 5 p.m.-7:30 p.m. | 630.6 | 12,949.1 | 895.7 | 27,004.4 | 1,769.7 | 25,688.8 | 100 | 2,296.0 | 3,822 | 65,592.3 |
| Sunday 6 p.m.-7:30 p.m. | 156.0 | 5,382.6 | 544.8 | 8,659.8 | 297.5 | 7,947.9 | 27 | 998.3 | 863 | 21,990.3 |
| Monday-Sunday 7:30-11 p.m. | 6,346.3 | 193,789.2 | 8,366.3 | 260,417.5 | 7,776.8 | 258,772.3 | 451 | 22,489.4 | 17,885 | 712,979.0 |
| Monday-Sunday 11 p.m.-Sign-off | 352.2 | 16,780.7 | 535.8 | 7,467.5 | 504.2 | 20,177.4 | 128 | 1,392.2 | 3,758 | 44,425.6 |
| Total | \$10,773.4 | \$324,892.1 | \$15,444.4 | \$460,549.3 | \$16,544.6 | \$446,791.6 | 2,058 | \$42,762.4 | 77,941 | \$1,232,233.0 |



CHARLOTTE'S BEST BUY! WHAT A DELIVERY!

WITH ONE THROWN SWITCH WE MOVED THE "CITY LIMITS" OF CHANNEL 18 TO COVER OVER 665,123 TOTAL HOMES, INCREASING OUR POPULATION COVERAGE BY 58.9%!

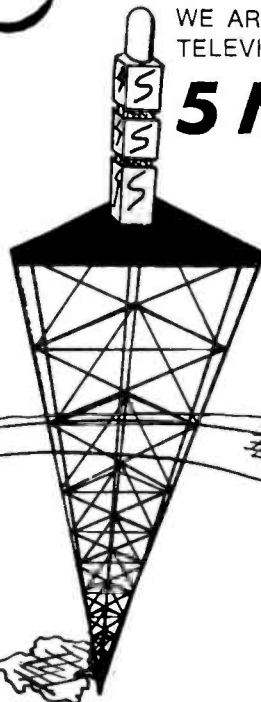
WE ARE NOW THE WORLD'S FIRST TELEVISION STATION WITH . . .

5 MILLION WATTS

CHARLOTTE, N. C. **TV 18**
WCCB 18
THE abc OF ENTERTAINMENT

1 TELEVISION PLACE, CHARLOTTE, N. C. 28205

THE WORLD'S MOST
POWERFUL



*265,243 NEW HOMES
ADDED TO OUR CITY
GRADE COVERAGE AREA!

WE'RE PROUD TO DELIVER
THE FULL LINE-UP OF
EXCITING NEW abc PROGRAMS!

ASK YOUR NEAREST ADAM YOUNG VTM
MAN HOW LITTLE IT WILL COST TO RENT
OUR 5 MILLION WATT FACILITY.

N.CAR.
S.CAR.

OLD CITY GRADE "A"
792,212 PEOPLE

NEW CITY GRADE "A"
1,079,345 PEOPLE

36.2% INCREASE

*ESTIMATED FROM 1960 CENSUS

WDOD AM-FM
Chattanooga, Tenn.

CHARLOTTE, N. C. **TV 18**
WCCB 18
THE abc OF ENTERTAINMENT

ANOTHER
SERVICE
OF
BAHAKEL
BROADCASTING

WABG TV-AM
Greenwood, Miss.
WKAB TV 32
Montgomery, Ala.
WOLO TV 25
Columbia, S. C.
WBBJ TV 7
Jackson, Tenn.

WWOD AM-FM
Lynchburg, Va.
KXEL AM-FM
Waterloo, Iowa
WLBK AM-FM
Bowling Green, Ky.
WKIN AM
Kingsport, Tenn.

The **Barbara**

**Red Hot and Going in
8 OUT OF THE TOP 10 MARKETS**

New York, Los Angeles, Chicago,
Philadelphia, Detroit, San Francisco,
Washington, D.C., St. Louis . . .
and many other markets!

with GREAT GUEST STARS

Bob Hope, Tony Bennett, Joey Bishop,
Carol Burnett, Sammy Davis, Jr.,
Danny Thomas, Raquel Welch,
Frankie Avalon, Shelley Berman, Bobby Darin,
Jimmy Darren, The First Edition, Zsa Zsa Gabor, John Gary,
The King Cousins, Rich Little, Ozzie & Harriet Nelson,
Martha Raye, Soupy Sales, Joanie Sommers,
The Watts 103rd Street Rhythm Band and many more

Red Hot



**BIG BOLD BREATHTAKING
MUSICAL VARIETY HOURS...
COLOR VIDEO TAPED
FOR SYNDICATION**

McNair Show

Red Hot and Glowing in first overnight ratings:

IN NEW YORK CITY...
WNEW (Ind.) 6:00 p.m. Sunday Oct. 12, 1969
Virtual tie with WCBS (NFL Football)

**NO. 2 STATION IN
TIME PERIOD*
BEAT WABC AND ALL
INDEPENDENTS**

IN CHICAGO...
WGN (Ind.) 9:00 p.m. Sunday Sept. 28, 1969

**INCREASED BEST
PREVIOUS RATING IN
TIME SLOT BY 66 2/3%***

IN MIAMI...
(NBC) 9:00 p.m. Monday Oct. 6, 1969

**#1 IN MARKET TIME PERIOD*
SMASH 20 RATING
WITH 33% SHARE**

IN WASHINGTON...
WTTG (Ind.) 7:00 p.m. Sunday Sept. 28, 1969

**HELD BEST PREVIOUS
RATING IN TIME PERIOD
AGAINST NEW SEASON
NETWORK PREMIERES***

*ARB TELEVISION OVERNIGHT SURVEYS

& Going



**Winters
Rosen**

DISTRIBUTION CORP.

9110 SUNSET BLVD., LOS ANGELES, CALIF. 90069
(213) 274-6607

JERRY WEISFELDT
EXECUTIVE VICE PRESIDENT - SALES



the agency's Chicago office, Burnett also has production groups in New York and Hollywood. The resident producers in those cities also will be assigned to specific creative groups though remaining in their present locations.

In Chicago, Robert Tunison, vice president in charge of the commercial-production department, becomes an executive producer. Also named executive producers there are Hooper White, Jack Phelps and Len Levy. Mr. White, also a vice president, has been Chicago creative-production manager. Mr. Phelps was business manager of the broadcasting commercial-production section. Mr. Levy was a TV commercial producer.

Business briefly:

American Gas Association, through J. Walter Thompson Co., both New York, will sponsor an encore broadcast a Christmas-season animated special "The Little Drummer Boy," Thursday Dec. 18 (7:30-8 p.m. NYT) on NBC-TV.

The American Telephone and Telegraph Co., through N. W. Ayer & Son, both New York, will sponsor "An Evening with Julie Andrews and Harry Belafonte" on NBC-TV, Sunday, Nov. 9 (9-10 p.m. NYT).

Eldon Industries Inc., Hawthorne, Calif., through Sachs, Finlay & Kayne Inc., Los Angeles, has started a sweeping two-month spot TV campaign in 21 top markets across the country on behalf of a newly introduced product, Poweride X-1, electric car for kids that sells for \$35. Spot TV campaign for the toy car is being laid on top of buys on all three networks in a total of 14 children shows.

The Fram Corp., Providence, R.I., through Aitkin-Kynett Inc., Philadelphia will sponsor a car-racing special produced by Triangle Stations and syndicated in over 180 markets this winter. The documentary, *The Time Machines*, covers the national drag championships at Indianapolis raceway this fall.

D-F-S now serving 'Breakfast of Champions'

Dancer-Fitzgerald-Sample, New York, picked up over \$3.5 million in billings last week, much of it in television, with assignments from General Mills, Minneapolis, and the Knitwear Division of Hanes Corp., Winston-Salem, N.C.

General Mills consolidated its cereal brands at D-F-S by moving the Wheaties account from Knox-Reeves, Minneapolis, which has handled it since 1933. The account is worth close to \$2.5 million, almost all of it in television.

The Hanes knitwear account, with billings in excess of \$1 million, moved from Cargill, Wilson & Acree, Richmond, Va. Although media plans are not definite, Hanes noted: "It's a sure bet we will be in broadcasting and TV—it has always been an important part of the Hanes knitwear advertising."

TheMedia

FCC accused of 'confusion'

Bar group wants meeting to define policies that can—and do—disrupt normal procedures

The FCC found itself accused last week of sowing confusion among broadcasters and of violating the law by changing "by administrative fiat" its policies regarding the ascertainment of community needs by applicants and licensees.

The charge was made by the Federal Communications Bar Association in a letter from its president, Morton Wilner, to Commission Chairman Rosel H. Hyde.

In his letter, Mr. Wilner renewed an FCBA request that the commission's staff meet with a bar association committee in a cooperative effort to define the commission's policies in the area "and to provide for them to be properly established and promulgated." An earlier request that the commission staff meet with the FCBA's committee was turned down.

Chairman Hyde, who had not seen the letter as of Thursday declined to comment on it. However, one commission attorney, informed of the letter, said he did not believe that the commission had instituted any changes requiring a rulemaking proceeding.

Mr. Wilner noted that the commission has set up its own "ad hoc staff study

force which is attempting to prepare a policy presumably for the benefit of the commission and its staff, so that at least the commission's staff will know and understand the commission's policy." The commission group is headed by Commissioner Robert T. Bartley, who has played a leading role on the commission in such matters.

The alleged illegal changes that concern the FCBA are reflected in various commission rulings and decisions which constitute a requirement that applicants make detailed surveys to determine community needs.

Such changes, Mr. Wilner wrote to Mr. Hyde, are "in violation of the Administrative Procedure Act" since no one has been notified that the commission's basic policy on programing, adopted in 1960, and the decisions referred to in the application form "have been modified in significant and substantial respects by interpretation in ad hoc situations."

"For years," he added, applications were granted without such surveys as are now apparently required by administrative fiat. For years the form of the survey was left for licensee discretion."

The 1960 policy statement, which is incorporated in the program reporting section of the application form, calls for "documented program submissions prepared as the result of assiduous planning and consultation" with members of the general public and with community leaders.

Mr. Wilner said the commission's policy statement on community needs has raised more question in the minds of broadcasters and their attorneys than any other. And he said it was unfortunate that the public statements of the commission and the review board indicate that the commission is following policies it has followed for years.

"The members of the Federal Communications Bar Association are in agreement that the policies and requirements in this area have changed and are still changing," he said. "But they have no common understanding as to what those policies and requirements are at any particular moment."

The confusion cited by Mr. Wilner apparently began developing more than a year ago, after the commission issued a public notice aimed at eliminating any doubts as to what it expects from broadcasters in response to questions in the programing section of application forms. (BROADCASTING, Aug. 26, 1968).

At about the same time, the commission changed the heading of the section from "Ascertainment of Programing Needs" to "Ascertainment of Community Needs." This was intended

We promoted a student take-over.

One day this spring, 500 high school students took over the Massachusetts State Government. No revolt... just Student Government Day in Massachusetts. And when it was over, we had all taken a giant step toward closing the generation gap.

That's why we join with the Massachusetts Civic League to sponsor Student Government Day. Why we go all out, with an 8-page special section in the Herald Traveler devoted to Massachusetts Government and the Massachusetts Constitution, for in-school use. And with special programming on WHDH-TV, including live coverage of the opening ceremonies at the State Capitol.

Student Government Day is specifically designed to bring the generations closer together by getting kids to think... to participate. So are our other projects—the Greater Bostonians, the Children's Book Fair, the Repertory of Classical Drama, "Classroom 5."

Why do we think closing the gap is so vital? Tomorrow is on the other side.

The Boston Herald-Traveler Corporation is doing something.



The Boston Herald-Traveler Newspapers
WHDH Radio/AM • FM • WHDH Television



Douglas Boyer of Somerville, Mass., Student Secretary to the Governor's Council, advocates lowering the voting age to nineteen, before the Student Committee on Constitutional Law.

to make the heading conform with the questions, which refer to "The needs and interests of the public," rather than to programing needs. The form also requires applicants to list programs designed to meet community needs.

Some attorneys have read the terms interchangeably. And they say the commission, even after issuing its notice on surveying "community needs," continued to accept surveys aimed at determining programing needs.

But late last year, they say, "the rules of the game" began to change. This occurred after Commissioner Bartley complained to his colleagues that the commission was not insisting on community-needs surveys.

Since then, applicants have been denied at least in part for failure to make extensive surveys of community leaders and members of the public on the needs of their communities—whether, for instance, their community needs a larger police force or an improved school system.

This failure was cited by the commission last June in denying McLendon Corp.'s application to acquire WCAM-(AM) Camden, N. J. It was also cited by the review board in denying the uncontested application of the owner of WCRY(AM) Macon, Ga., for an FM channel in that city.

Mr. Wilner, in his letter to Chairman

Hyde, urged the commission to adopt an interim policy which will enforce the 1960 statement on programing policy until "the commission has by proper rulemaking procedures changed those standards."

He said the bar association is prepared to aid "the commission in clarifying the standards which it feels should be applied so that appropriate notice will be given to all as to the steps which are required in the ascertainment of community needs." He said he cannot recall another situation in which the commission has refused to confer with the association on a matter of mutual concern.

He described the present situation as "chaotic," with applicants having no understanding of what their responsibilities are. The situation, he added, "calls for immediate and urgent action."

The members of the FCBA committee which he said is prepared to work with the commission are Frank Fletcher, Paul Dobin and E. Frank Mullin Jr.

Changing Hands

Announced:

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

▪ KKDA(AM) Grand Prairie, Tex.: Sold

by Alan D. Feld and others to Boyd Kelley and Hymen Childs for \$250,100 plus assumption of about \$540,000 in liabilities. Mr. Kelley owns Kelley Associates Inc., Wichita Falls, Tex., media broker. He also owns 51% of KDWT(AM) Stamford, Tex., and 27% of KROP(AM) Brawley, Calif. Mr. Childs is sales manager for KBOX(AM) Dallas. KKDA is a daytimer on 730 kc with 500 w.

▪ WCCC-AM-FM Hartford, Conn.: Sold by Jac Holtzman and others to Sy Dresner for \$325,000. Sellers own New York-based Elektra Records. Mr. Dresner owns WELV(AM) Ellenville, N. Y. WCCC is a daytimer on 1290 kc with 500 w. WCCC-FM is on 106.9 mc with 50 kw and an antenna height of 720 feet above average terrain. Broker: Blackburn & Co.

▪ KYAL(AM) McKinney, Tex.: 75% sold by Robert F. B. Morse and others to John T. Pickens for \$300,000. Mr. Pickens owns 45% of KXKW(AM) Lafayette, La. KYAL is a daytimer on 1600 kc with 1 kw.

▪ KCMS-AM-FM Manitou Springs, Colo.: Sold by Charles M. and Madelyn B. Edmonds to Frederick L. Ingham and others for \$205,000. Mr. Ingham is a colonel in the Army. Buyers own Sports Enterprises Ltd., a company engaged in land development in Colorado. KCMS is full time on 1490 kc with 500 w day and 250 w night. KCMS-FM is on 102.7 mc with 51 kw and an antenna height of 2,070 feet above average terrain.

▪ WVOM(AM) Iuka, Miss.: Sold by E. C. Holtsford to Dr. Kelly Segars for \$65,000. Dr. Segars is associated with the Iuka Clinic. WVOM is a daytimer on 1270 kc with 1 kw. Broker: Chapman Associates.

▪ KNJO(FM) Thousand Oaks, Calif.: Sold by Dr. Irving Schaffner to John H. Poole and Alan Fischler for \$70,000. Seller is a medical doctor. Mr. Poole, founder of KBIG-AM-FM Avalon-Santa Catalina, Calif., sold this year to Bonnevill International Corp., will be chairman of the board and principal owner of KNJO. He retains a major interest in

"Sold by Blackburn"

**You hear it said quite often.
Perhaps that's why so many people
are sold on Blackburn.**

69-1

BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
Frank Nowaczek
1725 K St. N.W.
333-9270

CHICAGO

Hub Jackson
William B. Ryan
Eugene Carr
Wendell W. Doss
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
Robert A. Marshall
Harold Walker
MONY Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Collin M. Selph
Roy Rowan
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

**Gates has
a new line-up
of VHF-TV
Transmitters
see pages
12-13**

WDIO-TV Duluth, Minn.-Superior, Wis., and WIRT-TV Hibbing, Minn. Mr. Fischler, who was vice president and general manager of KBIG-AM-FM for the last six years, will be president and general manager of KNJO as well as minority stockholders. KNJO is on 92.7 mc with 3 kw and an antenna height of minus 20 feet above average terrain.

Approved:

The following transfers of stations ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 81).

■ **KBLU-AM-TV Yuma, Ariz.:** Sold by Karl Eller and others to Combined Communications Corp. in stock transaction aggregating about \$15 million with Eller group's nonbroadcast-related companies and five stations owned by KTAR Broadcasting Co. (see this page).

■ **WGOL(AM) Goldsboro, N.C.:** Sold by William S. Page and Jack P. Hankins to Everett C. Peace Jr., Floyd M. Fox Jr., Claude S. Whitehead Jr. and Joseph M. Whitehead for \$160,000. Sellers own WELS(AM) Kinston, N.C. Mr. Peace has 49% interest in WKBY(AM) Chatham, Va., and Mr. Fox has interest in an insurance firm. Mr. C. Whitehead is a dentist and Mr. J. Whitehead is an attorney. WGOL is a daytimer on 1300 kc with 1 kw.

Cable television:

Communications Properties Inc., multiple CATV owner, has acquired six CATV systems serving nine communities, all in Texas, adding 6,500 subscribers to its rolls. Purchase prices were not disclosed, but included payment in common stock and special convertible preferred stock of CPI. CPI, which went public last May, owns cable TV systems in Del Rio, Uvalde and Kerrville, all Texas. Total subscribers including the newly-acquired systems now is 20,000. CPI also owns 51% of a CATV system to be built in Texarkana, Ark., and a 50% interest in Crosswicks Industries Inc., building CATV systems in eastern New Jersey. Last month, CPI acquired Mattco Inc., Houston oil equipment manufacturing firm. Systems acquired by CPI: Barcketville, 300 subscribers; Coleman, 1,000 customers; Cisco-Eastland, 1,500 customers; Colorado City, 1,000 subscribers; El Dorado, 100 customers; Junction, 500 customers; Marlin, 700 subscribers; Ranger, 700 customers, and Sonora, 700 subscribers.

CCC winds up merger deal

Combined Communications adds KBLU-AM-TV, but will give away AM to junior college

The merger of communications companies headed by Karl Eller and KTAR Broadcasting Co. was completed last week with the FCC's conditional approval of the transfer of control of Eller Telecasting Co. of Arizona, licensee of KBLU-AM-TV Yuma, Ariz., to Combined Communications Corp.

The commission waived its three-year holding rule and made the grant subject to the outcome of its one-to-a-customer rulemaking proceeding.

CCC is an amalgamation of the Eller group's stations and other businesses (Eller Outdoor Advertising Co. of Arizona; Eller Advertising Co. of Michigan; Myers-Leiber Sign Co., and Phoenix Magazine Inc., publisher of *Phoenix Magazine* and *Arizona Wildlife Sportsman*) and the KTAR Broadcasting stations—KTAR-AM-FM Phoenix; KTAR-TV Phoenix-Mesa; KYUM(AM) Yuma, and KYCA(AM) Prescott, all Arizona.

The FCC approved the merger of the KTAR stations into Combined Communications last year (BROADCASTING, Oct. 21, 1968).

The entire transaction, including the

merger of the Eller properties into CCC, is estimated to be worth \$15 million in CCC stock.

The commission also approved the proposal by Combined Communications to donate KBLU(AM) to Arizona Western College, a two-year junior college in Yuma. The donation avoids CCC's ownership of two Yuma AM's and provides that city with its first educational radio facility.

However, the proposed transfer of KBLU-TV would violate the commission's interim one-to-a-customer policy since CCC also controls KYUM(AM), a full-time station in the same city. CCC has requested a waiver of the interim policy, stating that it is willing to take a grant of the KBLU-AM-TV transfer subject to the outcome of the rulemaking. CCC's board of directors has authorized divestiture if that should later be required.

Combined Communications is controlled by Mrs. Henrietta J. Louis and her sons Michael, Herbert and John J. Louis Jr., as a family group. The Louis family has interest in S. C. Johnson & Son Inc., makers of Johnson's wax and

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other household products. Mr. Eller is president and a director of CCC. Both Mr. Eller and John J. Louis Jr. formerly were with Needham, Louis & Brorby (now Needham, Harper & Steers), Chicago advertising agency.

FCC Chairman Rosel H. Hyde and Commissioners Robert E. Lee and Kenneth A. Cox voted in favor of the KBLU-AM-TV transfer. Commissioner H. Rex Lee concurred in the result, Commissioner James J. Wadsworth concurred in part and dissented in part, and Commissioners Robert T. Bartley and Nicholas Johnson dissented.

Cousins is new NET chairman

The board of directors of National Educational Television last week elected Norman Cousins, editor of *The Saturday Review*, as chairman to succeed Everett N. Case, who retired. John Fischer, contributing editor of *Harper's* magazine, and Peter G. Peterson, chairman of Bell & Howell, were elected vice chairmen. New members are Dr. William G. Bowen, provost of Princeton University; Mrs. Allan E. Charles, secretary of the board of noncommercial KQED(TV) San Francisco; Ralph B.

Rogers, president of Texas Industries Inc. and chairman of the board of non-commercial KERA-TV Dallas; and Roger Revelle, director of the center for population studies, Harvard University.

FCC says farewells

The FCC is scheduled to honor its two outgoing members this week. Chairman Rosel H. Hyde, who has been with the commission and its predecessor agency, the Federal Radio Commission, for 41 years, will be feted at ceremonies Thursday morning, in Washington.

NAB seeks 'grass-roots' support

Local backing is sought particularly on Pastore-bill and political-time issues

A united front ranging from the grass roots to the national level of the National Association of Broadcasters will be the only effective answer to mounting attacks on broadcasting, the first regional fall meeting of the NAB in Chicago last week revealed.

The call for joint action, starting in the home town and working more effectively up through the state associations, was heard frequently during the Thursday-Friday sessions. The focus was largely upon the pending Pastore bill and the expectation it would help curb strike applications against existing stations, as well as the discrimination implied in proposals for discounts in political TV time buys.

The ban on cigarette advertising appeared to be a dead issue, except as a lesson in congressional liaison not learned. And station owners seemed agreed the time to learn that lesson is now, starting with local politicians and the business community generally.

Thursday morning's joint radio-TV session centered chiefly on meeting the increasing attacks on broadcasting today. Willard E. Walbridge, KTRK-TV Houston, and chairman of the NAB board, moderated the panel, which included Richard D. Dudley, Forward Communications, Wausau, Wis.; Simon Goldman, WJTN (AM) Jamestown, N.Y.; John H. Lemme, KTLF (AM) Little Falls, Mont., and Ben A. Laird, WDUZ (AM) Green Bay, Wis.

Mr. Laird drew the first blood of spontaneous applause in calling for a unified fight in support of the Pastore bill, a unification that must start at the grass roots of the industry and rise through the state associations as well as the NAB. He felt broadcasters have been failing too long in uniting on federal legislation that directly affects them.

Paul Comstock, NAB's government

affairs vice president, stressed "there is nothing more important than to pass this legislation," since the Pastore bill would curb the proliferation of strike applications that now appears to be reaching down to smaller-market stations as well as the big outlets.

Mr. Goldman suggested it may be time for the NAB to "start parading the little people" on the Capitol Hill contact circuit "because they are so seriously affected." He felt the tendency to send all the big station representatives to Washington suggests to legislators everyone in broadcasting is making big profits and won't be too badly hurt in proposed legislation such as discounts for political time on TV.

Mr. Dudley noted "broadcasters are so darn gun-shy" when it comes to po-

litical problems for fear they might jeopardize a license. He urged them to "get in up to your navel" in local politics and assured them "you can be a great leader if you get involved."

Legislative liaison, however, is only one side of the coin, Mr. Lemme stated. He said station owners must ask themselves how well they are accepted by their peers with respect to public service activities and do they do it because of threats or because of sincerity. "It is not enough just to be interested in solving problems," he explained, because "we must also lead and stimulate."

Panel and floor discussion of political time discount proposals indicated station operators there were very much opposed even though the networks and some groups are offering cut rate plans on their own. The thrust of their objections was that all media should be treated equally and compensated equally.

Mr. Comstock emphasized the seriousness of the issue and called for careful study without precipitous action. He noted that while present legislative proposals concern TV time only, the political discount idea is being discussed among some for radio as well.

To questions about the FCC's long-pending proceeding on proposed rule-making to limit one station to a customer in a given market, John B. Summers, NAB's assistant general counsel, reported the commission is expected soon to announce further rule-making in the case and may add a requirement that some divestiture of existing stations take place in certain situations. The present proposal applies just to new acquisitions. He felt the FCC would allow smaller market AM's to add an FM, though not TV.

Mr. Walbridge, concluding the morning session, suggested the increased con-



Mr. Wasilewski

OVERWHELMING LEADERSHIP IN

NEWS

EARLY NEWS - 6 P.M.

COMPARE FOR THE NO. 1 NEWS STATION

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

March 1969 ARB

223% More Homes Than Station B; 73% More Homes Than Station C

| | | | Homes | Women | Women 18-49 |
|------------------------------------|---------|----------|--------|--------|----------------|
| WSYR-TV* | Mon-Fri | 6-6:30pm | 78,200 | 62,800 | 24,700 |
| Station "B" | Mon-Fri | 5:30-6pm | 24,200 | 18,000 | 6,200 |
| Station "C" | Mon-Fri | 6:30-7pm | 45,100 | 34,600 | 17,800 |
| WSYR-TV Advantage over Station "B" | | | 223% | 249% | 298% |
| Station "C" | | | 73% | 82% | 39% |

March 1969 NSI

252% More Homes Than Station B; 63% More Homes Than Station C

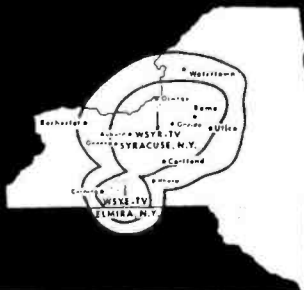
| | | | Homes | Women | Women 18-49 |
|------------------------------------|---------|----------|--------|--------|----------------|
| WSYR-TV* | Mon-Fri | 6-6:30pm | 88,000 | 77,000 | 30,000 |
| Station "B" | Mon-Fri | 5:30-6pm | 25,000 | 21,000 | 10,000 |
| Station "C" | Mon-Fri | 6:30-7pm | 54,000 | 45,000 | 20,000 |
| WSYR-TV Advantage over Station "B" | | | 252% | 267% | 200% |
| Station "C" | | | 63% | 71% | 50% |

*WSYR-TV figures include satellite WSYE-TV, Elmira, N. Y.
Audience measurements are estimates only, subject to the limitations of the source.

WHY NO. 1?

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

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tacts with congressmen could be most profitably achieved by stressing the "commonality of missions" of the broadcaster and the politician. Stations must explain to congressmen "how to walk the path together" in working to solve society's problems, he said, noting the legislator's "license" comes up for regular renewal just as does that of the broadcaster.

Mr. Wasilewski, speaking at the first luncheon session on Thursday, struck at forces that have been attacking broadcasting.

"That independence is now, and always has been, a fragile thing," he warned.

Mr. Wasilewski said that when people "attempt to impose discriminatory controls over advertising, when they attempt to break broadcasting down into uneconomic units, when they attempt to give away free the only thing we have to sell—time—they are seriously undercutting broadcasting's independence."

One of the biggest threats to broadcasting's independence, he said, is a movement underway to alter the license-renewal process. Urging broadcasters to back the license-renewal bill now pending in Congress, he said the process must be "insulated from the pressures of politics and the subjective personal

preferences of government appointees."

The proposed legislation would require the FCC to find that a radio or television station had not fulfilled its obligation of service in the public interest before it could accept competing applications for a facility.

It would be unfair, he said, for a broadcaster to have to "compete at the end of his license period against people who can, and will, promise anything."

He said: "The FCC has strained at the leash for 40 years. Most recently, after the Supreme Court ruled in the Red Lion case, an internal memorandum was circulated within the commission, asserting that, at last, the commission had authority to regulate program formats, to specify types of programs, and to stipulate minimum percentages of time to be devoted to various program types."

"And now," he continued, "we have a new threat arising out of the WHDH decision which could be the most serious of all. The real issue has been obfuscated by the charge that the license-renewal regulation gives broadcasters perpetual licenses. This is, of course, not true. It is a red herring and a false issue. The real issue is the continued independence of broadcast programming."

"There is no more effective way to

control broadcasting, the principal news media in the country, than through the license-renewal process," he warned.

At Thursday afternoon's television session, Roy Danish, director, Television Information Office, cited a significant trend to increased use of TIO materials by the local stations to build defenses against attacks on the medium. He reported success in TIO's move to reach the broad spectrum of the public now, especially through print ads and the new on-air spots for stations.

Formerly TIO concentrated on the nation's opinion leaders, he recalled, but said now the need is for general public awareness of TV's contributions to help it escape the whipping-boy role.

"We are convinced that public decisions in both legislatures and courts are influenced not only by whatever consensus may exist among opinion leaders," Mr. Danish said, "but also by general public attitudes as well."

Floor discussion revealed broadcasters fail to use their own talk programs or similar vehicles to adequately explain the role of radio-TV in a more positive light, yet give promotion widely to every other controversial viewpoint from pornography to movie codes to FCC commissioners. An exception: Mr. Walbridge's appearance on *Face The Nation*, now scheduled Nov. 23.

William Obserholtzer, vice president and media director, Leo Burnett Co., Chicago, speaking at the TV advertising panel, cited new dollar growth areas such as automobiles, national retailers and the franchise field. But he suggested TV's greatest growth opportunity "will come from the medium itself" as it learns to be more flexible in helping the marketer solve his problems.

Robert Lemon, NBC vice president and general manager of WMAQ-AM-FM-TV Chicago, suggested that the new trends in advertising may well reflect a return to conservatism, as part of the natural cycle of things. He urged continued attention to the approach to advertising, citing the need to emphasize values as well as value and qualities as well as quality.

Jacob A. Evans, Television Bureau of Advertising vice president and panel moderator, pointed out that losses in cigarette advertising can more than be replaced through retailing dollars. "There's a lot of gold in those newspaper hills," he said.

Hamilton Shea, Gilmore Group, Harrisonburg, Va., reported on the progress of the secondary TV market committee in working on a variety of issues, including cable television. It is the consensus of the committee, he said, that wired TV cannot serve the entire nation but is a worthy supplement. Smaller TV stations, though, face rigid operating restrictions while CATV is relatively

On the Hill pay TV has mixed prospects

Staggers fails to keep bill banning pay TV in Commerce Committee

The House Commerce Committee surprisingly voted last week to refer to its Communications Subcommittee a bill that would prohibit pay TV.

The move was made over the strong objections of Representative Harley O. Staggers (D-W. Va.), chairman of the full committee, who is believed to have substantial committee support for his view that pay TV should be banned ("Closed Circuit," Sept. 29). The vote to send the bill to subcommittee was taken with approximately a third of the committee members absent, including a number of Republicans.

The Communications Subcommittee, under the chairmanship of Representative Torbert H. Macdonald (D-Mass.), is generally more favorable to pay TV than the full committee.

The action was reportedly taken in response to a motion by Representative Macdonald, who is said to have expressed the feeling that the matter

should properly be considered by his subcommittee. Other committee members disagreed, arguing that the committee has previously passed resolutions calling for full-committee hearings, and that the bill (H. R. 420) should not be referred to subcommittee in the absence of so many anti-pay-TV congressmen. A motion to table the matter reportedly lost on a tie vote, after which Mr. Macdonald's motion passed.

The subcommittee chairman has indicated he will hold hearings on the bill, but no date has yet been set.

There was some feeling that this action might not be the last word on the subject, particularly in view of Chairman Staggers's opposition. It was noted that there have been 23 bills to ban pay TV introduced in the House this session, and that technically only one of these—the initial bill, introduced by Representative John D. Dingell (D-Mich.)—was referred to the subcommittee. Technically, some say, the chairman could call full committee hearings on another of the 23 bills, if he chose to do so. Whether the missing members will demand full committee action also remains to be seen. Chairman Staggers declined comment on these possibilities. He said the committee would "talk it over again" but did not elaborate.

A proud salute to those BMI writers who won the Third Annual Country Music Association Awards.

Song of the Year:

"Carroll County Accident"
by Robert Ferguson,
published by Warden Music Co., Inc.
and recorded by Porter Wagoner on RCA Victor

Single of the Year:

"A Boy Named Sue"
by Shel Silverstein,
published by Evil Eye Music, Inc.
and recorded by Johnny Cash on Columbia

Entertainer of the Year:

Best Male Vocalist:
Johnny Cash

Vocal Group of the Year:

Johnny Cash and June Carter

Female Vocalist of the Year:

Tammy Wynette

Instrumentalist of the Year:

Chet Atkins

Comedian of the Year:

Archie Campbell

Album of the Year:

"Johnny Cash at San Quentin"
A Columbia album recorded by Johnny Cash
and containing these BMI-licensed works:

"I Walk the Line"

"Folsom Prison Blues"

Composer: Johnny Cash
Publisher: Hi-Lo Music, Inc.

"Starkville City Jail"

"San Quentin"

Composer: Johnny Cash
Publisher: House of Cash, Inc.

"Darling Companion"

Composer: John Sebastian
Publisher: Faithful Virtue Music Co., Inc.

"Wreck of the Old 97"

Arrangers: Johnny Cash, B. Johnson, N. Blake
Publisher: Southwind Music, Inc.

"A Boy Named Sue"

Composer: Shel Silverstein
Publisher: Evil Eye Music, Inc.

"Peace in the Valley"

Composer: Thomas A. Dorsey
Publisher: Hill and Range Songs, Inc.



BMI

BROADCAST MUSIC, INC.

ALL THE WORLDS OF MUSIC

FOR ALL OF TODAY'S AUDIENCE

unfettered, he said, asking that this disparity be more clearly studied and corrected.

Thursday afternoon's radio session heard Maurice Webster, vice president, division services, CBS Radio, call for more imaginative selling, not just more intense selling, if the aural medium is to continue sales gains. "The commercial is the key," he said, referring to the sponsor's restless search for better advertising that is most evident in agency account switches.

Mr. Webster felt "many broadcasters really don't understand advertising. They know what they like, but they don't know what's likely to produce results." He urged them to meet more agency creative people, and do something about their own station's commercials by screening out the dubious ones and congratulating clients for the good ones.

The windup small market feedback session, moderated by Ray Livesay, WLBH(AM) Mattoon, Ill., again found station operators greatly disturbed over the media discrimination implied in the proposals to discount political time. A straw vote called for from the floor found the majority in opposition to political discounts and disclosed strong feelings on both sides of the question of whether the NAB itself should or should not take a policy position on political rates.

Philip Spencer, WCSS(AM) Amsterdam, N. Y., and Ernie Sanders, NAB regional manager, helped Mr. Livesay field the questions from the floor, including requests that there be a new focus on the grass roots broadcaster and his problems. Ross Case, KWAT-AM-FM Watertown, S. D., suggested the NAB policy hangup on political rates was only symptomatic of the association's broader problem. He contended NAB's officials are more tuned to Capitol Hill's pressure demands than they are to the desires of small station members.

Mr. Livesay emphasized that the feedback sessions are being held this fall for that express purpose and said the NAB is well aware of the importance of the 1,400 small market members which comprise the grass roots of the broadcasting business as well as the country.

Networks, NAB denounce new radio rate hike

ABC, CBS, NBC and the National Association of Broadcasters last week asked the FCC to reject revised radio transmission rates submitted by AT&T which would add almost \$3.5 million annually to transmission costs. The rates are scheduled to go into effect Nov. 1.

The networks and NAB also urged that the rates be set for hearing if they are not rejected for filing. NAB asked

Wasilewski hits southern tactics

NAB president believes calls for Johnson ouster can only make him martyr

Actions of presidents of four southern state broadcaster associations calling for removal of FCC Commissioner Nicholas Johnson (BROADCASTING, Oct. 6) were decried last week by Vincent T. Wasilewski, president of the National Association of Broadcasters.

The presidents of the associations of North and South Carolina, Florida and Georgia had asked the NAB to seek Commissioner Johnson's impeachment, following his criticisms of the industry and its news operations (BROADCASTING, Sept. 22).

Mr. Wasilewski, speaking to the fall convention of the North Carolina Association of Broadcasters in Winston-Salem, Oct. 20, said the proposals could do more harm than good. Although he sharply scored the commissioner, Mr. Wasilewski said any serious attempts by the NAB to remove him probably would succeed only in "making a martyr of the man."

"Thus, I think . . . while it may be personally therapeutic to ventilate our feelings in strong language . . . we need to carefully evaluate what would be best for the public interest and best for broadcasting," Mr. Wasilewski said.

Mr. Wasilewski attacked the recent report of the President's Commission on the Causes and Prevention of Violence that was critical of violence shown on

television. He charged the report "misled the American people regarding the response of the industry to appeals to reduce violence." He declared that the report was issued in the middle of a season in which "both the incidence and total amount," of violence had been substantially reduced.

The NAB head continued his running fight against proposals that the cigarette industry be given antitrust exemption in order that it might agree to end all commercials on television and radio Jan. 1. He said the broadcasters would stick to their promise to phase out commercials in four years and again noted that other advertising media are not required to carry antismoking promotions while being free to carry tobacco commercials.

Regarding the issue of the cost of political time on radio and television, Mr. Wasilewski noted two proposals before the industry.

One before Congress would require stations and networks to carry political candidates, in some cases, at 20% of the regular rate. Another, put forth by a Twentieth Century Fund study, would turn the entire broadcasting system over to political broadcasts at a certain time. Cost would be half price, paid by the government. Mr. Wasilewski said something needs to be done but that neither of these proposals is satisfactory.

On the issue of discrimination in employment, the NAB president commented on FCC rules requiring a program for equal-employment opportunities at every station. He criticized the requirements for seeming to assume that broadcasters are guilty of discrimination and requiring them to assume the burden of proving they are not.

that "as a minimum" the rates be suspended for 90 days beyond Nov. 1.

AT&T's originally proposed rates for AM-FM line charges were rejected by the commission's Common Carrier Bureau. The bureau said the company had failed to give reasons for the changes in rates or justified their increase, as required by commission rules. AT&T was given 30 days to remedy the alleged defects (BROADCASTING, Sept. 22). A revised tariff was submitted Sept. 25.

NAB, noting that hearings have already been scheduled on AT&T's proposed changes in television line charges, said the revised radio rates were "unwarranted and unreasonable" and should be considered in a single package with the TV rates as originally submitted.

"Certain of the issues which underscored the need for a hearing as to the television changes are common to both

radio and television," it said.

"Radio stations, particularly the smaller stations, faced with the reality of the increased rates must consider necessary adjustments in network-affiliate relationships, business and financial planning, and other areas of their operations which would be affected, NAB said.

And it called "Appropriate technical, budget and financial, and operational analysis of the proposed changes must precede any actual adjustments."

The three networks said AT&T had not remedied the deficiencies cited by the commission in regard to the original rate proposals.

They asked the FCC to require the company to keep records of any revenues collected under the revised tariff to enable the commission to order refunds in the event it again finds the tariffs improper.

We've tuned out the generation gap

It's one thing to be first in teens during the daytime.
That we expect.
But to be first in over 50, too, that's something else.
According to the latest Pulse survey* for Providence-Pawtucket,
WPRO runs first in both categories 7AM through 7PM.
All of which raises a credibility gap about the generation gap.
There's more to WPRO than meets the ear.

* June-July 1969 Pulse
Audience measurement data of all media are estimates only . . . subject to defects
and limitations of source material and methods.



WPRO / Providence, R. I. / A Division of Capital Cities Broadcasting Corp. / Represented By Blair Radio

WPIX must defend license at hearing

Johnson, Bartley want media concentration added as an issue

WPIX Inc., which saw the FCC renew its license for WPIX(TV) New York and then rescind that action, last week was ordered into the comparative hearing in which it will seek to hold onto its franchise against the challenge of a local group seeking the station's channel 11 for itself.

The date and place for the hearing were not set.

Several issues—including one providing a possible basis for disqualifying WPIX as a licensee—stem from allegations that WPIX news personnel distorted the news.

The allegations led to the commission decision in June to withdraw its grant of renewal to WPIX, an action that permitted Forum Communications Inc. to file its competing application.

The commission ordered the hearing on a 7-to-10 vote. But Commissioner Robert T. Bartley, in a statement in which Commissioner Nicholas Johnson joined, said he would add an issue to determine whether WPIX has an undue concentration of control of mass media.

WPIX is part of the Tribune Co. communications complex. It owns WICC Bridgeport, Conn., and is in turn controlled by the News Syndicate Co., publisher of the *New York Daily News*. The Syndicate Co., in turn is owned by the Tribune Co., which owns WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver, as well as newspapers in Chicago and other cities.

Forum, which is composed of broadcasting executives, performers and community leaders, is headed by Lawrence K. Grossman, former NBC advertising executive who operates an advertising agency in New York. He is president and 17.3% owner of Forum.

The commission staff originally granted WPIX's renewal application on May 22—just hours before attorneys for Forum submitted its application. The timing of the two actions generated a bitter internal controversy, with Commissioner Johnson accusing the staff of rushing through the WPIX renewal in order to bar the competing application. Broadcast Bureau Chief George Smith denied the charge.

But on the same day that the staff acted, a letter from a former WPIX news staffer accusing WPIX personnel of using old film clips to illustrate current events surfaced at the commission. A staff investigation of the charges led the

commission to withdraw its renewal grant and, thus, open the door to Forum's application.

The letter itself provided the basis for additional controversy. It had been written in December 1968 by former WPIX staffer Nancy McCarthy to a friend, Arthur Alpert, a freelance TV producer, who promptly referred it to Commissioner Johnson. The commissioner said he had not disclosed it earlier because the author and addressee had requested it be confidential. However, Miss McCarthy and Mr. Alpert subsequently said they had made no such request ("Closed Circuit," July 14).

The issues growing out of the staff investigation of Miss McCarthy's charges include a question as to whether the licensee or any of its employees "distorted, falsified or misrepresented news."

The commission will also seek to determine whether WPIX has demonstrated adequate knowledge and control of its news operation and what steps it took to exercise control after "disclosure of the facts" related to the news-distortion issue.

And in light of the evidence developed on those issues, the commission said, it will determine whether WPIX "is disqualified to remain a licensee" or if not, whether demerits should be assessed against it.

WPIX will also be required to demonstrate its efforts to ascertain community needs and interests and the means by which it proposes to meet them. Forum does not face a similar issue.

Forum's issues deal principally with financing, including a question as to whether Forum will be able to raise sufficient funds to build and operate a station for three months after a grant. Another issue is whether several principals, including Mr. Grossman, have sufficient liquid assets to meet their commitments to Forum.

Bob Pauley disputes version of his exit

Robert R. Pauley, ousted as president of Mutual Broadcasting System two weeks ago, took issue last week with surviving officials' explanations of the company action.

Mr. Pauley's discharge was announced by John P. Fraim, chairman and president of Mutual Broadcasting Corp., MBS's parent company, after a stockholders meeting in Washington (BROADCASTING, Oct. 20). In explanation it was said that affiliate relations had been unsatisfactory and that Mr. Pauley had fallen out with other officials.

During the week of the stockholders meeting Mr. Pauley made himself un-

Discrimination in film hiring?

Justice reported ready to move against networks and Hollywood studios

The U.S. Department of Justice has enough evidence of a pattern of job discrimination to warrant lawsuits against CBS, ABC, 20th Century-Fox, Walt Disney Productions, Paramount Pictures, Columbia Pictures, Metro-Goldwyn-Mayer, Warner Bros. Pictures, the Association of Motion Picture and Television Producers, the International Alliance of Theatrical Stage Employees and other craft unions, the *Los Angeles Times* reported last week.

Only NBC and Universal City Studios, among major West Coast film producers, would be exempt from job discrimination charges, the newspaper said. Institution of such a suit would be the first time the Justice Department has acted on an industry-wide basis since the Civil Rights Act of 1964 prohibited job discrimination.

The Justice Department has declined to comment on the newspaper report. According to the *Times*, however, the department's strategy is "to try to avoid court litigation by negotiating with the prospective defendants. Should the negotiations result in an agreement, it would then be ratified in court through issuance of a consent decree. If no agreement is reached in negotiations, the department will then file suit against the industry."

Apparent principal target of the Justice Department action, the newspaper reported, is the so-called experience roster system under which craft unions furnish workers for studios. Un-

available for comment, a condition he said last week was imposed by mutual agreement at the time he was fired.

"Upon being summarily dismissed by long-distance telephone by Mutual's chairman two days prior to the stockholders' meeting," said Mr. Pauley, "I was taken aback to read of it in the press since it was our clear and mutual understanding that neither of us would issue anything at the time and Mutual would not do so without its being cleared with me in advance. I kept my word."

He called Mutual officials' statements "ridiculous." In other quarters it was pointed out that Mutual's affiliate list had grown under Mr. Pauley's presidency—and in the face of enormous expansion of ABC Radio's affiliate list under the latter's four-network.

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Leonard Chess
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der this system all persons on the rosters must be employed or offered jobs before the film studios can hire from the outside. Supposedly there is evidence that some experience rosters contain no Negroes or Mexican-Americans and that the rosters are maintained to exclude minorities from jobs in the film industry.

The Justice Department's involvement stems from three days of hearings held in Los Angeles earlier in the year by the U. S. Equal Employment Opportunity Commission which found "clear evidence of a pattern of discrimination" in the employment practices of film studios (BROADCASTING, March 17). EEOC commissioners voted at that time to ask for Justice Department legal action against the film industry under Title VII of the Civil Rights Act. of 1964.

Carolina outlets survive 'strike' charges

FCC cites offsetting factors in Asheboro case, says it's not persuaded of guilt in Canton case

The licenses of WGWR-AM-FM Asheboro, and WWIT(AM) Canton, both North Carolina, were removed from immediate jeopardy last week as the FCC declined to revoke the licenses of the former or to deny license renewal to the latter.

In both cases, the licensees had been involved in charges of filing of "strike" applications designed to stifle potential competition stemming from applications for new stations.

In the proceeding involving the WGWR stations, the manager of wgwr and the son of a majority stockholder in licensee Asheboro Broadcasting Co. were found to have filed an application for a new AM station in 1961 in Mebane, N.C., "partly to obstruct or delay grant of a new standard broadcast application for Asheboro."

The commission concurred with FCC Hearing Examiner Thomas H. Donahue, who in an initial decision released last year concluded that although the application was filed "at least in part" to block a competing application, there were offsetting considerations that "tilt the scales in favor of nonrevocation."

The commission observed that the filing took place almost ten years ago: that Roy Cox Sr., head of Asheboro Broadcasting at the time of the misconduct, is dead, and that the filing was undertaken after a legal go-ahead from counsel who misconstrued commission rules regarding strike applications, "although advice of counsel cannot excuse a clear breach of duty by a licensee..."

In the WWIT case, a hearing was set for the station's license renewal in 1967 primarily to determine whether

NCCB to honor Johnson at luncheon on Nov. 6

FCC Commissioner Nicholas Johnson will deliver "a major address" at a luncheon in his honor sponsored by the National Citizens Committee for Broadcasting at the St. Regis hotel in New York Nov. 6, the committee announced last week.

Charles Benton, president of Films Inc., who was responsible for a two-year, \$200,000 grant to NCCB from the Benton Foundation, will also speak. NCCB Chairman Thomas P. F. Hoving will preside.

The luncheon is being held "to express support for Commissioner Johnson's steadfast and courageous stand in the public interest at a time when there is a rising tide of criticism against [him]

and his philosophy," according to the committee's executive director, Ben Kubasik. The luncheon is also intended to serve as a forerunner to a "National Strategy Conference on Citizens Rights in Broadcasting," scheduled for March 30, 1970 at the New York Hilton.

The committee's board of trustees and members, foundation leaders, national organization heads and "interested private citizens" are expected to attend.

NBC sees 22 million color TV's

The estimate of U.S. TV households with color sets is up to 22.2 million, or 37.5% of all television households, NBC said last week. Thus, three out of eight TV households are now equipped to receive colorcasts. NBC said the estimate is as of Oct. 1.

licensee Western North Carolina Broadcasters Inc. had been involved in the filing of a strike application to block a competing application for a new AM station in Canton, N.C. Hearing Examiner Chester F. Naumowicz recommended against renewal in a 1968 initial decision, concluding that one of wwrr's principals had participated in a strike application.

In reversing that decision, the commission said it was "not persuaded" that the application for a new AM in Asheville, N.C. had been filed to block a rival application.

In its decision in the WGWR case, the commission reaffirmed that it "looks with extreme disfavor upon efforts by licensees, or individuals closely identified with such licensees, to impede the inauguration of a competitive broadcast

service by filing strike applications. Any licensee who is found to have participated in the filing of an application, one of whose purpose is the obstructing, impeding or delaying of a grant of another application, places in jeopardy the authorization for the existing station which is the intended beneficiary of the 'strike' application. This policy obtains even if the intention to obstruct, impede or delay is not the sole reason for participation and even if the 'strike' applicant intends to build and operate the proposed station if his application is granted."

Nixon science aide on NAEB agenda

Dr. Lee A. DuBridge, science adviser to President Nixon, will be the banquet speaker at the 45th annual convention of the National Association of Educational Broadcasters in Washington Nov. 9-12.

Dr. DuBridge, former president of the California Institute of Technology, was chairman of the board of noncommercial, educational KCBT(TV) (ch. 28) Los Angeles. He was also a member of the Carnegie Commission which in 1967 recommended the establishment of the Corp. for Public Broadcasting.

The keynote speaker at the NAEB convention will be writer Marya Mannes on "Educational Broadcasting and Social Responsibility," the theme of the NAEB meeting.

Other speakers: Richard G. Hatcher, mayor of Gary, Ind.; John W. Macy Jr., president of the Corp. for Public Broadcasting; James Day, president of

Kaiser creates division for its FM outlets

Establishment of a separate FM stations division was announced last week by Kaiser Broadcasting, Oakland, Calif. Announcement by Richard C. Block, vice president and general manager of the radio-TV group broadcasting firm, said that Kaiser plans to actively seek new FM properties. Present FM holdings are KFOG San Francisco and WJTB Boston.

Mr. Block also said that Peter V. Taylor, general manager of WJTB, had been appointed general manager of the new FM division. His headquarters will remain in Boston.

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National Educational Television; Sir Charles Moses, secretary-general of the Asian Broadcasting Union, and Dr. John I. Goodlad, University of California at Los Angeles.

During the more than 40 sessions—ranging from station promotion and development to cable TV—educational broadcasters will hear Dr. James Allen, assistant secretary of health, education and welfare and U.S. commissioner of education; Raymond Stanley, Office of Education; Robert Swezey, CPB; Dr. Robert Hilliard, FCC educational broadcasting chief; Laymond Robinson, Urban League; and Dr. Lee S. Dreyfus, president, Wisconsin State University.

The association's distinguished service award this year goes to Jack White, past president of NET and now president of the Cooper Union for the Advancement of Science and Art, New York.

New hang-up for Burch and Wells

Three citizens' groups ask to voice their opinions on FCC appointees at hearing

Dean Burch and Robert Wells will have to clear another hurdle on their way to becoming, respectively, FCC chairman and commissioner. The Senate Communications Subcommittee will hold an extra hearing today (Oct. 27) to hear representatives of three groups that oppose the nominations.

The National Citizens Committee for Broadcasting will be represented by two of its members: the Rev. Robert F. Drinan, S.J., dean of the school of law at Boston College, and William B. Branch, a freelance writer. A Massachusetts-based group called Action for Children's Television will be represented by its president, Mrs. Lillian Ambrosino. The Citizens' Committee to Save WFMT(FM), a group formed to oppose the transfer of that Chicago classical-music station to WGN Continental FM Co., will send Robert Bennett, a former assistant to FCC Commissioner Nicholas Johnson.

The groups won an opportunity to be heard after Senator John O. Pastore (D-R.I.), chairman of the subcommittee, received a letter from Absalom Jordan Jr., national chairman of Black Efforts for Soul in Television, charging that the Burch-Wells confirmation hearing earlier this month (BROADCASTING, Oct. 20) was a "travesty" of meaningful debate. Mr. Jordan appeared at the hearing in opposition to the nominations, accused Mr. Burch of being a "rich, white racist" and called for the

appointment of a black FCC commissioner.

In his letter, Mr. Jordan urged that other opponents of the nominations be given an opportunity to testify. "Otherwise," he said, "we can only conclude that the Senate Communications Subcommittee was trying to engineer a railroad job. . . ."

Senator Pastore read the letter at last week's hearings on proposals to provide cut-rate broadcast time for political candidates (see page 26), and strongly denied any "railroad" attempt. At an executive session last week, action on the nominations was deferred, after which the three groups appearing today contacted the subcommittee asking to be heard.

The new development is not expected to stand seriously in the way of confirmation of either nominee, but will inevitably delay the process. If for some reason the delay extends beyond Oct. 31, incumbent FCC Chairman Rosel H. Hyde plans to leave the commission anyway. It was noted last week that if he stayed beyond that date, Chairman Hyde would lose \$1,200 a year in pension funds because of a technicality.

Commissioner James J. Wadsworth, who is slated to be replaced by Mr. Wells, is also anxious to leave. However, the commissioner's letter of resignation stipulated that he would remain until confirmation of a successor.

Three outlets set up Montana TV network

Formation of the Montana Television Network by KOOK-TV Billings, KRTV(TV) Great Falls and KXLF-TV Butte as a regional package buy for national advertisers was announced last week. Advertisers using the network will be offered approximately 15% discount from the combined rates of the three stations.

The stations have been part of the Skyline TV Network of Montana and Idaho stations, which is going out of business (BROADCASTING, Sept. 29). A separate Idaho network reportedly is in the process of formation by KTVB-TV Boise and its satellite KTVR-TV La Grande, Ore.; and by KMVT-TV Twin Falls and KIFI-TV Idaho Falls-Pocatello.

Donald G. Bradley, former general manager off KRTV(TV), will be general

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manager of the Montana network, with headquarters at Billings (P.O. Box 2557; telephone [406] 252-5611). The network will be represented nationally by Avery-Knodel, in Seattle and Portland (Ore.) by Moore & Associates, and in Canada by Andy McDermott Sales Ltd.

Cox finds no cause for renewal fears

Commissioner says WHDH-TV was a special case, but he does not explain why

FCC Commissioner Kenneth A. Cox is seeking to assuage fears broadcasters may have concerning challenges at license-renewal time, and to persuade them that the Pastore bill many of them are backing as a result of those fears may not be in their own long-range interests.

The commissioner made those points in a speech two weeks ago before the Kentucky Broadcasters Association, in Lexington, and before the eastern and southeastern chapters of the National Religious Broadcasters in Washington last week.

And Commissioner Cox, in his Lexington speech, which dealt with a number of issues confronting the industry, twitted BROADCASTING magazine for its "viewing with alarm" the broadcasting scene. He titled his remarks: "Are Things Really as Bad as They Say? or Have You Read any Good Editorials in BROADCASTING Lately?"

Commissioner Cox, in Lexington, said the WHDH-TV Boston case, which precipitated broadcasters' concern about competing applications and led to the Pastore bill, has "special circumstances . . . which may well distinguish it from most others."

The commissioner did not elaborate on how the case, in which the commission denied license renewal to the *Boston Herald-Traveler* and awarded the channel to a competing applicant, differed from others. He did not participate in the 3-to-1 decision since he had been a party to the case as chief of the Broadcast Bureau before he joined the commission.

But the commissioner, noting that a number of competing applications have been filed against renewal applicants, expressed the view "that most of the existing licensees" in those cases "will win renewal." He added, however, that in some cases the commission may find that the station's past operation has been deficient and that the new applicant seems likely to provide a better service for the public.

In both speeches, he said the industry "has overreacted" in seeking "total in-



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Ron Dykstra, a WZZM-TV time salesman, is also a Junior Achievement advisor.

The U. S. free enterprise system and how it works is the all-American idea he communicates to the young people in his broadcasting company. They're learning the realities of business competition: producing their own radio and TV programs, and selling time to area businesses. And they make a profit.

The practical experience has given them perspective and understanding. Ron was named Advisor of the Year in Grand Rapids. He has gained satisfaction that comes with communicating and guiding responsive and talented young people.

Stockholders, executives and employees of the WZZM stations believe in being close to West Michigan. As Ron says, "J. A. is teaching me about the now generation, what they want for the country, what they want for themselves."

It's no wonder that of our 85 employees 43 are active in their churches, 11 are in professional organizations, 37 are in community activities, and 13 are active in educational groups.

Communication—even broadcasting communication—is a two way street; we intend to keep it well traveled!



WEST MICHIGAN TELECASTERS, INC.,
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sulation from competition at renewal time." The bill introduced by Senator John O. Pastore (D-R.I.), as well as scores of similar bills introduced in the House, would bar the commission from considering new applications for a frequency until it found the broadcaster operating on it disqualified as a licensee.

He said broadcasters' fears that the commission would be swayed by "fictitious program proposals" of new applicants who are seeking to supplant established licensees are unfounded. The commission, he said, can "cope with those who have no real desire to serve the public."

Furthermore, he recalled an observation of former Representative Oren Harris (D-Ark.) when chairman of the House Commerce Committee on a proposal that broadcasters be given perpetual licenses, which Commissioner Cox said, was "comparable in effect" to the Pastore bill.

Chairman Harris had asserted that such a proposal was not in broadcasters' long-term interests since he thought some broadcasters "would drift into practices which would eventually provoke a public reaction that might lead to restrictive regulations far more stringent than any heretofore proposed," Commissioner Cox said, adding, "I think there is a lot of validity to that view."

Commissioner Cox, in discussing another issue troubling broadcasters—commission policy on broadcast ownership—conceded he, "for one," is having more difficulty resolving the so-called one-to-a-customer proposal than he had expected. The commission in March 1968 proposed barring the owner of one full-time station from acquiring another in the same market, and promised to act on rulemaking expeditiously. The commissioner said the commission is "approaching the point" where it can begin considering the matter seriously.

In talking back, in effect, to BROADCASTING, the commissioner mentioned principally the magazine's opposition to the fairness doctrine on the ground,

among others, that it violated broadcasters' First Amendment rights. Commissioner Cox noted the Supreme Court last June upheld the doctrine and the rules adopted under it, and, in the process, "went beyond recent commission rulings."

He also referred to the magazine's oppositions to proposals to require broadcasters to provide reduced rates for political candidates. Among the proposals he cited was one by the Twen-

tieth Century Fund's Commission on Campaign Costs in the Electronic Era, which would require all radio and television stations to provide time simultaneously for presidential and vice presidential candidates (see page 26).

BROADCASTING referred to the concept as "force feeding." But Commissioner Cox, although saying the proposal may have "flaws," said it deserves more than "this kind of attempt to consign it to oblivion without real consideration."

Corinthian may appeal tax case

Group, which lost KHOU-TV claim, wants to amortize cost of affiliation contracts

Corinthian Broadcasting Co. is considering whether to press a court fight for approval of its contention that purchasers of television stations should be permitted to amortize the cost allocated to affiliation contracts.

Corinthian lost a round in the U.S. Tax Court when it advanced a "reasonable certainty rule" as a basis for computing the amortization of \$2,700,000 it had allocated to the \$4,800,000 it paid for KHOU-TV Houston in 1956.

Corinthian had said "there was no reasonable certainty of more than six future renewals" of Corinthian's two-year network affiliation contract beyond the year in which it acquired the station. Under its method, Corinthian said, the depreciation period is continually extended, "and the contract cost is never fully recovered as long as the contract lasts."

But Judge John W. Kern, writing for the court, upheld the Internal Revenue Service's disallowance of the deductions that Corinthian claimed. IRS had said the network affiliation contract does not have "useful life which can be determined with reasonable accuracy."

Judge Kern said that Corinthian failed to prove that the contract was of use "for only a limited period, the length of which can be estimated with

reasonable accuracy or that the useful life of the contract is other than "indefinite" or "indeterminate."

IRS had determined total deficiencies in the tax of the Corinthian subsidiary to which the station is licensed: \$1,255,359 for taxable years ending Aug. 31, 1957; Aug. 31, 1958; Aug. 31, 1959; and Dec. 31, 1959.

Corinthian had begun amortizing the \$2,700,000 on Sept. 1, 1956, in 19 equal monthly installments ending March 30, 1958. When the contract was extended, on Oct. 1, 1957, for an additional two-year term, Corinthian began amortizing the balance allocated to the contract in equal monthly installments through March 1960. Another recalculation was made as of Oct. 1, 1959, when the contract was again extended.

A Corinthian spokesman said last week the question of appealing the decision is under consideration.

Judge Howard Dawson, in a concurring opinion, offered broadcasters some hope of writing off costs allocated to affiliation contracts. If Corinthian had established a useful life of the CBS affiliation contract "with reasonable accuracy using statistical data and analyses based upon the general experience of the television industry," he would allow a straight-line depreciation.

The court had allowed Corinthian such a depreciation in connection with its purchase of WISH-TV Indianapolis, but that decision was overturned by the Seventh Circuit Court of Appeals.

Meanwhile the U.S. Supreme Court last week agreed to decide another tax case in which a broadcast owner is involved. At issue is whether the majority stockholders of Telegraph Herald Inc., of Dubuque, Iowa, licensee of KDTH(AM) Dubuque, can write off as business expenses corporate reorganization. The stockholders are appealing a lower court ruling disallowing as deductions the costs of determining the value of stock they purchased from a minority owner.

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Promotion

New funds are provided for Broadcast Pioneers

A total of \$35,000 in new contributions to the Broadcast Pioneers educational fund were reported last week. Avco Broadcasting gave \$20,000 and Time-Life Broadcast \$15,000.

The contributions were part of a campaign to raise funds to create and maintain a Broadcast Pioneers historical library and reference center at the National Association of Broadcasters headquarters in Washington (BROADCASTING, June 16, et seq.).

The Time-Life Broadcast contribution was announced by Frederick S. Gilbert, vice president and general manager of the Time Inc. subsidiary, and the co-chairman of the fund drive: Roger W. Clipp, president of Broadcast Management Inc., and Ward L. Quaal, president of the WGN Continental stations. The Avco Broadcasting contribution was announced by John T. Murphy, president, and Mr. Quaal.

Promotion tips:

Common interests ■ The Garrett Co., public relations and promotion firm, and Station Promotion Productions, which creates and produces film and video tape promotion spot campaigns for TV stations, have agreed to affiliate. The Garrett Co., assuming some of Station Promotion Productions' activities, will expand into public relations and promotion consultancy to individual stations. The affiliation agreement also calls for Station Promotion Productions to focus on film and tape production for stations, and for The Garrett Co. to handle creative and writing responsibilities. Both companies are based in Los Angeles.

AFTRA honors Collyer ■ An annual college scholarship has been established by the American Federation of Television and Radio Artists in honor of the late Bud Collyer, master of ceremonies for a number of TV quiz shows and past president of AFTRA. The award will be given to an AFTRA member or the child of an AFTRA member. Qualifications for the scholarship will be determined by the board of di-

rectors of AFTRA and the trustees of the scholarship fund.

Free 'Hair' ■ WLS(AM) Chicago all of in the Shubert Theater Oct. 21 to entertain more than 1,300 agency and advertiser guests at a final preview of the legitimate play "Hair." The Show had its public debut there next day.

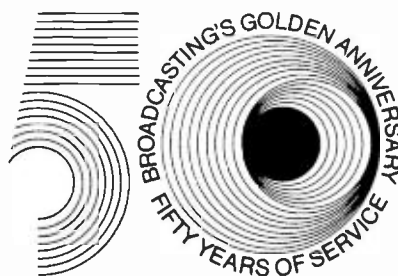
Heart awards to WWJ, Metromedia's Gilmore

Five winners of the 1969 Howard W. Blakeslee Awards for distinguished reporting on diseases of the heart were announced today (Oct. 27) by the American Heart Association. Among the awards were those given to WWJ-TV Detroit program, *Medicine Today: Heart Attack*, and an article by C. P. Gilmore, Metromedia Television science editor.

The WWJ-TV one-hour documentary was shown in August 1968. Mr. Gilmore's article, "Instead of a Heart, a Man-Made Pump, was published in the *New York Times Sunday Magazine* a year ago. The awards, covering the contest year that ended Feb. 28, 1969, consist of a \$500 honorarium and a citation.

New date for duPont awards

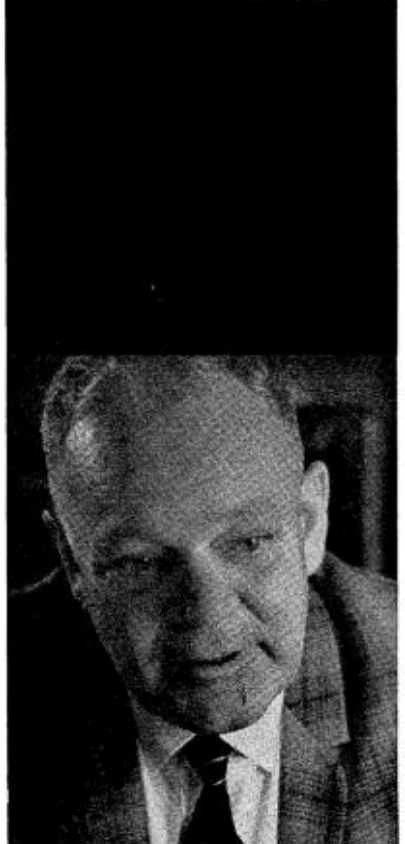
Presentation of the Alfred I. duPont awards in broadcast journalism, which had been set for Nov. 14, has been rescheduled to Nov. 11. The ceremonies will be held at 5:30 p.m. in the rotunda of the Low Memorial Library on the Columbia University campus in New York.



This symbol, a logo in printer's terms, will be used to mark broadcasting's 50th anniversary in 1970. Bob Hope is honorary chairman of a special advisory committee organized by NAB for the observance. Additional details on the anniversary planning were unveiled at NAB's fall conferences which started Thursday (Oct. 23) in Chicago (see page 44).

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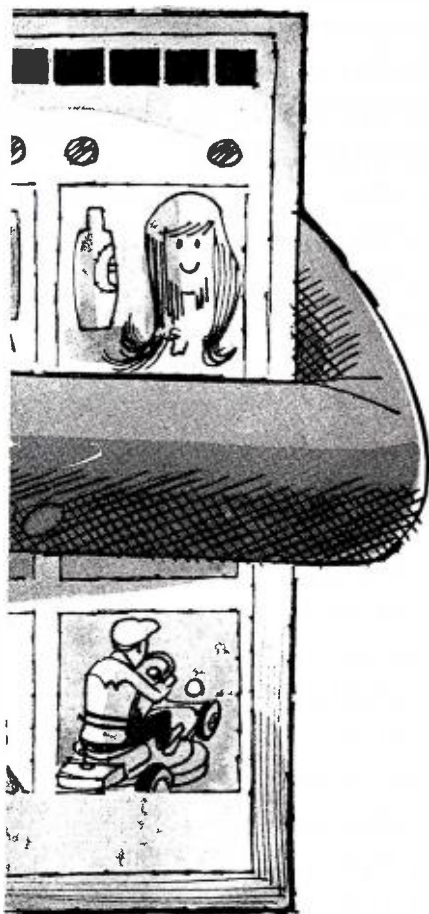
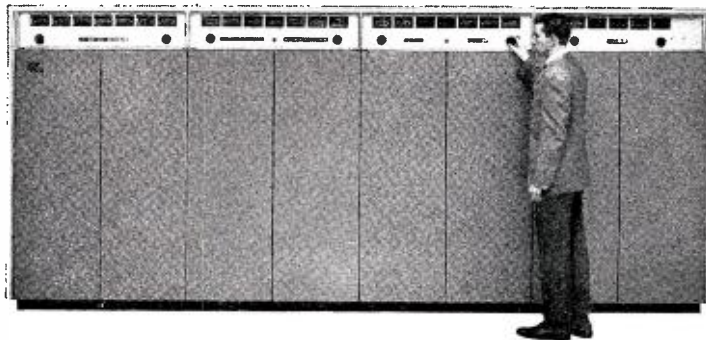
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Its diplexed visual amplifiers assure the utmost in reliability, since one is always ready to back-up the other. Integral-cavity klystrons with vapor-cooling provide efficient, economical operation. They feature factory pretuning, faster warm-up time, less weight. One man can change klystrons in less than five minutes. Walk-in cabinet design gives you ease of operation and maintenance, plus substantial savings in installation. So wherever you are—small town or big city—let RCA high power UHF put you in the national time-buying picture. Call your RCA Field Man or write: RCA Broadcast Equipment, Bldg. 15-5, Camden, N. J. 08102.

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Two candles but not much cake

Temporarily broke, still seeking identity,
CPB on second birthday has expansion plans

Not many weeks ago, the Associated Press reported that the National Violence Commission recommended that a "Corp. for Public Broadcasting be established." The violence commission actually had proposed that CPB be aided by the establishment of a "dedicated" tax.

When the AP dispatch was brought to the attention of John W. Macy Jr., president of CPB, he could only sigh: "Well, that's show business."

Anonymity is not the only thing Mr. Macy has to sigh about. He's got other problems that can give an ordinary man a heavy spirit.

In the forefront of his problems is money. CPB at the moment has none. It is anticipating \$20 million from the federal government (this has been authorized by Congress) but whether or not the appropriations committees of the House and Senate will go along is debatable and problematical—particularly since President Nixon has indicated he'd prefer \$10 million. In the last Congress, CPB received \$5 million.

Keeping his constituents happy is another worrisome concern of Mr. Macy. The public-broadcasting world could give spades to the National Association of Broadcasters as far as

splinter groups are concerned.

The world of ETV and educational radio runs a gamut. In television alone there are three distinct groupings: There are community TV stations, established and run by an amalgamation of public-spirited citizens; there are university and college stations that are run in many instances as an adjunct of the school's drama and speech or journalism department or, in fewer instances, as a voice for the school's public-relations activity. And there are school-system-owned stations run by state or local school districts that are operated as an element of elementary or secondary classroom instruction. Each has distinct views on how they should be operated and what they need in the way of financing and programs.

All in all, Mr. Macy has every right to respire audibly all day long.

CPB was established on Nov. 17, 1967, when former President Lyndon B. Johnson put his name to the Public Broadcasting Act of 1967. CPB's chief function is to channel funds into programs for noncommercial, educational television and radio stations.

In its two years of life, CPB has had an ambivalent history. On the one hand, it has poured out \$7 million in grants to

stations for programs, for fellowships, for study centers, for production centers and for interconnection. On the other hand, little knowledge of this largess has penetrated to the public.

Only now are some of its beneficiaries being seen by the public—for example *The Advocates*, a 39-week series on public issues, in the format of a court trial or the 26-week *Forsythe Saga* series, based on the John Galsworthy novels, bought from the British Broadcasting Corp. Both of these programs were made possible by the combined generosity of the Ford Foundation, which forked over \$2.4 million, and CPB, which put up \$1.2 million.

Within the education-television society (now becoming known more and more as "public television"), CPB is very well known indeed. As soon as it received its first appropriation from Congress in 1968, it issued direct grants of \$10,000 to virtually all of the then operating 180 ETV stations.

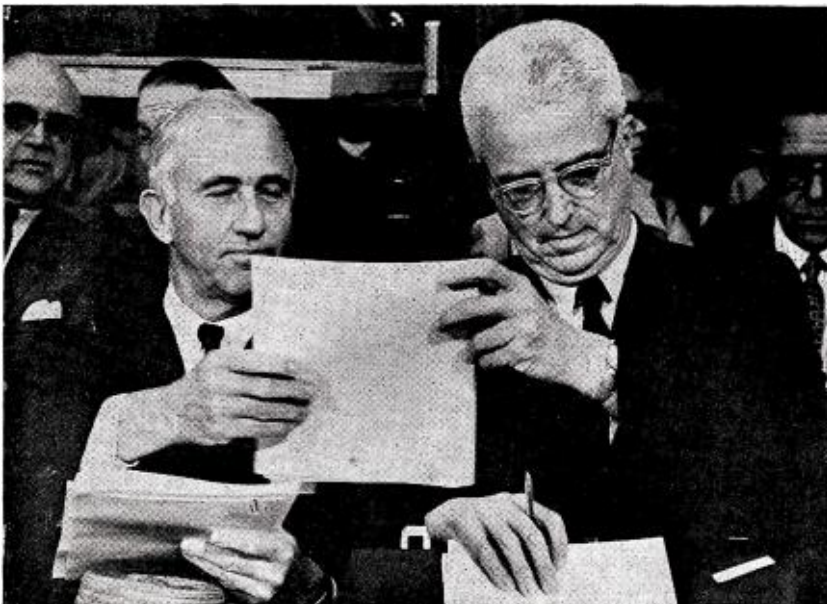
When Congress passed the 1967 Act, on Sept. 28 of that year, it set out four major purposes for CPB: to develop broadcast programs of high quality from diverse sources, to help establish a system or systems of national interconnection to distribute the programs of noncommercial TV and radio stations, to strengthen and support these local stations and to carry out these functions in a manner that assures "the maximum freedom of those stations from interference with or control of program content or other activities."

It was not for another five months, however, that President Johnson named a full roster of directors for CPB.

Frank Pace, Jr., former secretary of the Army and former director of the Bureau of the Budget under President Truman, was named chairman. James R. Killian, chairman of the Massachusetts Institute of Technology, was named vice chairman.

Dr. Killian was also chairman of the Carnegie Commission, whose report on public television served as the progenitor of CPB.

In March 1968 CPB was incorporated in the District of Columbia and a month later the board held its first official meeting. From that time until February of this year, the directors'



Messrs. Pace (l.) and Macy

major objective was to find a president.

This was finally accomplished, after the 1968 presidential campaign, when the job was offered to Mr. Macy, the 52-year-old ex-chairman of the U.S. Civil Service Commission. Mr. Macy, who put in an eight-year tenure at the commission, had served under both Presidents Kennedy's and Johnson as chief recruiter for high government posts.

In effect then, CPB as a formal, ongoing institution is only nine months old.

When CPB was finally organized in 1967, its coffers contained \$2,032,000—\$1-million gifts each from CBS Inc. and the Carnegie Corp.; \$25,000 from United Auto Workers union; \$5,000 from the Communication Workers of America, and \$2,000 as a personal donation from Mr. Haas. In the fall of last year it received its first money from Congress—\$5 million.

In its first fiscal year, the corporation spent all of it.

CPB gave away \$1.36 million for local TV station programming; \$500,000 to 13 ETV stations for local programs that would have a potential for national distribution; \$175,000 in a series of grants to various stations for special purpose programs; \$350,000 for children's programs; \$25,000 for instructional television; \$334,500 for radio; \$150,000 for 14 domestic fellowships and \$60,000 for four foreign fellowships; over \$175,000 for film institutes; \$100,000 for TV and \$50,000 for radio experimentation centers, and \$450,000 for National Educational Television in New York.

At the moment, CPB is looking forward to a \$20-million appropriation from Congress for the fiscal 1970 year that began last July 1. Congress, as usual, is way behind in appropriating funds for government departments and agencies. On Oct. 8, the House approved the \$20-million authorization; earlier the Senate okayed the same amount. The crunch comes, however, when the appropriation committees of both houses vote out *their* estimate of what CPB should get. It should be noted that President Nixon has recommended that CPB be given only \$10 million.

Ultimately, the financial problem must be solved through a permanent financing program. This was an essential element in the 1967 Act, and it is predicated on the strongly held belief by everyone that CPB must not be accountable to Congress for yearly appropriations. The taint of government control would be too strong.

But, whether CPB gets \$20 million or \$10 million from Congress this year, there's no doubt that it is an established organization in broadcasting. Largely

Breakdown on what CPB says it wants to spend

How the Corp. for Public Broadcasting intends to spend \$24 million in the fiscal 1970 year is shown below—although that is dependent on the congressional appropriation committees. In any event, CPB hopes to spend over 65% of its money in TV and 12.5% in radio. For comparison, CPB's 1969 fiscal expenditures are also listed.

| | 1969 | | 1970 | |
|---|-----------------|--------------|-----------------|--------------|
| | Amount (000) | % | Amount (000) | % |
| Television | | | | |
| Stations and regional operations | \$1,360 | | \$5,200 | |
| Production of national programs by stations | 1,195 | | 2,000 | |
| Production of programs by national production centers | 550 | | 6,000 | |
| Production of programs for children | 350 | | 2,500 | |
| TOTAL TELEVISION | 3,455 | 49.1 | 15,700 | 65.4 |
| Radio | | | | |
| Stations and regional operations | 225 | | 1,750 | |
| National programs and support | 110 | | 1,250 | |
| TOTAL RADIO | 335 | 4.8 | 3,000 | 12.5 |
| Program distribution and library facilities | 1,596 | 22.7 | 2,250 | 9.4 |
| Broadcast support activities | 1,055 | 14.9 | 1,850 | 7.7 |
| Administrative expense | 600 | 8.5 | 1,200 | 5.0 |
| TOTAL PROGRAM | 7,041 | 100.0 | 24,000 | 100.0 |

passed now are the early murmuring from the ETV hustings that raised the spectre of centralized program control and of direction from an "eastern, establishment" body. CPB now looms to educational broadcasting as the friendly Ceres from whom much sustenance will flow.

There is still some criticism of CPB, but it is pointed more to policies and practices than to the institution itself. A sample of this are the views of J. Michael Collins, president and general manager of the Western New York Educational TV Association, whose noncommercial WNED-TV in Buffalo, N.Y., has been operating for over 10 years.

Principally, Mr. Collins feels that CPB should exist to pour the cash out to stations. He feels that money spent on film institutes and fellowships, desirable as they are, should not at this time be significant in CPB's activities. That should come later when CPB is well along in its basic function, that of providing stations with the funds to use as they need and desire.

And, he adds, grants to stations should be unrestricted. "The whole idea of having to submit proposals before getting a grant," he says, "can lead to control, to projects tailored to appeal to someone in Washington rather than formed for local needs." In making the first grants to stations, CPB requested specific proposals from each station. A few were rejected.

There should, of course, be guide-

lines, the Buffalo broadcaster agrees, but these should be general and for accountability.

"After all," Mr. Collins says, "we are the ones who know what our community needs."

There also is a pragmatic approach to his philosophy; if CPB spends most of its money on local stations, it will be that much easier to get funds from Congress. No congressman, he notes, is going to refuse to vote for money he knows will be going into his local district.

Mr. Collins' views repeated in similar fashion by many other public broadcasters, even came to the fore on Oct. 8 when the House was debating the public-broadcasting bill authorization. Rep. Daniel Button (D-N.Y.) offered an amendment that would have required CPB to spend at least 50% of its funds on local stations. The proposal however, was defeated.

Perhaps the severest critic of the whole idea of a national corporation to handle money for noncommercial, educational broadcasting is Vernon Bronson, a retired educational consultant who for 10 years was director of research and development for the National Association of Educational Broadcasters.

Mr. Bronson, who boasts of 30 years as a specialist in educational communications, represents the oldtimers who fought hard to establish the principle of educational broadcasting.

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cational community together for ETV channels," he points out. "And we got them for education . . . not for social causes or culture."

Now, he snorts, ETV stations are becoming "public" stations and educational broadcasters are becoming more and more like commercial broadcasters, putting on programs for mass audiences, worrying about ratings.

CPB, according to Mr. Bronson, can be very dangerous, tied as it is to federal funding. "Tv lived too long," he says, "to be unaware that whenever a government agency puts money into something, it usually, in one way or another, wants to be sure to oversee it." He terms the entire prospect "very frightening."

The CPB hierarchy is not unaware of these sentiments. They are working to allay and reverse them.

Mr. Macy, who has become something of a traveling man since he took over CPB's reins last February, has given much thought to the question.

He responded to a moderator's question, "Who needs you?" on a TV panel show over a Washington station last September in a thoughtful exposition.

Public broadcasting, he said, is needed to provide a broader range of choice than is possible for commercial broadcasters to provide. And, he added, public broadcasting also provides public services that are not grist for the commercial mill, like coverage of city councils, school boards, and other such events.

And, finally, he said, public broadcasting is needed to provide services to segments of the population that are too small to attract commercial broadcasters. Among those segments, he cited ethnic minorities, professionals, hobbyists, and other special interest audiences—those average people who desire learning and increased knowledge, continuing education outside the classroom.

As to fears that CPB may be too close to the government, Mr. Macy demurs. CPB, he says in a recent interview, is unique. "It is neither government nor profit-making. It is run by a bipartisan board designated by the President and approved by the Senate. It stands, therefore, as a bridge between government and public broadcasters."

In the next two years Mr. Macy feels CPB will stabilize, improve its financial picture, establish a permanent interconnection network and "realize the great potential" that is inherent in public broadcasting.

During his nine months as chief executive of CPB Mr. Macy has visited more than 25 educational broadcasting stations and, as an indefatigable public speaker, has made speeches and appeared on the air in each of those communities in addition to making more

'Sesame' showcase set

The most intensive effort to use television to reach and teach young children starts Nov. 10 when the first of a daily, hour-long series, *Sesame Street*, is unveiled on 170 noncommercial, educational TV stations—and some commercial TV's as well (BROADCASTING, Oct. 20).

The program, sort of an electronic "Headstart" for the nation's 12-million preschoolers, specializes in getting youngsters interested in numbers, words and concepts, using the most contemporary of approaches—including Madison Avenue mod and aerospace argot. The format is principally animation and it's all in color.

A product of the Children's Television Workshop, New York, the two-year project is underwritten to the tune of \$8 million by the U.S. Office of Education, the Office of Economic Opportunity, the Ford Foundation, the Carnegie Corp. and the Corp. for Public Broadcasting, among others. Its executive director is Joan Ganz Conney.

than 40 speeches throughout the country. He's also written about a dozen articles on educational broadcasting for the general as well as the more specialized press.

Only a few weeks ago, he was one of the principal witnesses before the Senate Finance Committee considering tax reforms. One proposal would penalize foundations that make grants or carry out activities designed to propagandize or influence legislation or the outcome of any election. Mr. Macy called for clarifying language that would exempt grants for public-broadcast stations or programs from these penalties.

CPB, in the estimation of Mr. Pace, is much farther along than expected.

"Public television," he says, "is an important social instrument; done right it furnishes the opportunity to provide some answers to society's problems."

Talking about the goals of CPB, he adds: "Independence is a basic requirement. To my knowledge it has not been violated. But in any event, my personal definition [of CPB's over-all aim] is to illuminate what is important and make it enjoyable." Mr. Pace also views interconnection of public-broadcast stations as another basic requirement.

As far as the fears of government influence go, Mr. Pace views them dimly. "Stations are not too concerned about government influence in programming," he says. "They feel that CPB can be the buffer for such influence. Station's deep concern right now is sur-

vival.”

In lading out its first \$7 million, CPB has carefully seen to it that the disparate elements of public broadcasting were treated evenly.

Virtually all of the existing 180 ETV stations received \$10,000 each, with about two-thirds using the money for programs, and about a fourth for program promotion, something educational broadcasters have been aching to do for more than a decade. A few used the funds to hire critically needed personnel.

The programs are a vista of noncommercial, educational broadcasting.

A substantial amount of money \$350,000, went into children's programming, including \$300,000 to the Children's Television Workshop in New York, for *Sesame Street*, a program that starts this fall (see page 62), and \$50,000 to help continue and distribute the *Misterogers Neighborhood* show out of Pittsburgh's WOED(TV).

As part of its mission, CPB has made a series of grants to support national programming; \$450,000 was one made to a special-affairs unit of the National Educational Television center in New York. Among the programs that involved from this group: President Nixon and his cabinet; the U.S. and the Middle East, the hearings on TV and violence, the debates on the anti-ballistic missile military program, and the highly successful 18 *Sounds of Summer*, a Sunday feature featuring major summer music festivals throughout the U.S.

There are over 400 noncommercial, educational radio stations on the air, but not all of them are considered true "public" broadcast stations. To winnow this large number down to the pure public outlets, CPB has established an advisory committee to define the standards of public radio. Many of the existing 400-odd are transmitting with powers of 10 w, and it is expected that these will be the first group cut off. Others represent special interests, like church groups for example, and these too may be eliminated. Those remaining will be considered for financial infusions from CPB.

Another field that CPB is very involved in—fellowships—has come under some fire from educational broadcasters. Last year, CPB picked 14 young and not so young people—out of a field of 82 candidates proposed by 78 stations—and offered each of them up to \$15,000 for a year's internship at noncommercial, educational stations from September through June preparing, hopefully, for a career in "public broadcasting." A similar program, involving four Americans assigned to overseas broadcast entities, also was un-

dertaken.

Perhaps the expectation from the fellowship program was best expressed by Ward Chamberlin, vice president of CPB: "If we keep any of the fellows for more than three years, we'll be extremely happy."

Another popular field for CPB is film. It awarded \$75,000 to the American Film Institute, Washington, to encourage independent film makers to produce programs for ETV, and it gave \$25,000 to KLRN-TV Austin, Tex., to help establish a Southwest Creative Film Center; and it set aside \$30,000 for two fellowships to study at the

AFI's Center for Advanced Film Studies in Los Angeles.

But perhaps the most ambitious of CPB's first year of activities was its establishment for the first time of a truly, live, simultaneous interconnected network of ETV stations.

Beginning last year, CPB worked out an arrangement with AT&T that permitted 138 stations to be interconnected two hours nightly, five nights a week. The fee was about 40% of the regular rates that would have had to be paid by commercial broadcasters, adding up to \$1.5 million, of which CPB underwrote \$600,000 and the Ford Founda-

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tion \$900,000. This program ran through July, with only one major obstacle: it seems that every once in awhile, when AT&T ran out of circuits for its regular customers, it pre-empted parts of the ETV network. This, to say the least, didn't sit well with the noncommercial broadcasters.

Since then, CPB has been negotiating with AT&T for more extensive interconnection facilities at an even cheaper rate—down to zero if possible. AT&T, as might be expected, is stubbornly resisting cutting its rates even further and is horrified at the thought of giving facilities away. The parties have been making tactical moves right through the summer, and at the moment things are at an impasse, although no one believes there won't be an interconnected TV network in time. At the moment, CPB's networking is a continuance of the earlier arrangement.

The FCC has been in the center of these negotiations and even helped, by a strong nudge earlier this year, to push AT&T into offering reduced rates.

As part of its interconnection interest, CPB has an eye on the expected domestic satellite system which is under consideration at the FCC, but the final resolution of which was delayed a couple of months ago when the White House set up a task force to consider the question. One of the plans before the FCC is from the Ford Foundation, which proposed a domestic system owned and run by a noncommercial entity which would use the profits for the benefit of public broadcasting.

CPB is one of five educational groups that proposed to the National Aeronautics and Space Administration that NASA's Applied Technology Satellites be used for experiments in a domestic satellite system including a transcontinental TV network, in a radio network transmitting and receiving from six demonstration cities, and in the feasibility of using mobile units at remote locations, sending programs into the satellite network by beaming signals directly to the domestic satellite. This too is still in the early stages of consideration.

Whenever the talk of interconnection comes up, there is almost an automatic reaction about forcing educational stations to take the programs sent down the line. Continuously, Mr. Macy and other CPB officials have stressed that no station will be required to carry any of the programs fed to it via the network. Even during the debate on the floor of the House on Oct. 8, when CPB's \$20 million authorization was approved, this question arose.

Anticipating the \$20 million from Congress, Mr. Macy has specified what he hopes to do with the money—plus \$4 million he expects to receive from

private, nongovernment sources:

- A total of \$4.2 million to public TV stations, with \$50,000 going to each TV station.
- A total of \$1 million to support six regional TV networks.
- A total of \$2 million for TV program production at the local level.
- A total of \$6 million for TV programs from national production centers—\$3.25 million for cultural and \$2.75 million for public-affairs programming.
- A total of \$2.5 million to support children's TV programming.

Or, an expenditure of \$15.7 million for TV and about \$3 million for radio.

The remainder would go for promotion, audience research, fellowships, and administration, as well as other special activities.

In discussing promotion—"support" activities, Mr. Macy terms it—a sum amounting to \$1.85 million has been targeted. This is to bring public attention to the existence of programs not only to the general public, but also to segments of the populace for whom a program holds special interest. Stressing that these activities are not designed to seek mass audiences, Mr. Macy commented: "The investment in the station facility and in the program production is wasted unless that target audience is informed of the existence of programs. . . ."

During the past year an initial promotion service was instituted. It resulted in advertisements in *TV Guide* and in local newspapers to promote NET's *Sounds of Summer*.

CPB thus far has managed to keep its overhead down to a respectable figure. In Mr. Macy's plans for fiscal 1970, a budget of \$1.2 million is set aside for administration. That's 5% of the total \$24 million. He is planning on a staff of 70; at present, it consists of 29 people, although a substantial amount of work is done through consultants. One burden is the fact that CPB presently is housed in two cities, Washington and New York. In Washington, CPB recently moved into larger quarters in the new, plush Motion Picture Association of America building on northwest 16th Street, two blocks from the White House. In New York, CPB recently moved into the new Burlington Industries building on the Avenue of the Americas. Both offices are neat but not gaudy.

Or, as one of the New York officials said: "We want public broadcasters to be proud of their surroundings. For too long, they've had to put up with spartan-looking facilities."

(The foregoing special report was researched and written by Earl B. Abrams, senior editor, Washington.)

Aubrey vaults to top again

Becomes Kerkorian choice for MGM presidency;
Killion again board chairman; Polk, Bronfman leave

Metro-Goldwyn-Mayer Inc. moved last week into the era of Kirk Kerkorian, the high-flying Las Vegas industrialist, and the first swift and surprising action of the new regime was the selection of the controversial James T. Aubrey Jr. as MGM president and chief executive officer.

Mr. Kerkorian, through his Tracy Investment Co. of Las Vegas, has acquired about 40% of MGM stock over the past few months through a series of tender offers and direct purchases. He had made it known that he intended to shake up the management of the faltering MGM organization and he translated that intent into action at an MGM board of directors meeting in New York last Tuesday (Oct. 21).

In addition to the election of Mr. Aubrey, who was president of CBS-TV network from 1959 to 1965, other top-level developments were the dismissal of Louis F. Polk Jr. as president and chief executive officer, and the resignation of Edgar M. Bronfman as board chairman.

Making the Kerkorian coup complete, Mr. Kerkorian was elected to MGM's board along with Mr. Aubrey and such close associates of his as William Singleton, general counsel to Tracy Investment, and James Aljian, secretary-treasurer of Tracy.

George L. Killion, a former board chairman of MGM who has been serving as vice chairman since last January, was reinstated as board chairman, replacing Mr. Bronfman, who also resigned from the MGM board of directors, along with J. L. Loeb Jr. Mr. Singleton was elected vice chairman.

Mr. Aubrey's appointment as MGM president was almost as electrifying as his departure from CBS in 1965 (BROADCASTING, March 8, 1965). Over the past month, with the Kerkorian MGM takeover a virtual certainty and a management restructuring in the offing, the names of various top motion picture executives—but not Mr. Aubrey's—emerged as front-runners for the presidency. Among those mentioned as having talked with Mr. Kerkorian or his associates were Herbert Jaffe, vice president in charge of West Coast production for United Artists; Richard St. Johns, president of Filmways; independent producer M. J. Frankovich, and Berle

Adams, an MCA executive.

Mr. Aubrey's ascendancy to the chief executive post of MGM, among the leading motion-picture and TV organizations, refutes the entertainment industry axiom that "they never come back." Once one of the most dominant and powerful executives in television, Mr. Aubrey languished in virtual obscurity during the past four years, operating his own independent motion-picture and television production company in Hollywood but never having completed a project.

In 1959 and at the age of 41 Mr. Aubrey was elected president of CBS-TV after having served earlier as creative services vice president of CBS Inc. programing and talent vice president of ABC-TV and, for eight years, with CBS stations and network operations on the West Coast. On March 1, 1965, Mr. Aubrey resigned suddenly and under unexplained circumstances. It was widely held that Mr. Aubrey had been dismissed.

There was speculation at the time that the top CBS echelon objected to Mr. Aubrey's life style and personality, which had earned him the sobriquets of "Jungle Jim" and "The Smiling Cobra." Other reports indicated that Mr. Au-

brey's support of series produced by Keefe Brasselle's Richelieu Productions on the CBS-TV schedule in the fall of 1964—*The Baileys of Balboa*, *The Reporter* and *The Cara Williams Show*—had led to his downfall because all of them failed.

Both CBS and Mr. Aubrey were subjected to two derivative stockholders' suits, which subsequently were merged into one action. The basic charge against Mr. Aubrey was that he had a financial interest in Richelieu and shared in its profit at the same time he headed the CBS-TV network. The conflict-of-interest suit was dropped after Mr. Aubrey surrendered an option to acquire 3,000 CBS shares. There are no suits pending against CBS or Mr. Aubrey with regard to his dismissal.

Mr. Aubrey, whose forte in television was production, is expected to make personnel changes in that area at MGM. Among those who may be affected are Herbert Solow, vice president in charge of domestic production, and M. Kenneth Hyman, who was named head of European production for MGM last month and is slated to take over that post officially on Nov. 1 (BROADCASTING, Sept. 29).

On the MGM corporate staff, Executive Vice President Richard L. Schall, who joined the entertainment company with Mr. Polk last January when they both left General Mills, is not expected to remain.

Mr. Polk has a five-year contract with MGM which has more than four years to run and calls for a \$208,000 annual salary. He is still on the MGM board of directors and told newsmen that he will remain with the company at least through the transition period, if requested.

Mr. Aubrey comes to MGM during a period when the company is undergoing a financial strain. It is expected to show a loss of at least \$25 million for the fiscal year that ended Aug. 31.

In his successful bid for control of MGM, Mr. Kerkorian stressed to stockholders that MGM's fiscal woes were tied to mismanagement. Through two tender offers and direct investments, Mr. Kerkorian has bought about \$100 million worth of MGM stock, equal to



Mr. Aubrey

about 40% of shares outstanding.

MGM Television is having one of its more successful seasons in 1969-70 with three shows in prime time on the networks, all on Wednesday night; *The Courtship of Eddie's Father* a half-hour series on ABC-TV; *Then Came Bronson*, one-hour on NBC-TV and *Medical Center*, one hour on CBS-TV. All three were made as pilots and sold to the networks.

MGM also is producing three one-hour documentaries for "The G. E. Monogram series" on NBC-TV, starting in November. The company is also producing animated specials and a weekly cartoon series (*Tom and Jerry*) which is on CBS-TV, Sunday, 9-9:30 a.m. The animated color special, "Horton Hears a Who," based on the Dr. Seuss book for children, is scheduled for showing on CBS-TV.

Mr. Aubrey's appointment came at a time when his own independent production organization, The Aubrey Co., showed signs of increasing activity. He has development projects with NBC-TV for a half-hour comedy series and with 20th Century-Fox TV for a one-hour lawyers series that is aimed for ABC-TV. His company also has developed a feature film for ABC Pictures Corp. called "The Good Life."

Collegians go all-night on their radio network

Approval was granted by the FCC last week for an "all-night radio network" of college campus-radio stations. In a separate action, the commission also authorized carriage of the programming of WJC(AM), the campus station at Juniata College, Huntingdon, Pa., over a local CATV outlet.

The campus network was proposed by WFIB(AM), a student-run station at the Conservatory of Music, University of Cincinnati. It would operate daily from 12 midnight to 8 a.m. during the school year and transmit its programming via AT&T lines to some 60 other eastern and central college radio stations.

In approving establishment of the network, the commission noted that its authorization of campus-radio stations as restricted radiation devices stipulated operation with "the minimum power necessary to accomplish the desired purpose." It said the interstate character of the proposed network and WFIB's greatly increased listening audience "could require future consideration of the applicability of numerous conditions and policies under which individually licensed broadcast stations are required

to operate."

In approving carriage by Huntington TV Cable Co. of the programming of WJC at Juniata College, the commission again noted that CATV carriage would "go beyond" the limited purpose and objectives of its college-radio rules. But it said: "The extended coverage may bestow added benefits of diversity, and we desire to obtain additional data and experience concerning such operation."

Smotheres sign for NBC-TV special

The Smothers brothers will appear on NBC-TV early next year in a one-hour comedy special that may be the forerunner of a series of specials.

NBC is interested in presenting several programs with the controversial brothers, whose regular-series contract with CBS-TV was cancelled last spring. NBC has held no negotiations with the Smothers brothers for a regular series, however.

The special is scheduled for Monday, Feb. 16, 10-11 p.m., following a Bob Hope comedy special. U.S. Time Corp. (Timex) through Warwick & Legler, both New York, has purchased full sponsorship of the program.

BMI's hounds in ASCAP's traces

One seeks its share of back payments as the other negotiates with TV networks

The television networks' relations with the two major music-licensing organizations—Broadcast Music Inc. and the American Society of Composers, Authors and Publishers—are becoming entangled in what may prove to be a multimillion-dollar mix-up.

ASCAP officials told their East Coast members at a semiannual meeting in New York last Wednesday (Oct. 22) that after ASCAP negotiated an additional \$3-million lump-sum back payment from NBC (BROADCASTING, May 12), BMI put in a claim for an additional payment from the same network.

There were other indications that BMI had also at least broached the issue of additional payments by ABC-TV and CBS-TV, which have also been involved in negotiations with ASCAP regarding payments for prior years as well as for 1969.

BMI said in response to questions that it was "negotiating new contracts with the networks" but declined to give specifics or comment on the claim that BMI had called for additional payments in the wake of the NBC-ASCAP agreement. A spokesman said BMI tradition-

ally "negotiates with its customers privately, not in public."

Network sources close to music-license negotiations in the past said that BMI's rationale was that since both BMI and ASCAP are paid on the basis of network revenues (after specified deductions), a network's willingness to make additional back payments to ASCAP meant that BMI, too, had been under-paid by that network in the past.

BMI's rate is approximately one-half that of ASCAP's. On this basis, experts close to the licensing situation estimated that a \$3-million back payment to ASCAP would be taken by BMI to mean it was owed an extra \$1.5 million or so.

Actually, ASCAP officials said they got approximately \$4 million extra from NBC. Court records put the figure at \$3 million. Appropriate NBC officials could not be reached for comment, but other lawyers who have negotiated with ASCAP speculated that there conceivably could have been an additional payment—for use of ASCAP music on NBC-owned stations as distinct from music on the NBC-TV network, for

example—to account for the difference. Whatever the figure, NBC-TV had already paid ASCAP \$22,953,000 for the years 1963-68 and agreed to pay \$5.68 million for 1969.

Herman Finklestein, ASCAP general counsel, who reported at the meeting, also told the members that ASCAP officials thought—and still think, despite CBS claims to the contrary—that they have a deal with CBS for an extra back payment.

This was a reference to an agreement, never signed under which CBS would have paid approximately \$4.2 million to ASCAP in addition to some \$23.7 million it had already paid for prior years through 1968 and \$5.68 million that it would have paid for 1969.

CBS had indicated last spring that it was prepared to sign that agreement but then NBC came in with its settlement with ASCAP. Unlike the draft agreement between CBS and ASCAP, the NBC-ASCAP deal contained no termination provisions. CBS said it wanted a deal like NBC's—one without termination provisions—and would not sign otherwise (BROADCASTING, May

Murder mystery involves KGO-TV

Caller who claims to be Zodiac killer phones San Francisco morning talk show

The ABC-owned TV station in San Francisco last week played a key role in a dramatic real-life story that unfolded on an early-morning television talk program.

At 2 a.m. on Oct. 22, a man identifying himself as the self-styled Zodiac killer—the murderer of five persons in northern California—called the police department of Oakland, Calif., with a request that showed him to be a television fan. He said he wanted to talk to nationally prominent criminal defense attorney Melvin Belli on the *A.M.* program, a two-way telephone talk show presented weekday mornings from 6:30-8:30 on KGO-TV San Francisco, with disk jockey Jim Dunbar as host.

Police contacted Mr. Dunbar and David M. Sacks, vice president and general manager of KGO-TV. Arrangements were made for Mr. Belli to appear on that morning's presentation of the talk show.

A half-hour into the program, Mr. Dunbar introduced Mr. Belli and asked viewers not to tie up the telephone lines. Ten minutes later, at 7:10 a.m., a man called, identified himself as the Zodiac killer, and immediately hung up. He soon called back and asked Mr. Belli to meet him on the roof of the Fairmont hotel in San Francisco, a meeting place that was subsequently discarded.

In all, he made as many as 35 calls into the program but hung up before the majority of them could be put on the air. Some 12 different calls were handled on the air. At one point the caller remained on the air for nine consecutive minutes.

The caller, who for the sake of program conversation was called Sam,



Mr. Belli

spoke about suffering from severe and recurring headaches and impulses to kill. Mr. Dunbar and Mr. Belli pleaded with the caller to surrender to authorities. They had made numerous attempts to arrange a mutually suitable meeting place. The program ran more than a half-hour overtime because the caller was still phoning and a meeting had not been arranged.

Finally, via private line, off camera, the man agreed to meet with Mr. Dunbar and Mr. Belli. He did not, however, show up at the appointed rendezvous.

Previously, in talking to the police, the caller indicated that he tried to call the TV program a few weeks earlier when Mr. Belli and another famed attorney, F. Lee Bailey, were appearing but that the incoming telephone lines were tied up with busy signals, preventing him from completing his call. There was considerable speculation after the program that the bizarre calls may have been a hoax. The episode, still, received international attention.

KGO-TV fed information about the program to the following media: KRON-TV, KPIX(TV), KTVU(TV), KSFO(AM), KGO(AM) and KCBS(AM), all San Francisco; WMAR-TV Baltimore; KOVR(TV) and KCRA-TV, both Sacramento, Calif.; KNTV(TV) San Jose, Calif.; KABC-TV and KTLA(TV), both Los Angeles; WPAT(AM) Paterson, N.J.; NBC News in New York; CBS and ABC News in Los Angeles; Australian Broadcasting Commission, New York; Radio West, Los Angeles; *San Francisco Chronicle*, *San Francisco Examiner*; *Oakland (Calif.) Tribune*; UPI; and AP.

12).

The one termination provision CBS especially wanted to get rid of was one under which ASCAP claimed the right to terminate on three months' notice—and hence to renegotiate for higher payments—if CBS-TV increased its program hours above a specified level. The addition of the *Merv Griffin Show* to CBS-TV's late-night schedule last August presumably would have given ASCAP the right to invoke that clause.

Mr. Finklestein said the deal with NBC and the one ASCAP thought it had with CBS called for both TV networks to pay the same amount for 1969—\$5.68 million—because they had approximately the same volume of revenues although NBC-TV's broadcast day was longer. If CBS-TV lengthened its day, he said, ASCAP thought it was entitled to more money from CBS.

A CBS representative said last week that ASCAP had "discriminated" in refusing to give it the same type of deal it gave NBC and that CBS had reverted to making payments on the same basis it was using when negotiations started

—the agreement that all the TV networks reached with ASCAP in 1964.

That, they said, is the only agreement in effect between CBS-TV and ASCAP. Moreover, they said, they do not intend to make the \$4.2 million in back payments that they had been prepared to make if ASCAP had granted them a deal like NBC's. They also said 1969 payments are being calculated on the formula agreed upon in 1964 rather than the \$5.68-million flat fee encompassed in the proposed agreement.

They said BMI "sort of tried" to get an additional payment from CBS based on the proposed agreement with ASCAP but that "we told them we had not signed with ASCAP and didn't have a deal."

Negotiations on a new deal between ABC-TV and ASCAP were officially said last spring to be under way and were reported authoritatively but unofficially last week to be near agreement, although details could be not be learned.

One source said ABC wanted the terms phrased to avoid any suggestion that additional back payments had been

involved, presumably as defense against future claims for additional payments to BMI.

ABC officials declined to comment. One speculated, however, that it seemed safe to assume BMI would seek to increase its revenues "across the board"—from all three networks—if it had not already made the attempt.

The ASCAP membership meeting that heard inklings of these backstage maneuvers also was told by Mr. Finklestein that "practically every" TV station had signed and returned the new contracts negotiated with the All-Industry TV Stations Music License Committee for the use of ASCAP music on TV stations (story page 68).

CBS helps film institute

CBS is contributing \$150,000 to the American Film Institute, allotting \$50,000 annually in 1969, 1970 and 1971. The institute is headed by George Stevens Jr. and has offices and facilities in Washington, New York and Beverly Hills, Calif.

How to fill out ASCAP's dotted lines

All-Industry group mails manual explaining procedures, payments for new contract

Copies of a 50-page manual on forms and payments under the new contract between TV stations and the American Society of Composers, Authors and Publishers were put into the mail to all U.S. TV stations last week by the All-Industry TV Stations Music License Committee, which negotiated the contract.

The mailing was the final official act of the committee under Charles H. Tower of Corinthian Broadcasting, who has headed it for six of the eight years spent in getting the new contract. A reconstituted committee, headed by Robert H. Smith of WCYB-TV Bristol, Va. ("Closed Circuit," Oct. 6), took over effective last Monday (Oct. 20).

In a letter accompanying the manual, Mr. Tower said the new committee's job would include administering the new ASCAP contract, negotiating a new contract with Broadcast Music Inc., "studying the SESAC problem"—a reference to the smaller and often controversial music-licensing operation of SESAC Inc. — and evaluating experience under the new ASCAP contract and planning for the next negotiation.

The BMI negotiation is expected to be the new group's first major order of business, having been deferred while the old committee was winding up the ASCAP negotiations.

The new ASCAP contract, which authorities say has been signed by virtually all TV stations, is for 10 years — from Jan. 1, 1968, through Dec. 31, 1977 — but gives each station and ASCAP the option of terminating it after six years on Dec. 31, 1973.

Committee leaders have estimated that if TV-station revenues increase by 6% a year, station payments to ASCAP over the full 10-year period will be \$53 million less under the new contract than under the one it replaces.

Instead of calling for station payments at a single rate—2.05% of specified revenues after deductions was the commercial rate under the old contract—the new agreement sets up a stair-step formula in which the commercial rate is 2% of revenues up to the industry average for 1964-65, and 1% of revenues over the base.

The manual distributed last week said that if average industry growth is 6% a year, the average commercial rate for the 10-year period will be about 1.62%, or 21% lower than the old rate, and that in the final year of the

contract the rate will be 1.48%, or 28% below the old rate.

At a 9% annual growth rate—the approximate average since 1960—the average ASCAP rate for the 10-year period would be 1.52%, or 26% less than the old rate, and in the final year it would be 1.37%, or 33% less than the old rate.

In addition to reductions in the commercial fee, the sustaining fee is cut by 30% in the new contract, which covers all blanket licenses—the form used by most stations. There is no change in the ASCAP per-program license.

Since the new agreement is retroactive to Jan. 1, 1968, stations must file revised reports covering that year with ASCAP by Nov. 20. Also to be filed by Nov. 20: a revised report for the first nine months of 1969, and an October 1969 report based on the new license.

In addition, by Nov. 20 each station must decide whether it will itemize deductions in reporting to ASCAP or use an optional standard percentage deduction; choose the basis it will use in handling newspaper trade deals for 1968, 1968 and 1970, and make available to ASCAP, directly or through an independent accounting firm, a copy of its Schedule 1 of FCC Form 324, giving ASCAP a cross-check on station-revenue figures.

The newspaper trade deal relates to a provision in the contract specifying how a station, in reporting revenues to ASCAP, shall treat promotional spot announcements traded to a newspaper in return for station advertising.

If the station is affiliated with the newspaper, the spots are counted at 50% of run-of-schedule card rate; if the station is not affiliated with the newspaper, they are reported at 100% of ROS rate. However, each station has the option of broadcasting promotional

announcements for ASCAP—at a rate of one announcement for each hundred traded out with newspapers—in lieu of counting newspaper trades as revenues.

In distributing the manual, Mr. Tower told stations that after it gets organized the new committee will set up a procedure for advising stations regarding problems under the new contract. Until the transition has been made, he said, questions should be submitted to Don Schapiro or Mike Finkelstein, counsel to the committee, at (212) HA 2-8180, or to Mr. Tower at (212) 697-9400.

Black front warns 19 outlets in D.C.

Front says fairness applies to promotions of United Givers Fund

Washington-area broadcasters, who are contributing air time for public-service spots for two large charitable organizations, found themselves last week under a thinly veiled threat to attack their license renewals—if they continued airing those spots.

The threat came from the Black United Front, an umbrella organization comprising leading Negro organizations, which last month lodged an application to deny the license renewal of WMAL-TV Washington because the station allegedly stood "as the supreme racist of them all" (BROADCASTING, Sept. 8). The front claimed in a letter sent to 19 Washington stations that if they continued to air fund-raising promotionals for the United Givers Fund and the D. C. Health and Welfare Council, then they "must make an equal amount of time available free" to spots for the BUF's own fund-raising group, the United Black Fund.

The stations to which the BUF letter was directed were WMAL-AM-FM-TV; noncommercial WETA-TV; WOOL-AM-FM and WFAN-TV; WOL(AM) and WMOD(FM); WTOP-AM-FM-TV; WDCA-TV; WRC-AM-FM-TV; WTTG(TV), and WWDC-AM-FM.

The letter was signed by Absalom F. Jordan, chairman of BUF's communications committee. Mr. Jordan is also national chairman of BEST (Black Efforts for Soul Television), a group that has been formed in a number of major cities to obtain television programming that is "more meaningful" to blacks. Two weeks ago he appeared before the Senate Communications Subcommittee to object to the appointments of Dean Burch and Robert Wells to the FCC (BROADCASTING, Oct. 20).

The "public controversy" over the



Mr. Tower

UGF-council campaigns was sparked earlier this month by the BUF. The front charged in a nine-page analysis, which received widespread print and broadcast coverage, that the operations of both charitable organizations served, in Mr. Jordan's words, to "perpetuate racism and do not represent or serve the black people of the District, which constitute over 70% of the population."

"We have, therefore, set up our own organization, the United Black Fund, which will solicit contributions in competition with the United Givers Fund," Mr. Jordan wrote the stations, telling them that they had to air that fund's appeals because the issues involved are controversial ones of public importance.

"The question of racism in the District of Columbia is without question the most controversial and frequently-disputed questions of great public importance," Mr. Jordan charged. "The question of whether [the UGF-council] campaign really serves the public interest and whether people should contribute and conspire in this venture is also, without question, controversial. . . ."

Mr. Jordan claimed that since the promotional spots for the charitable organizations "are not advertisements, the FCC has said that its fairness doctrine applies to them." A commission official said last week that no such ruling regarding the UGF-council campaign had been made. Other public-service announcements aired in other cities have been found by the commission not to be controversial issues of public importance.

Mr. Jordan continued: "It is clear—either you cannot present the racist [UGF-council] appeals to avoid trouble or present their announcement and give the black people of Washington the chance to reply through our United Black Fund."

Mr. Jordan said his letter was also being sent to the commission "for their reference." And he added: "We are also establishing a monitoring program to watch for your broadcasts in this and other areas of particular interest to black people."

Should the stations be found to continually present "one-sided appeals for the white-dominated" UGF without airing opposing points of view, Mr. Jordan said BUF would file a formal complaint with the commission and request that it investigate the matter and "reconsider the renewal of your license." Oct. 1 was the date for renewals of Washington broadcast facilities.

The front's demands were tuned to a familiar chord sounded this year by an ever-increasing number of black—and white—activists who have challenged broadcasters' renewals. "The air waves belong to the people and not to white license-holders who are allowed

to operate them," Mr. Jordan said. Unless the media can "reassure" the people that news is being reported "accurately," he said "there is an imminent threat of losing public support—particularly support of the black communities." "The media have a duty, Mr. Jordan claimed, "to honestly, accurately and fairly provide the public with information worthy of public trust—rather than to promote special causes, special interests or further racism through the public air waves."

Reaction among the broadcasters who received the letter was mixed. Attorneys for several stations were said to be examining the BUF demands and that no decisions had yet been made because of the complex problems that were posed. Unlike other charitable groups which request public-service air time, the BUF's United Black Fund is not yet permitted to solicit funds in Washington.

A check with the city's bureau of licenses and inspections last Thursday (Oct. 23) revealed that the fund had not applied for, and thus had not received, a solicitation license as required by law.

The legitimacy of the campaign was also questioned by several broadcasters, one of whom said: "We want to know who's going to get the money and what it's going for." Another said: "We don't know anything about these people [on

the basis of the letter]." It was indicated by several stations that if the fund received a license to operate, prepared the public-service spots and asked for air time, the group would receive air play, but not on an "equal time" basis to the UGF-council campaigns.

WTOP, which had earlier aired editorials disapproving of the BUF-created fund and supporting the UGF campaign, said it would permit the front air time to reply.

BUF also suggested to broadcasters that open and honest debate on the "controversial" issue could be achieved by the stations presenting a public-affairs program with spokesmen expressing different points of view. Spokesmen for WMAL and WFAN-TV, in responses prepared to be sent to BUF, said that they would accede to such a public-affairs presentation.

But one station spokesman expressed an often repeated sentiment last week: "I just received the damn fool thing. I'm afraid [that in the current climate] our mailbox will be stuffed with these things for months on end."

Caps rights

Wbca-TV (ch. 20) Washington announced that it has entered into a three-year contract with the Washington Caps, defending champions of the American Basketball Association.

ISPY

San Diego — KFMB-TV / Wed / 8:30-9:30 pm
(Rep: Peters, Griffin, Woodward)

ISPY attracts more adults than any other syndicated program but one! And 4 out of 5 are young adults, 18-49

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How TV broadcasters rate X movies

McClellan survey seems to indicate that adult-only rating dooms picture for TV

Most television broadcasters, responding to a query from Senator John L. McClellan (D-Ark.), apparently will not run controversial "X"-rated movies that become available to television. The fate of the "M"- and "R"-rated films is less clear.

Senator McClellan, chairman of the Senate Subcommittee on Copyrights, sent letters Sept. 26 to broadcasters, their associations, networks and motion-picture producers and distributors (BROADCASTING, Sept. 29). He asked for statements of policy regarding showing of the films on television.

Although the McClellan subcommittee is not planning to release the breakdown of nearly 100 replies for another week, it was reported last week that virtually all replies indicated they did not intend to broadcast the "X"-rated (for adults only) movies. One broadcaster said he might air some movies if the objectional parts were edited out.

Vincent T. Wasilewski, president of the National Association of Broadcasters, told the senator in a letter that the issue is "within the purview of the NAB Code Authority, the self-regulatory arm of the broadcast industry."

Mr. Wasilewski said he believed films should be evaluated by broadcasters on a case-by-case basis. "Where editing can overcome objections to the use of the particular film for television as a home-audience medium, we believe that broadcasters will act responsibly to assure compliance with the Code," he said. "Where editing cannot overcome such objections, broadcasters will continue to reject such films for television."

He declared "historically, the Code Authority has not sought to be a prior censor of program material . . . the Code Authority does not attempt to dictate content and form of programming. We believe that the broadcasting industry's Code standards can be applied to motion pictures offered for performance on television, either by the exercise of editing options or by rejection."

Lawrence H. Rogers II, president of Taft Broadcasting, Cincinnati, in a letter to the senator did not answer the questionnaire but pledged support to the effort to keep television in the realm of "wholesome family entertainment and information." He questioned particularly the possible barring of "M" (for mature) and "R" (for restricted) films and rejected any move to turn self-regulation machinery over to a

government body.

Specifically, Mr. Rogers said; "The case of the M's gives me serious concern. How would you classify, for example, "Hamlet," "Macbeth," or "The Iceman Cometh?" Are they suitable for youngsters? Does this mean all mature drama must be banned from television? I don't think that's what either of us has in mind. An important consideration is the time of scheduling and the supposition of parental supervision," he wrote Senator McClellan.

Earlier last week the Oklahoma Publishing Co. announced an advertising ban on "X"-rated movies in its three newspapers and its Oklahoma City radio and television stations. Included are the *Daily Oklahoman*, *Oklahoma City Times*, *Sunday Oklahoman*, and WKY-AM-TV Oklahoma City.

Previously Frederick W. Ford, president of the National Cable Television Association, put that association on record against showing questionable films (BROADCASTING, Oct. 13). He said that where movies bear the "M", "R" or "X" rating and violate the NCTA code they will not be recommended or scheduled by CATV members.

Another theatrical film is sponsored by Triangle

Triangle Stations has concluded an agreement with Freeman-Enders Productions for the development of a new feature film for theatrical release, "The Crawford Case."

Triangle Stations entered the feature film field earlier this year with a co-production deal on the forthcoming "Viva Max" and "The Magic Christian" with Commonwealth United Corp. Robert A. Mirisch, director of film development for the station group, is also bringing "Remember Jack Hoxie" to the screen. This comic novel by Jon Cleary is being adapted by Carl Gottlieb.

Development of television properties as well as feature films is also on Mr. Mirisch's agenda. Triangle currently has 32 television properties in syndication.

MRN billboards set for AP radio wire

Metromedia Radio News has reached an agreement with AP under which AP will supply billboards of MRN's audio news feeds on its broadcast wire, it was

announced last week.

MRN currently has 135 station subscribers in the U.S. and Canada. AP will provide MRN billboards to more than 2,000 radio stations subscribing to the AP broadcast wire. AP press does not maintain an audio news service. As part of the arrangement, an MRN audio line will be installed at AP's broadcast desk in New York, enabling editors there to monitor all voice transmissions as they go out to MRN subscribers.

CBS takes lead in fast Nielsens

Network ahead 1st time this season; ABC shows increase over year ago

CBS-TV moved into the lead for the first time this season in the fast national Nielsen ratings for the week of Oct. 6-12. CBS averaged an 18.5 rating for the week, while NBC-TV had 17.7 and ABC-TV had 16.9.

The averages the week before were NBC 20.2, CBS 18.3 and ABC 15.5.

The latest figures when compared to those of the similar week a year ago, represent an increase of 11% for ABC, no change for CBS, and a decrease of 7% for NBC.

Although none of the top five shows were on CBS, that network had the preponderance of series ranking in the top third of all prime-time shows. CBS had 15, as compared with NBC's eight and ABC's seven. These included two new shows, *Jim Nabors* and *Medical Center*, as well as some long-running programs: *Guns, Smokey*, *Jackie Gleason*, *Family Affair*, *Mayberry RFD*, *Beverly Hillsbillies*, *Red Skelton* and *My Three Sons*. Ratings of these shows ranged from 23.3 to 19.4.

ABC had the top show of the week, "The Over the Hill Gang," a movie made especially for television. Also included in the top third were ABC's new shows, *Marcus Welby M.D.* and *Room 222*, the Sunday movie, "Fantastic Voyage," and three successful series in previous years, *FBI*, *Mod Squad* and *Bewitched*, with ratings ranging from 26.8 to 20.4.

NBC's *Laugh-In* and *Bill Cosby* placed in the top five, while *Bonanza*, *Walt Disney*, *Ironsides* and *Dean Martin* continued strong.

A greater number of new programs placed in the bottom third than in either the top or the middle. The list includes 10: *Andy Williams* (NBC), *Survivors* (ABC), *Leslie Uggams* (CBS), *Bracken's World* (NBC), and *Love American Style*, *Brady Bunch*, *Mr. Deeds Goes to Town*, *Jimmy Durante Presents the Lennon Sisters*.

New People and *Music Scene*, all on ABC. Ratings ranged from 13.9 to 10.6. Other series ranking low that week were *Let's Make a Deal*, *It Takes A Thief*, *Dating Game*, *Flying Nun* and *Here Come the Brides* on ABC, *Mission Impossible*, one of CBS's top-rated series last year, and *I Dream of Jeannie* on NBC.

In the middle third, with ratings from 17.8 to 15.2 were seven new series, *My World and Welcome to It*, *Then Came Bronson*, *Bold Ones* and *Debbie Reynolds* on NBC, and *To Rome with Love*, *Tom Jones* and *Courtship of Eddie's Father* on ABC. The middle group also included the perennial *Ed Sullivan* on CBS and one of the series that switched networks, *Get Smart*, now on CBS. The other series that moved, *The Ghost and Mrs. Muir*, now on ABC, ranked near the bottom of the group.

Two NBC series which usually do well, *Julia* and *Tuesday Night at the Movies* were pre-empted Oct. 7 for a two-and-one-half-hour news special which ranked low, *From Here to the 70's*. CBS pre-empted a new series, *The Governor and J. J.*, and its news hour for a *CBS Playhouse*, which ranked just above NBC's news special.

A newsman's duties are many

When rioting prisoners in the new St. Louis city workhouse demanded their grievances be aired, they asked for KMOX-TV newsman Fred Porterfield as mediator, according to the St. Louis station. When Mr. Porterfield arrived, he succeeded in stopping fights between inmates, arranged for the removal of several injured prisoners and the release of a guard being held as hostage. He also relayed the inmates' demands for removal of the warden, improved food service, and less harassment from workhouse guards, to prison authorities. Mr. Porterfield plans a return visit with a station newsfilm unit to do a follow-up report.

'Odd Couple' set for ABC in '70

Paramount Television will produce a new weekly half-hour comedy series for ABC-TV titled *The Odd Couple* with Tony Randall and Jack Klugman in the title roles.

ABC said the series would be presented in the 1970-71 season. "The Odd

Couple" was Neil Simon's hit comedy show on Broadway, and also was made into a motion picture.

The TV series was created by Jerry Belson and Gray Marshall, writing-producing team whose TV credits include *The Dick Van Dyke Show*, *Lucy*, *Gomer Pyle*, *I Spy*, and *The Danny Thomas Show*. Douglas S. Cramer, executive vice president in charge of production at Paramount Television, will supervise the series.

Program notes:

More soap ■ Another daytime serial will soon be added to the ever increasing list of television soap operas. *All My Children*, written and created by Agnes Nixon, will start on ABC-TV, Monday, Jan. 5, 1970 (1-1:30 p.m. EST). Miss Nixon, a veteran of daytime programming, has taken part in many serials including *Search for Tomorrow*, *As the World Turns*, *Guiding Light*, *Another World*, and *One Life To Live*. *All My Children* will replace the game show *Dream House*, which will have its final telecast Jan. 2, 1970.

Syndicated talker ■ Cindy Adams, wife of comedian Joey Adams, has signed with Brandywine Productions, New York, to do a syndicated, daily, half-hour TV talk show. The *Cindy Adams Show* will feature guest interviews and

a film segment which will take the show out of the studio to visit out of the way people and places.

Radio gets Miss Rona ■ Rona Barrett, whose gossip reports about Hollywood are carried nightly by all Metromedia TV stations, has signed to do six daily reports on weekdays for KLAC(AM) Los Angeles, also a Metromedia-owned station. She will be heard on the hour from morning to late afternoon. Miss Barrett's TV reports are taped for national syndication by Metromedia Producers Corp.

Script seekers ■ Bombshell-Audio Productions, Huntington, W. Va., is seeking radio scripts of plays for possible recording by a college production group. Plays may be of any type but must be either 28 minutes in length or 56 minutes in two parts. Any stations desiring audition tapes of completed productions for free syndication should write 1046 Jackson Avenue, Huntington 25704.

New deal ■ Screen Gems reported it has signed independent producer Jackie Barnett to a new contract to produce entertainment specials and series for distribution by SG. Mr. Barnett recently completed 13 one-hour entertainment specials, which have been sold under the title of *Screen Gems Presents* to 70 markets.

ISPY

Las Vegas — KORK-TV / Thur / 6:30-7:30 pm
(Rep: Peters, Griffin, Woodward)

Tops in its time period for the entire season —
opposite both network and syndicated programming!

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Still another satellite plan

Teleprompter wants part of the action as Comsat readies talks with network chiefs

Chalk up another candidate for ownership of a domestic communications satellite system. It's Teleprompter Corp., New York, multiple CATV owner, which is studying the possibility of developing its own communications system of satellite-to-CATV ground stations.

Word of the plan was released by Irving B. Kahn, chairman-president of Teleprompter in a speech to the Hollywood Radio and Television Society last week. Mr. Kahn disclosed that Hughes Aircraft Co., which owns 16% of Teleprompter, has been asked to study the feasibility and costs involved if a cable-TV company is to develop its own domestic satellite system. Hughes Aircraft made the first synchronous communications satellites for the Communications Satellite Corp. in 1964.

Meanwhile, Comsat's James McCormack, chairman and chief executive officer, was in the midst of arranging a joint meeting with network presidents that may take place this week.

Mr. McCormack, on the heels of the call two weeks ago by Frank Stanton, CBS president, for a broadcaster consortium to own and operate its own domestic system (BROADCASTING, Oct. 20), told the networks that Comsat was eager to work with them in establishing a domestic system. He called to their attention correspondence Comsat has had with the President's Committee

on Telecommunications, in which Comsat suggested that networks and other broadcast groups be given the right to deal directly with the satellite operator. At present, Comsat customers must place their orders for international satellite circuits through existing common carriers. Comsat has maintained that the only efficient and economic domestic system must be a multipurpose one. Mr. McCormack's mission obviously is aimed at convincing the networks that they should not have to invest large sums in the setting up of a domestic space system.

Efficiency and economy are the watchwords, a network official (not CBS) said last week. "We don't care what form the system takes as long as it is efficient and economical."

Last week, AT&T broke the unaccustomed near-unity that developed 10 days ago in support of a privately-owned broadcaster domestic satellite system by challenging the CBS estimate that a TV and radio space system could be established for \$100 million.

It also noted that most satellite plans envision 12 to 14 channels, but said that at times current programming—on week-ends when many regional football games are being covered, for example—requires the use of up to 40 channels. To meet this sort of demand, AT&T said, a TV system would need at least two satellites and a third as a standby. The CBS plan proposed two satellites, one

as a standby.

And a senator has called on President Nixon to submit legislation that would insure the establishment of a domestic system, also serving Alaska. He's Senator Mike Gravel (D-Alaska), who also urged a revision of the 1962 Communications Satellite Act to permit states and their subdivisions to own ground stations.

In the interim, a definitive administration statement is expected soon from the White House committee studying domestic telecommunications policy. The committee is headed by Clay T. Whiehead, a White House aide.

The study requested by Teleprompter envisions a ground station serving each headend of 88 CATV systems in this country. The 88 cable-TV systems, in 27 states, would be the combined total of systems Teleprompter would have if its announced merger with H&B American Corp., another major CATV operator, is consummated (BROADCASTING, Aug. 11).

With a verbal nod to CBS President Frank Stanton's proposal for a three-network consortium to own and operate a satellite system, Mr. Kahn emphasized that he doesn't want to be placed in "bondage" to either Comsat or the broadcast networks. Mr. Kahn pointed out that in his view the "next giant stride" for the cable-TV industry is equal participation in the use of satellite communications.

What Mr. Kahn did not spell out in his talk is that Hughes Aircraft previously, under commission from ABC, made a feasibility study of the initial proposal for the use of domestic satellites for TV broadcasting. Teleprompter and Hughes jointly own Theta Cable, a CATV firm with franchises in Los Angeles. Teleprompter's merger with H&B American awaits approval of stockholders.

AT&T last week did not back away from its new position that networks and others should be permitted to apply for a license to establish and operate satellites, if they wish, but officials indicated a strong belief that the \$100-million estimate was too low.

AT&T authorities said they had no current satellite cost estimates of their own, except for information from the National Aeronautics and Space Administration indicating that launch costs alone had increased from \$3 million to \$13 million in the last three years.

They also said that while satellite costs have been increasing, the cost of installing ground relays has declined, and repeated their view of a week ago

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Radio and television stations that are not complying with the fairness doctrine by not having both sides of the Negro question presented should have our program on their station as a public service or with a sponsor. Every station whether they broadcast to Negroes or not should have our program. "The Donald Jackson Report." Our Foundation wants to own a station. Will someone donate us a station for Tax Write Off.

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JACKSON FOUNDATION, 617 Main Street, Buffalo, N. Y. 14203



Donald Jackson, Pres.

that the economics of satellite relays as compared with terrestrial systems may be less now than they seemed a few years ago. In fact, they said, satellites in the long run may be more costly than ground relays.

CBS authorities did not appear disturbed by AT&T's contentions. One official, noting that there had been numerous estimates over the years, said the final cost obviously would depend on the conformation and sophistication of the system, number of ground stations, and contended that in view of prior estimates—even allowing for rising prices since they were made—CBS's estimate of \$100 million "can't be far off."

Among earlier figures he cited were AT&T's estimate of \$102 million for an initial multipurpose—not broadcasting only—system and \$170 million for an advanced 1980 model. Other estimates included ABC's \$81 million, the Ford Foundation's \$101 million for one system and \$116 million for a more complex one; NBC's \$103 million; Comsat's \$58 million for a pilot project and \$110 million for a 1970 mode, and Canada's estimate of \$81 million.

Senator Gravel, who was instrumental in insuring that Alaska received the historic moon-walk TV transmissions from Apollo 11 last July via military satellite circuits, told the President that the Communications Satellite Corp. in its present form is unmanageable. It not only has competitors on its board, he noted, but he questioned whether it can act as an international agent (Comsat acts as manager of the International Telecommunications Satellite Consortium) and simultaneously "as a responsive and successful" domestic institution.

Senator Gravel also warned that the current Intelsat conference, due formally to resume in Washington in February, must not "impede full and free utilization of satellite technology for domestic . . . communications."

Comsat, the Alaska Democrat said, has been seriously hindered "by foreign governmental interests in lucrative submarine cables and their inflated profits."

Peter M. Flanigan, assistant to President Nixon, replying for the President, told the senator that "it is entirely appropriate" that the role of satellite communications within the U.S. and internationally should be reviewed. Mr. Flanigan assured the senator that his views would be given serious consideration.

In a speech two weeks ago to the Interuniversity Communications Council meeting at Notre Dame University, Senator Gravel disclosed that NASA was working on a plan to bring "educational and cultural" TV to four Alaskan communities, using its Applied Technology Satellite 1. This is part of a general plan to use NASA's ATS spacecraft for testing various elements of a domestic satellite system. This is in the planning

stages following a meeting of interested parties, including TV networks and other broadcast interests, several months ago.

Last September, Senator Gravel introduced a bill (S-2928) that would permit states or its subdivisions to own earth stations. This was referred to the Senate Commerce Committee.

'69 color TV up, but not as fast

The sale of color-TV sets by distributors to retailers continued up for the eight months of the year, but the rate of increase seems to be slowing down.

Color-TV set sales were up 9.2% over the same January-August period last year, but in August the increase was only 2.3% over the same month in 1968. In July, color-TV set sales were up 17.5% over July last year (BROADCASTING, Sept. 29).

In its report last week, the Electronic Industries Association also reported that black-and-white TV set sales through August cumulatively were down 6.7% compared to the same period last year.

Radio sales also continued on a downward swing, 5.5% below the same period last year. Automobile radio sales, however, held at a 1.9% increase for the cumulative months, with a strong 30.3% increase registered for

August.

For the first eight months of the year:

| TELEVISION | | |
|--------------------|-------------------|-------------------|
| | 1969 | 1968 |
| Color | 3,412,032 | 3,123,414 |
| Monochrome | 3,114,653 | 3,336,821 |
| Total TV | 6,526,685 | 6,460,235 |
| RADIO | | |
| AM | 3,620,318 | 4,353,632 |
| AM/FM or FM only | 2,296,947 | 2,413,972 |
| Auto | 6,523,929 | 6,400,008 |
| Total Radio | 12,441,194 | 13,167,612 |

Gates to unveil color TV transmitter

A new transmitter for VHF television stations is being introduced this week by Gates Radio Co. in Washington. The transmitter is said to improve color-TV transmissions by a factor of two through the use of intermediate frequency modulation.

IF modulation, Gates sources said, overcomes color degradation by the transmitter itself. Officials declined, however, to explain how its IF modulation circuit works. A new Gates 35-kw transmitter using IF modulation has been tested at WGEM-TV ch. 10) Quincy, Ill., the firm's home quarters, since early this month. The new transmitters will range in power from 1,300 w to 50 kw.

ISPY

Phoenix — KOOL-TV / Sun / 9:00-10:00 pm
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ISPY attracts more women than any other syndicated film on Phoenix television!

Source: ARB



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Openings for ads develop in Europe

Ad executives in Chicago hear of rapid growth of commercial TV in Europe

The growing opportunities for marketing in Europe, including broadcast advertising in many areas, were detailed in Chicago last week at an all-day international seminar sponsored jointly by Clinton E. Frank Inc. and the Chicago Association of Commerce and Industry. Several hundred U.S. advertising executives took part.

The Frank agency is the American partner in the European Marketing and Advertising Agencies (EMAD) group. Key EMAD officials told of advertising trends in their respective countries, led by Alexandre de Lasta, managing director, EMAD Ltd., London, who especially noted TV's impact (BROADCASTING, Oct. 20).

"Ten years ago if you had looked at a group of teen-agers from 10 European countries," Count de Lasta said, "you could have identified their nationality by their clothes. Today you can tell difference only by the shape of their noses."

He noted many economists in Europe now talk about a "consumption society." Marketing changes include shifts to the supermarket, chain store and self-service restaurant, even in France, he said.

Although commercial TV in France is less than a year old, advertising in the medium is soaring, it was indicated by Gerard Gaveau, director, Inter Pans-Publi Action, Paris. He reported a 30-second spot in prime time costs up to \$15,000 and a maximum frequency of

12 may be bought. Shorter 15-second spots cost up to \$8,000 and can be bought in flights up to 18 spots. France has two national channels, one in color.

Color TV sets in West Germany are selling at a rate of 600,000 units annually, according to Herbert Hawel, partner, Westag, Webeagentur, Prigge, Hawel & Co., Cologne, and market penetration will be 20% by 1975. Total TV penetration now is 75-90%, he said, with 5% color. Demand for TV time is three to four times the availabilities, he said, and orders must be placed a year in advance.

You can't buy what you want when you want it in Italy either because demand so exceeds availabilities, according to Gilberto Sozzani, international director, Lambert S.P.A., Milan. He said the most popular form is the "Carosello" where advertisers prepare a two-minute-and-15-second program in which only 35 seconds can be "sell" and the rest must be entertainment. Only five such units are allowed a sponsor over two months and each must be different, he explained.

Although commercial TV has been in Holland officially only two years, 85% of the homes have sets, according to Ronald Van Vleuten, managing director, Reclame-Adviesbureau H.V.R., Amsterdam, The Hague. Luxembourg and an off-shore pirate station predated this service, he said. Color should be introduced on a modest scale next year, he added.

Similarities as well as differences in British TV advertising and the U. S. were related by Bryan Betts, director, Saward Baker & Co., London. Independent television, the only commercial network, now reaches 88% of all homes, he said, but booking a schedule is very difficult because of the seller's market.

The most striking trend is the in-

creased use of sex, he related, both overtly and symbolically advertising, but it hasn't always meant success. Some campaigns backfired, he said.

Belgium doesn't have commercial radio or TV now but will soon because of necessity, according to Raymond Leblanc, president, Publiart S.P.R.L., Brussels. He said "well over 40% of the population now can pick up at least two foreign channels in addition to our own two noncommercial channels."

Publishers team to buy CKLW-TV

RKO General Inc. formally announced last week it has agreed to sell CKLW-TV Windsor, Ont., to Baton Broadcasting Ltd. and Maclean-Hunter Ltd. of Ontario (BROADCASTING, Oct. 6). The transaction, which is subject to the approval of the Canadian Radio-Television Commission, carries an estimated price tag in excess of \$5 million.

John Bassett, chairman and president of Baton Broadcasting Ltd., which also operates CFTO-TV in Toronto, is also owner and chairman of Toronto Telegram Publishing Co. He is in partnership in the purchase of CKLW-TV with Maclean-Hunter Ltd., which owns and operates Maclean's magazine, *The Financial Chronicle* in Toronto and CKEY(AM) Toronto.

CKLW-TV has been operated by a subsidiary of RKO General, Western Ontario Broadcasting Co. Ltd., which made the sale. Western Ontario also owns and plans to sell CKLW-AM-FM Windsor, it was said. These actions are being taken, RKO General said, to comply with recent Canadian legislation requiring that citizens of that country own at least 80% of any Canadian broadcasting stations.

The negotiations for the sale of CKLW-TV were handled for RKO General by R.C. Crisler & Co.

Abroad in brief:

Name change ■ Charles Hobson & Grey Ltd., which is at new address, 50 Conduit St., London W.I., has become Grey Advertising Ltd., wholly owned subsidiary of Grey Advertising, New York.

New European facility ■ RCA has announced plans to invest more than \$900,000 in a new facility on the Isle of Jersey in the English Channel as an improved base for expanding its commercial electronic products activities in Europe.

Let's talk *computerized* traffic / accounting

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RCA looks for its best year

Sarnoff tells analysts Selectavision will be \$1-billion industry

Sales and earnings of RCA in 1969 are expected to show an improvement over 1968 despite the economic softness of the fourth quarter RCA President Robert W. Sarnoff told a meeting of the New York Society of Security Analysts last Thursday night (Oct. 23).

He noted that sales and earnings through the first three quarters of this year have surpassed last year's nine-months record totals. And in spite of the slowdown in the marketplace as a whole in the fourth quarter, he felt that 1969 will show advances over 1968.

During a question-and-answer period following his talk and reports from five RCA group operating executives, Mr. Sarnoff declined to be more specific regarding prospects for the company's fourth quarter of 1969. He said that "it's too early to tell since there are too many uncertainties in the marketplace."

He was asked if RCA, over the next few years, contemplated making an investment in some area that would be comparable to that made in color television or information systems. Mr. Sarnoff replied that the company would be making a "major investment" in Selectavision, the corporation's newly developed color TV-tape system for the home entertainment market (BROADCASTING, Oct. 6). But he said the investment would not be "of the same magnitude" as for color TV or information systems. He was optimistic about the potential of Selectavision and added:

"We anticipate that within 10 years SV will be a \$1-billion industry, derived about half from programing and half from players."

Mr. Sarnoff told another questioner that during 1969 RCA has maintained its leadership in color-TV set sales, though he acknowledged that some smaller companies had registered gains.

D. L. Mills, senior executive vice president, RCA consumer products and components, told the audience that in spite of some gloomy forecasts RCA believes there are "excellent profit opportunities" in the 70's for the sale of color-TV sets. He said improvements will be made continually in the manufacturing of the sets, attracting consumers, who, he said, are "more interested in both

picture quality and ease of tuning than in price."

Julian Goodman, NBC president, predicted an era of growth for broadcasting in the years ahead, with the medium garnering an increasing share of total ad expenditures; gaining additional advertising dollars in TV through the expansion of service industries and looking toward substantial sales and profit now that the basic color investment has been made.

"This payoff will come in greater advertising effectiveness, which means larger revenues from higher pricing and additional advertising sources," Mr. Goodman stated. "These returns will continue expanding as color-set circulation keeps rising."

He reported that over the past five years, NBC's sales volume has increased by 49%, compared to a 34% increase by its two principal competitors (ABC and CBS). He stressed that for the season to date, NBC is a "clear first" in evening ratings.

Mr. Goodman said NBC is formulating plans to meet the termination or

phase-out of cigarette advertising, which represents about 11% of the company's TV billings. He said NBC expects to "absorb this loss without severe strain." A special sales development group has been set up "to counteract the effect."

Cowles folds daily 'Suffolk Sun' newspaper

Cowles Communications Inc., New York-based newspaper and broadcasting complex, has suspended publication of its *Suffolk Sun*, Long Island, N.Y., daily newspaper.

The paper, which was launched in November 1966, incurred heavy losses. Because Cowles Communications charged off its losses as incurred, rather than amortizing them over a period of years, the newspaper had severely depressed the company's earnings.

Cowles had net losses of \$972,000 for 1968, and \$3,487,000 for 1967 (BROADCASTING, May 12). Cowles, however, reported record gross revenues and an increase in net income (\$1,443,-

you're not
with it...
if you're not
buying...

**HERE'S
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000 as compared with \$466,000) for the first six months of the year ended June 30 as compared with the same period last year (BROADCASTING, Aug. 11).

Cox report shows '69 well ahead of '68

Cox Broadcasting Corp., Atlanta, last week reported increased revenues and earnings for both the third quarter and the nine-month period ended Sept. 30. Operating revenues were up 22% for the nine-month period and 23% for the three months. Net income was up 13% and 12%, respectively.

J. Leonard Reinsch, Cox president, said all CBC operating divisions, with the exception of the program produc-

tion and distribution division, contributed to the improved results so far this year. Revenues of the broadcasting division, he said, "increased 14% in the third quarter, with television again showing greater gains than radio."

For the nine months ended Sept. 30:

| | | |
|--------------------|------------|------------|
| | 1969 | 1968 |
| Earned per share | \$1.90 | \$1.68 |
| Revenues | 44,758,801 | 36,823,801 |
| Net income | 5,494,928 | 4,842,686 |
| Shares outstanding | 2,893,000 | 2,878,550 |

Company reports:

Communications Satellite Corp., Washington, reported an increase in revenues and a slight decline in net income for the nine months ended Sept. 30:

| | | |
|------------------|------------|------------|
| | 1969 | 1968 |
| Earned per share | \$0.49 | \$0.50 |
| Revenues | 33,528,000 | 21,821,000 |
| Net income | 4,947,000 | 5,054,000 |

Norton Simon Inc., Fullerton, Calif.,

parent company of TV and Motion-Picture Producer Talent Associates Ltd. and the McCall Publishing Co., reported net income increased 20% on a 6% sales gain for the first quarter of fiscal 1970 ended Sept. 30:

| | | |
|------------------|-------------|-------------|
| | 1970 | 1969 |
| Earned per share | \$0.67 | \$0.56 |
| Revenues | 258,360,000 | 244,010,000 |
| Net income | 8,706,000 | 7,388,000 |

Cohu Electronics Inc., San Diego, manufacturer of broadcast and closed-circuit television systems, reported a gain of over 12% in sales and an increase of 66% in net income for the nine months ended Sept. 30:

| | | |
|--------------------|-----------|-----------|
| | 1969 | 1968 |
| Earned per share | \$0.28 | \$0.17 |
| Net sales | 7,623,811 | 6,769,016 |
| Pretax income | 806,885 | 470,036 |
| Net income | 394,885 | 237,036 |
| Shares outstanding | 1,400,752 | 1,394,446 |

Gannett Co., Rochester, N.Y., news-

The Broadcasting stock index

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

| Stock symbol | Ex. change | Closing Oct. 23 | Closing Oct. 16 | Closing Oct. 9 | High 1969 | Low | Approx. Shares Out (000) | Total Market Capitalization (000) | |
|--|------------|-----------------|-----------------|----------------|-----------|--------------|--------------------------|-----------------------------------|---------|
| Broadcasting | | | | | | | | | |
| ABC | N | 59% | 57 | 51 | 76% | 45% | 4,859 | 266,030 | |
| Atlantic States Ind. | O | 8% | 8 | 7% | 15% | 6 | 1,798 | 13,485 | |
| Capital Cities | N | 34% | 32% | 28% | 37% | 26 | 5,804 | 173,191 | |
| CBS | N | 48% | 47 | 41% | 59% | 41% | 25,617 | 1,178,382 | |
| Corinthian | CRB | N | 27% | 26% | 23% | 20 | 3,384 | 79,524 | |
| Cox | COX | N | 52 | 51% | 45% | 59 | 2,893 | 130,185 | |
| Gross Telecasting | GGG | A | 16% | 16 | 15% | 24% | 15 | 805 | 12,172 |
| Metromedia | MET | N | 20% | 20% | 18% | 53% | 17% | 5,525 | 105,638 |
| Pacific & Southern | O | 18 | 20% | 20 | 26% | 13% | 1,635 | 28,613 | |
| Reeves Telecom | RBT | A | 19% | 18% | 13% | 35% | 12% | 2,253 | 30,416 |
| Scripps-Howard | O | 23% | 27 | 24% | 31% | 21 | 2,58 | 65,372 | |
| Sonderling | SDB | A | 37% | 38% | 30% | 47% | 29% | 985 | 28,541 |
| Starr Broadcasting | O | 10% | 9 | 8% | 9% | 6% | 338 | 3,211 | |
| Taft | TFB | N | 33% | 34% | 31% | 43% | 3,437 | 112,046 | |
| | | | | | | Total | 61,822 | \$ 2,226,806 | |
| Broadcasting with other major interests | | | | | | | | | |
| Avco | AV | N | 28% | 29% | 24% | 49% | 23% | 12,872 | 332,612 |
| Bartell Media | BMC | A | 13% | 13% | 14 | 22% | 8% | 2,292 | 31,515 |
| Boston Herald-Traveler | O | 28 | 28 | 27 | 71 | 29 | 574 | 17,794 | |
| Chris-Craft | CCN | N | 12% | 13 | 12% | 24% | 11% | 3,201 | 42,413 |
| Combined Comm. | O | 11 | 10% | 10 | 11% | 8% | 1,800 | 19,080 | |
| Cowles Communications | CWL | N | 13% | 12% | 10% | 17% | 9% | 3,969 | 42,667 |
| Fuqua | FQA | N | 39% | 40% | 37% | 47 | 30% | 5,073 | 181,369 |
| Gannett | GCI | N | 28% | 28% | 25% | 29% | 24% | 4,738 | 178,860 |
| General Tire | GY | N | 20% | 18% | 18 | 34% | 17% | 17,914 | 325,139 |
| Gray Communications | O | 9% | 9% | 9% | 12% | 8% | 475 | 3,971 | |
| Lamb Communications | O | 3% | 4 | 3% | 10 | 4 | 2,650 | 9,938 | |
| Lee Enterprises | O | 20% | 18% | 20% | 21% | 15% | 1,957 | 36,694 | |
| Liberty Corp. | LC | N | 21% | 23% | 22 | 24% | 14 | 6,743 | 142,412 |
| LIN | O | 11% | 10% | 10 | 23% | 7% | 2,174 | 25,545 | |
| Meredith Corp. | MDP | N | 45% | 46% | 43% | 59% | 32% | 2,779 | 118,108 |
| The Outlet Co. | OTU | N | 19% | 18 | 17 | 30% | 16% | 1,336 | 24,136 |
| Plough Inc. | PLO | N | 74% | 73% | 67% | 73% | 57% | 7,892 | 536,656 |
| Post Corp. | O | 19% | 18% | 18 | 40 | 14% | 566 | 10,754 | |
| Rollins | ROL | N | 40 | 38% | 36% | 41% | 30% | 7,983 | 297,367 |
| Rust Craft | RUS | A | 28% | 28% | 28% | 38% | 24% | 1,168 | 29,784 |
| Storer | SBK | N | 38% | 34 | 29% | 62 | 24% | 4,220 | 131,875 |
| Time Inc. | TL | N | 51% | 47% | 46% | 100% | 36% | 7,238 | 332,948 |
| Wometco | WOM | N | 18% | 18% | 17% | 23% | 16% | 5,683 | 107,977 |
| | | | | | | Total | 105,293 | \$ 2,979,605 | |
| CATV | | | | | | | | | |
| Ameco | ACO | A | 9 | 9% | 8% | 14% | 7% | 1,200 | 9,900 |
| American TV & Comm. | O | 16% | 15% | 13% | 15% | 9% | 1,775 | 23,519 | |
| Cablecom-General | CCG | A | 11 | 9% | 9 | 12% | 8% | 1,605 | 15,793 |
| Cable Information Systems | O | 2% | 2% | 2% | 5 | 2% | 955 | 1,910 | |
| Columbia Cable | O | 10% | 10 | 9% | 15% | 9% | 900 | 8,775 | |
| Cox Cable Communications | O | 14% | 14 | 13% | 22 | 12% | 3,550 | 44,375 | |
| Cypress Communications | O | 9% | 9% | 9% | 23 | 10% | 854 | 8,540 | |
| Entron | O | 2% | 2% | 2% | 10% | 2% | 607 | 16,693 | |
| General Instrument Corp. | GRI | N | 32% | 45 | 35% | 43% | 26 | 6,028 | 210,980 |
| H & B America | HBA | A | 17% | 16% | 14% | 20% | 11% | 5,016 | 75,240 |
| Sterling Communications | O | 6% | 7 | 4% | 10% | 5% | 500 | 2,500 | |
| Teleprompter | TP | A | 72 | 67% | 59 | 72% | 46 | 1,007 | 60,420 |
| Television Communications | O | 14% | 13 | 12 | 20% | 10 | 2,654 | 28,531 | |
| Vikoa | VIK | A | 23% | 23% | 24 | 33% | 1,795 | 43,529 | |
| | | | | | | Total | 28,446 | \$ 550,705 | |

paper owner and group broadcaster, reported a 20.3% increase in revenues and a 13.1% increase in net income for the 39 weeks ended Sept. 28:

| | 1969 | 1968 |
|------------------|-------------|------------|
| Earned per share | \$0.92 | \$0.81 |
| Revenues | 107,504,065 | 89,352,115 |
| Net income | 6,509,693 | 5,755,242 |

Notes: 1969 net income is before provision for extraordinary loss from sale of a non-publishing subsidiary. Extraordinary loss reduced 1969 earnings per share to 89 cents.

Kaufman and Broad Inc., Los Angeles, major cable-TV operator, has reported record earnings for the nine months ended Aug. 31:

| | 1969 | 1968 |
|--------------------|------------|------------|
| Earned per share | \$0.84 | \$0.54 |
| Revenues | 69,373,937 | 47,384,055 |
| Net income | 3,180,291 | 1,805,826 |
| Shares outstanding | 3,795,205 | 3,478,246 |

Note: Earned per share for 1968 period adjusted for two-for-one stock split in January 1969.

Taft Broadcasting Co., Cincinnati, group

broadcaster and TV program producer, reported an increase in revenues and income for the first half of 1969.

Taft also declared a quarterly dividend of 15 cents per share, payable Dec. 15 to stockholders of record Nov. 14.

For the six months ended Sept. 30:

| | 1969 | 1968 |
|------------------|------------|------------|
| Earned per share | \$1.08 | \$1.06 |
| Net revenues | 26,620,255 | 22,896,410 |
| Net income | 3,932,681 | 3,798,334 |

Atlantic States Industries Inc., New York, group broadcaster and owner of McGavren-Guild-PGW Radio Representatives, reported a 26% increase in net sales and a 9.6% increase in pretax earnings for the six months ended June 30:

| | 1969 | 1968 |
|------------------|-----------|-----------|
| Earned per share | \$0.07 | \$0.07 |
| Net sales | 1,888,910 | 1,499,632 |
| Pretax income | 289,670 | 264,220 |
| Net income | 139,670 | 128,220* |

*Before extraordinary credit of \$128,000.

LIN Broadcasting Corp., New York-based group station owner, reported an increase in sales but a decline in net income for the first half of 1969. Combined sales in the broadcasting, telephone-answering and recording divisions amounted to \$9,038,000 and produced operating profit of \$2,241,000 in 1969 vs. sales of \$3,876,000 and operating profit of \$1,187,000 the year before.

For the six months ended June 30:

| | 1969 | 1968 |
|------------------|-------------|-----------|
| Earned per share | (\$1.97) | \$0.13 |
| Sales | 12,555,000 | 9,395,000 |
| Pretax income | (917,000) | 364,000 |
| Net income | (4,321,000) | 198,000 |

PKL Co.'s, New York-based diversified company in which Papert, Koenig, Lois Advertising is a division, reported a decrease in gross billings but an increase in net income for the nine

| | Stock symbol | Ex-change | Closing Oct. 23 | Closing Oct. 16 | Closing Oct. 9 | High 1969 | Low | Approx. Shares Out ('000) | Total Market Capitalization ('000) |
|---|--------------|-----------|-----------------|-----------------|----------------|-----------|--------------------|---------------------------|------------------------------------|
| Programming | | | | | | | | | |
| Columbia Pictures | CPS | N | 33½ | 33½ | 32½ | 42 | 25 | 5,863 | 199,342 |
| Commonwealth United* | CUC | A | — | — | — | 24½ | 7½ | 12,428 | 132,000 |
| Disney | DIS | N | 107½ | 103½ | 94 | 108 | 69½ | 4,381 | 425,483 |
| Filmways | FWY | A | 25½ | 24½ | 23½ | 38½ | 19½ | 1,244 | 30,478 |
| Four Star International | | O | 4½ | 5 | 4½ | 10 | 3½ | 666 | 3,663 |
| Gulf and Western | GW | N | 23½ | 25½ | 20½ | 50½ | 19 | 16,426 | 354,802 |
| Kinney National | KNS | N | 30½ | 30½ | 27 | 39½ | 19 | 5,940 | 161,865 |
| MCA | MCA | N | 23½ | 22½ | 21½ | 44½ | 20½ | 8,297 | 180,460 |
| MGM | MGM | N | 34½ | 35½ | 32 | 44½ | 25 | 5,801 | 224,789 |
| Transamerica | TA | N | 26½ | 28½ | 24½ | 38½ | 23 | 61,869 | 1,490,657 |
| Trans-Lux | TLX | A | 26½ | 25½ | 22½ | 58½ | 17½ | 979 | 19,188 |
| 20th Century-Fox | TF | N | 22½ | 21½ | 20½ | 41½ | 16½ | 8,155 | 169,950 |
| Walter Reade Organization | | O | 9½ | 8½ | 8½ | 15½ | 8 | 2,342 | 21,359 |
| Wrather Corp. | | O | 9½ | 8 | 8 | 23 | 7½ | 2,161 | 17,828 |
| | | | | | | | Total | 141,091 | \$ 3,533,992 |
| Service | | | | | | | | | |
| John Blair | BJ | N | 25½ | 25½ | 22½ | 28½ | 17½ | 2,667 | 64,328 |
| Comsat | CQ | N | 53 | 49½ | 47½ | 55½ | 41½ | 10,000 | 482,500 |
| Creative Management | | O | 10½ | 11½ | 11½ | 20½ | 8½ | 1,020 | 12,495 |
| Doyle Dane Bernbach | | O | 23 | 23 | 19½ | 33 | 20½ | 2,104 | 43,658 |
| Foote, Cone & Belding | FCB | N | 12½ | 13 | 13 | 15½ | 11 | 2,147 | 29,521 |
| Grey Advertising | | O | 14½ | 14½ | 13½ | 18½ | 13 | 1,163 | 16,573 |
| MovieLab | MOV | A | 9½ | 6½ | 6½ | 14½ | 6 | 1,407 | 9,145 |
| MPO Videotronics | MPO | A | 10½ | 9½ | 8 | 22½ | 7½ | 548 | 4,795 |
| Nielsen | | O | 34½ | 31½ | 30 | 37½ | 28½ | 5,240 | 154,580 |
| Ogilvy & Mather | | O | 25½ | 24½ | 22½ | 35 | 16½ | 1,090 | 24,798 |
| PKL Co. | PKL | A | 11½ | 12½ | 12½ | 30½ | 10½ | 723 | 9,038 |
| J. Walter Thompson | | O | 32 | 30½ | 32 | 41 | 24½ | 2,778 | 90,980 |
| Wells, Rich, Greene | | O | 10½ | 9½ | 9½ | 18½ | 8½ | 1,601 | 14,153 |
| | | | | | | | Total | 32,488 | \$ 956,564 |
| Manufacturing | | | | | | | | | |
| Admiral | ADL | N | 20½ | 20½ | 19½ | 21½ | 14½ | 5,124 | 81,984 |
| Ampex | APX | N | 45½ | 46½ | 44½ | 48 | 32½ | 10,815 | 489,379 |
| General Electric | GE | N | 87½ | 86½ | 84½ | 98½ | 81 | 91,025 | 7,782,638 |
| Magnavox | MAG | N | 43½ | 41 | 42 | 56½ | 39½ | 16,561 | 716,263 |
| 3M | MMM | N | 110½ | 113½ | 114½ | 115½ | 94 | 54,521 | 6,133,613 |
| Motorola | MOT | N | 163½ | 156½ | 141 | 161½ | 102½ | 6,148 | 862,257 |
| RCA | RCA | N | 43½ | 44½ | 42 | 48½ | 35½ | 62,713 | 2,571,233 |
| Reeves Industries | RSC | A | 5½ | 5½ | 5 | 10½ | 4½ | 3,443 | 18,041 |
| Visual Electronics | VIS | A | 13½ | 12½ | 9½ | 37 | 9½ | 1,357 | 13,570 |
| Westinghouse | WX | N | 63½ | 60 | 55½ | 71½ | 53½ | 38,750 | 2,208,750 |
| Zenith Radio | ZE | N | 42½ | 43½ | 42½ | 58 | 35½ | 18,965 | 806,013 |
| | | | | | | | Total | 309,422 | \$21,683,741 |
| | | | | | | | Grand total | 678,622 | \$31,931,413 |
| Standard & Poor Industrial Average | | | 107.06 | 105.99 | | | | | |

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

Shares outstanding and capitalization as of September
* Trading temporarily suspended.
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

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

NEW ISSUE

October 23, 1969

220,000 Units

Media Horizons, Inc.

440,000 Shares Class A Common Stock
(Par Value \$5.10 per Share)

and

Warrants to Purchase

220,000 Shares of Class A Common Stock

Offered only in Units consisting of 2 shares of Class A Common Stock and a warrant to purchase 1 share of Class A Common Stock, separately transferable.

Price \$11.00 per Unit

Copies of the Prospectus may be obtained from the undersigned only in such states as the undersigned may legally offer these securities and in which the Prospectus may legally be distributed.

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Incorporated

J. C. Bradford & Co.
Incorporated

Cogan, Berland, Weill & Levitt, Inc.

H. Hentz & Co.

Hirsch & Co.

Thomson & McKinnon Inc.

Edwards & Hanly Securities, Inc.

Emanuel, Deetjen & Co.

Filor, Bullard & Smyth

Hallowell, Sulzberger, Jenks & Co.

Scheinman, Hochstin & Trotta
Incorporated

Suplee, Mosley, Close & Kerner
Incorporated

months ended Aug. 31:

| | 1969 | 1968 |
|----------------------------|------------|------------|
| Earned per share | \$0.11 | (\$0.09) |
| Gross billings | 17,749,200 | 25,297,800 |
| Net income | 82,739* | (66,181) |
| Average shares outstanding | 725,103 | 732,981 |

*Before a net gain from sale of certain leases (minus loss on investment in a subsidiary) amounting to \$706,500 or 97 cents per share.

Capital Cities profits well ahead of '68 pace

Capital Cities Broadcasting Corp., New York group owner and publisher, has reported a third-quarter net income increase of 23% in per-share earnings for the nine month period ended Sept. 30.

The report included the operations of the Pontiac Press Co., which operates two newspapers in Michigan. It was acquired May 20.

The nine months ended Sept. 30:

| | 1969 | 1968 |
|------------------|------------|------------|
| Earned per share | \$1.12 | \$0.89 |
| Net revenues | 62,389,000 | 53,150,000 |
| Net income | 8,167,000 | 6,519,000 |

G&W earnings dip despite sales rise

Gulf & Western Industries Inc., New York, parent company of Paramount Pictures Corp., reported last week that operating earnings in fiscal 1969 declined from fiscal 1968 levels, but said an increase in gains from sales of securities resulted in a net earnings increase for the 2-month period ended July 31.

G&W said that lower operating earnings in 1969 resulted from decreased profits in some of its operations and from a change in accounting methods.

For the fiscal year ended July 31:

| | 1969 | 1968 |
|------------------|---------------|---------------|
| Earned per share | \$3.15 | \$3.13 |
| Net sales | 1,564,000,000 | 1,331,000,000 |
| Net income | 72,050,000 | 70,366,000 |

Public buys up offer by Media Horizons Inc.

Initial public offering by Media Horizons Inc., New York, of 440,000 class A common shares plus warrants to purchase 220,000 additional shares was sold out last Wednesday (Oct. 22) at an indicated price of \$2,420,000. The sales price was \$11 per unit, consisting of two shares and a warrant.

Media Horizons, formed last January, is the licensee of KEMO-AM-FM Phoenix; WRAN(AM) Dover, N. J., and WGNV (AM) Newburg, N. Y. Last March the company entered into an agreement to acquire the capital stock of United Business Publications Inc., publisher of business and professional periodicals. The primary purpose of the offering is to obtain the balance of the purchase price (\$2,750,000) for the capital stock of United Business Publications.

The underwriting was handled by Blair & Co., New York.

THIS ANNOUNCEMENT IS NEITHER AN OFFER TO SELL NOR A SOLICITATION OF AN OFFER TO BUY ANY OF THESE SECURITIES. THE OFFERING IS MADE ONLY BY THE PROSPECTUS.

NEW ISSUE

220,000 SHARES

CCA ELECTRONICS CORPORATION

COMMON STOCK
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WILLIAM NORTON & COMPANY

STEINDECKER, FRIEDMAN & CO.

WOODCOCK, MOYER, FRICKE & FRENCH, INC.

OCTOBER 17, 1969

Broadcast advertising

Robert W. Allrich, formerly president, Earle Ludgin & Co., Chicago, joins Clinton E. Frank Inc. there as VP and director of marketing.

John R. Hoyne, account supervisor, Ted Bates & Co., New York, joins Clyne Maxon Inc. there as senior VP and management supervisor.

Joel Weissman, with W.C.D. Inc., New York, joins Audio Productions there as director of TV commercials.

James H. Lindsey, account supervisor, Dancer-Fitzgerald-Sample, New York, named VP.

William F. Sherry, sales manager, WIBG-AM Philadelphia, joins WSBK-TV Boston as local sales manager.

Marjorie Bane, writer-producer for Compton Advertising in both New York and Los Angeles, joins The Patton Agency, Phoenix advertising and PR firm, in same capacity.

Skip H'nman, with both New York and Chicago offices of Blair Television, joins KATU(TV) Portland, Ore. in newly created position of sales manager.

Marshall H. Cole Jr., analyst in financial planning and analysis department, CBS-TV, New York, appointed sales research specialist in New York office of CBS Television Stations National Sales.

James B. Winpenny III, copy chief, N. W. Ayer & Son, Philadelphia, joins creative department of The Aitkin-Kynett Co. there as group supervisor.

Nancy Testa, formerly with Shaw Elliott Advertising Agency, New York, joins Dobbs Advertising Co. there as media director.

K. L. Rice Jr., VP for Hoefler, Dieterich & Brown, San Francisco, appointed director of client services and elected member of executive committee.

Michael Moore, formerly media supervisor in charge of buying operations at Ted Bates & Co., New York, named VP, director of operations, SFM Media Service Corp. there, independent media organization. **Maria Carayas**, broadcast supervisor with J. Walter Thompson Co., New York, joins SFM as broadcast supervisor.

Alan G. Pake, creative director, and **Robert I. Jensen**, associate creative director, Detroit office of Grey Advertising, named VP's.

Joseph N. Karpisek, freelancer for number of New York film producers as well as Hanna-Barbera Productions, Hollywood, joins Meldrum and Fewsmith

Inc., Detroit, as TV producer.

Robert Linderman, creative director, P. Lorillard Co., New York, joins Kenyon & Eckhardt there as copy supervisor.

Barry Shadorf, formerly VP and associate creative director, Bozell & Jacobs, New York, joins K&E there as senior art director.

Harold M. Pingree Jr., with Blair Television division of John Blair & Co., New York, named VP of division.

Stanley Licenstein, with KBHK-TV San Francisco, named national sales manager for KGSC-TV San Jose, Calif.

Ralph Trieger, with WCFL(AM) Chicago, named sales manager.

David E. Richey, broadcast media buyer, Campbell-Ewald Co., Detroit, appointed assistant director of planning in media department.

Klaus A. Werner, VP, Delta Films International, San Juan, P.R., joins United Hemisphere Productions Corp., New York, as VP and head of its commercial division.

Harry Chang, senior editor, Pelican Films, New York, joins Rose-Magwood Productions Inc. there as supervising editor.

Sandy Alan Haver, creative group supervisor, Norman, Craig & Kummel, New York, named VP.

J. Ralph Crutchfield, research director, Avery-Knodel, New York, joins H-R Television there as director of research/data processing.

Media

Joseph M. Baisch, general manager of WREX-TV Rockford, Ill., elected VP of Gilmore Broadcasting Corp., Harrisonburg, Va., owner of WREX-TV. Gilmore Broadcasting holdings also include KODE-AM-TV Joplin, Mo., WSV-AM-FM-TV Harrisonburg, Va., and WEHT(TV) Evansville, Ind.

Craig Bowers, formerly manager of KMYR-FM Denver, joins WLS-FM Chicago as general manager, succeeding **Harvey Wittenberg**, who resigns.

Lee Browning, WAVE-TV Louisville, elected president of Kentucky Broadcasters Association.

John E. Hinkle, with WISN-AM-FM Milwaukee, appointed general manager.

George J. Stoltz, advertising and promotion director of KGO-AM-FM San Francisco, appointed station manager of KGO-FM. **Ronald Denham**, assistant advertising and promotion director for KGO-TV San Francisco, succeeds Mr.

Stoltz in similar positions with KGO-AM-FM.

George R. Oliviere, formerly with complaints and compliance division of FCC, Washington, joins WAYK(AM) Lehigh Acres, Fla., as general manager. Station is expected to begin operation in January 1970.

Kent Harman, newsman-newscaster, KSHO-TV Las Vegas, appointed operations manager. He succeeds **Jack Mauck** who joins Technicolor Corp., Hollywood, in production-sales capacity.

Ken Dowe, with KLIF(AM) Dallas, appointed to newly created position of national operations director for McLendon Stations, Dallas, owner of KLIF. Other McLendon radio holdings include KNUS(FM) Dallas, WYSL-AM-FM Buffalo, N.Y., WNUS-AM-FM Chicago, WWW(FM) Detroit, KABL-AM-FM Oakland-San Francisco and KOST(FM) Los Angeles.

Don Thomson, VP and general manager, KGSC-TV San Jose, Calif., elected president of Continental Urban Television Corp., there, owner of KGSC-TV. He succeeds **Edwin W. Jones Jr.**, who remains

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Books For Broadcasters

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The Business of Broadcasting
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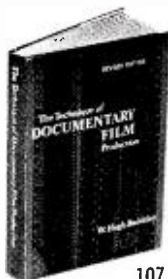
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as director of corporation.

Lee Shoblom, station manager, KRAM-(AM) Las Vegas, appointed general manager.

Phil Sheridan, general manager, WNCI-(FM) Columbus-Worthington, Ohio, appointed general manager of WRFD(AM) and WNCI(FM), both Columbus-Worthington. He succeeds **Joseph D. Bradshaw**, who resigns. Both are Nationwide Communications Inc. stations.

Stephen E. Seadler, president, International Dynamics Corp., New York, joins Audits & Surveys Inc. there as VP in addition to duties as director of behavioral research, survey center division.

W. Beardsley Van Etten, Plattsburgh, N.Y., CATV operator, elected president of New York State Cable Television Association. He succeeds **Leslie H. Read**, Teleprompter, New York, who becomes board member. Other officers elected: **Richard Sabino**, Newburgh, VP; **John Pryor**, Hornell, treasurer, and **Clark Cook**, Vestal, secretary.

Wally Voigt, general manager of Tobacco Radio Network (regional radio network), Raleigh, N.C., named VP of WRAL-FM Raleigh and Tobacco Radio Network.

Programing

Walter Kaufman, director of legal and business affairs, Screen Gems International, New York, named VP in charge of legal and business affairs.

Jack Walker, music director, WLIB(AM) New York, named VP in charge of operations.

Bob Butler, with KTUF(AM) Tempe, Ariz., and KNIX(FM) Phoenix, both Buck Owens Broadcasting Inc. stations, appointed program director of both stations.

John T. Wilner, formerly president of Aurovideo Inc., Waltham, Mass., joins Lewron Television Inc., Baltimore, as VP for research and development.

David E. Salzman, producer, WKBD-TV Detroit, appointed executive producer.

Larry R. Jones, assistant program and production manager, WWJ-AM-FM Detroit, appointed program and production manager.

Vince Scarza, director of several documentaries for ABC *Discovery* series as well as number of TV commercials, joins Duo Productions, New York, as producer-director.

Dr. William H. Machintosh, head of communications commission of Colorado Council of Churches, Denver, also joins KBTR(AM) and KBTV(TV) Denver, as public affairs director.

Edward A. Spray named TV director at WMAQ-TV Chicago.

News

Anthony S. Pitch, on AP staff in Philadelphia, appointed AP's broadcast editor for Pennsylvania and Delaware. **Richard W. Buck**, on staff of *Yakima* (Wash.) *Herald-Republic*, joins AP bureau in Omaha as newsman.

Bob Reid, instructor of TV broadcasting and journalism for summer program at school of journalism, Columbia University, New York, joins NBC News bureau in Cleveland as network coordinator and producer.

Jack Kellner, reporter - newscaster, KGMB-AM-FM-TV Honolulu, also appointed newsroom manager and assignment editor for KGMB-TV.

Sid Friedman, with WNEP-TV Scranton/Wilkes-Barre, Pa., joins WBAL-TV Baltimore as news operations supervisor.

Jim Morse, feature writer and columnist for *Boston Herald-Traveler* joins WBZ-TV there as newscaster.

Mike Landa, formerly with Young & Rubicam, Los Angeles, joins news staff of KNX(AM) Los Angeles.

Bob Cusack, with WHDH(AM) Boston, joins, WRKO(AM) there as newsman.

Jack O'Neill, reporter, WHYN-AM-FM-TV Springfield, Mass., appointed sports director for stations. **Wayne Hickox**, formerly with WSPR(AM) Springfield, and **Stan Gaida**, with WHAI(AM) Greenfield, Mass., both join WHYN-AM-FM-TV news staff.

Bruce Bakke, UPI Iowa state editor, appointed general news editor, New York. **Ray Macchini**, European Newspictures manager, UPI's London office, named central division Newspictures editor, Chicago. He succeeds **Gary Haynes**, transferred to UPI Newspictures, New York. **John P. Belich**, Newspictures manager, Raleigh, N. C., becomes southern division Newspictures editor, Atlanta, succeeding **F. W. Lyon**, recently named general manager of UPI's Worldwide Newspictures, New York. **Jerome Shields**, formerly manager of UPI's picture bureau, Tallahassee, Fla., succeeds Mr. Belich in Raleigh, N.C.

Promotion

Eileen O'Brien, press representative for Metropolitan Opera, New York, joins Association Films there as promotion manager.

Ben Halpern, advertising and publicity manager, Filmways Inc., New York, appointed director of advertising and publicity.

William S. Schindler, formerly director of communications, New Detroit Inc., civic group, joins Campbell-Ewald Co., Detroit, as director of public relations.

Ronald H. Rader, manager of sales ad-

ministration, distribution sales division of GRT Corp., Sunnyvale, Calif., appointed to newly created position of director of marketing services with responsibility for corporate advertising, PR and marketing research.

Dennis O'Brien, formerly VP in Chicago office of PR firm of Harshe-Rotman & Druck Inc., forms own PR firm, Dennis O'Brien & Associates, at 188 West Randolph Street, Chicago.

Margaret Bulas, teacher in Philadelphia school system, joins WPEN(AM) Philadelphia as public service director.

Equipment & Engineering

James V. C. Harter, VP, southern region, RCA Sales Corp., New York, elected president and to board of directors of RCA Distributing Corp., RCA subsidiary there.

J. Norman Smith, with RCA in San Diego, named West Coast regional sales manager of Toshiba America Inc., Los Angeles. **Charles Vitolo**, with Zenith Radio Corp., named national operations manager for Toshiba in New York. **Bernard Mitchell**, with Concord Electronics in Los Angeles, named head of Toshiba's consumer electronics division and eastern regional sales manager with headquarters in New York.

Robert Wehrman, chief engineer, WLWD-TV Dayton, Ohio, joins WHC-TV Pittsburgh in same capacity. **Milt Aug-**

enstene, member of WHC-TV engineering staff, appointed to newly created position of manager of engineering operations. Mr. Wehrman is succeeded at WLWD by **Harold Thompson**, broadcast technician supervisor there.



Mr. Flemming, chief engineer, Visual Electronics, New York, joins NBC Television Network there as director of engineering.

Frank L. Flemming, chief engineer, Visual Electronics, New York, joins NBC Television Network there as director of engineering.

Thomas J. Dempsey, manager for marketing of sound and video products, BASF Systems Inc., Bedford, Mass., appointed director of marketing.



Mr. Kring, district sales manager in Chicago office of visual communications products department, General Electric Co., Quincy, Ill., in newly created position of sales manager, TV broadcast equipment.

Curtis I. Kring, district sales manager in Chicago office of visual communications products department, General Electric Co., Quincy, Ill., in newly created position of sales manager, TV broadcast equipment.

Derrill J. Macho, Midwest marketing

manager for Houston Fearless Corp., named manager of commercial marketing, with headquarters in Los Angeles. **Ralph Winkler**, with Photo Art Visual Services, Plankenton, Wis., succeeds Mr. Macho as Midwest marketing manager. **Fielder C. Slingluff III**, manager, sales promotions for Houston Fearless, appointed manager of international operations in addition to his other responsibilities.

Deaths

Creighton E. Gatchell, 59, administrative assistant of Guy Gannett Publishing Co. and former executive VP and general manager of Guy Gannett Broadcasting Services, died Oct. 17 in Cape Elizabeth, Me., of heart attack. He joined Gannett in 1935. He is survived by his wife, Henrietta, three sons and one daughter.

Bertram Frisch, 61, president of B.W. Frisch Co., New York advertising firm, died Oct. 19 at his home in Elberon, N.J., of heart attack. He is survived by his wife, Ethel, and one daughter.

Harry Fox, 67, licensing agent and trustee for 3,000 music publishers throughout world including Irving Berlin and George Gershwin concerns, died Oct. 19 in his New York home. He is survived by his wife, Adeline, one son and one daughter.

ForTheRecord

As compiled by BROADCASTING, Oct. 14 through Oct. 21 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Start authorized

■ WHMA-TV Anniston, Ala.—Authorized program operation on ch. 40, ERP 172 kw vis., ant. height above average terrain 878 ft. Action Oct. 16.

Other action

■ Review board in Fajardo, P. R., TV proceeding, Docs. 18048-49, granted petition to extend time for filing exceptions, filed Oct. 17, by WSTE-TV Inc. Action Oct. 20.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Santa Fe, N. M. (Santa Fe Television Inc.),

TV proceeding, on request by applicant for continuance of prehearing conference scheduled for Oct. 9, ordered all present procedural dates cancelled, but applicant must, on or before Oct. 20, file motion for further and definitive procedures including the dates (Doc. 18608). Action Oct. 8.

■ Hearing Examiner Charles J. Frederick in Santa Fe, N. M. (Santa Fe Television Inc.), TV proceeding, on examiner's own motion, continued all phases of the proceeding without date; dismissed as moot motion by applicant for continuance of dates (Doc. 18608). Action Oct. 14.

Action Oct. 14.

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp., et al.), TV proceeding, granted petition by TV 9 Inc. for leave to amend application and accepted proposed amendment subject to condition regarding lack of comparative advantage; granted petition by TV 9 Inc. and reopened record to receive evidence of present title to McKellar TV 9 Inc. stock in Jane I. McKellar as executrix; again closed hearing record (Doc. 11083, 17339, 17341-2 and 17344). Action Oct. 9.

| | |
|--|--|
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Call letter applications

- Kentucky State Board of Education, Louisville, Ky. Requests *WKMJ(TV).
- State Board of Directors for Educational Television, Pierre. S. D. Requests *KTSD-TV.

Existing TV stations

Final actions

- FCC granted requests for reinstatement of CP's, call signs and applications for extension of time to complete construction of UHF TV Stations KCEB(TV) Tulsa, Okla.; KWIS-TV Wichita, Kan.; WPHY(TV) Rochester, N. Y.; WDKS-TV Toledo, Ohio; WKHM-TV Jackson, Mich., and WRBT(TV) Baton Rouge. Action Oct. 15.
- KIHP-TV San Bernardino, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to April 13, 1970; and granted mod. of CP to make changes trans. location to 6.5 miles north of Claremont; make changes in ant. structure, ant. height 2,310 ft. Action Oct. 13.
- KBHK-TV San Francisco—Broadcast Bureau granted license covering permit for new station; specify studio location as 420 Taylor Street, San Francisco; granted license covering permit for changes. Action Oct. 17.
- FCC denied motion by Chronicle Broadcasting Co., licensee of KRON-FM-TV San Francisco, asking that Commissioner Nicholas Johnson be disqualified from participating in hearing for renewal of licenses of the two stations (Doc. 18500). Commissioner Johnson did not participate in commission action. Action Oct. 15.
- FCC dismissed petition by Anthony R. Martin-Trigona to revoke license of WRC-TV Washington for failure to establish standing as a party in interest. Action Oct. 15.
- WHAG-TV Hagerstown, Md. — Broadcast Bureau granted mod. of CP to change ERP to 513 kw vis., 93.3 kw aur.; change type trans. and ant.; make changes in ant. structure and change ant. height to 1,230 ft.; granted mod. of CP to extend completion date to April 15, 1970. Action Oct. 15.
- FCC granted Merrimack Valley Communications Inc., permittee of WXPO-TV Manchester, N. H., application for mod. of facilities and application for studio-trans. link. Action Oct. 15.
- KXMD(TV) Williston, N. D. — Broadcast Bureau granted mod. of CP to extend completion date to April 17, 1970. Action Oct. 17.
- KVDO-TV Salem, Ore.—Broadcast Bureau granted mod. of CP to extend completion date to April 14, 1970. Action Oct. 14.
- WKAQ-TV San Juan, P. R.—Broadcast Bureau granted license covering permit to authorize changes. Action Oct. 17.

Other action

- Review board, in response to appeal by Broadcast Bureau from rulings by Hearing Examiner Chester F. Naumowicz Jr. in proceeding for the renewal of licenses by Chronicle Broadcasting Co. for KRON-FM-TV San Francisco, (Doc. 18500), ruled that KRON be ordered to produce annual financial reports for Chronicle from 1969 to the present and, from its inception to present, for San Francisco Newspaper Printing Inc. Action Oct. 16.

Actions on motions

- Chief, Office of Opinions and Review, in Minneapolis (Midwest Radio-Television, Inc.) renewal of licenses of WCCO-AM-TV. Granted petition by Broadcast Bureau and extended through Dec. 8 time to file response to Midwest's petition for reconsideration (Doc. 18499). Action Oct. 9.
- Office of Opinions and Review in Home-wood and Birmingham, both Alabama. (Chapman Radio and Television Co., Alabama Television Inc., Birmingham Broadcasting Co., Birmingham Television Corp. [WBMG-TV]), TV proceeding, granted request by Broadcast Bureau and extended to Oct. 28 time to file response to pending application for review (Docs. 15461, 16760-1, 16758). Action Oct. 16.
- Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (The Heart of the Black Hills Station), renewal of licenses of KRSD-TV and WDSJ-TV, granted request by respondent and continued conference to Oct. 27 (Docs. 18358-9). Action Oct. 10.
- Hearing Examiner Arthur A. Gladstone in

Newark, N. J. (Atlantic Video Corp. [WRTV-TV] and Ultra-Casting Inc.). TV proceeding, granted request by Atlantic Video Corp. and postponed hearing to Nov. 14 (Docs. 18403 and 18448). Action Oct. 14.

■ Hearing Examiner Isadore A. Honig in Baton Rouge (Louisiana Television Broadcasting Corp. [WBRZ-TV]), TV proceeding, postponed further prehearing conference to Nov. 24 and hearing to Dec. 9 (Doc. 18555). Action Oct. 15.

■ Hearing Examiner Isadore A. Honig in Newark, N. J. (Atlantic Video Corp. [WRTV-TV] and Ultra-Casting Inc.). TV proceeding, granted petition by Atlantic Video Corp. for leave to amend application (Docs. 18403 and 18448). Action Oct. 16.

■ Hearing Examiner David I. Kraushaar in Pocatello Idaho (KBLI Inc. [KTLE-TV] and Eastern Idaho Television Corp.), TV proceeding, extended to Oct. 23 time to file responses to Eastern Idaho Television Corp.'s petition for leave to supplement amendment to its application (Docs. 18401-2). Action Oct. 14.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, denied motion by Chronicle Broadcasting for temporary stay of presiding officer's orders to compel answers and produce documents and setting hearing dates; continued all procedural dates for discovery matters for seven days (Docs. 18500). Action Oct. 16.

■ Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, denied objections to further discovery proceedings filed by Chronicle Broadcasting Co.; by separate action on examiner's own motion extended to Oct. 28 date for Chronicle's answer to the sixth interrogatory of Albert Kihn (Doc. 18500). Action Oct. 15.

Call letter actions

- KLYD-TV Kern County Broadcasting Co., Bakersfield, Calif. Granted KJTV(TV).
- WTAJ-TV, R. David Boyer, Marlon, Ind. Granted WSFD-TV.

New AM stations

Starts authorized

- WLWL Rockingham, N. C.—Authorized program operation on 1500 kc, 500 w-D, 250 w-CH. Action Oct. 16.
- KNBO New Boston, Tex.—Authorized program operation on 1530 kc, 1 kw-D. Action Oct. 15.

Final actions

- Richmond, Ky.—Lewis P. Young, Broadcast Bureau granted 1110 kc, 250 w-D, P. O. address: 4643 S. Sixth St., Louisville, Ky. 40214. Estimated construction cost \$28,000; first-year operating cost \$27,340; revenue \$41,300. Mr. Young is minister and 50% partner in application for new AM in Shively, Ky. Action Oct. 7.
- Raytown, Mo.—Brinsfield Broadcasting Co. Hearing Examiner Charles J. Frederick in initial decision proposed grant of 100.7 mc, 100 kw. Ant. height above average terrain 459 ft. P. O. address: 412 Montrose Avenue, Baltimore 21228. Estimated construction cost

\$51,262.50; first-year operating cost \$40,000; revenue \$55,000. Principals: J. Stewart Brinsfield Jr. and Sr. (each 50%). Messrs. Brinsfield are each 22.5% owners of WCIR-(AM) Beckley, W. Va.; own WHRN(AM) Herndon, Va.; WOUR(FM) Utica, N. Y.; are applicants for new AM's at Carry and Oil City, Pa., Naples, Fla.; are applicants for new FM's at Peoria, Ill., and Oil City, and applicants to purchase WRVC(FM) Norfolk, Va. They also own 66% of applicant to buy WSMO-FM La Plata, Md.

■ Soddy, Tenn.—Lee J. Cooper d/b as Raad of Soddy. Broadcast Bureau granted 1240 kc, 250 w. P. O. address: 952 Washington Building, Washington 20005. Estimated construction cost \$7,510; first-year operating cost \$28,880; revenue \$36,000. Principal: Lee J. Cooper (100%). Mr. Cooper is employed by WAFQ(AM) Chattanooga. Action Oct. 14.

Other actions

- Review board in Boyton Beach, Fla., AM proceeding, Docs. 18310-12, granted motion to continue hearing on oral argument filed Oct. 13 by North American Broadcasting Co.; rescheduled oral argument before panel of review board for Nov. 25. Action Oct. 15.
- Review board in Ponce, P. R., AM proceeding, Docs. 18564-66, denied motion to delete issues filed Aug. 19 by Zaba Radio Corp. Action Oct. 21.
- Review board in Ponce, P. R., AM proceeding, Docs. 18564-66, denied petition to enlarge issues filed July 14 by Radio Antilles Inc. Action Oct. 17.

Actions on motions

- Office of Opinions and Review in East St. Louis, Ill. (East St. Louis Broadcasting Co. and Metro-East Broadcasting Inc.), AM proceeding, granted request by Metro-East Broadcasting and extended through Oct. 27 time for filing opposition to application for review filed by East St. Louis Broadcasting Co. (Docs. 17256-7). Action Oct. 16.
- Hearing Examiner Basil P. Cooper in Graham, Asheboro, Rose Hill, and Greensboro, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina Inc., et al.) AM proceeding, granted petition by WEAL Inc. and dismissed application with prejudice (Docs. 18441-5). Action Oct. 16.
- Hearing Examiner Millard F. French in Williamsburgh, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters and James River Broadcasting Corp.), AM proceeding, withdrew petition by James River for leave to amend application; granted further petition by James River for leave to amend (Docs. 17635-6 and 18375). Action Oct. 15.
- Hearing Examiner Isadore A. Honig in Henrietta, Geneseo and Warsaw, all New York (What The Bible Says Inc., et al.), AM proceeding, ordered third item in the order released Sept. 24 corrected (Docs. 17571-3). Action Oct. 15.
- Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, rescheduled hearing for Oct. 30 (Docs. 17722 and 18395). Action Oct. 13.
- Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, rescheduled oral argument for 1:30

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Summary of broadcasting

Compiled by FCC, Oct. 1, 1969

| | On Air | | | Total On Air | Not On Air CP's | Total Authorized |
|----------------------|--------------------|------|------|-----------------|-----------------------|---------------------|
| | Licensed | STA* | CP's | | | |
| Commercial AM | 4,251 ¹ | 3 | 7 | 4,261 | 74 | 4,335 ¹ |
| Commercial FM | 2,010 | 0 | 43 | 2,053 | 140 | 2,193 |
| Commercial TV-VHF | 495 | 2 | 9 | 506 | 17 | 523 |
| Commercial TV-UHF | 121 | 0 | 54 | 175 | 142 ² | 317 |
| Total commercial TV | 616 | 2 | 63 | 681 | 158 | 840 |
| Educational FM | 375 | 0 | 10 | 385 | 44 | 429 |
| Educational TV-VHF | 71 | 0 | 6 | 77 | 7 | 84 |
| Educational TV-UHF | 89 | 0 | 16 | 105 | 13 | 118 |
| Total educational TV | 160 | 0 | 22 | 182 | 20 | 202 |

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

p.m. on Oct. 21 (Docs. 17722, 18395). Action Oct. 16.

Call letter action

■ Cosmopolitan Enterprises Inc., Edna, Tex. Granted KWBV.

Existing AM stations

Application

■ KJNP North Pole, Alaska—Seeks CP to increase power from 5 kw. 10 kw-LS to 50 kw; install DA-N and change trans. Ann. Oct. 20.

Final actions

■ KLRA Little Rock, Ark.—Broadcast Bureau granted CP to install new trans. at main trans. location to be operated for auxiliary purposes only. Action Oct. 15.

■ WIFE Indianapolis — Broadcast Bureau granted license covering use of auxiliary trans.; remote control permitted; granted license covering permit authorizing change in ant.-trans. location; make changes in ant. and ground system; remote control permitted from studio location daytime only; specify trans. location as 900 Sumner, Indianapolis. Action Oct. 13.

■ WREM Jenkins, Ky.—Broadcast Bureau granted mod. of CP to change ant.-trans. and main studio locations to atop Pine Mountain, one mile northeast of Pound Gap on Virginia-Kentucky state line, near Jenkins, Ky.; make changes in trans., ant. and ground systems. Action Oct. 15.

■ WRKO Boston—Broadcast Bureau granted mod. of licenses covering change in studio location to RKO General Building, Government Center, Boston; remote control permitted; conditions. Action Oct. 17.

■ KLGR Redwood Falls, Minn.—Broadcast Bureau granted CP to change ant.-trans. location to highway 19 west edge of Redwood Falls, Minn., and make change in ant. and ground systems; condition. Action Oct. 15.

■ KRES Moberly, Mo.—Broadcast Bureau granted second remote control point. Action Oct. 14.

■ WTTM Trenton, N. J.—Broadcast Bureau granted remote control. condition. Action Oct. 13.

■ WTHE Mineola, N. Y.—Broadcast Bureau granted mod. of CP to add top loading to ant.; make changes in ground system; change type trans.; conditions. Action Oct. 17.

■ WRKL New City, N. Y.—Broadcast Bureau granted mod. of licenses covering change in name to Betty Spiro tr/as Rockland Broadcasters. Action Oct. 15.

■ FCC adopted decision against revoking the licenses of WGWR-AM-FM Asheboro, N. C. prepared under supervision of Commissioner Kenneth A. Cox (Doc. 16789). Action Oct. 15.

■ WWIT Canton, N. C.—Broadcast Bureau granted renewal of license (Doc. 17050). Action Oct. 15.

■ WTTO Toledo, Ohio—Broadcast Bureau granted mod. of license covering change in name to Shepard Broadcasting Corp. of Ohio. Action Oct. 15.

■ KBIX Muskogee, Okla.—Broadcast Bureau granted CP to install former main trans. at new site to be operated for auxiliary purposes only. Action Oct. 15.

■ WMBT Shenandoah, Pa.—Broadcast Bureau granted CP to change power to 1 kw (250 w-CH); install new trans.; condition. Action Oct. 14.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Inglewood, Calif. (Trans America Broadcasting Corp.), renewal of licenses of KTYM-AM-FM, denied motion by applicant for production of documents (Doc. 18616). Action Oct. 13.

■ Chief Hearing Examiner Arthur A. Gladstone in Jacksonville, N. C. (Seaboard Broadcasting Inc.), revocation of license of WLAS, denied motion to compel answers by Seaboard Broadcasting Inc. (Doc. 18549). Action Oct. 13.

■ Hearing Examiner Isadore A. Honig in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, granted request by 1400 Corp. and extended to Oct. 27 time to file replies to proposed

findings and conclusions (Doc. 16813-4). Action Oct. 16.

■ Acting Chief Hearing Examiner Jay A. Kyle in San Juan, Puerto Rico (Radio San Juan Inc. [WRSJ]), AM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer; scheduled pre-hearing conference for Nov. 17 and hearing for Dec. 15 (Doc. 17574). Action Oct. 10.

Rulemaking petition

■ Chief, Broadcast Bureau, extended through Nov. 25 time to file reply in response to opposition comments filed by Clear Channel Broadcasting Service and jointly on behalf of A. H. Belo Corp., licensee of WFAA Dallas, and Carter Publications Inc., licensee of WBAP Forth Worth, in matter of petition for rulemaking amendment. Action Oct. 15.

Call letter actions

■ WDSP, Euchee Valley Broadcasting Co., Defuniak Springs, Fla. Granted WGTX.

■ WBZE, Radio Wheeling Inc., Wheeling, W. Va. Granted WNEU.

New FM stations

Applications

■ Sun City, Ariz.—Leisure Enterprises Inc. Seeks 106.3 mc, 3 kw, Ant. height above average terrain 98 ft. P. O. address: 3907 East Thomas Road, Phoenix 85018. Estimated construction cost \$4,000; first-year operating cost \$72,000; revenue \$72,000. Principals: Michael R. Shew, president, and Thomas P. Chambers, secretary (each 50%). Mr. Shew is general manager of KCAC(AM) Phoenix. Mr. Chambers owns 35% of a Phoenix music service and is KCAC chief engineer. Ann. Oct. 15.

■ Virginia Beach, Va. — Virginia Seashore Broadcasting Corp. Seeks 94.9 mc, 50 kw. Ant. height above average terrain 340 ft. P. O. address: 1137 South Bay Shore Drive, Virginia Beach 23458. Estimated construction cost \$76,092; first-year operating cost \$60,000; revenue \$65,000. Principals: Nicholas George Wilson III, president, Daniel E. Hydrick Jr., vice president, Bruce Errington Melchor Jr., secretary-treasurer, Joshua Pretlow Darden Jr., and Reid M. Spencer (each 20%). Mr. Wilson has interest in Norfolk, Va., industrial door and hardware company. Mr. Hydrick owns 30% of a Hendersonville, N. C. CATV system and 50% of applicant for a new AM at Charlottesville, Va. He also has other business interests. Mr. Melchor is officer of Norfolk bottling plant and has land development interests. Mr. Darden is president of Norfolk auto dealership and owns 44% of Norfolk auto leasing company. Mr. Spencer is attorney. Ann. Oct. 15.

Starts authorized

■ KGMR-FM Jacksonville, Fla. — Authorized program operation on 100.3 mc, ERP 25 kw, ant. height above average terrain 195 ft. Action Sept. 30.

■ *KUCI(FM) Irvine, Calif.—Authorized program operation on 89.9 mc, TPO 10 w. Action Oct. 9.

■ KRDO-FM Colorado Springs—Authorized program operation on 95.1 mc, ERP 96 kw, ant. height above average terrain 2,010 ft. Action Oct. 2.

■ WEAT-FM West Palm Beach, Fla.—Authorized program operation on 104.5 mc, ERP 100 kw, ant. height above average terrain 520 ft. Action Sept. 26.

■ KILR-FM Estherville, Iowa — Authorized program operation on 95.9 mc, ERP 3 kw, ant. height above average terrain 300 ft. Action Oct. 15.

■ KTTT(FM) Columbus, Neb.—Authorized program operation on 93.5 mc, ERP 3 kw, ant. height above average terrain 250 ft. Action Sept. 25.

■ KRAZ(FM) Farmington, N. M.—Authorized program operation on 96.9 mc, ERP 29.5 kw, ant. height above average terrain 300 ft. Action Oct. 10.

■ WWDR-FM Murfreesboro, N. C.—Authorized program operation on 98.3 mc, ERP 3 kw, ant. height above average terrain 285 ft. Action Oct. 10.

■ WWIZ(FM) Mercer, Pa.—Authorized program operation on 103.9 mc, ERP 2.80 kw, ant. height average terrain 250 ft. Action Sept. 26.

(Continued on page 91)

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Deadline for copy: Must be received by Monday for publication next Monday. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—\$4.00 minimum.

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RADIO

Help Wanted—Management

Branch manager, midwest city of 5,000. Sales plus light announcing. Play-by-play sportscasting optional. Resume, tape, photo. Box K-262, BROADCASTING.

Experienced manager for established AM-FM radio station in medium sized midwest market. Send photo, complete resume of broadcast experience, educational background, licenses held, stations by which employed. Replies held in confidence. Box K-272, BROADCASTING.

Sales

Sales manager—unusual opportunity AM-FM in major New England market. Box K-199, BROADCASTING.

Sales-manager. Prefer 1st phone with sales background who knows operation of station. Small AM-FM market. Good starting salary with possibilities, if proven, of part ownership of station. Send resume to Box K-233, BROADCASTING.

Young, aggressive, experienced assistant sales manager. Sober family man preferred. Medium market in central Arkansas. Salary and benefits commensurate with ability and desire. Ideal living conditions. Number one AM station. Box K-241, BROADCASTING.

A working salesman can make money with us in sun filled, snow free, fast growing Tucson. Write Ralph Hughes, KHYT Radio, P.O. Box 5084, Tucson, Arizona.

Experienced, mature salesman, capable of management. New FM station. Salary and commission. C. Chamberlain, WOGM, Bellefontaine, Ohio.

We want two pros. Tired of medium market salary limitations? Move up to unlimited potential at the mid-west's prestige soul station. Station has excellent rating position in metro market and leads nearest competitor by overwhelming margin. If you have a good track record, we have a faster track. Right man can make sales manager first year. R.S.V.P. WTLC, Tom Mathis, General Manager, Indianapolis.

Announcers

Announcer: Wanted—bright happy, fast-paced top-40 man for afternoon drive time. Great opportunity. Southern market. Send tape and resume. Box K-25, BROADCASTING.

Experienced. MOR or CGW, for metropolitan station. Ideal living conditions. Excellent opportunity. Box K-37, BROADCASTING.

Bright sounding, experienced announcer with third endorsed needed by five kilowatt Maryland station. MOR format. Some copy and newswriting experience preferred. Good shift, fringe benefits. Advancement. Send tape, resume. Box K-91, BROADCASTING.

Eastern regional AM-TV wants versatile radio man for upbeat MOR format and daily television programs. Send full resume, aircheck, pix and salary requirements to Box K-148, BROADCASTING.

Opening for tight-bright personality on up MOR . . . Top NYS group ownership. Send tape, resume, salary to Box K-165, BROADCASTING.

Morning man with 1st phone for northeast daytimer. Good starting salary. Box K-181, BROADCASTING.

1st ticket announcer with construction know-how to supervise new daytimer. Opportunity for air work in major suburban northeast market. Next few months to handle construction and building of studios. Then, combo after station goes on air early 1970. References and resume to Box K-195, BROADCASTING.

Young man on the way up in radio. Opportunity to advance into all phases of radio. West Texas MOR station. Send tape to Box K-212, BROADCASTING.

Announcers continued

Bright, capable, experienced deejay wanted by midwest full-time kilowatt with upbeat MOR format. Some news gathering and writing experience helpful. Top pay for proved ability, liberal fringe benefits. Include detailed experience, photo, references in resume, tape. Box K-224, BROADCASTING.

Religious oriented AM station in Albany, N.Y. area, has opening for top notch announcer with a 3rd class endorsed, engineering license or better. When replying send photo, sample audition tape, size of family, references and salary requirements. Box K-237, BROADCASTING.

Equal opportunity top 40 station in mid-Atlantic area looking for tight non-screamer to do late evenings or all night slot. Send tape, resume and salary requirements to: Box K-245, BROADCASTING.

Urgent . . . Want first phone personality combo to rock nites . . . leading station. Good working conditions. Send tape, resume to KOLT, Scottsbluff, Nebraska 69361.

Number one soul station in the southwest has immediate opening for newsmen. Experience preferred but willing to accept beginner with interest in news. Send tape and complete information to Dick Oppenheimer at KYOK.

First ticket deejay. No maintenance. Top contemporary format. Salary commensurate with experience. One of our guys is moving up with our blessings. Tape, resume, and references, first letter: Bill Sullivan, WAHT Radio, P.O. Box 15, Lebanon, Pa.

Immediate opening for announcer. Send tape, photo and resume. Station WAMD, Aberdeen, Md. 21001.

Talk show announcer, immediate opening. Must be experienced and able to handle two-way controversial talk show, plus short announcing shift. WCVI, Connelville, Pennsylvania.

Announcer, immediate opening, must be experienced, with some play-by-play. WCVI, Connelville, Pennsylvania.

Modern country music FM station, operated by leading broadcaster, has opening for young announcer-salesman ready to move ahead. Send audition tape, resume and salary requirements to James A. Skelly, WCJW, 118 St. Clair Ave., East, Cleveland, Ohio 44114.

Immediate opportunity. Experienced 1st phone announcer, MOR format, night shift till 1 a.m. 3 hours air time nightly. No maintenance. Paid insurance, med-hospital benefits. Send tape, salary needed and details to WCMB, Box 3433, Harrisburg, Pa. 17105.

Indiana medium market is looking for a first phone contemporary experienced announcer for news, production and air shift. Only conscientious dj who meets above qualifications need apply. Send tape, resume and picture to: No calls—WERK Radio, Box 2465, Muncie, Indiana.

Experienced announcer wanted for news and/or board. Must be fully qualified and have good record. Middle of road to better music format. Send tape and resume to Norm Brooks, Program Director, WCST Radio, P.O. Box 7888, Atlanta, Ga. 30309. WCST is an equal opportunity employer.

Experienced, first-phone announcer needed for personality top 40 operation. Excellent pay for right man. WHON, Richmond, Indiana.

WHYN Radio, Springfield, Mass., has two immediate openings: a full time dj position on AM which is a 24 hour, top 40 operation. The other is a part time announcing position on FM which features a MOR format in full stereo. Salary dependent on experience. Liberal fringe benefits. No calls please. Send tape, resume to Program Director, WHYN, Springfield, Mass.

Immediate opening for an experienced announcer on a 5 kw MOR station in a growing market in scenic southern Ohio. Ideal working conditions. Good pay, fringe benefits. Send tape, picture and resume to WMPO Radio, Box 71, Middleport, Ohio.

Announcers continued

Experienced morning announcer wanted. Send tape and resume to James Stolcz, WNLK, Norwalk, Connecticut.

We're young and small, but we've got style! We need two air personalities right away. If you're a WNEW fan, send an air check to: Jeff Wade, P.D., WPNO, 88 Court Street, Auburn, Maine 04210.

Morning man . . . bright and personable waker-upper for middle of the road station. Should be versatile with news and sports, 5 years experience. Send tape and resume to W. P. Gum, WRJN, Radio Park, Racine, Wis. 53405.

If you're a good radio personality announcer and can combine this talent with other broadcast skills, we're interested in you. No beginners. Send tape and complete resume. General Manager, WSOY Radio, P.O. Box 2250, Decatur, Ill. 62526.

Jocks—top 40—sunny Galveston Island (Texas) Call 713-762-8434—Pros only—Rusty Draper, PD.

Major market, modern country station needs 1st phone jock, prefer top 40 background. Guaranteed raises, many fringe benefits, stable chain with plenty of room for advancement. Send air check and resume to P.O. Box 10C, Milwaukee, Wis. 53201.

Now—top 40 dj, first phone (no maintenance), 50 miles from Boston, good pay, call collect—area code 603-624-4077.

DJ pro for leading contemporary station, beautiful Grand Junction, Colo. Must be sharp on news production and run tight board. No beginners please. \$500 per month. Call Don Bittle (303) 243-1230.

Technical

Chief engineer for AM FM station. Metropolitan market. No announcing, Box J-358, BROADCASTING.

First class engineer wanted for northeast kilowatt. Seeking a man who wants only engineering; no announcing, sales, etc. Work in adult atmosphere. Box K-194, BROADCASTING.

Chief engineer, experienced in directional antenna setup for AM station in beautiful, suburban Houston. Some announcing. Please send complete resume including photo, references and salary requirements. Box K-238, BROADCASTING.

Opportunity + security + challenge + sound income = this chief engineer's job at a Virginia full time 1000 watt small market non-directional station. All fringe benefits, hospitalization, insurance, retirement. New equipment, brand new building and facilities at transmitter site. This is a stable, progressive operation with an extremely sound community image. Same ownership and management for 20 years. Great community to live and work in, 40 hour week, two weeks paid vacation. Emphasis on technical maintenance, no announcing. Reply only if you are sincerely interested in making a move. Complete resume to Box K-275, BROADCASTING.

Immediate opening—chief engineer with experience, 5000 watt non-directional regional station, up-to-date equipment, fringe benefits. Call or write WASA AM/FM, Box 97, Havre de Grace, Maryland. 301-939-0800.

Assistant Chief engineer for AM, FM, and ABC TV now under construction. Write or call Larry Taylor, WENY, Elmira, N.Y.

NEWS

Challenge: Rebuild news department at top rated midwest swinger. Send tape, resume and picture to Box H-146, BROADCASTING.

News director. Air A.M. and noon news, direct staff. Experience necessary. Send air check and resume to Box J-118, BROADCASTING.

News continued

Graduate Assistant, news and public affairs director, educational FM station in the midwest. Gather, write, present news, produce public affairs programs. Send resume with cover letter. Position open December 1. Box K-230, BROADCASTING.

Aggressive, mature sounding, experienced newsmen needed immediately for central Florida's top radio news staff. Send tape, resume, photo, complete info to Fred Barshaw, News Director, WDBO, Orlando, Florida 32802.

Wanted . . . newsmen, strong on air work, at least 3 years broadcast news experience. Send resume and tape to William Harris, News Director, WJR, Detroit, Michigan 48202.

News director, aggressive newsmen to operate hard, fast-paced news operation at a top modern country station in Minneapolis-St. Paul. We want a man who won't be stopped when a story is breaking, the Malrite Broadcasting Company believes news comes first. Send tape and resume to WMIN, 611 Frontenac Place, St. Paul 55104.

Radio news director—need pro to head up 4-man staff—all equipment—cruiser—2-way radio. Send tape, resume, salary to: Robert E. Klose, General Manager, WBNF Radio, 50 Front Street, Binghamton, N.Y.

Programing, Production, Others

Top 40 program director—personality. I'm interested in you if you believe in real personality contemporary radio . . . If you're creative, imaginative, have experience in heading up a program department . . . know what's happening with today's radio . . . and can do a real personality show yourself. Excellent money . . . a real future . . . and ideal working conditions are among the rewards. Major station in major eastern market but not affiliated with a large chain. Please send me your resume, tape and photo. Box K-267, BROADCASTING.

Program director for year round university stereo operation, to program complete schedule, supervise all studio and remote production, and serve as occasional talent. Must have Bachelor's degree and news/public affairs experience. Available immediately. Opportunity for graduate study if desired. Send tape and qualifications to WFSU-FM, Florida State University, Tallahassee, Florida 32306.

Minneapolis-St. Paul, AM-FM stereo well established, respected, stable radio operation needs experienced, capable, competent, creative copy writer-producer-announcer with first-class ticket. Challenging position. Pleasant conditions. Contact Bill Stewart, President, WPBC, Richfield, Minneapolis 55423. 612-869-7503. Equal opportunity employer.

Operations director, prefer mature female to handle Chicagoland AM & FM station. Call Chuck Manson or Al Michel at 312-378-4653.

Latino—Director de Programas. Live in beautiful Costa Rica—tropical Switzerland of the hemisphere. Latin America's most tranquil, democratic country, where living is easy and cost of living low. Only 1-1/2 hours from Miami. New company directed by Americans owns largest AM & FM chain in country. Extensive expansion, upgrading planned. Need program director minimum 5 years experience—11 phases Spanish radio—contemporary and typical music, news, sports, futbol, novellas, etc. Experience in U.S. radio, plus Latin country, i.e., Cuba, Mexico, Puerto Rico, required. English helpful but not necessary. Must have confidence and ability to achieve and hold No. 1 ratings in country with general programming format. Should be young but mature, imaginative, with ability to direct people. Unusual challenge and excellent opportunity to grow with this new, progressive organization. Replies confidential. Write giving full resume, education-background—experience, John MacLendon, Director, Radio Costa Rica, P.O. Box 120, Jackson, Mississippi 39205.

Situations Wanted Management

Station manager available for small market. Good sales record, good personal and business reputation. Know how to make station go and grow. Fred R. Vice, 601-773-5764, Louisville, Mississippi.

General management—sales—17 years experience—age 34—radio, all phases . . . Available January 1st 1970. Now employed. Family. Prefer more than one station. Resume and/or personal interview upon request. Box K-248, BROADCASTING.

Highly successful FM manager, 34. Aggressive self-starter. Fifteen years experience including administration, sales, programming and promotion. Outstanding rating accomplishments. Married. Large or medium markets only. Box K-254, BROADCASTING.

Management continued

Attention Owners and general managers! If your station needs a knowledgeable, take charge program manager, who can deliver the sound and numbers you want, and you're willing to give me the tools necessary to get the job done, I'll give you a winner. Contact: Lee Fowler, P.O. Box 6189, Toledo, Ohio 43614 or phone (419) 382-6880 or (419) 382-2759.

Station manager, 20 year professional. Finest references. Present station sold. Box K-206, BROADCASTING.

Sales

6 years Successful owner/manager. Manage or sell for small/medium market. First phone. Box K-243, BROADCASTING.

If you want a salesman, copywriter with years of experience, you don't want me. But if you want someone with lots of ability in sales and writing copy, write Box K-255, BROADCASTING.

Young man, 23, with four years announcing experience and one year sales-announcing experience, both in major market FM's, seeks fulltime sales position. High character, good references, draft exempt. Box K-259, BROADCASTING.

Experienced Radioman currently in retail business management seeks return to broadcasting in sales position, will consider west and midwest markets. Chuck Judge, 612-869-0210 or 721-2485, Minneapolis, Minn.

Announcers

Looking for responsible position with medium market station in northeast. With present employer 5 years. In no hurry to move. Will wait for the right opening. 1st phone. Make contact now if you might become interested. Box K-12, BROADCASTING.

Florida, 1st phone announcer wants to move up. Reliable, six years experience, can improve your sound. \$125.00 minimum. Box K-42, BROADCASTING.

Talk personality-announcer-DJ lively "fun type" approach—also adept at serious subjects—employed medium market-top rated show. "Big talker" but salary very negotiable. No R&R. Box K-152, BROADCASTING.

Sports director—newsmen wants play-by-play college basketball. Box K-185, BROADCASTING.

Position wanted as newsmen or newsmen/dj with non-rock station. Light experience. Tight board. Mid-east coast location preferred. Box K-186, BROADCASTING.

Professionally trained announcer, dj, tightboard, authoritative newscaster, third phone, married, will relocate, career minded. Box K-211, BROADCASTING.

Beginner—Single, recent radio TV Grad—News-Sports, Ohio pref. Available now. Box K-214, BROADCASTING.

Do you have an opening for a dependable beginner with third endorsed? Box K-217, BROADCASTING.

Soul dj, top 40, MOR. Professionally trained veteran. Married, will relocate. Eager to get started because I am destined to become a pro. N.Y., N.J., Pa., Conn. You have first offer but I will go anyway so contact me. Box K-218, BROADCASTING.

Top 40 professional . . . tight . . . very tight . . . Seeks a position in medium market top 40 station in midwest . . . 7 years experience. 3rd endorsed. Very strong production, married, draft exempt (but completely intact) . . . top references. Reply Box K-220, BROADCASTING.

Attention Florida. Top 40 pro. Music/programming my forte. Will consider MOR. Five figures. Box K-221, BROADCASTING.

First ticket. Experienced. 22, single, draft exempt. Seeking rock/progressive rock position with a "working" staff. Beautiful production work. No maintenance. Want to move up. Call 717-273-8547 until 3:30, after 3:30 call 717-867-2876, or write Box K-227, BROADCASTING.

You don't have to be number one to have a good job! First ticket. Phone 215-372-9795, or write Box K-228, BROADCASTING.

Beginner wants top 40, MOR, news. Will relocate. Third phone. Box K-232, BROADCASTING.

Announcers continued

Family man, one year experience with kilowatt station in midwest seeking permanent, repeat permanent position with opportunity to move into management. Box K-231, BROADCASTING.

Professional—top 40 personality, production, married, 24, military completed, \$125 minimum, call 212-896-5159, Box K-235, BROADCASTING.

Experienced announcer—newscaster. Additional experience as music director. Heavy prod. professionally trained. Cooperative—dependable. Family. No soul or rock. Living on west coast. Box K-236, BROADCASTING.

Experienced 1st phone jock wants contemporary MOR or top-40 shift in medium or large market with related duties, no news or sales. Mature voice, excellent production, solid experience. Married, no draft, some TV. For resume, photo, tape and/or phone call write Box K-244, BROADCASTING.

Negro jock, dependable—versatile announcer. Third endorsed, military completed. Box K-246, BROADCASTING.

My summer relief engineering gig at WABC ends Friday. Looking for jock position in top 25 markets—top 40 or scul. 1st phone. Major market jocking experience. Box K-247, BROADCASTING.

Negro announcer/dj, beginner, broadcasting school grad., 3rd endorsed, seeks small/medium market. Prefers east coast, will consider all, likes challenging work. Box K-250, BROADCASTING.

I hate radio . . . when programing isn't appreciated. Small market pro (PD) seeks stable, professional surroundings . . . degree, 24, married, strong copy, production, contemporary jock, need \$150. Box K-253, BROADCASTING.

Fantastic female wants nite shift—Twin Cities. 3rd class ticket. Box K-257, BROADCASTING.

DJ, good news, commercials, tight board. Box K-260, BROADCASTING.

Young, mature, responsible. Experienced MOR/top-40/production staff announcer. Now in midwest. Write Box K-268, BROADCASTING.

Three years experience, some college, third, service completed. Box K-270, BROADCASTING.

DJ, MOR, experienced, reliable. 3rd phone; will relocate. Box K-271, BROADCASTING.

Professional announcer . . . program director . . . production manager . . . music director . . . major market experience. 215-324-4125 or Box K-278, BROADCASTING.

Newscaster—disc jockey, professionally trained in New York City, also B.A. degree in music, prefer New York State, New Jersey or New England. George R. Dale, 4026 Carpenter Ave., New York, N.Y. 10466, phone 212-OL 4-9211.

First Phone. MOR or up tempo MOR. In or near San Francisco. Mature contemporary; with desire for management. Personal interview at your convenience. Call (714) 296-6355.

Beginner. Third endorsed, broadcast school training. Re-location Ok. Scott Porterfield, 1629 North Calvert Street, Baltimore, Md. 21201. 301-752-6557.

East MOR—Smooth, bright delivery. Excellent production. Program director experience. Best references. Medium market background. Philadelphia, 215-455-4625.

Announcer whose experience spans 10 years in all phases of operations and has a first class ticket, seeks a swinging scene. A pro! 815-964-6857.

Now available—Ed Hartley—caught up in the mayhem following format change at metro Washington's WEEL. Seeks top-40 or contemporary-MOR. First ticket. Need a creative, hard working PD? Let's talk! Phone: 703-941-4825 or write P.O. Box 1745, Washington, D.C. 20013.

Third endorsed with experience and transportation needs job in western Pennsylvania. Call 412-621-8441.

Experienced announcer for MOR or CW station. Preferably in Michigan or Indiana. Graduate of I.B.A. For tape and resume, write to: Jeffrey Carlson, 518 North Beville, Indianapolis, Indiana 46203.

1st phone dj, experienced also in engineering and sales wants position with young sound station. Prefer to see some snow. Chris Kidd, Box 3672, S. Lake Tahoe, Calif. 95705.

Technical

Engineer: mature, now chief 5kw, DA-2 in Baltimore metro area. Desire to relocate. Box K-229, BROADCASTING.

1st engineer-dj wants position with young sound station. Prefer to see some snow. Chris Kidd, Box 3672, S. Lake Tahoe, Calif. 95705.

NEWS

Sports news and sports director wants sports full time. Play by play experience in football and basketball. College grad. Three years news and sports. Married. Box K-216, BROADCASTING.

Chicago has me today—you can have me tomorrow. Looking for more air work. Radio-TV experience. Major and medium markets only. Call 312-338-4797.

Announcer, DJ seeks full-time position as newsmen. Married, veteran, 10 years experience, 3rd endorsed. Contact: Joe Colombo, 2121 Shore Parkway, Apt. 6E, Brooklyn, New York 11214, (212) 372-1783.

Combination—news-sales-dj experience. Don't want related newspaper work. Married, 32 years—2 children—would like to locate in Wisconsin or Minnesota. For further information contact 906-265-5032—Bud Payne, Iron River, Mich.

Programming, Production, Others

Small stations: Let San Francisco area announcers do your commercial and promotional production. Reasonable rates. Write for more information, Box J-334, BROADCASTING.

Creative contemporary country programmer! 1st phone, heavy production, music 10, 9 yrs. experience. Maximum 3 hr. air shift. Let's make \$\$\$. Box K-234, BROADCASTING.

One of the pioneers of "underground" FM has a new format which will appeal to a much wider audience. The first really original idea in radio in 3 years. A PD position in a medium or large market will keep this valuable man for years. One month notice. Box K-251, BROADCASTING.

Program director/operations manager. Experienced all phases management and air work. Will program success for you too. Married. Military complete. Box K-263, BROADCASTING.

Major market operations man. Strong in programming, promotion, production, music, FCC. Good department manager. Currently consulting, available soon. Box K-273, BROADCASTING.

11 yrs. Broadcasting—Female seeks agent/advertiser for commercial work, Twin Cities. Box K-277, BROADCASTING.

Paul Mitchell . . . Program director . . . production manager . . . music director for WTVR and WPBS Philadelphia now available and affordable. 215-324-4125 or Box K-279, BROADCASTING.

Take charge PD-medium market. MOR or rock. Don't want title, only job to be done. New station or one seeking format change. Dependable, hard worker. Married, 1st phone, 10 years experience. 1-501-624-1630 between 1:30-3:30 p.m., CDT, M-F for Allen.

TELEVISION

Help Wanted Sales

You are a professional local TV salesman now doing a great job. You could do even better selling a top station in a top market. Your response to this ad will receive the strict confidence you must have and could bring the opportunity of your lifetime. Box K-280, BROADCASTING.

WTOL-TV, A Cosmos Broadcasting Corporation station, is interviewing experienced account executives for a position in sales in the Toledo market. Please submit resume and picture to Toledo Sales Manager, 604 Jackson. No phone calls please.

Announcers

Announcer Wanted: Group owned N.C. television station wants end production announcer with booth and on camera experience. Good music-radio D.J. will be considered. Rush complete resume, photo, audio-tape, and salary requirements to Box K-213, BROADCASTING.

Experienced announcer wanted for booth on camera work; capable of performing various assignments in announcing area. Send resume to Box K-219, BROADCASTING.

TELEVISION—Help Wanted

Technical

Transmitter engineer. AM/FM/TV, progressive station in mountain resort area, best equipment, send qualifications to Box K-222, BROADCASTING.

Transmitter engineer with experience C.E. TT25 and TT20. Excellent working conditions, new plant, man and aux. transmitters. Permanent position for qualified man with top scale. Contact Chief Engineer, KLYD TV, Bakersfield, California. Immediate opening.

First phone engineer for combined transmitter-color studio operation. Strong maintenance desired. Contact Tom Sheally, WJKS-TV, Jacksonville, Florida, 904-724-9722.

Experienced TV studio technicians wanted. Please send resume of experience to director of engineering, WNAC-TV, Government Center, Boston, Mass. 02114.

Wanted—Engineer—FCC first class license for fully colorized operation. Send resume to Chester Sawicki, WNEP-TV, Avoca, Pa. 18641 or call 717-457-7401.

Wanted engineers with FCC first class license. Only experienced need reply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHC, 135 College Street, New Haven, Connecticut 06510.

Need six engineers, first class license, experience desirable, for permanent position with one of the nation's outstanding ETV operations. Staff expanding with move to all new studio facilities, the largest and finest in ETV. Competitive union salaries. If interested, contact: Mr. Fred Edwards, Director of Engineering, WQED-TV, 4337 5th Ave., Pittsburgh, Pennsylvania 15213. An equal opportunity employer.

Broadcast technician—expanding Ohio ETV leader has opening for experienced engineer with first class FCC license. Should be familiar with all phases of TV operation, with preference given to experience with PC-70s and VR-1200s. Salary based on experience. Contact: Director of Engineering, WVIZ-TV, 4300 Brookpark Road, Cleveland, Ohio 44134.

Immediate opening for chief engineer for technical aspects of new color ITV and broadcasting instruction. Instructor's rank; additional summer salary. B.A. or B.S. degree required with first phone and CCTV experience preferred. Send resume to Mr. Klos, Texas Woman's Univ., Box 23775, Denton, Texas 76204.

NEWS

TV station in major eastern market seeks experienced field reporter and possible anchor potential who is capable of digging, writing and developing news stories to join growing news operation. Please write Box K-223, BROADCASTING. An equal opportunity employer (male or female).

Director of research for major network news division, to supervise researchers, plan and develop series of research reports, and administer department. Research and/or news background necessary. Send resume to Box K-266, BROADCASTING.

Newsphotographer—with journalism degree or comparable experience for expanded news-documentary department. Contact: Gene Strul, WCKT-TV, Miami, Fla. PL 1-6692. An equal opportunity employer.

Experienced newsman needed by strong southeast VHF. We seek a man with solid background in major phases of TV news. High quality airwork required for standups and major newscasts. Emphasis on "film journalism" and investigative reporting. Salary open. Contact News Director, Al Fleming, WTVM, 1307 First Avenue, Columbus, Georgia 31901.

Programming, Production, Others

Wanted—Experienced TV copywriter. Excellent opportunity for right person who has capabilities of being copy supervisor. Top wages, fringe benefits, profit-sharing plan. Wonderful living in beautiful Minnesota lake area. Send complete resume to Box K-198, BROADCASTING.

Young producer/director with all around knowledge of TV production. Must be experienced and able to work well with others. Fine working conditions in this active Time-Life station. Send resume and picture to: William Wild, Television Production Mgr., WOOD TV, 120 College Ave., S.E., Grand Rapids, Michigan 49502.

TELEVISION

Situations Wanted Management

Program/operations manager. Young executive in top market with heavy remote and local programming. Proven record under competition. Ready for a new challenge or move up. Box K-30, BROADCASTING.

General manager-sales manager. Complete background management, sales, programming. Proven record. Single station or group operation. University graduate. Family man, reliable, responsible. Now in management position but seek change. Resume, references available. Box K-124, BROADCASTING.

Talented, literate executive with broad experience in programing, public affairs, production, announcing, and writing wants chance to help station achieve excellence. Box K-201, BROADCASTING.

Operations chief desires to relocate with instructional or medical TV department. Ten solid years of CCTV, CATV and broadcast experience. Management, engineering and production capabilities. Degree. \$15,000. min. plus relocation expenses. Resume upon request. Box K-226, BROADCASTING.

Working general sales manager who knows how to sell . . . "U" (or "V", or whatever)! Successful experience. Strong in product knowledge, organization and creative sales training. Hard-working, loyal and responsible family man. Contact: Sales Manager, 616-Fl 9-4009 or Box K-240, BROADCASTING.

Announcers

Experienced variety-talk host, sports, newscaster, interested permanent spot with good operation. Box K-242, BROADCASTING.

TV announcer, dependable, mature, personable, congenial. Box K-256, BROADCASTING.

Technical

Engineering Mgr. 21 years, all phases, 15 years management, looking for top market or group, top references. Box K-100, BROADCASTING.

Engineer, first phone, age 41. 11 years broadcasting. 5 years CCTV, 10 years supervisory experience. Prefer Gulf Coast area. Box K-252, BROADCASTING.

Network color maint. engineer desires new position. Box K-276, BROADCASTING.

News

Investigative reporter—For TV-radio stations not afraid of what I might find in their city. Also features, 1/2 hour and hour documentaries, etc. Now in major market, the right money moves me within one month. Box K-225, BROADCASTING.

Negro, Army First Lieutenant. Excellent references, college, dependable. Seeks apprenticeship or trainee program in television news reporting/writing. Willing to travel, fluent Spanish. Will be discharged from Army December, 1969. Frank Kelley, 1263—17th Ave. San Francisco, California, 415-681-1806.

Professional meteorologist, age 26, with TV weather broadcasting experience seeks such affiliation. College graduate with Navy discharge. Robert W. McLain, 883 S. Cherokee Rd., Lake Forest, Ill. 312-234-3781.

Newsman: Six years experience in radio news writing, reporting, and general announcing. Desire to learn TV. 33 years old. College grad. Bob Bocchino, 333 North Avenue, Secane, Pa. 19018. 215-KI 3-0287.

Programming, Production, Others

RCA Studio School graduate—3rd phone. Hungry for experience. 29, single, will travel. Box K-249, BROADCASTING.

Director 9 years experience, news pack, creative, remote, can do own switching. Public relations, top references. Available immediately. Let's talk. Box K-258, BROADCASTING.

Director—from top 10 UHF seeks major market. Professional. 24. BA in ratv. Box K-269, BROADCASTING.

Creative, aggressive November graduate in RTF seeks challenging, hardwork in television-film production. Strong in directing, but capable and experienced in most other aspects of production. Video tape available. Film soon available. Draft exempt. James M. Stob, 116 South Maple Avenue, Ames, Iowa 50010.

WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

RCA TVM-1 1 watt microwaves. Nems Clarke 120 fld mtr. Have Varatol III and V lens for sale. Phone 212-877-1365 or Box K-9, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—Heliacx, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif 94623, phone 415-832-3527.

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr. Carlson.

For Sale 450 ft. Blaw Knox self supporting TV tower. John J. Hoke, phone: 732-9350, U.S. Towers, 249 Bartow Lane, Petersburg, Va.

1966 International TV van fully air conditioned, 5 kw power plant, plus many extras. For details contact John F. Scarpa, P.O. 100, Avalon, N.J. 08202. 609-967-3011.

For sale, IGM Simplification automation system. Will sacrifice for immediate sale. Complete and in excellent condition. Write Box 1077, Ephrata, Washington, KULE.

2700 lbs. #8 bare drawn copper wire, 36 sheets 8" x 24" copper screen, 1050 ft. RG 19U transmission line. Write: Electronic Parts Co., Inc., 15 North Hightower Avenue, Sylacauga, Alabama 35150. Telephone 245-5205.

For sale McMartin TBM-3500 FM modulation monitor, to your frequency \$275. Box K-239, BROADCASTING.

Console (new) 3 program channel 16 mixer including amplifiers custom made \$2,000.00. Collins transmitter 20 T 1000 watts/500 watts excellent condition \$500.00. Tower (new) guyed 197 ft. \$500.00. Nicholas Tedesco, 1859 Adcade St., St. Paul, Minnesota 55109, Telephone 612-776-1289.

Must sell—Raytheon RC-11 board \$200. (2) new Rusco 12-BID TTs with Gray arms \$125.00 each, GE UNI-LEVEL \$40. (2) P-190 & A-190 Collins Cart units \$200 all. Magnacord PT-7 w/electronics \$80. Steve Dinkel (515) 282-0201, 1004 Paramount Bldg., Des Moines, Iowa.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa. Calif 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

25 ideas local radio advertisers can use presented monthly in your own personalized house organ. Station Newsletters, Box 373, Lima, O.

Ampex video tapes, (used), individual containers, 2400 of 4800 feet. Bargain. Box K-151, BROADCASTING.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Deejay lines by top comedy writers. 3 recent samples—\$5.00 Humor Originals, Box 86, East Meadow, N.Y. 11554.

Get your "ticket!" Memorize, study—Command's "1969 Tests-Answers" for FCC First Class License, plus—Command's "Self-Study Ability Test." Proven. \$5.00 Command Productions, Box 26348, San Francisco 94126.

KHJ, America's top rated rock station. The ideas, music, and personality of contemporary radio at its best. Latest KHJ Airchecks. \$10.00 and your tape. Universal Aircheck Exchange, 359 Green Street, Suite B, San Francisco 94133.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

INSTRUCTIONS continued

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

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. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veterans Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

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.

Attention Houston and Gulf coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of 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. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for January 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647 (Formerly of Burbank, California)

American Institute of radio offers the nation's finest quality course for your first class license in three to five weeks. Individual instruction. Classes start every Monday. Tuition \$300.00, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 615-889-2480.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools Nov. 17, Jan. 5, & Feb. 9. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922 Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109 Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401 Call (703) 373-1441.

REI's new program-learning course for Radar and Micro-wave is so easy and it is guaranteed. Pay as you go and get your Radar endorsement at home. Write REI, 1336 Main St., Sarasota, Fla. 33577.

First phone fast through tape recorded lessons at home plus one week personal instruction in Washington, D.C., Chicago, Atlanta, Detroit, Seattle, Portland and Los Angeles. Proven results. Our seventeenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Detroit—one week first phone instruction, Dec. 12-18th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

Seattle—one week first phone instruction, Dec. 4-10th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

INSTRUCTIONS continued

In your town, unequalled personal FCC license instruction. Save traveling and living expenses. Our tape recorded home study first phone course with one week personal instruction in your town is available to small groups, radio stations and industry. Five year proven record. Write, Seminars, Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266.

First Class license in four weeks or less at T.I.B. . . . tuition \$295.00 . . . results guaranteed.

T.I.B./Music City. Veteran Approved. Class starts Nov. 24. Tennessee Institute of Broadcasting, 2106 A 8th Avenue South, Nashville, Tennessee 37204. 615-297-8084.

T.I.B./New England. Class starts November 17th. Technical Institute of Broadcasting, 800 Silver Lane, East Hartford, Connecticut 06118. (203-289-9400).

T.I.B./Miami . . . classes start Nov. 4, Nov. 24th . . . Technical Institute of Broadcasting, 283 South Krome Avenue, Homestead, Florida. (305) 247-1135.

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Announcers

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Announcers continued



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(Continued from page 84)

Final actions

- Peru, Ill.—George W. Yazell. Broadcast Bureau granted 100.1 mc, 3 kw. Ant. height above average terrain 145 ft. P. O. address: 55A Lincoln Hill, Quincy, Ill. 62301. Estimated construction cost \$18,725; first-year operating cost \$48,000; revenue \$60,000. Principal: George W. Yazell, sole owner. Mr. Yazell is service manager of Gates Radio Co., manufacturer of broadcast and communications electronic equipment. Action Oct. 15.
- *Lincoln, Neb.—The University of Nebraska. Broadcast Bureau granted 90.3 mc, TPO 10 w. P. O. address: 1600 R Street, Lincoln 68508. Estimated construction cost \$4,211.74; first-year operating cost \$500; revenue none. Principals: Board of Regents; Richard E. Adkins, president, et al. Principals control *KUON-TV Lincoln. Action Oct. 14.

Other actions

- Review board in Rayton, Mo., FM proceeding, Doc. 18529, granted petition for extension of time filed Oct. 13 by Brinsfield Broadcasting Co. Action Oct. 15.
- Review board in New York, FM proceeding, Docs. 17454-5, granted petition for leave to amend filed Sept. 19 by Fairleigh Dickinson University. Action Oct. 16.
- Review board in Lawton, Okla., FM proceeding, Docs. 18599-18600, denied petition to enlarge issues filed July 31 by Progressive Broadcasting Co. Action Oct. 16.
- Review board in Lawton, Okla., FM proceeding, Docs. 18599-18600, denied petition to enlarge issues filed Sept. 4 by Progressive Broadcasting Co. Action Oct. 16.
- Review board in Lawton, Okla., FM proceeding, Docs. 18599-18600, denied petition to enlarge issues filed Sept. 15 by Progressive Broadcasting Co. Action Oct. 16.

Actions on motions

- Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc., Basic Communications Inc. and First Security and Exchange Co.). FM proceeding, on examiner's own motion, rescheduled pre-hearing conference for Oct. 31 (Docs. 18664-6). Action Oct. 13.
- Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc., et al.). FM proceeding, granted petition by Harrison Radio Inc. for leave to amend application; by separate action granted request by Lankford Broadcasting Co. for waiver of provisions of rules and ordered notice of publication accepted (Docs. 18636-9). Action Oct. 13.
- Hearing Examiner James F. Tierney in Billings, Mont. (Lee Enterprises Inc.), FM proceeding, ordered further hearing scheduled for Oct. 27, and confined to the consideration that record remain open for receipt of additional information requested of applicant by Broadcast Bureau (Doc. 18514). Action Oct. 16.

Rulemaking petitions

- WJTS Jupiter, Fla.—Requests amendment of the table of FM assignments to substitute ch. 292A for ch. 221A in Clewiston, Fla., and assign 221 to Jupiter. Ann. Oct. 17.
- WBKH Hattiesburg, Miss.—Requests amendment of rules to assign ch. 269A to Hattiesburg. Ann. Oct. 17.
- KMBL Junction, Tex.—Requests amendment of table of FM channel allocations to add ch. 232A to Kerville, Tex. Ann. Oct. 17.

Call letter applications

- WLCY Inc., Tampa, Fla. Requests WLCY-FM.
- Principia Corp., Elmhurst, Ill. Requests *WTPC(FM).
- KCJC-FM, Starr Broadcasting of Kansas Inc., Kansas City, Kan. Requests KUDL-FM.
- Christian Enterprises Inc., Glendive, Mont. Requests KIVE(FM).
- Wingate College Inc., Wingate, N. C. Requests *WCEG(FM).

Call letter actions

- Riverside Baptist Church, Fort Myers, Fla. Granted WSOR(FM).
- Evansville-Vanderburgh School Corp., Evansville, Ind. Granted *WNIN(FM).

- Emmet Radio Corp., Estherville, Iowa. Granted KILR-FM.

Existing FM stations

Final actions

- WI,TA-FM Atlanta — Broadcast Bureau granted mod. of CP to move studio and remote control location to 1038 West Peachtree Street, Atlanta; change type trans.; ERP 100 kw. Action Oct. 16.
- Hinsdale Township High School, Hinsdale, Ill.—Broadcast Bureau granted CP to replace expired permit for noncommercial educational FM. Action Oct. 17.
- WEFA(FM) Waukegan, Ill.—Broadcast Bureau granted CP to make changes in ant.; ERP 3 kw. Action Oct. 13.
- WIFE-FM Indianapolis—Broadcast Bureau granted license covering permit authorizing change in trans. location; establishment of two remote control points, Action Oct. 13.
- WPER(FM) Terre Haute, Ind.—Broadcast Bureau granted mod. of CP to change ERP to 50 kw; condition. Action Oct. 13.
- *WETL(FM) South Bend, Ind.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 635 South Main Street, South Bend; make changes in trans.; ant. height, 105 ft.; ERP 1.30 kw. Action Oct. 15.
- WRSL-FM Stanford, Ky.—Broadcast Bureau granted CP to change type ant., ant. height 85 ft.; ERP 3 kw; condition. Action Oct. 16.
- Loyola University, New Orleans—Broadcast Bureau granted mod. of CP to extend completion date for new FM to Feb. 15, 1970, Action Aug. 28.
- WLYN-FM Lynn, Mass.—Broadcast Bureau rescinded grant of application for renewal of license. Action Oct. 14.
- WHYN-FM Springfield, Mass.—Broadcast Bureau granted CP to make changes in ant. system, ant. height 953 ft.; ERP 10 kw; remote control permitted, Action Oct. 16.
- WMIC-FM Sandusky, Mich.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action Oct. 13.
- WBFL(FM) Bloxie, Miss.—Broadcast Bureau granted CP to change type trans. and ant. systems; ERP 3 kw; ant. height 300 ft.; remote control permitted; condition. Action Oct. 16.
- WII-FM St. Louis — Broadcast Bureau granted CP to change ant.-trans. location to 1215 Cole Street, St. Louis; install new trans.; install dual polarized ant.; make changes in ant. system, ant. height 510 ft.; ERP 97 kw; remote control permitted; condition. Action Oct. 15.
- WGNR-FM Oneonta, N. Y.—Broadcast Bureau granted mod. of CP to change ant. trans. location to 2.2 miles southeast, Oneonta, N. Y.; make changes in ant., ant. height 529 ft.; change ERP to 850 w; remote control permitted. Action Oct. 15.
- *PNW-FM Eugene, Ore.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system, ant. height 1490 ft.; ERP 97 kw; remote control permitted; condition. Action Oct. 16.
- WDUQ(FM) Pittsburgh — Seeks CP to change trans. location; change trans. and ant.; change ant. system; change to 90.5 mc, ERP 25 kw. Ann. Oct. 15.
- WBVB(FM) Union City, Pa.—Broadcast Bureau granted license covering change in ant.-trans., studio and remote control location; change type ant.; make changes in ant. system, ant. height 300 ft.; ERP 440 w. Action Oct. 16.
- WGLB-FM Port Washington, Wis.—Broadcast Bureau granted mod. of CP to make changes in ant.; make changes in trans.; ant. height 180 ft.; remote control permitted; condition. Action Oct. 13.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: WACB Kittanning, Pa.; WADR Remsen, N. Y.; WARD-AM-FM Johnstown, WASP Brownsville, WBPZ-AM-FM Lock Haven, WBRE-AM-FM Wilkes-Barre, WBUX Doylesstown and WBVB(FM) Union City, all Pennsylvania; WEZA Glens Falls, N. Y.; WDAS-AM-FM Philadelphia, WEDA-FM Grove City, WEEEX-AM-FM Easton and WEND Edensburg, all Pennsylvania; WFSR

Bath, N. Y.; WHLM-AM-FM Bloomsburg, WHYP North East and WIFM(FM) Philadelphia, all Pennsylvania; WIPS Ticonderoga and WIRD Lake Placid, both New York; WKZA Kane, WNBT Wellsboro, WNCC Barnesboro, WPSL Monroeville, WRAK-AM-FM Williamsport and WRFY-FM Reading, all Pennsylvania; WTBO and WKGO(FM), both Cumberland, Md.; WMLP-AM-FM Milton, Pa.; WNCN(FM) New York; WWCH Clarion, Pa.; WWSC-AM-FM Glens Falls, N. Y.; WAUG-FM Augusta, Ga. Actions Oct. 16.

Other actions, all stations

■ FCC, in response to complaints, including letter from Representative Henry B. Gonzales (D-Tex.), alleging news slanting in the CBS documentary, "Hunger in America," has ruled that no further action is warranted. Action Oct. 15.

■ FCC granted request by Montana Broadcasters Association for waiver of sponsorship identification requirements to permit operation of noncommercial sustaining announcement plan. Action Oct. 15.

■ Broadcast Bureau granted remote control permitted for following stations: KSJO-FM San Jose, Calif.; KCHI Chillicothe, Mo.; WOR New York; KVEE-FM Conway, Ark.

Translator actions

■ FCC dismissed petition by Marsh Media Ltd., licensee of KVII-TV Amarillo, Tex., for reconsideration of grant made by chief of Broadcast Bureau, of application of KOAT Television Inc., Albuquerque, N. M., for a CP for new UHF translator to serve Forrest and McAllister, both New Mexico. Action Oct. 15.

■ K13HG Ketchum, Warm Springs and Sun Valley, all Idaho—Broadcast Bureau granted CP to change type trans. of VHF TV translator. Action Oct. 17.

■ K03CZ Red River, N. M.—Broadcast Bureau granted CP to replace expired permit for changes in VHF TV translator. Action Oct. 17.

■ K09DI, K11DN, K13DH Little America, Lyman, Mt. View and Lonetree, all Wyoming—Broadcast Bureau granted CPs to specify principal communities as Lyman, Mt. View, Ft. Bridger, Lonetree and Opal, all Wyoming; change type trans.; make changes in ant. systems. Action Oct. 16.

CATV

■ Hearing Examiner Arthur A. Gladstone in Pottsville, Minersville and Schuylkill Haven, all Pennsylvania (Pottsville Trans-Video), CATV proceeding, designated Hearing Examiner Thomas H. Donahue as presiding officer; scheduled prehearing conference for Nov. 19 and hearing for Dec. 17 (Doc. 18690). Action Oct. 15.

■ Acting Chief Hearing Examiner Jay A. Kyle in Williamsport, Pa. (Citizens Cable Co. and Williamsport TV Cable Co.) CATV proceeding, granted request by WRBE-TV Inc. and Seranton Broadcasters Inc. and cancelled hearing scheduled for Oct. 14, to be rescheduled by hearing examiner at later date; scheduled further prehearing conference for Oct. 14 (Doc. 18581). Action Oct. 10.

■ Acting Chief Hearing Examiner Jay A. Kyle in Petoskey, Mich. Great Lakes Community TV Inc.), CATV proceeding, granted request by applicant and extended to Oct. 13 date of filing proposed exhibits (Doc. 18613). Action Oct. 9.

■ FCC ordered Moravia TV Cable Service, operator of five-channel CATV systems in Moravia and Locke, New York, to show cause why it should not be ordered to cease from further violation of carriage requirements by failing to respond to requests for carriage by Educational Television Council of Central New York Inc., ordered to appear at evidentiary hearing in Washington. Action Oct. 15.

■ FCC ordered Twin Valley Cable Company, operator of CATV system at Milton-Freewater, Ore., to show cause why it should not be ordered to cease from further violation of the program exclusivity provisions of rules. Action Oct. 17.

■ FCC granted petition by Telecable Development Corp. requesting waiver of hearing provision of rules and for interim authority

to carry distant signals on its proposed CATV system at Wytheville, Va. Action Oct. 15.

■ FCC ordered Wishram TV Co., operator of CATV system at Goldendale, Wash., to show cause why it should not be ordered to cease from further violation of the carriage and program exclusivity requirements of rules on its CATV system. Action Oct. 15.

Ownership changes

Applications

■ KCMS-AM-FM Manitou Springs, Colo.—Seeks transfer of control of Garden of the Gods Broadcasting Co. from Charles M. and Madelyn B. Edmonds (jointly 100% before, none after) to Black Forest Development Co. (none before, 100% after). Principals: Frederick L. Ingham, president (9.57%), et al. Mr. Ingham is colonel in Army. Principals own Sports Enterprises Ltd., company engaged in land development in Colorado. Consideration: \$205,000. Ann. Oct. 17.

■ WJRS-FM Jamestown, Ky.—Seeks assignment of license from Russell County Broadcasters to Lake Cumberland Broadcasters for assumption of \$12,000 in liabilities. Seller: Richard Fryman, sole owner. Buyer: Welby C. Hoover, sole owner. Mr. Hoover is WJRS-FM general manager. Ann. Oct. 17.

■ KDOM(AM) Windom, Minn.—Seeks assignment of license from Sterling Broadcasting Inc. to Schneider Broadcasting for \$19,200 (9,200 in liabilities). Seller: Wylie Sterling, sole owner. Buyer: Larry C. Schneider, sole owner. Mr. Schneider's business interests not indicated. Ann. Oct. 14.

■ WEEW(AM) Washington, N. C.—Seeks transfer of control of WEEW Inc. from Rosa Mae Springer (100% before, none after) to Radio Washington Inc. (none before, 100% after). Principals: Roy D. Wooster Jr., president (51%), Georgamay Wooster Cook, vice president (45%), Roy D. Wooster and Janice Jacobsen Wooster (each 2%). Roy D. Wooster Jr. is vice president of south atlantic division of Borden Inc. Roy D. Wooster is chairman of board of Borden Inc., New York. Buyers are applicants to buy WRON(AM) Ronceverte, W. Va. Consideration: \$121,000. Ann. Oct. 14.

■ KCFH(AM) Cuero, Tex.—Seeks assignment of license from Cuero Broadcasters Inc. to Norman Building Corp. for \$95,000. Sellers: Dave M. Schmidt Jr., vice president, et al. Buyer: Robert N. Aylin, sole owner. Mr. Aylin owns Norman Building Corp., Houston, which handles real estate and broadcast properties; Aylin Advertising Agency Inc., Houston, and 95% of KSWA(AM) Graham, Tex. He also has interest in two Houston office buildings. Ann. Oct. 14.

■ KKDA(AM) Grand Prairie, Tex.—Seeks transfer of control of Republic Broadcasting Corp. from Alan D. Feld, president, et al. (as a group 100% before, none after) to Boyd Kelley, president, (none before, 90% after) and Hymen Childs, vice president (none before, 10% after). Mr. Kelley owns Kelley Associates Inc., Wichita Falls, Tex., media broker. He also owns 51% of KDWT(AM) Stamford, Tex., and 27% of KROP(AM) Brawley, Calif. Mr. Childs is sales manager for KBOX(AM) Dallas. Consideration: \$250,100 plus assumption of liabilities totaling \$540,000. Ann. Oct. 14.

■ KYAL(AM) McKinney, Tex.: Seeks transfer of control of AHB Broadcasting Corp. from Robert F. B. Morse, et al. (as a group 75% before, none after) to John T. Pickens (none before, 75% after). Mr. Pickens owns 45% of KXKW(AM) Lafayette, La. Consideration: \$300,000. Ann. Oct. 14.

Actions

■ KMMK(FM) Little Rock, Ark.—Broadcast Bureau granted assignment of license from Hi Fi FM Broadcasting Corp. to J. C. Stallings for \$110,000. Sellers: Oscar A. Alagood, president, et al. Buyer: Mr. Stallings owns KFEF and has 52% interest in KEFM(FM), both Nacoches, Texas. He also owns 60% of commercial advertising agency. Action Oct. 13.

■ WGOL(AM) Goldsboro, N. C.—Broadcast Bureau granted assignment of license from Better Advertising Inc. to Peace Broadcasting Corp. for \$160,000. Sellers: William S. Page (80%) and Jack P. Hankins (20%). Messrs. Page and Hankins have respective interests in WELS(AM) Kinston, N. C. Mr.

Page owns 20% of WITN-TV Washington, N. C. Buyers: Everett C. Peace Jr., president (50%), Floyd M. Fox Jr., vice president, Claude S. Whitehead Jr., treasurer (each 15%) and Joseph M. Whitehead, secretary (20%). Mr. Peace owns 49% of WKBY(AM) Chatham, Va. Mr. Fox owns 50% of insurance firm, Mr. C. Whitehead is dentist. Mr. J. Whitehead is attorney. Action Oct. 17.

■ WHIM-AM-FM Providence, R. I.—FCC assignment of licenses and SCA from Golden Gate Corp. to Culligan Communications Corp. for \$450,000. Sellers: Harold C. Arcaro, president, and family (98%) et al. Mr. Arcaro owns 92% of WNET(TV). Buyers: Matthew J. Culligan, president (16.58%), James E. Fuchs, executive vice president-treasurer (11.05%), et al. Mr. Culligan owns 20% of movie production company. Mr. Fuchs owns 50% of athletic film distribution firm. Messrs. Culligan and Fuchs are chairman of board and president, respectively, of Westport (Conn.) Town Crier. Culligan Communications owns applicant to purchase KBNO-FM Houston, KEIR(FM) Dallas, Promenade Magazine and Phaedra Publishing Inc. Action Oct. 15.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Oct. 21. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

■ Boca Raton, Fla.—Burnup & Sims Inc., West Palm Beach, Fla.; Telecable Corp., Norfolk, Va.; and Teletpromper Corp., New York (all multiple CATV owners) have applied for a franchise.

■ Chatham county, Ga.—Savannah TV Cable Co. has been granted a franchise. The firm will pay the city \$25,000 initially and 4% of the gross annual revenues.

■ Deland, Fla.—St. John's Valley Cable Co., Volusia, Fla., a subsidiary of the American Television and Communications Co. (multiple CATV owner) Denver, the Times Mirror Corp. (Los Angeles Times) already in operation in unincorporated areas of West Volusia County, Fla.; Storer Broadcasting Co. (multiple CATV owner) Miami; and Teletpromper Corp. (multiple CATV owner), New York, have applied for a franchise. The companies submitted identical base bids of 6% for the first year, 7% for the next five, and 8% thereafter. Times-Mirror offered an advance payment of \$38,900 and Storer proposed a prepayment of \$50,000.

■ Holliston, Mass.—Amvideo Corp., Wellesley Mass., has been granted a franchise. Subscribers will be charged \$5 monthly plus an installation fee. Richard Loftus is the president of Amvideo.

■ Lower Nazareth twp., Pa.—D. J. Cable Television Co., Nazareth, Pa., has been granted a franchise (see Milford, Pa.). The firm will pay the township 3% of the gross receipts the first year, 4% the second year, and 5% each year thereafter.

■ Melba, Va.—Bayshore TV has been granted a franchise. Subscribers will be charged \$8 for installation and \$6 monthly. The firm, represented by I. W. Bagwell III, also has franchises in the towns of Onancock, Accomac, Onley and Parksley, all Virginia.

■ Milford, Pa.—D. J. Cable Television Co., Nazareth, Pa., has been granted a franchise. William Armstrong, assistant manager, said the firm will provide 20 channels and pay the city 3% of its gross local receipts the first year, 4% the second year, and 5% each year thereafter. (See Lower Nazareth twp.)

■ North Strabane twp., Pa.—Balsley TV Cable Inc., Canonsburg, Pa., has been granted a franchise. The firm also holds franchises in Canonsburg, Houston boroughs and Chartiers township, all Pennsylvania.

■ Plainfield twp., Pa.—Blue Mt. Cablevision Inc. has been granted a non-exclusive franchise. Subscribers will be charged \$10 for installation and \$3.50 monthly.

Right now Howard Marsh is just what he's always wanted to be—president of a television sales representation company.

"I've been shooting for this job with some company since I started in time sales 15 years ago," he declared.

Westinghouse Broadcasting Co. fulfilled his desire in August of this year, when he was elected president of the WBC-owned Television Advertising Representatives after a career devoted almost entirely to sales.

The only full-time job Mr. Marsh held that was not in sales was his first—he joined the accounting department of General Electric in Schenectady, N.Y., right out of high school. After three years, General Electric offered him a scholarship to Union College in New York state, but the war interrupted his studies after a year.

By the time the war was over, Mr. Marsh ended up in Chicago and married a Chicago girl, so he investigated several schools in the area seeking the best advertising and marketing course.

Acting out one of his own criteria for a good salesman—that he must be highly motivated to succeed—Mr. Marsh finished his three years of college education at Northwestern University in two years, holding down several jobs at the same time.

Selling time appealed to him even from his advertising and marketing courses in college, and he felt the television business offered future growth and high pay as well as the opportunity to sell. "But it was very difficult to break into the business," Mr. Marsh recalls. "Everyone told me to come back when I had experience selling time, but the problem was getting experience!"

His first opportunity, selling accounting systems at Burroughs, conveniently combined his background with his desire to sell, but he continued to look into time sales for seven years before an opening finally presented itself.

Mr. Marsh became an office manager at Peters, Griffin, Woodward in Chicago, a job he describes as "accounting," but at least with a television company.

The next steps were to CBS-TV Spot Sales in Chicago, Detroit and New York, then to Harrington, Righter & Parsons, then to TVAR in 1961.

Westinghouse's policy of giving its salesmen local experience applied to Mr. Marsh, and he spent a few years in San Francisco at KPBC(TV). But otherwise all his positions were in New York.

As president of TVAR, Mr. Marsh "doesn't sell as much as I'd like to. Instead I get a vicarious kick out of developing other men into good sales managers. It's really a personnel job."

Marsh always had his eye on being head of a TV rep

A good salesman, in Mr. Marsh's opinion, has to be highly organized and money-oriented, in addition to being highly motivated. A salesman must also conduct himself ethically.

"A good reputation is a salesman's most important asset," he declared. "If you steer a buyer wrong once, he isn't going to trust you again."

"There is no big difference between radio and television selling," he said. "You need a higher degree of creativity in radio, you're forced to push more, but this difference will change when TV becomes more fractionalized with UHF and such."

There is no reason why a representa-

tive whose company owns stations should not rep stations outside the company, Mr. Marsh reasoned. "A salesman is a salesman," he stated. "He doesn't differ between an owned and a non-owned station." In TVAR's case, he added, the non-owned stations (Post-Newsweek's WTOP-TV Washington, and WJXT(TV) Jacksonville, Fla., and Jefferson Standard's WWBT(TV) Richmond, Va., and WBT(TV) Charlotte, N.C.) have standards similar to Westinghouse stations.

"Most selling is done by the ratings book," Mr. Marsh said, "but I have to be careful in generalizing. At Westinghouse we feel we have qualitative shows to sell in news and public service, and generally less commercialization than our competitors. We feel the commercial atmosphere should be important to the advertiser, too."

Because of Westinghouse's standards, which eliminated acceptance of cigarette advertising in April, the stations have "suffered severe billings losses," Mr. Marsh reported, but his optimism never waned when he spoke of increased retail advertising from Sears, Woolworth, J. C. Penney and W. T. Grant, and his intentions to "beef up" the sales development department at TVAR.

One of Mr. Marsh's projects that has already been instituted is a sales manual presenting information graphically. "I feel very strongly that the buyer is very harassed today," he commented, "and he needs graphic representation of figures to see comparisons at a glance." Mr. Marsh has also set up a research supply board in the TVAR office so salesmen can pick the charts they need as they go out on calls.

Another research project in the works under Mr. Marsh's direction will compare product-usage data from network shows to similar data for local shows. TVAR also benefits from Westinghouse Electric's computers in keeping track of availabilities, cost-per-thousand by demographic groups and other data.

Not content to provide all these tools for just his own salesmen, Mr. Marsh thinks that "it's our business as broadcasters to help schools, to go and speak to the students and tell them what a broadcast salesman does: I didn't feel there was enough emphasis on broadcast sales in the courses I took, although that may have changed by now."

Mr. Marsh's outlook makes him a perpetual student of the medium. "Color penetration may go over 50% next year, and with retailers coming in, it's an entirely new medium" he noted. To keep up with these changes on the sales side, he continues to study new sales tools.

Week's Profile



Howard Herbst Marsh—president, Television Advertising Representatives, New York; b. Nov. 9, 1922, Troy, N.Y.; salesman for Burroughs and Hart, Schaffner & Marx, 1948-1955; joined Peters, Griffin, Woodward, Chicago, as office manager; moved to CBS-TV Spot Sales as salesman in Chicago, later Detroit and New York; account executive. Harrington, Righter and Parsons, New York, 1960; joined TVAR 1961 and moved to presidency in 1969 after serving as general sales manager, KPBC(TV) San Francisco. Westinghouse Broadcasting Co., New York, national TV sales manager, Radio Advertising Representatives vice president and TVAR vice president; m. Ella Denham, Aug. 25, 1945; children—Elaine, 20, and Howard, 17.

Expensive hand-outs

It may be good politics for broadcasters to reduce their rates for political advertising, as many major companies offered last week to do in future elections. It isn't very good principle. In the long run it may not turn out to be very good politics either.

To begin with, a voluntary reduction in rates will be interpreted to stem from the same reasoning that underlies proposals for legislated reductions in rates: that broadcasters, being licensed, are obligated to make sacrifices that unlicensed media and political services need not make. Once that reasoning is adopted for political advertising and programing there is no stopping its adoption for any other kind of advertising and programing that can be claimed to be needed for the public benefit.

The offers that have been made to give politicians cut rates look like political tithing, paid in the hope it will buy relief from bills that would enforce the same ends. By this sort of process broadcasters will lose more respect than they gain.

What's news?

As everyone in media and discerning segments of the public knows, April is newspaper-meeting time. The American Newspaper Publishers Association and its satellite Bureau of Advertising convene in New York. The news associations—the Associated Press and United Press International—hold concurrent sessions. And usually a week earlier the American Society of Newspaper Editors meets in Washington, close to official brass.

It has become ritualistic for the big newspapers, such as the *New York Times*, to make extravaganzas of their events. Predictions on advertising lineage and circulation increases are carried on all wires. Speeches attesting the stature of the printed press are quoted in detail.

We don't condemn this practice; rather we envy it. It is the editorial (and the business) judgment of the publishers and their editors that these are newsworthy events.

Broadcasters do not cluster their meetings. The National Association of Broadcasters holds three out of four of its annual conventions in Chicago, centrally located and with ample bedrooms and exhibit space. The fourth is shoe-horned into Washington. But other broadcast groups disperse their meetings to the four corners and in-between on no rigid schedule.

Last week, the Television Bureau of Advertising, counterpart of the ANPA's Bureau of Advertising, held its convention in Washington. It was a good convention, with plenty to talk about, because TV, with all of its successes and obviously because of them, has more gut problems than any other advertising medium.

TVB had an impressive keynote speaker in Robert H. Finch, secretary of health, education and welfare, fresh from his startling cyclamate embargo the week-end before. Secretary Finch had nice things to say about television, its acceptance, its impact and its leadership as a news medium. And he spoke of its "statesmanship" in the handling of the stunning cyclamate withdrawal—a billion-dollar business—with evident economic consequences for TV.

Did you read that in the *New York Times*? Or in any other paper whether or not it owns television stations?

But what is more disturbing than the lack of newspaper coverage is the lack of television and radio coverage of the

Finch speech and of affirmative TV and radio news generally. The news associations, be it said to their credit, generally do an adequate job in covering such stories for their radio and their general wires. But the lack of pickup is appalling.

There is the fallacious notion that networks and stations must carry comments critical of broadcasting to be fair, but events that are complimentary must be shunned because that would constitute self-serving management of the news. Poppycock.

Our product is news about broadcasting and its related activities. We cover our field intensively, the good news along with the bad. With credentials growing out of 38 years of publishing, we contend it is as bad journalism to underplay the news affecting one's sphere of operation as it is to overplay it.

Adult financing

The Corp. for Public Broadcasting has been in existence for two years. It is no nearer a solution to its principal problem—permanent financing—than it was at the beginning.

The story is told in detail elsewhere in this issue. CPB which operated with a \$5-million budget, grudgingly given by the Congress as seed money, has just been authorized a \$20-million appropriation for its next year. That, however, does not mean that as much as \$20 million will actually be voted when the money bills come up. There will probably be more questions in both House and Senate. The Carnegie Commission on Educational Television, whose report provided the idea for the legislation creating CPB, proposed a self-generating fund drawn from excise taxes on purchases of television receivers as the basic source of continuing support for CPB. No one has yet advanced a better idea.

Certainly the dependence on annual appropriations from the Congress has already proved inadequate, as the Carnegie Commission predicted it would prove. If CPB must go on worrying each year about where its next hand-out will come from and how big it will be, it will be unable to avoid the sort of politicking that will corrupt or emasculate its programing.

As a practical matter, CPB will probably settle gratefully this year for the \$20 million now in prospect. By next year it ought to be arguing for—and justifying—the establishment of its excise-tax fund.



Drawn for BROADCASTING by Sidney Harris
"About that raise. . . ."



KSTP-TV Covers the Broad Market.

Women.

Media men love 'em. Especially the 18-34 housewife type. The heavy users who can make or break a brand.

So to give you a better selective audience of women in the Minneapolis-St. Paul area, we've heaved up the KSTP afternoon lineup with some bright new programming.

The Dennis Wholey Show



This is a talk show that's different, because the host is different. Dennis Wholey is a personable, articulate young man who's built a growing reputation as one of the most perceptive interviewers around. Not only can he talk, he can listen. One comedian called Dennis' interview "... the best I've had in 31 years of show business."

Strange Paradise



You thought every possible idea for a daytime drama had already been used? How about Colin Fox playing the dual role of a millionaire industrialist and his 300-years-dead ancestor, in a show set in the Caribbean, involving voodoo? Don't laugh. Wait until you see the ratings.

Dial 5




"Dial 5" is a new expanded version of our long-running and successful "Dialing for Dollars", which has been moved into the noon-to-one o'clock time slot. Popular Jane Johnston joins Jim Hutton in hosting this viewer-participation show, which also incorporates a news/weather segment with Bill Beebe and Marilou Thibault.

Because women have widely varying tastes and preferences in programs, we offer a wide variety of afternoon shows. So your commercials reach a much wider audience. Want to sell women? Take Five. KSTP, Channel 5.



HUBBARD BROADCASTING COMPANY
Represented nationally by Edward Petry & Co.

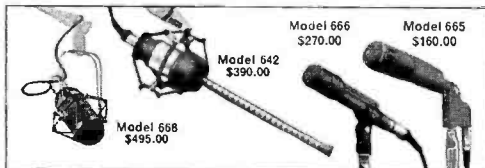
How does this 7 FOOT MONSTER help solve your sound problems?

 The giant microphone shown here is the biggest microphone in captivity! The Model 643 is also the most directional microphone sold today. It helped E-V win the first Academy Award for microphone design in 22 years.

But beyond this, the 643 has been one of our most effective field research tools, offering a far-reaching insight into the nature of directional microphones, and their applications.

An obvious result of 643 research is our unique Model 642. Same E-V Cardiline™ principle*, but only 18 inches long. It reaches up to twice as far as any other broadcast unidirectional microphone to give you better long distance pickups than were dreamed possible a few years ago.

And this same basic research stimulated the development of our new Model 668 cardioid microphone. It uses the Continuously Variable-D® cardioid principle (a creative development from our exclusive Variable-D patent*) to provide smoother cardioid action—plus more versatility—than any other boom microphone you can use.



But let's not ignore the most popular professional cardioid microphone of all, the Model 666. Here's where the Variable-D principle got its start. And since the introduction of our seven foot laboratory, the 666—and its companion, the 665—has been further refined to offer better performance and value than ever before.

From such startling microphones as the 643, come continuing basic improvements—and the tools you need to solve your most difficult sound problems. Only E-V provides this kind of design leadership. E-V microphones in your studio will give you a big head start toward better sound. After all, we're at least seven feet ahead of everybody!

Model 643, \$1,635.00. Normal trade discounts apply on list prices shown.

*Cardiline Patent No. 3095084, Variable-D® Patent No. 3115207

ELECTRO-VOICE, INC., Dept. 1091BR
660 Cecil Street, Buchanan, Michigan 49107

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