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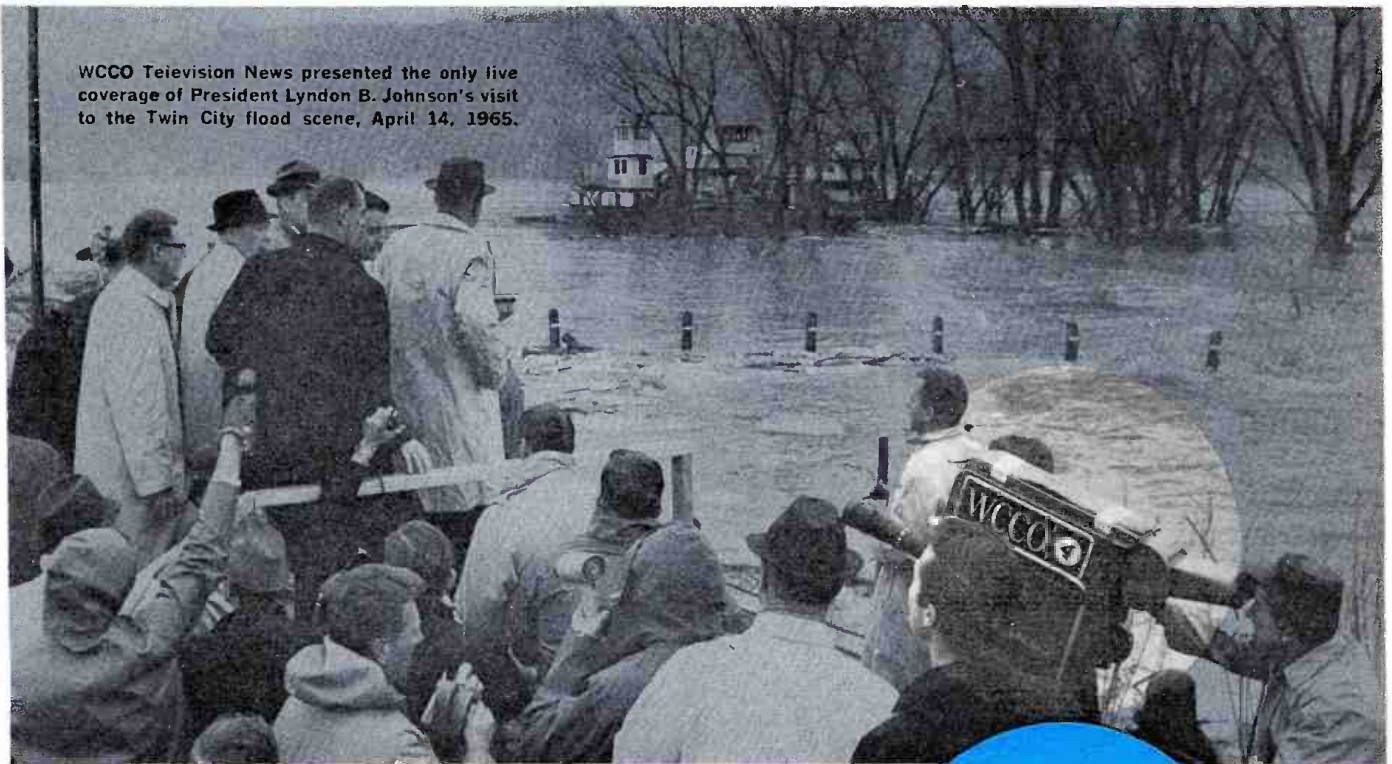
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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

New TV shows score rousing commercial success abroad. p29  
Something for everyone at NAB roadshow in Louisville. p44  
EIA documents boom in color television set sales. p58  
SPECIAL REPORT: The growing sound of Country & Western. p69

COMPLETE INDEX PAGE 7



WCCO Television News presented the only live coverage of President Lyndon B. Johnson's visit to the Twin City flood scene, April 14, 1965.

For the 3rd time in 10-years (1955, 1960 and now in 1965) the Radio Television News Directors Association has honored WCCO Television News for Outstanding Reporting.

The current award is for Reporting of an On-the-Spot News Story . . . Minnesota's 1965 Floods.

This recognition signifies that WCCO Television News continues to maintain its fundamental goal of excellence in news coverage.

**COUNT ON US TO BE THE DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION**



1



*Will they recognize him?*

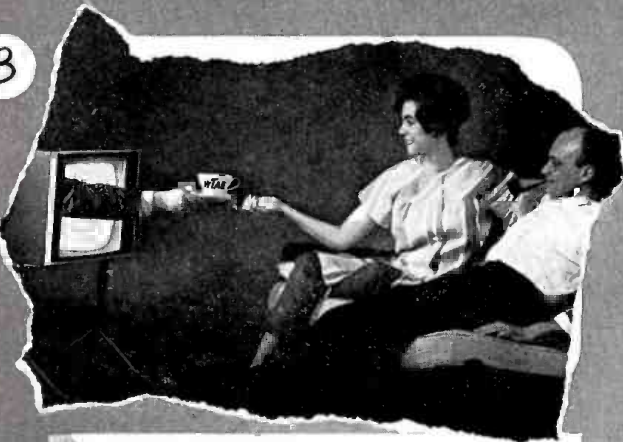
ALAN TRENCH: What TV station in Pittsburgh

2



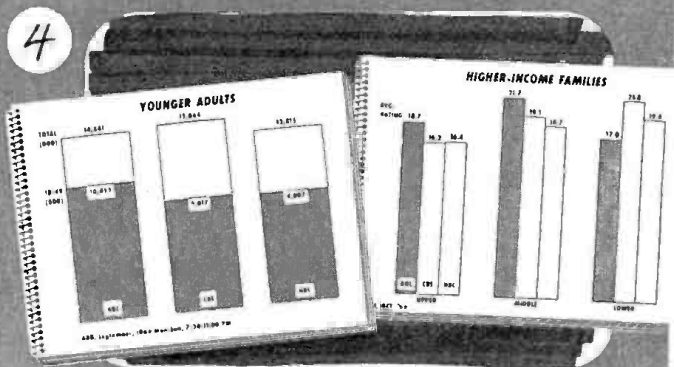
reaches more young homes...

3



reaches more spending homes...

4



has the proof in black and white...

5



...and gives you color, too!

*Be specific! We originate color film.*

6

*How long can we milk this? It's been 7 years!*

But people remember if!

take TAE and see

WTAE CHANNEL 4

Take TAE and see!  
See Katz first.



## Circulation audits

One of subjects expected to emerge at annual membership meeting of Audit Bureau of Circulations, Oct. 20-21 in Chicago, will be long pending proposal to extend its auditing service to other media, particularly broadcasting. But no definitive action can come until standards, new definitions and by-laws changes are effectuated. ABC board members have suggested to general membership, now confined to print media, to contribute their thinking on extension of circulation measurement beyond print media.

## TVQ's PDQ

Networks, advertisers and their agencies moved quickly in New York last week to obtain show popularity measurements on new season as supplied by TVQ. Demand for data—slated for mails today (Oct. 18)—built up following release Monday of A. C. Nielsen Co. ratings covering first two weeks of season (see page 93). By Thursday TVQ had three people relaying tabulations over phone piece-meal as data was fed out of computer. Greatest interest was in show popularity poll's audience demographics (sex, age-group etc.) for programs falling in Nielsen-rated "middle area"—below top 20 and above bottom 20.

## Small market spots

National spot radio "sampling" plan with significant discounts to lure blue chip accounts to smaller market stations expected to be disclosed soon by Universal Publicizers Inc., Chicago, which specializes in finding new local radio business through similar concept. Universal has signed Weed & Co. for unusual rep arrangement whereby reps of cooperating stations also will get commission on new business generated. John L. Burroughs is Universal president. Firm is 18 years old.

## Jacksonville plans

Expected soon is appointment of Fred Shawn, general manager of WSUN-AM-TV St. Petersburg, as vice president and general manager of new ch. 17 WJKS-TV Jacksonville, Fla., ear-marked for ABC-TV. WJKS-TV, being built by Rust Craft at cost of approximately \$800,000, has target date of late December or early January. It will be Jacksonville's third TV outlet, other two being VHF's.

# CLOSED CIRCUIT\*

*Mr. Shawn, who has headed city-owned St. Petersburg properties for past decade, formerly was with NBC in Washington and New York. He expects to assume new post by November 1, reporting to Executive Vice President Fred Weber. WSUN-AM-TV have been acquired, subject to both city and FCC approval, for high bid of \$1.13 million by H. Y. Levinson, owner of WCAR Detroit.*

## FCC vs. FTC

Conflict is developing between FCC and Federal Trade Commission over how to handle alleged violations by some broadcasters in publicizing station ratings. At issue is investigation by FTC earlier this year of ratings claims with number found to be borderline or worse. At meeting several weeks ago between Henry Geller, FCC general counsel, and Charles A. Sweeney, director of FTC's Deceptive Practices Bureau, and aides, Mr. Geller reportedly urged issuance of FTC complaints; Sweeney was reluctant to move contending investigations did not support legal action.

## Two for fairness

FCC appears ready to reject fairness doctrine complaints filed in connection with two television programs dealing with foreign nations (CLOSED CIRCUIT, Sept. 6). Commission lineup hasn't jelled, but there is believed to be majority that will hold non-commercial WNDT(TV) New York did not abuse its discretion in its presentation of documentary on South Africa and that nation's controversial apartheid policy.

*Other case involves David Susskind interview with Israeli deputy prime minister, Abba Eban, carried on WPIX(TV) New York. Representative of Arab group wanted time for presentation of Arab views. Commission, however, is expected to cite WPIX's representation that interview did not involve controversial issues and that, in any case, station has carried numerous programs on various aspects of Arab-Israeli conflict.*

## Double Jeopardy

Broadcasters concerned about burden imposed by one new requirement in amended version of FCC's local-filing rule may get reprieve. Revised

rule, adopted Oct. 6, requires all stations to place coverage maps in local file. Previously, that obligation was to fall only on applicants for new stations or for modifications of facilities. Since such maps would cost broadcaster \$300-\$400, complaints were prompt and loud. Washington apparently got message.

*Now commission staff is taking another look. Requirement becomes effective Nov. 15. Irony of new ruling is that map-filing regulation is part of provision which eliminates earlier requirement for filing general engineering information—rewrite that was designed to mollify critics, not arouse them.*

## Super power abroad

Latest compilation of AM stations in world shows 242 in 65 countries using power in excess of 50,000 w—highest allowed in U. S. Of these 102 stations in 40 countries are listed with power of 150,000 w or more, ranging up to 1,200,000 w (Monaco). Stations are in band ranging up to 1600 kc—outer limit of AM band in U. S. In some countries AM stations are assigned in long-wave band below U. S. cut-off of 540 kc.

*List, compiled by Foreign Broadcast Information Service, arm of U. S. government, was printed by Government Printing Office. Survey shows that since 1948 number of stations with more than 50 kw has increased from 92 to 242 and number using 150 kw or more has jumped from 19 to 102. Among nations listed as having AM stations in one million watt or over category are East Germany (Berlin); West Germany (Munich); Luxembourg (Marnack); Philippines (Poro) and Ryukyu Islands (Okinawa).*

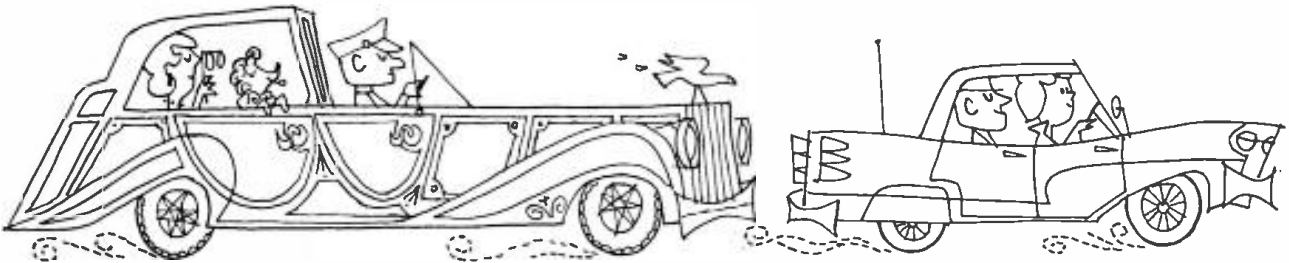
## NCTA defiant

Still adamant in opposition to copyright law revision which would make CATV's liable to licensing, National Community Television Association, in Nassau last week, grudgingly agreed that its fall-back position would be to accept copyright liability for those programs which were brought into CATV community from outside home market. For programs broadcast by TV stations in home area, however, CATVers insist they must be exempt.

# MORE PEOPLE



# everywhere



# listen to WIBG Radio 99



then any other Philadelphia Radio Station

**MORE** total listeners  
**MORE** adult listeners

**MORE** total homes in  
**MORE** time periods

*Represented by Katz Agency*

<b>STORER</b> BROADCASTING COMPANY	<b>LDS ANGELES</b> KGBS	<b>CLEVELAND</b> WJW	<b>MIAMI</b> WGBS	<b>TOLEDO</b> WSPD	<b>DETROIT</b> WJBK	<b>WIBG</b> FIRST IN PHILADELPHIA
<b>NEW YORK</b> W'HN	<b>MILWAUKEE</b> WITI-TV	<b>CLEVELAND</b> WJW-TV	<b>ATLANTA</b> W'AGA-TV	<b>TOLEDO</b> WSPD-TV	<b>DETROIT</b> WJBK-TV	

All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE—April-June 1965; Adult Audience Age 18-49 (Radio PULSE LQR III—April-June, 1965) Leads all other Philadelphia stations in circulation, Day and Night, Metro and Total, NCS '61; Share of Audience—Total Rated Time Periods, HOOPER—April-June, 1965.

# WEEK IN BRIEF

Foreign syndication of current network programing will make up 75% or \$57 million of predicted \$76 million year. Sales up more than 50% since 1963. Biggest markets: UK, Australia, Canada, Japan, Latin America. See . . .

## SMASH HIT ABROAD . . . 29

College football's move from NBC-TV to ABC-TV that can mean \$32 million outlay by network over four years gets insight—NCAA wants to be network's 'top sports package' and wants network without pro contract. See . . .

## BUSHNELL EXPLAINS . . . 64

WBC, in effort to sell WINS and KYW, took 85 media buyers to England to prove stations' business is news. Buyers given discourses in Common Market and European politics. Cost: \$100,000. See . . .

## TRIP TO HISTORY . . . 100

NAB's Anello in limelight at first fall conference in Louisville. Major questions raised concern about CATV, personnel, economics of UHF and editorials, but main interest was new program form. See . . .

## STEALS SPOTLIGHT . . . 44

FCPC conference on broadcasting and election campaigns absolved TV of biased reporting and credited medium with sharpening issues by adding information on which public could better make decisions. See . . .

## TV PASSES EXAM . . . 96

Color-set sales to distributors doubled last year's figure for first nine months according to report of EIA, and three-quarter total has already eclipsed total sales of previous year. See . . .

## BOOM IN COLOR SALES . . . 58

# SPECIAL REPORT: COUNTRY MUSIC BOOM

Country music, for years snubbed and scoffed at by advertisers and station owners, is emerging as booming business with large audience, numerous sponsors and changing public image. See . . .

## GROWING SOUND . . . 69

Country stations and switchers to C&W report increased audience, revenue and profits. They point out loyalty of advertisers and high retention rates, but warn that audience 'can spot phony mile away.' See . . .

## BOOSTS AUDIENCE, REVENUES . . . 74

Blue-chip advertisers have aligned themselves with increasing country and western formatted stations so that type of programing no longer only sells groceries and chewing tobacco. Reason for move: ratings. See . . .

## ADVERTISERS TO C&W . . . 88

Although C&W has its greatest exposure from some 1,600 radio stations, syndicated and locally produced shows for TV amount to several hours weekly. Trend: increase. Main syndicators are WSM-TV and WGN-TV. See . . .

## DASH OF COUNTRY . . . 84

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## Broadcasting

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# Emmy



# Award



presented by the  
National Academy of Television Arts and Sciences  
to WDSU-TV, Channel 6, New Orleans  
for "THE KU KLUX KLAN",  
the single outstanding program of any television station

Our advertisers have encouraged us to produce programs like the Emmy Award winner. Our community has supported our serious

and thoughtful special programming. Our people have the talents and resources needed to give these programs leadership stature.

*All share the honor bestowed on*

**WDSU-TV**

EDGAR B. STERN, JR., *President*  
A. LOUIS READ, *Executive Vice-President  
and General Manager*

## Clyne Maxon made BBDO unit in merger

BBDO has purchased Clyne Maxon. New York, which on Jan. 1, 1966, becomes wholly-owned subsidiary. Combined agencies will bill approximately \$350 million including U. S. and overseas. Transaction involves purchase of stock, with key members of Clyne Maxon management obtaining stock representation in BBDO.

Merger does not include Maxon Inc., Detroit. Clyne Maxon, of which C. Terence Clyne is president, last year billed about \$49 million in U. S. and another \$6 million overseas: BBDO, one of world's largest agencies, billed \$270,870,000 in U. S. and overseas (estimated \$8-9 million abroad). On basis of 1964 figures, it's estimated that joint radio-TV billing would come to some \$155 million.

As subsidiary, Clyne Maxon will have own corporate identity. Both agencies will operate autonomously with Charles H. Brower, BBDO's board chairman, continuing as chief executive officer, as will Mr. Clyne of Clyne Maxon. BBDO's facilities and services will now be available to Clyne Maxon.

Among top accounts at Clyne Maxon: General Electric (housewares, some appliances), Gillette Safety Razor, Revere Copper & Brass, Stauffer Chemical, A. E. Stanley Manufacturing, McKesson & Robbins, Mohawk Carpets and American Smelting.

Clyne Maxon was established in Detroit in 1927 by Lou R. Maxon as Maxon Inc. Mr. Clyne joined Maxon Inc. in 1962 and in April of 1964 when Mr. Maxon suffered severe illness, Mr. Clyne moved up from chairman of executive committee to president and chief executive officer and subsequently headquarters was moved to New York and corporate name changed to Clyne Maxon. With new merger, Maxon Inc. remains as Detroit agency and as separate corporate entity not involved in merger.

## Clips on draft dodging questioned by senator

Senator John Stennis (D-Miss.) Friday (Oct. 15) said movement to encourage young men to avoid draft should be "jerked up by the roots" and ground to bits by government.

He said such movements thrive on

publicity and cited CBS newscasts as giving drive publicity, though he added, "I'm sure CBS presented this matter in good faith to call attention to this deplorable and shameful activity on part of those who have no regard for duty, honor or their country"

CBS spokesman said "you don't remove a cancer by ignoring it," and said clips on movement were telecast by network on *Evening News with Walter Cronkite* last Monday and Tuesday (Oct. 11-12). Network also said clips were shown to GI's in Vietnam and their reactions were put on air.

Senator Stennis questioned judgment of showing clips to GI's because, "It must have had the effect of undermining their morale."

## ABC-TV rejigging; pilot ready in wings

New two-parter called *Batman*, action-adventure series, appears strong contender on ABC-TV this season as replacement. This much was known late in week as ABC-TV continued process of lining up those programs it expects to drop and others which would move time periods. *Batman* is pilot, produced by Greenway Productions in association with 20th Century-Fox TV, originally conceived as one-hour with filming to start today (Oct. 18). Plan now is to program it in two half hours on different nights of week. *Batman* has its genesis in comic strip of that name.

Though reports circulated of purported cancellations for three ABC-TV shows—*The King Family*, *Shindig I* and *Amos Burke, Secret Agent*,—effective in mid-December, network authorities said no cancellations have been ordered. Reports also hinted at *The Long Hot Summer*, now one-hour series becoming two-parter; *Peyton Place III* and *The Farmer's Daughter* exchanging their Friday and Monday, 9:30-10 p.m. slots and *Ozzie & Harriet* moving to Saturday, 8-8:30 p.m. Also mentioned: Two half-hour periods, each at 10:30 p.m., may revert to stations, possibly on Wednesday and Thursday.

## Schmidt to sponsor fight

C. Schmidt & Co., Philadelphia, will sponsor live telecast of middleweight championship bout between Joey Giardello and Dick Tiger Thursday

(Oct. 21) over lineup of stations, including WFIL-TV Philadelphia, WJRC-TV Pittsburgh, WJZ-TV Baltimore, WMAL-TV Washington, WKBW-TV Buffalo and WFBG-TV Altoona, Pa. Sportscaster Guy LeBow and former boxing champion Barney Ross will provide blow-by-blow and color commentary respectively. Agency is Ted Bates & Co., New York.

## Don't just sit there, do something: Dille

Call for members to do more than just pay dues to National Association of Broadcasters was issued Friday (Oct. 15) at second morning session of NAB's fall conference at Louisville, Ky., by John F. Dille Jr., Communicana Group of Indiana, joint NAB board chairman.

"If you want a powerful trade organization," he said, "you should give it your support and your participation." NAB needs participation of large and small members to produce variety of views, he said. He noted that although 44-member board has sometimes been criticized as being too large it allows for wide range of opinion and points of view.

Mr. Dille said it was "too early for a serious analytical report" of his term as working chairman and he doesn't think he should reach any conclusions until at least six months have passed. He said report on his observations and findings would be given to joint board at January meeting.

Chairman had highest praise for NAB staff, and in particular its president,

### Help wanted . . .

Want chance to help build statewide educational television—plus about \$11,000 yearly and 8% retirement benefit as Civil Service employe?

If you're television specialist with PhD (or MA) and would like to work with 231 New York institutions of higher learning to help prepare facilities and administration to use TV to increase and extend instructional services, call, write, wire Bernard Cooper, Bureau of Mass Communications, University of State of New York, Albany, N. Y.



## WEEK'S HEADLINERS



Mr. Gallagher



Mr. Bowman



Miss Robin

**Richard Bowman**, senior VP and creative director, elected chairman of executive committee at Norman, Craig & Kummel, New York. Mr. Bowman joined agency in 1955 as VP and copy chief. He was elected

senior VP in 1963 and became member of board earlier this year. Also pro-

moted at NC&K: **Joseph Gallagher**, senior VP and copy chief, named senior associate creative director; **Toni Robin**, VP and associate copy chief, named senior VP and associate creative director.

**John L. McClay**, VP of operations for Taft Broadcasting Co., Cincinnati, elected executive VP. Taft stations include WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WKYT-TV Lexington, Ky.; WDAF-AM-FM-TV Kansas City, Mo.; WGR-AM-FM-TV Buffalo, N. Y., and WNEP-TV Scranton-Wilkes-Barre, Pa. Before joining Taft two years ago, Mr. McClay was VP and manager of broadcasting division of Gannett Newspapers. Prior to that, he was with Westinghouse Broadcasting Co.

**Len Firestone**, former VP and general manager of Four Star Distribution Corp., New York, named VP in charge of TV syndication division of Landau/Unger Co., that city. Landau/Unger, TV and motion picture-distribution

firm, was recently organized by Ely A. Landau and Oliver A. Unger. **Ted Bergmann** named VP in charge of network TV for L/U last week (BROADCASTING, Oct. 11). Mr. Firestone resigned from Four Star last month (BROADCASTING, Sept. 27).



Mr. Firestone



Mr. Muyskens

**William S. Muyskens**, VP in charge of TV commercial production, elected senior VP at William Esty, New York. He joined agency in Jan. 1965 and was formerly VP, radio-TV commercial production at McCann-Erickson, New York.

For other personnel changes of the week see **FATES & FORTUNES**

Vincent T. Wasilewski.

Questioned on whether community antenna television should be regulated, Commissioner James J. Wadsworth said he feels there should be more regulation "than is now apparent" and that all CATV's should be regulated. He expressed wish, however, that "Congress say exactly what it wants to see," in way of such regulation. He indicated he has doubts over commission's power at present to regulate nonmicrowave systems.

Commissioner answered questions after his talk Friday (Oct. 15) to broadcasters in Louisville (see page 56). Conferences continue this week in Atlanta and Baltimore.

### Antenna farms get support

FCC proposed rulemaking for establishing antenna farms was endorsed last week by Air Transport Association in comment filed with commission.

Rulemaking has been criticized by broadcasters on grounds that proposed cooperative arrangement with Federal Aviation Agency would give agency veto over selection of farm sites (BROADCASTING, Oct. 4).

Air Transport Association, however, said joint participation of two federal agencies in selection of sites would con-

tribute to reduction of conflicts between broadcasting and aviation interests over use of air space.

### WCIU(TV) shifts work hours to stay on air

WCIU(TV) Chicago, UHF ch. 26 outlet, has worked out four-month plan with local 1220 of International Brotherhood of Electrical Workers (IBEW) to spread 40-hour work week over six days to facilitate temporary cutback of daily operating hours rather than go dark one or two days weekly.

WCIU stockholders are considering alternative refinancing-stock sale plans to keep station on air. One is implementation of loan from broadcast financier Jay Schatz, who also may buy stock, and other is option to negotiate to buy from group including radio personality Bill O'Connor, Howard Shapiro of Chicago Engineers for Television, and Tully Friedman. Los Angeles investor.

### Expansions underway at four NBC-TV outlets

NBC has underway extensive improvement program for facilities of its owned stations in four cities. Some \$1 million is being invested in two cities

alone: Washington, where 16,000 square feet of working space is being added for WRC-AM-FM-TV chiefly for expansion in news facilities (local and national), Los Angeles, where news department annex is being built, including color laboratory, at KNBC(TV).

In Chicago (WMAQ-AM-FM-TV), enlarged facilities include fifth color studio and revamp of central newsroom and editing center, and in Cleveland (WKYC-AM-FM-TV), expansion is in two color studios which will have total of 4,300 square feet.

Plans were blueprinted months ago, and, though dates for completion vary, no project will be completed at least until after first of year.

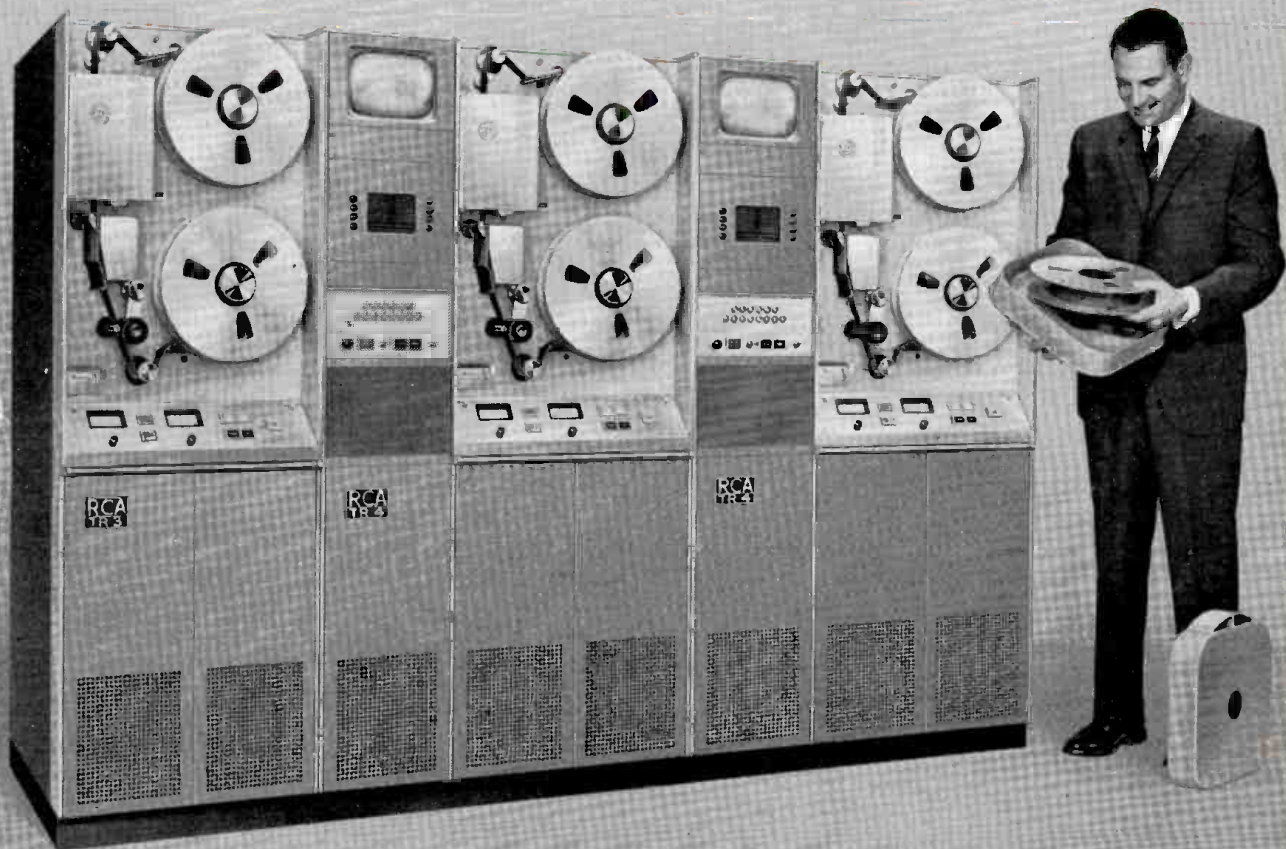
### Nets decline comment on McIntire request

Three TV networks declined to comment Friday (Oct. 15) on request of Reverend Carl McIntire for free time because of extensive TV coverage accorded to visit of Pope Paul VI to New York on Oct. 4 (BROADCASTING, Oct. 11). Dr. McIntire, fundamentalist Protestant preacher, sent networks letters seeking time to reply to what he called "sustained presentation of religious propaganda" broadcast during all-day coverage of Pope Paul's visit.

BROADCASTING, October 18, 1965



# and play color tapes!



TR-3 Player TR-4 Recorder/Player TR-4 Recorder/Player

## For simultaneous record and playback, with spare function.

Adding a second colorized TR-4 to the TR-4/TR-3 combination provides a system that is extremely versatile. It permits you to record and playback simultaneously—and still have a machine available for those unexpected jobs. It provides practically the equivalent, in studio time, of a three recorder setup.

See your RCA Broadcast Representative for complete details on these economical systems for color recording and playback. Or write RCA Broadcast and Television Equipment, Building 15-5 Camden, N. J.



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Bill O'Donnell  
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Deacon Doubleday  
FARM



Richard Hoffmann  
BUSINESS NEWS



Kay Russell  
WOMEN



Fred Hillegas  
NEWS



Ed Murphy  
TIMEKEEPER

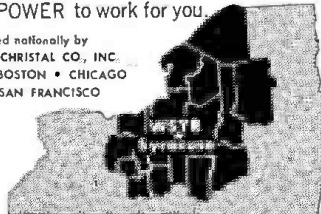


Joel Moreniss  
NEWS

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With WSYR's strong personalities selling for you in the 18-county area of Central New York, great things happen to sales. PUT THIS SALES POWER to work for you.

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## DATEBOOK

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

■ Indicates first or revised listing.

### OCTOBER

Oct. 14-23—Twelfth annual meeting of MIFED, Milano International Film, TV Film and Documentary Market, including first presentation of TV Pearl awards for best feature or serialized film and best short film produced for TV in 1964-65. During meeting MIFED is sponsoring EXCOT, Congress and Exhibition on World Progress in Electronics for Cinema, TV and Associated Industries.

Oct. 17-19—Annual fall meeting, West Virginia and Mid-Atlantic Community Television Association. Greenbrier, White Sulpher Springs.

Oct. 17-19—Annual meeting and election of officers of North Dakota Broadcasters Association. Grand Forks.

Oct. 18—Federal Communications Bar Association luncheon. Robert W. Hodgers, Western Union vice president, will speak on information systems and services. Willard hotel, Washington.

Oct. 18—The North Dakota Associated Press Broadcasters Association meeting, Grand Forks.

Oct. 19—Annual stockholders meeting, Four Star Television. North Hollywood, Calif.

Oct. 20—"Spot Television: Today's Marketing Equalizer" management conference conducted by The Katz Agency Inc., station representation firm. Speakers will include George W. Shine, vice president of advertising and public relations, Avon Products Inc. New York Hilton.

Oct. 20—Annual Pulse Man of the Year luncheon honoring Leonard Goldenson, president of American Broadcasting Companies. Plaza hotel, New York.

Oct. 20—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Original deadline was Aug. 20.

Oct. 20-23—20th annual international conference of Radio Television News Directors Association. Fred W. Friendly, president CBS News, will be main speaker at Paul White Memorial banquet. John F. Dille, president of Communicana Group of Indiana and board chairman of the National Association of Broadcasters; Charles C. Barry, executive vice president for TV-radio at Young & Rubicam, New York, and Senator Vance Hartke (D-Ind.) will also speak during the convention. Tides hotel, St. Petersburg, Fla.

### NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters fall regional meetings:

Oct. 18-19—Marriott motor hotel, Atlanta.

Oct. 21-22—Lord Baltimore hotel, Baltimore.

Oct. 25-26—Statler Hilton, Boston.  
Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.  
Nov. 18-19—Davenport hotel, Spokane, Wash.

Nov. 22-23—Westward Ho hotel, Phoenix.



# BEELINE® COUNTRY... AWFULLY BIG IN FARM INCOME



... and **BEELINE RADIO** is a proven way to reach this important market

You can bank on *results* when you put your sales message on Beeline Radio. The Inland California and Western Nevada counties covered by these four stations have more combined farm income than any one of 46 states — \$2.01 billion. This is the audience Beeline Radio has been reaching

for many years. Beeline stations have the listener loyalty that produces sales results for you. In your next media schedule, be sure and include the four Beeline stations — the key to California's Inland Valley and Western Nevada.

*Data Source: SRDS, 1965*



**McCLATCHY BROADCASTING**

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

**KOH • Reno**

**KFBK • Sacramento**

**KBEE • Modesto**

**KMJ • Fresno**

BROADCASTING, October 18, 1965

15



## on camera — his majesty, the American citizen

And he gets royal treatment. KELO-LAND TV's 19 hours a week of local, live programming are geared not simply as "public service," but as top-caliber production. To accomplish this goal, KELO-LAND TV employs 4 portable videotape units, an 11-vehicle motorized fleet, full time correspondents in major centers, and 132 stringers throughout KELO-LAND's nearly 75,000 square miles.

**KELO-LAND**  
KELO-TV • KDLO-TV • KPLO-TV (Interconnect-1)



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Evans Nord, Exec. Vice-Pres. & Gen. Mgr.  
Larry Bentson, Vice-President  
General Offices: Sioux Falls, S.D.  
Represented nationally by H-R  
In Minneapolis by Wayne Evans

■Oct. 21—Southern California Broadcasters Association luncheon. Gerald Tolle, creative director, N. W. Ayer & Son, Los Angeles, will discuss "The Successful use of Radio by the Plymouth Dealers of Southern California." Michael's restaurant, Hollywood.

Oct. 21—Television Executives Society Inc. dinner with FCC Commissioner Kenneth Cox as chief speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 21—All-day conference dealing with "Profitable Road to Supermarket Marketing," scheduled by New York chapter of American Marketing Association. Speakers include Thomas E. Butler, president, Grand Union Co.; Peter Void, board chairman, King Korn Stamp Co.; Michael J. O'Conner, Supermarket Institute, and others. Waldorf Astoria.

■Oct. 21-22—Meeting of the Louisiana Association of Cable TV Operators. Holiday Inn, Alexandria.

Oct. 21-22—NBC Radio Network Affiliates annual meeting. Speakers include Robert W. Sarnoff, NBC board chairman; Robert E. Kintner, NBC president, and Stephen B. Labunski, executive vice president in charge of NBC Radio. Continental Plaza, Chicago.

Oct. 21-23—Fourteenth annual celebration of WSM's Grand Ole Opry birthday. Andrew Jackson hotel, Nashville.

Oct. 21-31—San Francisco International Film Festival with special television competition for entertainment and documentary films. Masonic auditorium.

Oct. 22—Deadline for reply comments on FCC's rulemaking to provide machinery for establishing antenna farms to accommodate tall broadcast antenna towers, while protecting air safety.

Oct. 22—Senator Robert F. Kennedy (D-N. Y.) to be featured at newsmaker luncheon held by the International Radio & Television Society. Grand Ballroom, Waldorf-Astoria, New York.

Oct. 22—Deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Oct. 22—Deadline for comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in television broadcasting.

Oct. 23—UPI Broadcasters of Wisconsin fall meeting. Park Motor Inn, Madison.

■Oct. 25—Western States Advertising Agencies Association dinner meeting on "Modern Art, Advertising." Everett Ball, Martin Klitten Co., Los Angeles, will be chairman of panel discussion by Robert Miles Runyan, designer; Glenn Embree, photographer, and Herbert Klynn, producer of TV commercials. Hotel Continental, Hollywood.

Oct. 25-27—National Electronics Conference, sponsored by the University of Illinois, Northwestern University, Illinois Institute of Technology and Institute of Electrical and Electronics Engineers. McCormick Place, Chicago.

■Oct. 26-27—Eastern annual conference of the American Association of Advertising Agencies. Among highlights: "New Realities in Television Advertising"—Charles A. Sweeny, director, Bureau of Deceptive Practices, Federal Trade Commission; Gordon Webber, Benton & Bowles; Alfred J. Scott, J. Walter Thompson Co.; John A. Sidebotham, C. J. LaRoche & Co.; "Chairman's luncheon" on agency-client relationship—William E. Steers of Needham, Harper & Steers, Robert M. Granger of D'Arcy, Marion Harper Jr. of The Interpublic Group of Companies, Norman H. Strouse of JWT and Arthur E. Tatham of Tatham-Laird & Kudner; other sessions on creativity, fiscal control, color in print advertising and sales promotion. The Plaza, New York.

Oct. 27-30—Theater Owners of America convention. Ambassador hotel, Los Angeles.

Oct. 28—Second annual forum on broad-

cast controls held at Indiana University radio-TV department. Panelists include A. Everette MacIntyre, Federal Trade Commission; FCC Commissioner Kenneth Cox; Sol Paul, publisher of TV Age; Douglas Anello general counsel, NAB, Bloomington.

Oct. 28-29—Fall convention of Ohio Association of Broadcasters. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. The Christopher Inn, Columbus.

Oct. 28-29—Annual fall meeting of Missouri Broadcasters Association. Speakers include Dr. Paul Fisher, director, Freedom of Information Center, University of Missouri, and Howard H. Bell, director, National Association of Broadcasters' Code Authority. Missouri hotel, Jefferson City.

Oct. 28-30—California Community Television Association semi-annual meeting. Vacation Village hotel, San Diego.

Oct. 31-Nov. 3—41st annual convention of the National Association of Educational Broadcasters. Sheraton-Park hotel, Washington.

Oct. 31-Nov. 3—American Association of Advertising Agencies western region convention. Del Monte Lodge, Pebble Beach, Calif.

Oct. 31-Nov. 5—Annual technical conference and equipment exhibit, Society of Motion Picture & Television Engineers. Reports will be submitted on color TV in Europe, new UHF transmitter design, cable distribution of UHF signals, research work on quadrature distortion correction, vertical interval testing and monitoring, automatic video switching, quality control procedures. Queen Elizabeth hotel, Montreal.

## NOVEMBER

Nov. 1—Deadline for comments on FCC rulemaking relating to network programs not available to certain television stations.

Nov. 1—New deadline for comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Sept. 20.

Nov. 1—New deadline for comments on FCC inquiry into question of who besides international common carriers is an authorized user of satellite systems under Communications Satellite Act of 1962. Former deadline was Oct. 1.

Nov. 1-2—Annual fall meeting of Washington State Association of Broadcasters. Kennewick-Pasco-Richland.

Nov. 1-5—Seminar for senior corporate executives presented by Institute of Marketing Communications at Center for Continuing Education, University of Chicago. Marion Harper Jr., president and board chairman of The Interpublic Group, will be keynote speaker. University of Chicago.

Nov. 4-5—Second annual FM Radio Day and multiplex conference of Georgia Association of Broadcasters. Speakers include, Abe Voron, WQAL-FM Philadelphia, chairman of National Association of FM Broadcasters; James Schulke, president, Quality Inc., New York; Martin Hollinger, assistant vice president and media director, Burke Dowling Adams, Atlanta; Harold Kassens, FCC. Americana motor hotel, Atlanta.

Nov. 5—Annual fall meeting, Oklahoma-Kansas CATV Association. Frederick W. Ford, president of the National Community Television Association, will be the featured speaker. Holiday Inn, Oklahoma City.

Nov. 5—H-R Television, H-R Representa-

■Indicates first or revised listing.



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tives annual promotion seminar. Shoreham hotel. Washington.

Nov. 5—Deadline for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Nov. 5—National Association of Broadcasters President Vincent Wasilewski will be featured speaker at the International Radio & Television Society newsmaker luncheon. Waldorf-Astoria, New York.

Nov. 5-6—North Carolina Associated Press Broadcasters fall conference. Jack Younts, WEEB Southern Pines, president, presiding. Speakers include Sam Ragan, executive editor, *News and Observer* and the *Raleigh Times*, and "Chick" Carney, chief meteorologist, Carolinas Weather Reporting Center. Broadcast news styles and techniques workshop will be featured. College Inn Lodge, Raleigh.

Nov. 5-6—Annual fall meeting of Maryland-D. C.-Delaware Broadcasters Association. Washingtonian Country Club, Gaithersburg, Md.

Nov. 6-7—Missouri Associated Press Radio-TV Association meeting. Muehlebach hotel, Kansas City.

Nov. 6-7—Wisconsin Associated Press Radio-TV Association meeting. Milwaukee.

Nov. 7-10—Convention of Broadcast Promotion Association. Shoreham hotel, Washington.

Nov. 7—Annual communion breakfast of CARTA (Catholic Apostolate of Radio, Television and Advertising) will be held following mass in St. Patrick's cathedral. Newman F. McEvoy, senior vice president of Cunningham & Walsh, will be chairman. Waldorf-Astoria hotel, New York.

Nov. 8—Meeting of North Central CATV Association. Frederick W. Ford, president of National Community Television Association, will be featured speaker. Learnington hotel, Minneapolis.

Nov. 8—Edward Petry & Co. promotion seminar conducted by Robert L. Hutton Jr., vice president for television promotion and William H. Steese, vice president for radio promotion. Featured speaker will be Al Masini, vice president and TV group sales manager, Petry Co. Shoreham hotel, Washington.

Nov. 8—Deadline for reply comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in TV broadcasting.

Nov. 10-11—Eastern annual conference of American Association of Advertising Agencies. Hotel Plaza, New York.

Nov. 10-13—56th national convention, Sigma Delta Chi, professional journalistic society. Biltmore hotel, Los Angeles.

Nov. 11—Radio Salesmen of Los Angeles luncheon. Sydney Roslow, director, The Pulse Inc., guest speaker. Coconut Grove, Hotel Ambassador.

Nov. 11-12—Annual fall meeting of Oregon Association of Broadcasters. Benson hotel, Portland.

Nov. 11-13—Annual fall meeting of Alabama Broadcasters Association. University of Alabama, Tuscaloosa.

Nov. 14-17—Association of National Advertisers fall meeting. Homestead, Hot Springs, Va.

Nov. 15—New deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Old deadline was Oct. 5.

Nov. 15-16—Organizational meeting for proposed Illinois-Indiana CATV Association. Holiday Inn, Danville, Ill.

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BROADCASTING, October 18, 1965



### Radio report popular

EDITOR: I would appreciate it if you would send me 300 reprints of your article in the Oct. 4 . . . issue titled "Radio equals, beats TV and print."—*Roger S. Davison, station manager, WJBO Baton Rouge.*

EDITOR: Please send . . . 250 reprints of the article "Radio equals, beats TV and print" . . .—*Joseph R. Fife, general commercial manager, wvjs and wsto (FM), Owensboro, Ky.*

EDITOR: . . . we would like to have 50 copies of this article sent to us . . .—*Ken Marsh, manager, WJCW-AM-FM Johnson City, Tenn.*

(Reprints of this article are available at 15 cents each from Readers Service, BROADCASTING Magazine, 1735 DeSales St., N.W., Washington 20036.)

### Editorials commended

EDITOR: I commend your editorial page as worthy of every broadcaster's attention. It's acid, meaty and opinionated—and cruel—but invariably correct. When a field as obviously liquid as broadcasting—with so many diversified podia can be accurately set down in black and white with solid factual evidence . . . no one in its scope can afford to miss an article. I refer to . . . particularly "What's behind it?" Oct. 4 [about the survey being conducted by a California firm on a tax on radio and television advertising] and . . . the article accompanying the cartoon "The garbage man cometh" [Sept. 6. Entitled "Critics please copy" the editorial described news developments covered by television during August and prejudice of the new TV season.] Your evaluations are superb.—*Fred Stork, Wellsville, N. Y.*

### Fumble by sportscasters

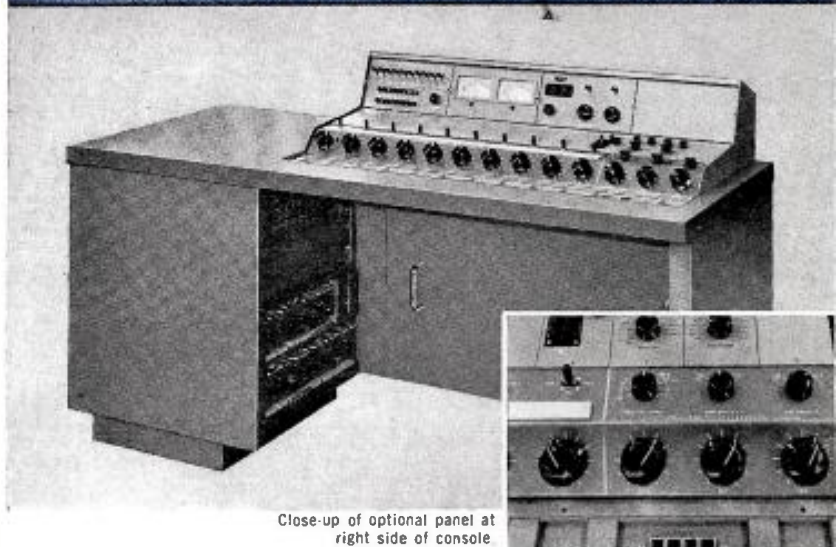
EDITOR: Many television and radio newsmen use the term press conference when speaking of a news conference . . . the major networks included. In some instances we hear them say press secretary, when speaking of the presidential news secretary.

As far back as 1950, an effort was made by some broadcast people to halt the practice. United Press International and the Associated Press New York offices were contacted, and both sent directives to their field men, asking their full cooperation in the move. For a number of years, results were very gratifying.

But now we are falling back into the

## NEW McCURDY SS4400 AUDIO CONSOLE

Offers superior performance with  
modern styling and customized design



Close-up of optional panel at  
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McCurdy supplies a complete line of audio broadcast equipment — Turntables, Amplifiers, Power Supplies, Accessories, Consoles, etc. — Contact Visual for full information.



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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

# Nobody in Washington argues about which is the important station.



old rut. Some sportscasters are still using the term press box instead of broadcast booth. . . . The press has taken a swing at broadcast media many times, and it seems [there is] no good reason to continue publicizing the press, by incorrectly referring to broadcast activities as the press.—J. M. McDonald, McDonald Advertising Agency, McAllen, Tex.

## BOOK NOTES

*"The Kennedy Assassination and the American Public, Social Communications in Crisis,"* edited by Bradley S. Greenberg and Edwin B. Parker. Stanford University Press, Stanford, Calif. 392pp. \$8.95.

An impressive and unprecedented piece of sociological research, to which a total of 58 social scientists and newsmen contributed, this volume is required reading for anyone who is concerned with the way in which the American news media operate in a national emergency. How the public first learned of the death of President Kennedy and for the next four days stayed glued to television is recounted in full detail, together with objective analyses of the differences in the way the tragedy and the ensuing events were reported and interpreted by the broadcast and print media.

"For a student of communication," Wilbur Schramm, director of the Institute for Communication Research at Stanford University, writes in his introduction, "one of the most important deductions from the events of late November 1963 is that Americans trust their free press and their free broadcasting system. In this case it must be said that these did not fail the American people in any important way. The people got the full news, they got it fast and they got it, with very few exceptions, accurately. . . . If a suitable object for a great national anger had emerged from the news of the crisis, it is conceivable that a mass uprising might have occurred. But the very fullness of the news won confidence in it . . ."

"The fact that the transition [to the new administration] was so orderly and reintegration was accomplished so quickly must be credited in no small degree to the efficiency and amount of media attention . . . The fact that most of the people of a nation felt that they could join together, even through television, in memorial services to a fallen leader must have helped greatly to expiate the grief and speed social reintegration."



*The first National Nielsen report of the season confirms that NBC is the No.1 network, with television's biggest average nighttime audience. And, the NBC Television Network won more half-hours than any other network.*

*Moreover, for the first two weeks of the season, NBC showed the biggest audience increase of any television network—up 15% over last season.*

*And latest National Arbitron and Trendex reports show NBC's popularity is increasing as the season goes on.*

**NBC TELEVISION NETWORK** 

Based on: NTI Sept II, 1965; National Arbitron and Trendex, four weeks ended Oct. 10, 1965.  
Network Average Audience estimates 7:30-11:00 pm EDT. Subject to qualifications available on request.

## Buying creativity is not like buying bottle caps

When Kane, Light, Gladney Inc., New York, was asked by an advertiser to evaluate the company's present radio commercials with the thought that KLG might offer ideas for bettering the ad strategy—and conceivably inherit the account—KLG reacted immediately and strongly. KLG, in objecting to the advertiser's "ground rules," questioned whether some advertisers might be attempting to "buy creativity and talent" in the manner in which they buy labels for their products.

KLG's "story" was disclosed in New York last week after the prospective client and the agency exchanged letters regarding the account—or more specifically the radio advertising (as available for the agency's listing in New York). The agency's president, Gerald Light, is author of the letter. Norman Gladney, a partner and executive vice president, explains the situation in his own words:

It was not the \$100 per 60-second spot that nettled us (the going rate in Dubuque must be close to that figure). Rather it was the formula advocated by this once well known wine company entrepreneur that left us flushed with its excessive bad taste.

We are no doubt one of many agencies that received the following letter. Our first impulse was to junk it. It hardly warranted an answer. We then rationalized that this same act might be repeated in umpteen other agencies, and someone should really care enough to rear up and strike a blow for all young and aspiring agencies that some advertisers (and they're very few, thank goodness) tend to regard as props and inanimate sops to their own prodigious egos.

Now here is his letter, and then the letter from my colleague, Gerald Light.

### The Advertiser's Letter:

Gentlemen:

You have recently solicited our account.

However, you still have to show us that you can do something to improve our sales.

We now have a comprehensive program of radio commercials on radio station (xxxx) which is becoming very popular and more adult, because it is broadcasting news items exclusively.

If you are still interested in getting our account, here is the procedure which may get it for you.

A. We suggest you listen in to the commercials we are now broadcasting over (xxxx). For your convenience, a

copy of our schedule of current spots is attached herewith.

B. Listen in to these spot announcements, and tell us what is "wrong" with them.

C. Then . . . . Try to produce a better one for us!

If you succeed in producing better commercials than we are presently using, you MAY get our account.

At any rate, if we decide to use the copy you submit to us, which should be entirely new and fresh, and entirely different from anything we are now using—or have used in the past—we agree to pay you the sum of \$100 for each 60-second spot announcement which you originate and which we use.

If we decide to let you make a transcription of these spot announcements, we agree to pay you a minimum of \$300 for each 60-second spot announcement, provided we approve all the voices, musical background, sound effects, etc., which appear on the final finished products, after they are completed. There will be a minimum of at least 3 spots made up of these announcements.

In the event we do not like your proposed copy—and we shall be the sole judge—with which you furnish us, there shall be absolutely no obligation on our part to you, of any kind.

Now here is your chance to show us how good you are.

### The Agency's Reply:

Dear Sir:

I have your letter . . . addressed to our company. Your letter was so unusual, that it was forwarded to my attention. I say unusual . . . because in 25 years in the advertising business, I have never seen a major corporation seek the professional services of another company in the manner in which

you suggest. Your proposal sounds like contest rules for a dog show.

. . . I have listened to your radio commercials on the air, as you suggest. I do know what is wrong with them. It is not just that they sound contrived . . .

What is wrong is you. You believe you can buy creativity and talent like you buy bottle caps or labels. Right now you are getting what you paid for, which is obviously very little.

I am taking the time to write you, not in the interest of further solicitation of this account—because I do not believe we could work with your company with your philosophy of doing business, but rather to forestall other advertising agencies from being subjected to the professional degradation of receiving proposals such as yours.

**An Evaluation** ■ I think the problem for agencies like ours is this: We are, of course, looking for accounts to showcase. We are more than willing to do time and a half, and two times as much again for our clients and inadvertently ourselves. Proportionately, smaller budgets demand more invention along with more efficient spending. Yet we buck a bias, a penalty, if you will, which large advertisers all too often impose on new and/or smaller agencies. It's simply their reluctance to see how smartly we li'l Davids can sling our shots. This, despite the fact that many newer agencies boast principals who, prior to setting up house for themselves, toiled long, hard and resultfully for the big name, big budget advertiser.

We can certainly understand the hefty advertiser's inclination to run with the giant bellcow agency. But we have little comprehension of, and certainly no empathy with, the advertiser with modest budget who likes to play at "trick or treat" before making up his mind.



Norman Gladney, executive vice president and a partner in Kane, Light, Gladney Inc., New York, a three-year old agency that now bills more than \$3 million, started his advertising career with Bulova Watch Co. where from 1951-56 he was Bulova's radio-TV director. Later he was a principal and vice president in charge of radio-TV at Reach, Yates & Mattoon and at Calkins & Holden (which since that time has merged into The Fletcher Richards Co.)



# Fall programs smash hit abroad

While critics snarl about 1965-'66 season, foreign markets are eager to buy; distributors expect 1965 total to set record, led by programs still on networks

The 1965-66 crop of prime-time network series may be producing critical barbs in Boston, Baton Rouge and Butte, Mont., but they are scoring rousing commercial successes in Berlin, Bangkok and Brisbane, Australia.

As the new season in the U.S. completes its first month amid charges of "mediocrity" and "imitativeness," the prime-time schedule of programs is racking up mounting sales in all corners of the globe, heralding a record-smashing year in 1965.

A canvass of leading distributors in the U. S. indicates that total overseas sales this year would attain or exceed \$76 million, a new high, and at least 75% of this total, or \$57 million, could be attributable to sales of series currently on the networks.

This pattern of "on-network" sales, meaning the offering of series abroad concurrently with their play on ABC-TV, CBS-TV and NBC-TV, is a phenomenon that has gained momentum over the past three or four years. Earlier the accepted practice generally was to offer series in foreign markets after they had completed their network cycles in the U. S. but increasingly station and network operators in Tokyo and Berlin and even smaller markets have been insisting on the program series that are carried in the U. S.

**Sales & Revenues Up** ■ The growth in the on-network procedure can be gauged by a comparison with a similar report made by BROADCASTING a few years ago (BROADCASTING, March 25, 1963). At that time the sale of contemporaneous programing abroad accounted for an estimated 60% of total global sales, as compared with 75% in 1965, and "on-network" revenues amounted to approximately \$36 million of the 1963 total of \$60 million as against a projected \$57 million this year.

U. S. distributors stressed that their projections for 1965 are based on sales made to date and noted that many of

the current network series still are in negotiation in many overseas markets.

The trend to "on-network" is not a development of recent years, since as early as 1963 a few series were marketed abroad. These were isolated cases involving a small number of programs in a limited number of major markets.

By 1963, approximately 75% of the networks' prime schedule was offered and sold throughout the world. Distributors estimated last week that at least 90% of the current schedule is carried in areas ranging from the United Kingdom, Canada, Australia and Japan, the most lucrative market-places, to Thailand, Poland, Iran and the emerging African nations.

The most authoritative estimates place more than 80 prime-time network programs in distribution in 1965 to ap-

proximately 80 countries. Though concurrent programing lures the most dollars because it is particularly attractive to the best-paying markets, there is still opportunity for sales for feature films, syndicated series and programs released subsequent to their network runs (though the latter is a "dying" commodity).

**The Top Markets** ■ The world markets that produce the most revenue for U. S. distributors remain consistent throughout the years. They are (not necessarily in order): The United Kingdom, Canada, Australia, Japan and Latin America.

The most active international marketers are, naturally enough, the most successful production companies, such as Screen Gems, MCA (Universal TV), United Artists, MGM Television and 20th Century Fox. The three networks, too, are among the pace-setters because, in many instances, they have acquired the international and domestic syndication rights to properties produced by independent companies without their own distribution arms.

Undoubtedly the fastest-growing company in the international sphere has been 20th Century-Fox. Its global upsurge parallels its spectacular rise in landing network prime slots in the past two years. In 1963-64 Fox had no network series; it gained four and a half-hours of programs on the networks in 1964-65 and this rose to seven and a half-hours for the current season.

Despite expanding sales abroad, distributors in the U. S. grumble loudly about one vital, bread-and-butter consideration: Prices. They maintain that despite proliferating set sales abroad, prices generally have been remaining static, rising modestly or actually declining, depending on the particular market or specific program offered.

They contend unanimously that prices remain low because of such factors as quotas; lack of interstation



## Country and western music: a Special Report

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TV spices its format.....	page 84
Advertisers like ratings.....	page 88
C&W station list grows.....	page 90

## FALL PROGRAMS...SMASH HIT ABROAD continued

competition; government monopolies and the availability of U. S. programs in abundance, which tends to create a "buyer's market" and perpetuate prices they consider inadequate.

The United Kingdom was singled out by several distributors as the "worst offender." Because of quota restrictions that limit stringently the proportion of "foreign" product (meaning American for the most part), British program contractors are able to "play one distributor against another," it was asserted.

One overseas specialist generalized that prices are "slightly higher" this year in Latin America; have declined a trifle in Japan and have remained "about the same" in Australia. Germany and the Philippines, he continued, are fast-growing markets, though prices there are not comparable with those from the powerhouse areas.

Though prices on the programs are negotiable, depending on the quality and popularity potential of each series, there is a "going rate" in the various global markets. They underscore the discontent articulated by some distributors, who point out the disparity in prices in different markets adding that set circulation is not necessarily a meaningful criterion.

In the United Kingdom for example, where there are approximately 13.5 million TV sets, half-hour program for a network or national use brings in to a U. S. company between \$2,800 and \$4,000 with \$3,000 the average; an hour show is bought for approximately \$5,000 to \$6,000. In contrast, Australia, with only slightly more than 2 million sets, pays \$1,500-\$2,000 for a half hour

program nationally and \$4,000 to \$4,500 for an hour presentation.

Again in Japan, where there are approximately 20 million sets, the going rate is approximately \$1,500 to \$2,000 for a half-hour and \$4,000-\$5,000 for an hour program. Germany, on the other hand, with 11 million receivers (almost one-half of Japan's total) pays higher prices: \$2,000-\$3,000 for a network use of a half-hour program and \$4,000-\$5,000 for one hour.

Other "going rates" as reported by several distributors: Iran (100,000 sets) \$60 half-hour; \$120 one hour; Panama (50,000 sets), \$50 half-hour; \$75-\$100 one hour; the Philippines (135,000 sets), \$100-\$150 half-hour; \$300-400 one hour.

U. S. marketers reported that in the main, the programs that are popular in this country also rank well abroad. Action-adventure series rate highly. Situation comedies that rely on visual appeal can score well in foreign areas, although those which accentuate spoken humor often fall flat. In recent years, some officials said, there has been a growing acceptance of U. S.-produced newsfilm and documentary programs as a source of both information and entertainment.

**Color No Factor** = Color programing, which has had a spectacular spurt in the U. S. this year, is not a factor abroad. Distributors noted that in the more sophisticated markets—Britain, Canada, Australia and Japan—station operators are following color developments with interest, but it is not expected to be an overriding consideration for at least several years.

The pattern of on-network program

scheduling varies from country to country. In Canada, for example, buyers insist upon a pre-release of new series, scheduling programs before their presentation in the U. S. In other major markets, the series are presented several months after the U. S. telecast. In markets buying holdover series (those on the network for several years and continuing), they may commence with the first year's cycle and by scheduling programs on a 52-week basis ultimately "catch up" with the latest episodes.

The rise in overseas sales by U. S. companies is not expected to continue at the levels enjoyed in the past for several reasons. William H. Fineshriber Jr., vice president in charge of TV for the Motion Picture Association of America and the Motion Picture Export Association of America, envisions "a continuous but unspectacular growth" over the next decade.

Gains will be made steadily in Australia, Canada and Latin America as a whole, where the number of sets and stations are expected to grow, as well as in the developing nations of the Near and Far East and Africa, according to Mr. Fineshriber.

In Europe advances can be expected in Italy and Germany, where commercial programing is expanding, and in Switzerland, which began commercial operations this year and currently is sold out. Britain remains a problem because of new rules which have had the effect of curtailing the amount of American films in the fall schedule. The aid of the State Department has been enlisted by the MPEA, Mr. Fineshriber said, and he is hopeful of a solution in Britain through the use of diplomatic channels.

A similarly cautious but optimistic forecast was offered by John McCarthy, president of the Television Program Export Association, who recently returned from a fact-finding mission in Europe. He noted there is "considerable interest" in color in Europe, but a problem has arisen as to which color system should be adopted. Britain, France and Germany have devised systems of their own and each has gained additional but different adherents from other countries in Europe.

**No Increase in Canada** = Canada and Japan, both top dollar markets, are not expected to grow in the immediate future for U. S. exporters. In Canada, there is strong sentiment for tax concessions on Canadian product and a curb on U. S. imports, several officials reported. In Japan, there has been a cut-back in prices for some U. S. programs, resulting largely from stepped-up competition from the production activities of the Japanese themselves.

One distributor summed up the future in these words: "We can't expect

### NBC International sees record year abroad

A block-buster sales year appears assured for programs distributed abroad by NBC International. According to a report to be issued today (Oct. 18), sales of TV programing in foreign markets for the first nine months of 1965 already have surpassed the entire 1964 sales by 22%.

George A. Graham Jr., president of NBC Enterprises, of which NBC International is a part, attributed the rise in sales to the new programs added to the roster of properties in distribution to hundreds of television outlets in 81 countries.

Mr. Graham observed that all of

the new programs except *Convoy* are in color. He said that although only the U.S. and Japan now regularly program tinted series, "we are working toward the inevitable breakthrough in world-wide color programing."

Joseph M. Klein, director, NBC International Enterprises, said the new NBC-TV programing—*I Spy*, *Convoy*, *Get Smart*, *Hank* and *Laredo*—have been received warmly by overseas buyers. He added that the seventh year of *Bonanza*, the fifth year of *Dr. Kildare* and *Hullabaloo* are still popular.



## These are the programs they buy overseas

A list of prime time concurrent programing in world-wide distribution, with the name of the international distributor follows (based on available information):

ABC Films: *Ben Casey*, *The Fugitive*, *Ozzie and Harriet*, *Shindig*, *The Addams Family*, *The King Family*, *Hollywood Palace*, *ABC Scope*, *Branded*.

CBS Films: *Green Acres*, *Beverly Hillbillies*, *Ed Sullivan Show*, *Gunsmoke*, *Hogan's Heroes*, *Jackie Gleason Show*, *My Three Sons*, *Perry Mason*, *Slattery's People*, *Trials of O'Brien*, *Wild, Wild West* and a number of public affairs series.

Desilu: *The Lucy Show*.

Four Star International: *Honey West*, *Big Valley*, *Amos Burke Secret Agent* and *Smothers Brothers*.

Metro-Goldwyn-Mayer TV: *A Man Called Shenandoah*, *Please Don't Eat the Daisies*, *Flipper* and *The Man from U.N.C.L.E.*

William Morris: *Dick Van Dyke Show*, *My Favorite Martian*, *Gomer Pyle*, *Andy Griffith Show* and various entertainment specials.

NBC International: *Laredo*, *Get Smart*, *I Spy*, *Hank*, *Bonanza*, *Dr. Kildare*, *Hullabaloo*, and various NBC News specials.

Twentieth Century-Fox TV: *Voyage to the Bottom of the Sea*, *Lost in Space*, *The Long Hot Summer*,

*Peyton Place*, *Jesse James*, *12 O'Clock High* and *The Loner*.

United Artists TV: *My Mother, the Car*, *Mona McCluskey*, *Okay Crackerby*, *Gilligan's Island*, and *Patty Duke Show*.

Warner Brothers TV: *The FBI*, *F Troop* and *Mr. Roberts*.

MCA-TV (Universal TV): *Run For Your Life*, *McHale's Navy*, *The Munsters*, *Bob Hope Chrysler Theater*, *Tammy*, *The Virginian*, *Convoy*, *Andy Williams Show* and *The John Forsythe Show*.

Screen Gems: *I Dream of Jeannie*, *Gidget*, *The Wackiest Ship in the Army*, *Bewitched*, *Camp Runamuck*, *Farmer's Daughter*, *Hazel*, *Donna Reed Show* and *The Flintstones*.

the spectacular growth we have had in some years to continue forever. The world market will grow, and despite problems, which we have always had, the U. S. share will continue to expand, perhaps more modestly, but expand it will."

Following is a roundup of comments by some leading U. S. distribution officials :

Harold J. Klein, senior vice president in charge of worldwide sales for ABC Films, said he is "pleased with our sales accomplishments to date in 1965," and that in the first nine months of this year, international volume has exceeded that of the entire year of 1964 by 25%. He indicated there may be "some leveling-off" in the next few years, but felt there would be a resurgence as more stations go on the air and particularly if and when commercial TV expands in Britain and begins in France.

Willard Block, director of international sales for CBS Films, placed company sales as "slightly ahead" of last year, but explained that the company has been active and successful in the international sphere for a number of years and that its percentage of increase cannot be expected to rise radically. He named *Perry Mason*, in 52 overseas markets, as the company's top-selling series, followed by *Beverly Hillbillies*. Among the new shows that have sold well, he said, are *Wild, Wild West* and *Trials of O'Brien* (10 markets each). He said CBS Films is particularly proud that its newfilm and public affairs programing contributes to almost 20% of the company's overseas sales volume.

Alan Silverbach, vice president in

charge of syndicated sales for 20th Century-Fox TV, stated that Fox's overseas business is up about 100% over 1964, attributable in part to the company's success in landing additional network time slots this season. He singled out *Voyage to the Bottom of the Sea* as the company's "hottest" property with sales in 25 markets, followed by *Lost in Space*. He envisioned continued strides abroad for Fox with its large retinue of network programs.

**Business Good** ■ A spokesman for NBC International reported that the distributor is handling eight "on-network" program series abroad this year and expressed delight with the progress of business in 1965 over 1964 (story, p. 30). The biggest seller is *Bonanza*, which is slotted in 60 overseas markets, followed by *Dr. Kildare* in 55 markets. An official added there is "a good deal of interest in color overseas," but it will not become "a major programing factor" for at least two to three years.

MGM-TV, which became active in syndication only three years ago, currently is represented abroad by five series, of which *The Man from U. N. C. L. E.* is the best-seller. MGM makes a policy of not syndicating programs overseas until it has a backlog of 10 to 15 programs.

An official of Warner Brothers TV voiced satisfaction with sales abroad, pointing out that its gross has jumped by 50% over 1964. Warner scored well on network schedules this season, represented by four prime-time series. He said *The FBI* is the company's international leader, followed by *F Troop* and *Mr. Roberts*. He noted that in most—but not all—foreign countries,

prices tend to rise as set circulation increases.

Herbert Banquer, vice president in charge of international operations for United Artists Television, is syndicating five regular nighttime series, plus a color special, *The Incredible World of James Bond*. He tabbed *Gilligan's Island*, now in its second year, as the company's most widely sold program internationally.

Lloyd Burns, international vice president of Screen Gems, placed SG overseas volume as "well ahead of last year," and tabbed *I Dream of Jeannie*, *Wackiest Ship in the Army*, and *Gidget* as top sellers thus far this year. He cautioned that it's "somewhat too early" to project sales on the new prime time shows because in some instances dubbed versions still are not available. He envisions continuous growth abroad, but pointed out that expansion will come in smaller markets with fewer dollars to pay for American imports.

Manny Reiner, executive vice president of Four Star International, said that despite "tight situations" in such leading markets as Britain and Japan this year, the company has "done rather well." He noted that overseas buyers today are becoming "increasingly sophisticated, on a par with their domestic counterparts." He stressed that the number of markets in which a series is sold may not be so important as the area's size and the ability to pay. He is particularly optimistic over prospects for the new *The Big Valley* series and mentioned that a program that was dropped by NBC after last season, *The Rogues*, is reported to be doing very well abroad.

# 4A theme: harnessing computer

Man must be its master, Chicago meeting told; some see controversy over 15% fee part of statistical trend

Don't be conquered by the computer. Learn its proper place and be master of the machine.

So ran a thread of themes through portions of the 28th annual meeting of the central region of the American Association of Advertising Agencies in Chicago last week. Nearly 600 agency and advertiser representatives attended.

William E. Steers, board chairman of Needham, Harper & Steers, New York, and national AAAA chairman, warned that in the new computer age an excessive reliance on statistics can result in an "incentive overkill" of the creative function. He questioned how intangible media qualities like the character, editorial value or personality of a station or program could properly be put into computer language and processed properly.

Citing how the "spirit of fun and

put on a million-dollar idea the agencyman got while shaving in the morning at home, he asked.

Joseph St. Georges, vice president of Young & Rubicam, New York, explained how his agency is using its computer system to concentrate on the needs of people in solving advertising and marketing problems more quickly and more efficiently. He said computers and other office machines of themselves are relatively unimportant because "it is the capabilities and requirements of people" that make them significant.

Describing how Y & R' Chicago office has been linked to the New York computer system, Mr. St. Georges reported that later this month the agency's Detroit, Los Angeles and San Francisco offices also will be connected. He demonstrated how the system helps find discrepancies in bookkeeping,

ing display, distribution, weather, competition, packaging, etc.

"Now machinery exists," he said, "which can handle all the complications we can think of. In the next few years, certainly we will get a model that really works. And when we do, one total campaign can be measured against another."

When this is achieved, he suggested, "it seems that these machines are going to influence the creative process." But they won't replace the people, he said.

Mr. Ross concluded: "A machine must do what I tell it to do. But I don't have to do what it tells me to do unless it gives me something that provokes me to have an idea."

At a session devoted to agency innovations, Eugene H. Mahany, vice president and director of merchandising for Needham, Harper & Steers, Chicago, told how the advice obtained from the agency's unique grocery products "buying committee" has helped improve its package goods advertising and planning. The committee is made up of leading representatives from the retail trade and is in its third year.

Mr. Mahany related that the committee has been interested in the role of the broadcast media in moving grocery products and indicated today's merchandisers want realistic facts, not merely "a few glib statistics." The committee's consensus, he said, "was that television is an unmatched medium for generating fast, immediate demand for products."

Examples of outstanding contemporary radio commercials were reviewed for the convention by Thomas S. Magsino, Arthur Meyerhoff & Associates, Chicago. Alice M. Westbrook, North Advertising, Chicago, reviewed unusual TV commercials today.



Mr. Ross



Mr. Steers



Mr. St. Georges

creativity in advertising can't be subjected to statistical analysis," Mr. Steers said, "too many statistical crutches can result in creative laziness and get in the way of a good idea." He added that good judgment, experience and intuition also are values computers can't measure, yet they are important to an agency in carrying out its creative responsibilities.

**Commission Or Fees?** ■ Mr. Steers felt that the controversy over whether agencies should retain the traditional 15% commission plan or adopt fee systems is part of the statistical trend because the fee idea is based on statistical measures of an agency's contributions to the client and his advertising. How can a time-work value ever be

helps explore factors influencing marketing decisions and suggests possible profitability of alternatives, may be used for developing demographic data about various media and can be used to do such things as analyze spot-TV opportunities, providing data on reach, frequency of exposure, efficiency and the effect of seasonal variations.

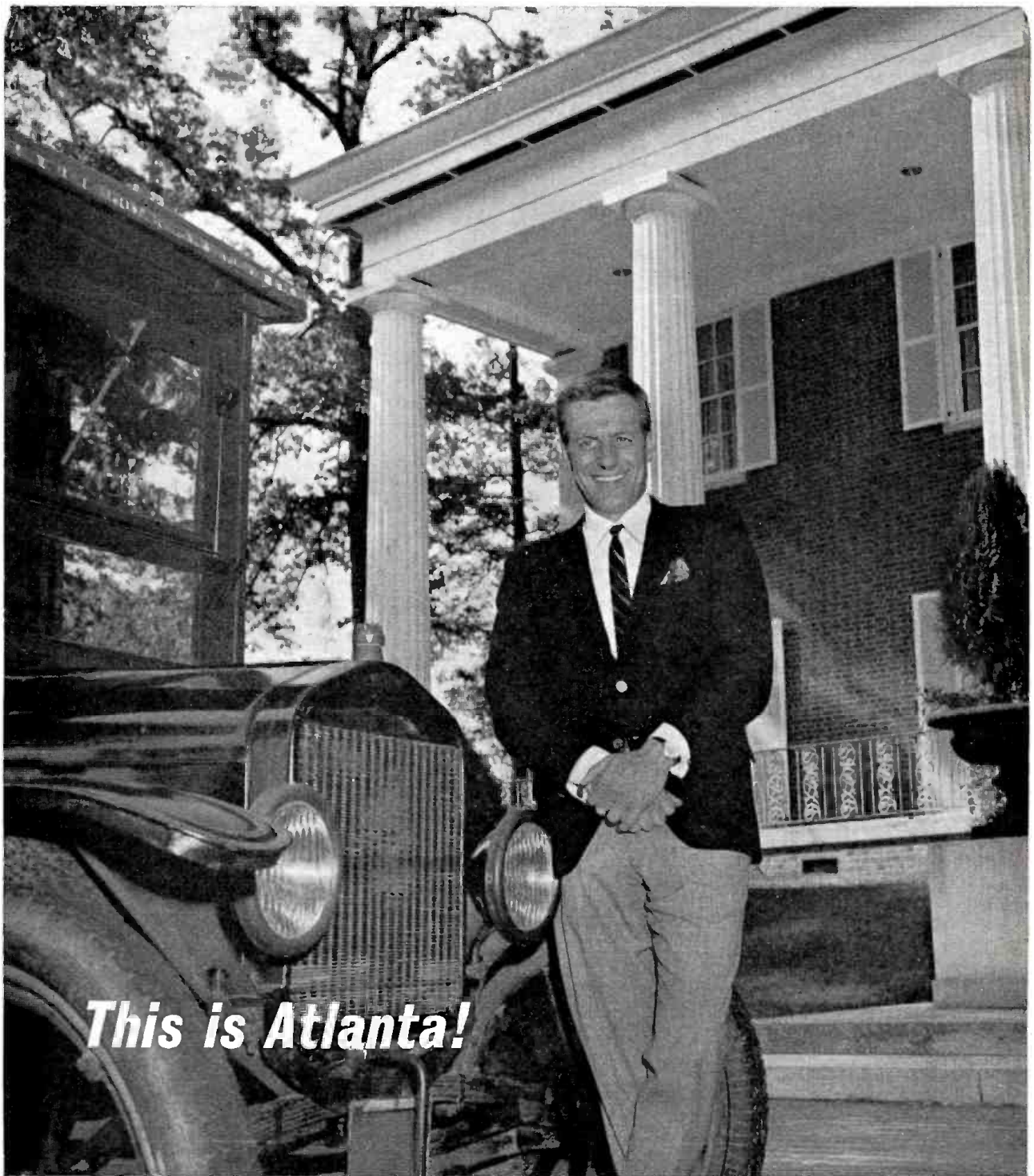
**Computer That Compares** ■ Robert Ross, vice president and creative director of Leo Burnett Co., Chicago, disclosed that a computer technique is now known but not yet developed "which will finally measure the effectiveness of one advertising campaign against another." He noted that the variables involved have always been too intricate, including factors like price

## Dataspeed keeps eye on the competition

A new computer program to supply up-to-date information about TV advertising activity in the nation's top markets has been initiated at Carson/Roberts, Los Angeles. "For the first time," C/R President Ralph Carson said in announcing the new service, "an indication of competitive advertising volume will be in our hands in time to swiftly counteract any unusual competitive spot activity in any market."

The new system has been named "Dataspeed" by Phil Ladau, media re-





*This is Atlanta!*

**HITTING ON ALL FOUR**—That's "My Mother The Car," the new NBC comedy starring Jerry Van Dyke. If you're planning a Fall tune-up, add Atlanta to your crankcase. You'll run in high gear when you've bought a hard driving schedule on WSB-TV, the Atlanta market's quality station.

**WSB-TV**

Channel 2 Atlanta

NBC affiliate. Represented by Petry



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC, Pittsburgh,

search director of Carson/Roberts, who developed it in conjunction with John Postley of Informatics, Los Angeles-based computer applications firm, and Phil Edwards of Broadcast Advertising Reports, New York-based monitoring firm. It is essentially a method for fast reporting of the total TV advertising activity of any given industry in 75 major U. S. markets.

Calling it the first system successfully developed to program BAR magnetic tapes on the computer, C/R said that Dataspeed provides increased speed of reporting, increased accuracy, flexibility in the selection of pertinent material and "a highly workable system with which advertisers can verify their own TV media programing to investigate competitive activities."

**The Method** ■ The way Dataspeed works, according to the agency, is as follows:

"One random week out of every month, BAR monitors on tape all television stations in 75 selected markets. Among the items reported upon are identification of each commercial by product, station, day, time, duration, cost, and the program or program adjacency."

The BAR tape is rushed to Informatics which, using its file management systems, extracts requested product categories in full detail and summarizes them by product class, manufacturers and industry groupings within each market.

The speed with which the TV information becomes available—within hours rather than weeks—the agency noted as Dataspeed's most obvious advantage, enabling advertisers and agencies to relate the status of their or their client's product to the total advertising picture in any market or group of markets in time to take whatever action is indicated.

Mr. Carson said: "Dataspeed permits us to quickly compile a month-to-month trend of volume and type of television buys being made, to aid in evaluating our own media programs. This flexi-

bility and fast delivery of reports is also invaluable for studying the results of advertising tests, of particular importance in the case of clients such as Mattel, who market a product as dynamic as toys, requiring fast answers and precise timing of introductions."

## Three promises of more buying

### Agency men at IBA meet, spell out clients plans to increase radio-TV

Continuation of strong broadcast billings in 1966 was the common forecast of three agency executives last week in talks before the Illinois Broadcasters Association fall meeting in Chicago.

William Barker, vice president-media director of D'Arcy Advertising, Chicago, reported that his office next year will put over 70% of its more than \$22 million billings into broadcast with the dominant part in TV. Chief accounts are American Oil, Rust-Oleum, Climacel-Linco and a regional portion of Royal Crown.

Citing how TV sports programing helps promote petroleum products for American Oil as a specific example of the medium's strength, Mr. Barker noted its weaknesses too. "Television's greatest disadvantage," he explained, "is that its strongest appeal is to the lower end of the socio-economic group."

Leonard Kaye, media director of Arthur Meyerhoff Associates, Chicago, said his agency's broadcast spending next year will at least equal if not exceed 1965. "We are firm believers in TV as the basic medium," he said, but he charged that recent rate increases in TV have been "brutal and not justified." As a result Meyerhoff is making an

"agonizing reappraisal" of its buying strategies to find new ways to increase efficiency.

**Hearing Is Seeing** ■ Meyerhoff also uses considerable radio spot to support its TV buys for Wrigley gum. "We have a theory that radio spots not only add to product commercials on television, they multiply the effectiveness of TV spots," Mr. Kaye said. A spearmint gum test only in radio disclosed that listeners thought they had "seen" the commercials on TV.

William Frame, media director of McCann-Erickson, Chicago, reported that Coca-Cola will use about two-thirds of all the radio and TV stations in the state next year while Swift & Co. also will have substantial radio-TV schedules in the area during 1966. He urged smaller market radio stations to group together and pool their resources to produce more useful market and audience data for buyers as one way to get a bigger share of national spot dollars.

The high cost of television was one factor pointing to a brighter future for radio, according to a panel of representatives from the major research services in radio. Frank Stisser, C. E. Hooper Inc., noted also that "New York agencies are getting concerned about too many eggs in one basket," meaning television.

James Seiler, Mediastat, felt that the lack of documentation of radio audiences is a key factor holding back radio's big resurgence. However he predicted that next year all three of the major soap companies will be back in the medium.

Rodney Erickson, American Research Bureau, noted that "the honeymoon in TV is over" and this spells business for radio. He also observed that agencies today are more willing to experiment "and that's a great advantage to radio" too. Fourth panel member was Larry Roslow, Pulse Inc.

## Agency appointments . . .

■ W. P. Fuller Paint Co., subsidiary of Hunt Foods and Industries Inc., Fullerton, Calif., names Los Angeles office of Campbell-Ewald Co. as consumer and industrial market agency.

■ Adolph's Ltd. appoints Carson/Roberts, Los Angeles, for its meat tenderizers, sugar and salt substitutes, and names Foote, Cone & Belding, to handle the advertising of the new instant meat marinade. Adolph's advertising had been placed by McCann-Erickson, Los Angeles.

■ Murray-Allen Imports Co., New Rochelle, N. Y., has appointed Daniel & Charles, New York, to handle its advertising. The agency's first assignment will be on the English-import line of Regal Crown Sour Fruit Candies and

## TV network billings for August

TV network billings by day parts  
(Source: TVB/LNA-BAR)  
(add 000)

	August			January-August		
	1964	1965	% Chg.	1964	1965	% Chg.
Daytime	\$18,020.7	\$24,891.3	+38.1	\$183,436.7	\$219,626.5	+19.7
Mon.-Fri.	13,992.8	19,011.0	+35.9	140,614.1	166,215.7	+18.2
Sat.-Sun.	4,027.9	5,880.3	+46.0	42,822.6	53,410.8	+24.7
Nighttime	49,003.1	54,197.5	+10.6	521,517.3	528,335.7	+1.3
Total	\$67,023.8	\$79,088.8	+18.0	\$704,954.0	\$747,962.2	+6.1
			% Chg.			% Chg.
	1965	1964	'65/'64	1965	1964	'65/'64
Jan.	\$105,252.6	\$103,667.0	+1.5	\$94,956.2	\$88,418.8	+7.4
Feb.	98,142.0	98,804.9	-0.7	\$81,773.0	\$74,291.3	+10.1
March	107,059.8	105,230.4	+1.7	79,055.8	69,411.3	+13.9
April	102,634.0	98,107.0	+4.6	79,088.8	67,023.8	+18.0

# 46.3%

is a mighty healthy slice of the local TV advertising dollars in a three station Market. That slice belongs to WBAL-TV\*.

Year after year, advertisers who are able to evaluate the dynamics of Baltimore television in their own living rooms—men who know first-hand what delivers customers to the point of sale—invest the lion's share of their TV advertising dollars on WBAL-TV.

Why?

Maybe because WBAL-TV provides maximum response—the truly meaningful measure of advertising efficiency.

Maybe that's why!

Maybe that's why *you* use WBAL-TV, too.

\*BASED ON LATEST AVAILABLE FCC REPORTS

**WBAL<sup>NB</sup> TV 11 BALTIMORE**

Maryland's Number One Channel of Communication—Pioneer and leader in color TV—Nationally represented by Edward Petry & Co. Inc.





# MUSIC A LA CARTE

*In the restful hours after a busy day, most of 7½ million Angelenos enjoy a well earned repast. Their companion in these twilight hours is often radio. And for those listeners who are affluent, informed adults there is 50,000-watt KPOL AM/FM ... to provide genuinely beautiful music and stimulating news coverage and analysis. Pulse, and/or your own experience, will show that KPOL is always among audience leaders in adult listenership and consistently delivers the largest audience of any of Los Angeles' good music stations.*

**EVENING, MORNING OR AFTERNOON ... KPOL REACHES SOUTHERN CALIFORNIA'S LARGEST AUDIENCE OF AFFLUENT ADULTS**

# KPOL

*Distinguished Radio - Los Angeles*  
Represented nationally by Paul H. Roymer Co.

*In San Francisco call*  
**MILT SEROPAN**  
at YU 1-1833



an expanded program for Hall's Mentho-Lyptus Drops.

▪ Bardahl Lubricants Inc., Norwood, Mass., has reappointed Ingalls Associates, Boston, as its agency. Bardahl moved its billings from Ingalls to Jerome O'Leary Advertising, and later to Silton, Callaway & Hoffman, both Boston. A company spokesman indicated that the account, which used newspapers, would now switch its advertising to radio.

▪ The Chemway Corp., Wayne, N. J., has appointed Ketchum, MacLeod & Grove, New York, to handle its Zonite and Dr. West's toothbrushes, and Delehanty, Kurnith & Geller, New York, as agency for its Pretty Feet and Lady Esther cosmetic products. Dr. West's toothbrushes, Pretty Feet and Lady Esther were formerly handled by Gumbinner-North, New York, while the Zonite account was previously serviced by Kastor, Hilton, Chesley, Clifford & Atherton, New York.

## Three-network campaign planned for C-P's All

The Colgate-Palmolive Co., New York, is investing an estimated \$6 million in network participations and TV spots in introducing nationally its new Cold-Water All powdered detergent. The product has been test-marketed since Oct., 1964, in Phoenix and Tucson, both Arizona.

Network TV participations are scheduled throughout the fall and winter on Colgate's prime-time and daytime show lineups on all three networks. A heavy spot saturation campaign is scheduled in major markets.

Norman, Craig & Kummel, New York, is the agency for All.

## Court tells TWA: Stop using Barbra

An order preventing Trans-World Airlines from using Barbra Streisand's name or picture in its advertisements was issued last week by the New York State Supreme Court.

The court acted after Miss Streisand filed a \$2.25 million suit against the airline and NBC, which presented some of the advertisements. The suit is pending.

Miss Streisand charged that at no time had she allowed her name and likeness to be used to promote commercial products and services. TWA said its contract with Columbia Records permitted it to use the names and photos of the company's performing artists in its advertising.

*a smart addition to any newsroom*

## Ocean Spray and McCann-Erickson part

Ocean Spray Cranberries Inc., Hanson, Mass., and McCann-Erickson Inc., New York, disclosed last week that they have mutually agreed to terminate their relationship, effective Jan. 15, 1966, because of "continuing differences in basic operating policy."

Ocean Spray has annual billings of approximately \$3 million, with about \$2.1 million in network and spot TV and \$365,000 in network radio.

According to a statement issued by M-E, Ocean Spray has indicated that Doyle Dane Bernbach, New York, will be named as its new agency.

## Magnavox co-op ad campaign set for FM

The Magnavox Co., Fort Wayne, Ind., has begun a \$150,000 co-op advertising campaign, buying one-minute announcements on 36 FM stations, represented by Quality Media Inc., New York, along with 20 additional FM outlets in key markets across the United States.

Magnavox features its full line of home entertainment products and color TV sets in 50-second commercials, produced by Kenyon & Eckhardt Inc., New York. The additional 10 seconds is open for live dealer tags as part of the co-op program.

During the 1962-63 season, Magnavox invested \$150,000, adding \$50,000 in the fall of 1963, on FM packages developed by the National Association of FM Broadcasters. Magnavox reportedly will continue its use of FM as an advertising medium.

## Personnel shuffled at Coleman-Parr

A realignment of executive personnel at Coleman-Parr Inc., Beverly Hills, Calif., advertising agency, is in progress, following the resignation of Budd Coleman, executive vice president. Mr. Coleman sold his stock interest in the agency to the corporation for an undisclosed amount. He is negotiating to become a principal in a Los Angeles design consultant firm. Charles Parr, resident of Coleman-Parr, has been elected chairman of the board, a newly created position. Neil Jacoby, senior vice president, becomes president. Tom Mullins, vice president, is now executive vice president. Bob Hammond, vice

president, moves up to senior vice president. Ed Cunningham, art director, is named a vice president and will assume most of Mr. Coleman's responsibilities in art and production. John Nelson, vice president and member of the executive board, will assist in the development of new business.

## Business briefly . . .

**Weldon Farm Products**, through Hicks and Greist, both New York, this week begins a New York-New Jersey introductory spot TV campaign for Diet Milk, a new sugar-free and fat-free instant milk drink. Flights will continue until next spring on WCBS-TV, WNBC-TV, WPIX(TV) and WNEW-TV, all New York.

**The Billy Graham Evangelistic Association of Minneapolis**, through Walter F. Bennett & Co., Chicago, will sponsor Dr. Graham's *Hour of Decision* (Sundays, 1-1:30 p.m. EDT) for the 12th consecutive year on Mutual.

**Mission Pak** through Carson/Roberts, Los Angeles, will begin its pre-Christmas broadcast campaign in mid-November, using saturation TV and radio for four weeks in Los Angeles and San Francisco for the company's packages of fruit and confections. The broadcast campaign will be the same as in 1964, Nick Barnett, account executive at C/R, said, except that newspapers will be used in San Diego this year in place of the broadcast media which were used there a year ago.

**Campbell Soup Co.**, Camden, N. J., through Leo Burnett, Chicago, in a holiday campaign for its Franco-American gravies, will use network TV daytime participations and spot TV in major markets in November and December.

**Sunray Oil Co.**, Tulsa, through Gardner Advertising, St. Louis, is scheduling a heavy radio-TV spot campaign until Christmas for toy promotion that ties in with gasoline purchases. Heavy TV spot is planned in 58 markets while radio spot will be used in 121 markets. This will be the second year Sunray has used toys for its Christmas promotion.

**The California Oil Co.**, Perth Amboy, N. J. (for Chevron gasolines) through BBDO, New York, will sponsor *Road America 500*, a half-hour film of the sports car race held Sept. 5 at Elkhart Lake, Wis. The film, which will be on a lineup of 19 TV stations in the East during the next five weeks, is being syndicated by Triangle Stations.

**The Wool Bureau**, through Gray Advertising, both New York, begins today (Oct. 18) a four-week institutional TV and newspaper campaign for wool car-

**if all the people who worked on the "IN-NOVATORS" were gathered together on an open field there would be enough for...**

*two softball teams  
four bridge games  
three doubles for tennis  
five singles for squash . . .  
. . . and . . .*

*seven bird watchers.*

**added up that comes to 65 people. that should impress you... But not as much as the kind of people they are.**

*the best writers, musicians, arrangers, singers, engineers. their combined talents created a new dimension in sound for the station identification package . . .*

**the "IN-NOVATORS"**

*for*

**the "IN" STATION... the "IN-NOVATORS"...**

*from*

**MARK CENTURY.**

*see the man from*



**MARK CENTURY**

3 East 57th Street, N.Y. 10022 • 212-752-3035

pets. On TV, one-minute and 20-second spot commercials have been scheduled during prime-time and late night viewing periods in 30 major markets. Television copy stresses the wool label as "the mark to look for" when shopping for carpet.

**Prince Motor Co.** of Japan plans extensive campaign next year in U.S. and Canada. Agency, Chusenko Co. Ltd., has affiliated with Kastor, Hilton, Chesley, Atherton, New York, and becomes Hilton-Senko Inc. Specifics of campaign are to be announced at later date.

## Rep. appointments . . .

- **KBIM-TV** Roswell, N. M.: Venard, Torbet & McConnell, New York. Station plans to go on air Jan 1, 1966.
- **WAIR-AM-FM** Winston-Salem, N. C.: T-N Spot Sales, Raleigh, N. C.

## GM accounts dropped

Tatham-Laird & Kudner, New York, has terminated a long-standing relationship with the Fisher Body Division of General Motors and with two GM engine divisions—Detroit Diesel and Allison.

C. R. Standen, TL&K's president, said last week that account service now demands a fully staffed Detroit office

for proper handling and that the agency felt that the account's billings "could not support a complete office in Detroit." TL&K will continue to service the accounts until a new agency is selected. The division bills approximately \$2.4 million, with about \$100,000 of Fisher's billings in network radio.

## RAB conferences outdraw '64 series

The 1965 Radio Advertising Bureau Management Conferences ended with sessions in San Francisco last week, with attendance for the six meetings surpassing last year's attendance by 20%.

The large-market session heard James T. Butler, vice president and general manager of WISN Milwaukee, stress that his station salesmen are forbidden to use ratings in selling the station. Instead, salesmen sell the merits of the station—endorsements from advertisers; the in-depth features and the "impact" value of WISN.

Ted Snider, station manager, KAPY Chico, Calif., described promotion techniques which have helped sell the station. He said remote broadcast from fairs and grand openings and maps of the market distributed each year to local businessmen were two particularly

valuable projects.

Other speakers at the large-market session were Clayton Brace, vice president and general manager, and Wilson Edwards, station manager, both of KOGO San Diego; Charles E. Gates, general manager, WGN Chicago; Lou Faust vice president and general manager, WKBW Buffalo, N. Y. and Stan Torgerson, station manager, WMC Memphis.

Speaking at the small-market session were Steve Bellinger, general manager, WZ Decatur, Ill.; Edward A. Wheeler, president, WEAU Evanston, Ill. and Eddie Allgood, vice president sales, WBTM Danville, Va.

## National Homes use NBC-TV

National Homes Corp., Lafayette, Ind., has announced marketing plans to begin Jan. 4, 1966, with \$1 million advertising budget, 30% channeled to weekly spots on NBC-TV in first three months.

The program, coincidental with the company's 25th anniversary, asks 780 franchised dealers in 32 states (Maine to Rocky Mountain area) to locally tie-in during last 11 seconds of commercials on NBC-TV's *Today* and *Tonight* shows.

The campaign includes local radio, newspapers and national magazines, agency for National is The Biddle Co., Bloomington, Ill.

## THE MEDIA

# Major sales total nearly \$8 million

Amarillo and Decatur properties to change hands;

FCC gives its approval to another \$5 million transfer

Two major television sales plus associated radio stations, aggregating almost \$8 million in purchase prices were announced last week. At the same time the FCC approved a \$5 million transaction involving a radio-TV property.

Announced were the sales of KGNC-AM-FM-TV Amarillo, Tex., by Roy N. and S. B. Whittenburg to Stauffer Publications Inc. for \$5.9 million (CLOSED CIRCUIT, Oct. 11), and of WTVP(TV) Decatur, Ill., by Metromedia Inc. to LIN Broadcasting Co. for \$2 million.

The FCC approval involved the transfer of WMBG, WCOD(FM) and WTVR(TV) Richmond, Va., by Wilbur M. Havens to Roy H. Park for \$5,017,185. Also approved by the FCC last week were transfers of control of KNUZ-TV Houston and the ownership of

WEZI(TV) Louisville.

**Publisher-Broadcaster** ■ Stauffer Publications, which publishes a chain of newspapers in Kansas, Missouri, Nebraska and Oklahoma as well as several national farm publications, also owns WIBW-AM-FM-TV Topeka, KSEK Pittsburg and KSOK Arkansas City, all in Kansas, and KGFF Shawnee, Okla. Stauffer Publications got into the broadcast field in 1957 when it bought Capper Publications which then owned the WIBW stations. Among the Stauffer newspapers are the *Topeka Daily Capital* and *State Journal*, Kansas City (Kan.) *Kansan*, *Cappers Weekly*, and *Independence (Mo.) Examiner*.

The Whittenburgs are the publishers of the *Amarillo News* and *Globe-Times*, and of the *Lubbock (Tex.) Avalanche*

and *Journal* and KFYO in Lubbock. They are retaining the Lubbock radio station.

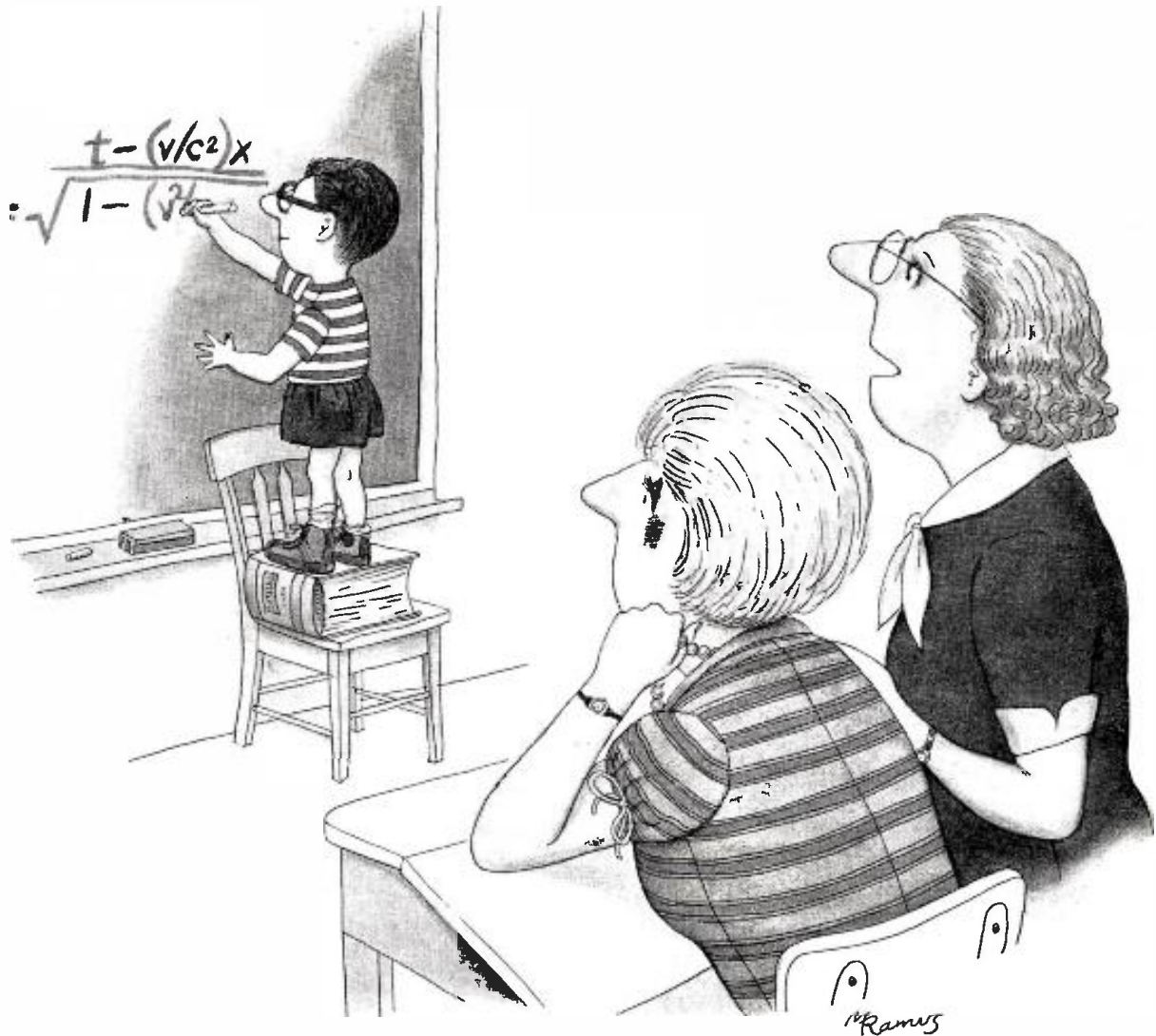
Willard W. Garvey and family, who own 4.85% of Stauffer Publications, owns KKAM Pueblo, KKF(FM) and KKT(TV) Colorado Springs, Colo. Stauffer Publications is principally owned by Oscar S. Stauffer and his family. Thad M. Sandstrom, vice president and director of Stauffer broadcast properties, said no basic changes of policy or personnel at the KGNC stations are contemplated.

KGNC, which counts its years back to 1922 (it was formed in 1935 by the Whittenburgs through the merger of WDAG and KGRS Amarillo), operate fulltime on 710 kc with 10 kw. KGNC FM, founded in 1958 is on 93.1 m with 14.1 kw. The 12-year-old KGNC TV operates on channel 4. All the stations are NBC affiliates.

Sale of Metromedia's Decatur television outlet came within seven months after Metromedia had sold its Peoria station. Both are UHF.

The Decatur station, on channel 1'





*“He said he learned it watching television.”*

What can you learn from television? Everything under the sun, including a close-up familiarity with the face of the moon. And some of the very best lessons come from the five NBC Owned Television Stations in New York, Washington, Cleveland, Chicago and Los Angeles.

Consider, for example, the NBC Owned Stations' cooperative venture into educational programming, "Education Exchange."

It's a simple idea with a dramatic payoff. Each NBC Owned Station, working hand-in-camera with educators in its area, produces fifty educational pro-

grams annually for the series. Then, each program is subsequently broadcast by its sister stations.

The result is that widely acclaimed programs such as "Modern Math," produced by Chicago's WMAQ-TV in cooperation with the University of Chicago, can be viewed in our five cities instead of just one.

Everyone benefits. Most of all, the viewer—whose TV curriculum becomes five times broader than ever before, thanks to the NBC Owned Television Stations' "Education Exchange."



***Stay up front with the NBC owned stations***

WNBC-TV NEW YORK    WRC-TV WASHINGTON    WKYC-TV CLEVELAND    WMAQ-TV CHICAGO    KNBC LOS ANGELES  
REPRESENTED BY NBC SPOT SALES

and affiliated with ABC, was sold to LIN Broadcasting Corp. for \$2 million. This is LIN's first TV purchase.

LIN Broadcasting, which is headed by Frederick Gregg Jr., with John R. Ozier as a second principal owner, owns WMAK Nashville, Tenn., WAKY Louisville, Ky., KEEL Shreveport, La., and KAAV Little Rock, Ark. LIN also has multiple community antenna system holdings through Gregg Cablevision Inc. Gregg Cablevision bought a group of Bruce Merrill's cable companies last July for \$4 million (BROADCASTING, July, 26). The CATV's are those in Yuma, Ariz.; El Centro, Holtville, Brawley and Calexico, all in Southern California, serving approximately 10,000 subscribers. Gregg Cablevision also operates or has franchises for more than two dozen CATV's in Illinois, Kentucky, Tennessee, Arkansas, Alabama, Florida and Georgia.

Metromedia bought WTVP in 1960 from John Bolas and associates for \$570,000.

Earlier this year, Metromedia sold WTVH(TV) Peoria, Ill., on channel 19 also affiliated with ABC, to the Mid-America group (*Kankakee* (Ill.) *Journal* stations) for \$2 million. Metromedia bought the Peoria UHF from Hilltop Broadcasting Co. (55% owned by the *Peoria Star-Journal*) in 1959 for \$610,000.

Broker in both the KGNC and the WTVP sales was Blackburn & Co.

**One Objection** ■ The approval by the FCC of the transfer of the Richmond stations to Roy H. Park Broadcasting of Virginia Inc. brought one dissent. Commissioner Robert T. Bartley said he felt there should be a hearing. Mr. Bartley has taken this position in other sales applications, especially where the buyer is a group owner.

Mr. Park owns WNCT-AM-FM-TV Greenville, N.C.; WDEF-AM-FM-TV Chattanooga, and WJHL-TV Johnson City, both Tennessee. Through the Greenville station, Mr. Park also owns 30% of WECT(TV) Wilmington, N.C.

Mr. Park headquarters in Ithaca, N.Y., where he supervises his other interests (publishing, printing, advertising, real estate and investments).

WTVR began operating in 1948 and is on channel 6 with CBS affiliation. WMBG, affiliated with ABC, was founded by Mr. Havens in 1926 and is on 1320 kc fulltime with 5 kw. WCOD went on the air in 1946 and is on 98.1 mc with 50 kw.

The other two FCC approvals:

■ Eighty percent of KNUZ-TV, on channel 39 and which has been off the air since June 1954 (it operated for less than a year) went to WKY Television System Inc. for \$240,000. Principal



### NBC gift to ETV

NBC has contributed \$100,000 to WVIZ-TV Cleveland, a noncommercial station. This monetary aid, according to the network, represents the largest yet received by WVIZ-TV from a private company.

Louis S. Peirce, (r.) chairman of the Educational Television Association of Metropolitan Cleveland, and Betty Cope, WVIZ-TV manager (c.), accepted the gift from Art Watson, vice president and general manager of NBC's WKYC-AM-FM-TV Cleveland. The ETV station started telecasting last February.

owners are Max Jacobs and Irvin Shlenker, both with 40% each.

WKY Television System is owned by the Oklahoma Publishing Co. (*Daily Oklahoman* and *Times, Farmer-Stockman*); its broadcast holdings include WKY-AM-TV Oklahoma City, WTVT(TV) Tampa-St. Petersburg, and KTVT(TV) Fort Worth.

Commissioner Bartley abstained from voting in this case.

The commission exempted the Houston purchase by WKY Television System from its top-50 market policy because the application for the transfer had been filed before that policy was adopted. The top-50 policy, enunciated by the commission last June, discourages the ownership by a single owner of more than three TV stations in the top 50 markets. Only two of the three may be VHF, the commission holds. Acquisitions exceeding those limits are subject to hearing.

WEZI, the permittee of channel 21 which went off the air in 1954, was sold by Air Trails stations (Charles Sawyer) to South Central Broadcasting Corp. for \$25,000. South Central is owned by John A. Englebrecht and

George F. Stoltz and families who also own WKY-AM-FM Evansville, Ind. Air Trails continues to own WKLO-AM-FM Louisville, Ky., WING Dayton, WCOL-AM-FM Columbus, and 60.8% of WIZE Springfield, all in Ohio, and WIRT-AM-FM Milwaukee.

## Court upholds FCC in ch. 10 Largo case

A U. S. Court of Appeals in Washington last week upheld the FCC in its 1962 grant of channel 10 at Largo (Tampa-St. Petersburg) Fla., to WTSP-TV (now WLCY-TV) that city.

In an unsigned order, the court found for the FCC in all respects, including the allegation that the FCC's criteria for choosing an applicant in a hearing requires subjective determination by the commission. The court said this argument was never raised before the FCC and therefore is not properly before the court.

In response to arguments that the commission failed to properly evaluate WTSP-TV's change in programs and to penalize WTSP-TV for this and find in favor of other applicants, the court said, the FCC on its own motion reopened the hearings for this purpose and made detailed findings.

Bringing the appeal were the three unsuccessful applicants for the channel 10 facility: Florida Gulfcoast Broadcasters Inc., Suncoast Cities Broadcasting Corp., and Tampa Telecasters Inc.

Hearing the case were Circuit Judge Henry W. Edgerton, John A. Danaher and Edward A. Tamm.

## Two FM educasting services approved

The student auditing the history course received on a special FM multiplex receiver is pondering a multiple-choice question the professor has asked. He makes his choice, presses one of three buttons on the set, and, to his relief, hears, "Your answer is correct."

This is "educasting," a new kind of educational broadcasting, which two FM stations were given permission to do by the FCC last week to initiate on a regular basis.

The system, which adds a new dimension to educational broadcasting as it opens up new sources of revenue for commercial FM's, employs four subcarrier frequencies and a special "educasting" (multiplex) receiver.

On one channel, instructional material is transmitted. The other three are programmed with evaluations of answers the students give to multiple-choice questions. If the student presses



Not if WFGA-TV can help it. We air everything we can in color, and that includes spot announcements. Your color films and tapes are shown in color. Your live scripts are produced in color. And we never

charge you a cent more than regular black and white rates. That's the advantage of advertising on a COLOR station. That's us. For details, see your Peters, Griffin, Woodward "Colonel."



**WFGA-TV/JACKSONVILLE**



AN AFFILIATE OF WOMETCO ENTERPRISES, INC.



ticipating in the history course had pressed a different button, he would have heard his answer was incorrect.

The stations authorized last week to transmit multichannel subsidiary communications authorization material to provide the new service are the commercial WFIL-FM Philadelphia and the noncommercial educational WSUV(FM) Scranton, Pa.

WSUV, which is licensed to the University of Scranton, has been testing the system under special FCC authority for several months. It intends to provide educasting courses at no charge.

However, WFIL-FM, a Triangle Publications Inc., station, will charge \$50 for 10-week, 30-lesson educasting courses. The fee will include the right to audit the course, work books, and use of the special educasting receiver.

### Red Cross ups Betsy fund

The American Red Cross, which had reported that its aid to the area hit by hurricane Betsy would reach a total of more than \$8 million (BROADCASTING, Oct. 11) last week revised the figure to \$14 million. ARC's original announcement followed a suggestion that a special fund be promoted by all broadcasters to aid southern Louisiana victims.

## NBC Radio affiliates to hear three panels

The NBC Radio affiliates' annual meeting this week (Oct. 21-22) at the Continental Plaza hotel in Chicago will highlight three panel sessions, all moderated by Stephen B. Labunski, executive vice president in charge of NBC Radio, and will treat the topics of news, programing and promotion. Robert W. Sarnoff and Robert E. Kintner, respectively board chairman and president of NBC, will address the affiliates.

Each panel will have executives representing the network and affiliates: News: Julian Goodman, NBC News executive vice president; Russ Tornabene, manager of NBC Radio network news; Marv Bossart, assistant news director, WDAY Fargo, N. D.; A. Louis Read, executive vice president and general manager, WDSU New Orleans. Programing: Robert Wogan, vice president, programs, NBC Radio; Dick Roberts, program manager of KOGO San Diego; Kenneth MacDonald, president and general manager, WSAM Saginaw, Mich., and Graham Poyner, vice president, WPTF Raleigh, N. C. Promotion: Michael Laurence, NBC Radio director of promotion-client services; Gene

Walsh, manager, business and trade publicity of NBC press department; Elmo Ellis, general manager, WSB Atlanta; Lee Gilbert, general manager of WMVA Martinsville, Va., and Richard Meeder, station manager, WAVY Norfolk, Va.

Bob Newhart, Al Capp, the Back Porch Majority, the Davis Trio with vocalist Joe Williams and guitarist Al Caiola headline a variety show at the Oct. 21 dinner, while Edgar Bergen, Joe Garagiola and the Van Damme quintet are on the entertainment program at the Oct. 22 luncheon.

## Changing hands

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

■ KGNC-AM-FM-TV Amarillo, Tex.: Sold by Roy N. and S. B. Whittenburg to Stauffer Publications Inc. for \$5.9 million (see page 38).

■ WTVP(TV) Decatur, Ill.: Sold by Metromedia Inc. to LIN Broadcasting Co. for \$2 million (see page 38).

\* KXGO Fargo, N. D.: Sold by North Dakota Broadcasting Co. to Hart Cardoza for \$500,000. Mr. Cardoza is the principal owner of KATE Albert Lee Minn.; WDBQ Dubuque, Iowa, and WDB Escanaba, Mich. North Dakota Broadcasting is a group owner, and is headed by John W. Boler. KXGO operates full time on 790 kc with 5 kw. Broker: John D. Stebbins.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other commissic activities see FOR THE RECORD, page 108).*

■ WMBG, WCOD(FM), WTVR(TV) Richmond, Va.: Sold by Havens & Mart to Roy H. Park Broadcasting for \$3 million (see page 38).

■ WDOK-AM-FM Cleveland — Sold to Northeastern Pennsylvania Broadcasting Inc. to Westchester Corp. for \$2.1 million. Northeastern Pennsylvania composed of stockholders of the now defunct Transcontinent Television Co. which sold off all its holdings except the Cleveland stations in 1964. Westchester Corp., which is licensee of WFAS-AM-FM White Plains, N. Y., is to be owned closing by Mrs. Lucille Stone, 51%; her husband, Harry H. Stone, 17.2%; Norman Wain, Robert C. Weiss and Joseph T. Zingale, 10% each, and others (reported in CHANGING HANDS, Oct. 11). Messrs. Wain, Weiss and Zingale were formerly with WHK-AM-FM Cleveland. Buyers report that they are seeking to expand their broadcast holdings in other

## "Let's get a Blackburn appraisal"

What's it really worth? Blackburn's answer will depend on accurate market surveys and analyses, potential and projected as well as actual earnings, knowledge of the ever-changing market.

What are the services of Blackburn, the reliable broker, really worth to you?

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### ATLANTA

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John G. Williams  
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1655 Peachtree Rd.  
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### BEVERLY HILLS

Collin M. Selph  
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274-8151

communities. WDOK, founded in 1950, is fulltime on 1260 kc with 5 kw. WDOK-FM went on the air in 1954 and operates on 102.1 mc with 31 kw.

▪ **KVEN-AM-FM** Ventura, Calif.: Sold by Carroll R. Hauser and group to KVEN Broadcasting Corp. for \$500,000. KVEN Broadcasting is owned by Greater California Capital Corp., 70%; Ira Laufer and Robert L. Fox, 15% each. Mr. Laufer was president of KHJ Los Angeles; Mr. Fox was general manager of that station. Mr. Hauser is 45.3% owner; other sellers are John P. Hearne, 20.9%, and Sidney Held, 8.5% among others. KVEN, founded in 1948, operates fulltime on 1450 kc with 1 kw day 250 w nighttime. KVEN-FM began broadcasting in 1962 on 100.7 mc with 39 kw.

▪ **WAAP** Peoria, Ill.: Sold by Ray Diaz and associates to Syl Binkin, Melvin Friedman and Richard S. Cohen for \$262,500. Messrs. Binkin and Feldman were part owners of WMAY Springfield, Ill. WAAP is 1 kw fulltime on 1350 kc.

▪ **KNUZ-TV** Houston, Tex.: Eighty percent sold by Northeastern Pennsylvania Broadcasting Inc. (David Moore, president) to WKY Television System Inc. for \$240,000 (see page 38).

▪ **WEZI(TV)** Louisville, Ky.: Construction permit sold by Air Trails group to John Englebrecht and George F. Stoltz and families for \$25,000 (see page 38).

## FCC sets up group to develop ITFS

The FCC last week announced formation of a national committee for the development of Instructional Television Fixed Service. Commissioner Robert E. Lee will serve as permanent chairman of the committee.

The commission said that because of the rapid growth of the service and because of the incipient shortage of channels in some areas due to uncoordinated planning, a committee of educators is needed to help achieve the effective use of the channels.

ITFS was first authorized by the commission two years ago (BROADCASTING, July 29, 1963).

The first meeting of the committee will be on Nov. 4 in Washington, D.C.

## Nationwide opens in Chicago

Nationwide Broadcast Services, radio-TV employment agency, has opened offices in Chicago. The new bureau, managed by Lee Fowler and located in the Blair building, 645 North Michigan Avenue, will specialize in broadcast personnel needs of the Midwest. Nationwide's main office remains in

## Ford to buy CATV

The president of the National Community Television Association is on the verge of becoming a community antenna TV operator himself.

Frederick W. Ford, who became president of NCTA after resigning from the FCC in December 1964, will acquire the 1,000-subscriber Blythe, Calif., CATV system very shortly. Earlier this month the city council of Blythe approved the transfer of ownership from Bruce Merrill's American Cablevision Inc. to Mr. Ford.

Although no price has been announced, it is understood the purchase price is over \$200,000.

If the system reaches its full potential of 2,200 customers, it will be worth, according to expert appraisers, about \$500,000 (CLOSED CIRCUIT, July 12).

Denver under Managing Director Jerry Jackson, former manager of KWBA Houston.

## ABC Radio regional meets

ABC Radio last week began a series of regional affiliate meetings which will take the network's officials to eight cities. For the second consecutive year, the meetings will be held in conjunction with regional sessions of the National Association of Broadcasters now underway and scheduled to run to the third week of November.

Following last week's meeting in Louisville, Ky., the remaining sessions will be held today (Oct. 18) in Atlanta; Oct. 22 in Baltimore; Oct. 24 in Boston; Nov. 12 in Chicago; Nov. 14 in Denver; Nov. 19 in Spokane, Wash., and Nov. 23 in Phoenix.

## Says bureau is off base

Black Hills Video Corp. has told the FCC that comments of the Broadcast Bureau on KOTA-TV Rapid City, S. D., charges of ex parte communications by Black Hills to the commission are not authorized under commission rules.

The Broadcast Bureau had backed charges by KOTA-TV that Black Hills sought to exert pressure on the commission through letters to a congressman (BROADCASTING, Oct. 11.)

## EXCLUSIVE BROADCAST PROPERTIES!

**ROCKY MOUNTAIN AREA** —Network affiliated fulltime radio station serving modern, growing trading area of 100,000. Grossed \$72,000 in last twelve months. Total price of \$85,000 cash or \$105,000 on terms.

**TEXAS** —Owner forced to sell daytimer in single station market. This beautifully equipped facility grossed \$55,000 in 1964 and is capable of doing much better under an aggressive owner-manager. Priced at \$100,000 on terms.

Contact—DeWitt "Judge" Landis in our Dallas office.

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NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

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DElaware 7-2754

DALLAS  
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Riverside 8-1175

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111 Sutter St.  
EXbrook 2-5671

**RADIO • TV • CATV • NEWSPAPERS**

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# Program forms steal spotlight

First NAB fall conference gets answers to a lot of questions from Anello, discusses CATV, personnel, economics of UHF, editorials

The National Association of Broadcasters opened its fall conferences in Louisville, Ky., last Thursday (Oct. 14), and Douglas A. Anello, NAB general counsel, was the star of the roadshow, which has seven more stops to make before returning to Washington (see schedule, page 14).

At the afternoon session, Mr. Anello's presentation on the FCC's new radio program log and reporting form drew most of the 151 registered delegates, and attracted an additional 30 traffic managers of member stations. After more than one hour, hands were still popping up all over the audience as Mr. Anello got out of the program-form area and was answering dozens of questions relating to specific station problems.

Response was so great that the scheduled radio bull session was cancelled to allow further questioning.

Discussing the new radio program logs and renewal forms, Mr. Anello said there is an improvement in the manner in which the commercial material is reported, but there is much to be desired in the required description of

past and proposed program practices.

**Unofficial** ■ In explaining the new log, Mr. Anello pointed out that the NAB's proposed form is not official, but it has been coordinated with the commission and has unofficial endorsement. He suggested that member stations use it as a base and add to it any additional information they feel should be carried.

The tone of the conference—which covered the NAB's position on community antenna TV regulation, involvement of broadcasters in politics, where to find station personnel, the radio code, color television, the Television Information Office, economics of UHF and TV editorials—was set at the opening.

Vincent T. Wasilewski, attending his 87th fall conference, but his first as president, told the broadcasters that this is an industry that "is virtually unbeatable in any issue in which everyone of us has a stake, because, under those circumstances, the unified voice of the entire industry is immensely powerful."

**Preservation** ■ He urged broadcasters to support NAB in its actions with Con-

gress and the FCC and called for their support for "fellow broadcasters, even though the issue may not directly bear upon your operation . . . for only by protecting the parts can we preserve the whole."

Mr. Wasilewski noted that when there is need for unity, no call has to go out for support, because it is there. But, he added, at this time there are no major issues around which to rally. Instead broadcasters now face, he said, "a number of issues on which the unity is necessary but where it may not be apparent because not everyone has an immediate stake."

He identified these issues as CATV, the FCC proposal to cut back network prime-time programming, the FCC plan to limit ownership of stations in the top 50 TV markets, the FM-AM nonduplication rule and the "long battle" over program logs.

**CATV Session** ■ The discussion surrounding the NAB's position on CATV regulation took up most of the morning session.

Stressing that NAB's approach to CATV is that it "is and must remain



Douglas A. Anello (l), general counsel of the National Association of Broadcasters, confers with (second from l to r) Eula Costello, timebuyer, Ralph Jones Agency, Cincinnati; Ralph Jack-

son, WAVE Inc., Louisville; John Casello, Cincinnati consulting engineer, and Gormon Collins, WDOC Prestonburg, Ky., at the NAB meeting in Louisville.



Gene Trace (l), WBBW Youngstown, Ohio, member of the National Association of Broadcasters Radio Board answers some questions from Joe Coons, of WOHl Elyria, Ohio.





The Beltman Archive

*"The less of routine,  
the more of life."*

This philosophy was advocated by the American educator-philosopher, Amos Bronson Alcott. A modern embodiment of this concept is the INDIVIDUALITY which characterizes Griffin-Leake management.

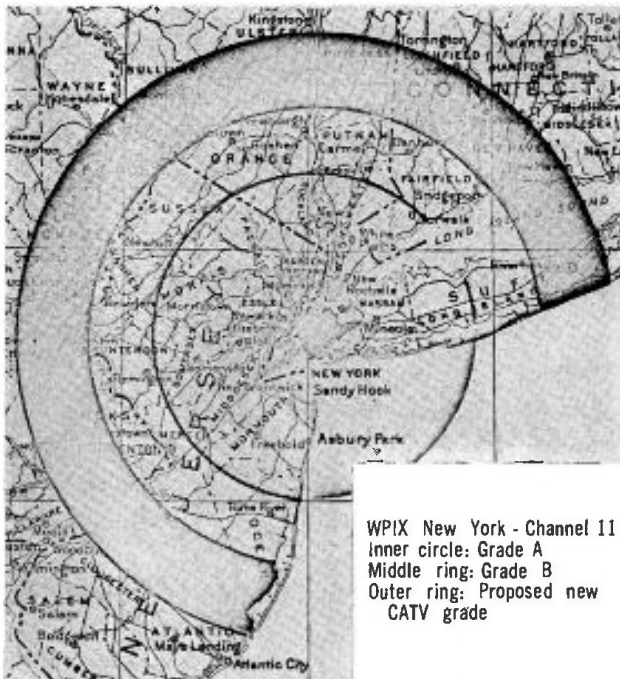
**GRIFFIN-LEAKE TV. INC.**

KATV-7, LITTLE ROCK

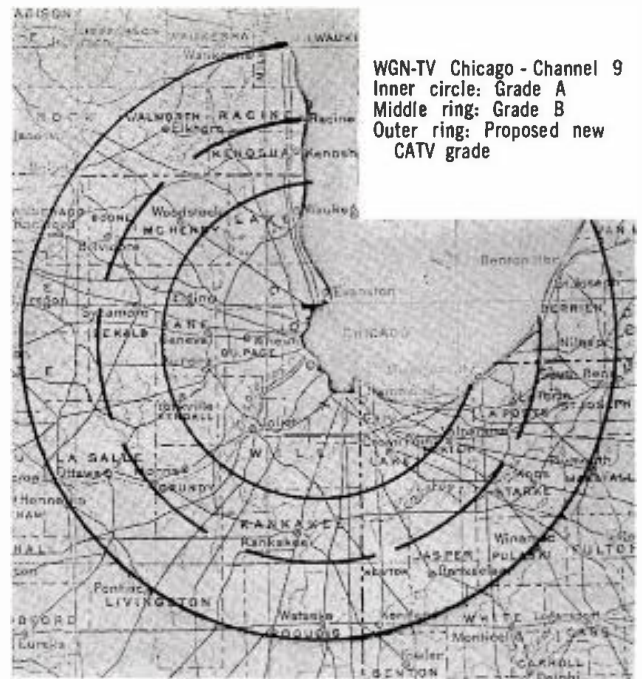
KTUL-TV-8, TULSA

KWTV-9, OKLAHOMA CITY





WPIX New York - Channel 11  
 Inner circle: Grade A  
 Middle ring: Grade B  
 Outer ring: Proposed new  
 CATV grade



WGN-TV Chicago - Channel 9  
 Inner circle: Grade A  
 Middle ring: Grade B  
 Outer ring: Proposed new  
 CATV grade

To illustrate how the NAB-proposed CATV contour might look and its extent, contour maps for WGN-TV Chicago and WPIX (TV) New York were shown. The proposed contour, in effect a grade C, is only illustrative of the concept and is designed to show generally the restriction

on the signal. The figures by which the contours were determined are tentative and subject to change.

NAB has proposed that the 21 operating independent VHF's and ultimately independent UHF's be carried or CATV's but only within the grade C area.

a supplement to the system of broadcasting which has grown and which serves so well the American people," William Carlisle, vice president for station services said CATV is an antenna system and should be one "whose sole function is to receive relatively weak and/or distant signals as they actually exist in the market the CATV proposes to serve."

This latter point has become the key to NAB's new approach for control of leapfrogging—the importation of distant signals, particularly independents.

Using the coverage areas of WPIX(TV) New York and WGN-TV Chicago, both independent VHF's as examples, Mr. Carlisle explained how the CATV contour concept would work, and how far it would extend for those two stations. Admittedly, the figures are "arbitrary" and lend themselves to "additional study and refinement."

The CATV contour would be that area beyond a station's grade B signal where a minimum signal strength of 50 microvolts at 30 feet above average terrain is actually present over 70% of the proposed service area at least 50% of the time. If this or a stronger signal were available, he said, the cable operator could bring the station into the market by cable or microwave.

**Honest Approach** — "Conversely," he added, "if this minimum signal strength cannot be demonstrated, he would not be permitted to bring the channel into the community. This approach is honest

and clearcut. It permits a reasonable extension of a station signal beyond its grade B contour, but it prevents the artificial import of that signal to areas where the signal does not, in fact, exist."

Mr. Carlisle said this concept would apply "only to markets served by each of the three national networks, for we believe that the public is entitled, where possible, to receive all three." Applying this CATV contour to the existing 21 independent VHF's and later using similar contours for independent U's, he said, "is a basis for solution of the leapfrogging and microwave problems; for under no circumstance could a New York station be picked up in Tennessee or a Chicago station in central Kansas."

Following the Carlisle presentation, William Russell, Telesis Engineering Co., Evansville, Ind. group CATV owner; Guy Main, Midwest TV Inc. (wciU[TV]), Champaign, Ill., joined Messrs. Carlisle and Anello in a discussion of the subject from the broadcaster and system operators' points of views.

On the subject of CATV origination, Mr. Anello contended that right now "there is a grave doubt whether the FCC has power to preclude origination by CATV systems, and additional legislation may be required in this area."

Mr. Russell contended that the NAB's position on CATV is "designed to restrict CATV and retard the industry. It is asking the FCC to restrict service to people. If additional competi-

tion is the reason, it doesn't seem to be valid."

Mr. Main cited results of a survey taken by Midwest TV which showed that three cable systems operating in San Diego, where Midwest owns KFMB TV. This survey indicated that in home served by CATV's, the local station audiences had been cut "almost in half" by the importation of signal from Los Angeles.

Mr. Anello, who took part in last year's negotiations with National Community TV Association for a common CATV policy, said he feels "a great part of NCTA does not want any type of regulation." But wiser heads seem to be prevailing and they feel some type of federal regulation is best. He added that 15-days before and after protection did not seem to be the basic difference between the two groups.

Although there was no over-animity expressed toward the NAB's CATV position by the broadcasters in attendance, Jack Lee, WSAZ-AM-FM-TV Huntington, W. Va., and chairman of the radio board, spoke in defense of the NAB's actions as implemented by the staff, but only acting under the policy set by the joint board. That board, he reminded the audience, is made up of radio, TV and radio-TV members and there are probably 35 to 40% involved in CATV.

"If you don't like the policy," he said, "come to the board members. We represent you. The staff does; always agree with us, but we're f

# 738,719 voted in the primary.

## More than a million elected WNBC-TV.

On Primary night, September 14, New York picked a Democratic candidate—and a television station on which to see the results. WNBC-TV won by a clear majority.

It was a classic landslide. Backed by NBC News, the world's largest broadcast news organization, Channel 4 attracted an audience 51% greater than the second-place station, according to Nielsen; the advantage was 80% according to Arbitron:

Sept. 14-15, '65 11 pm - 1 am	Nielsen		Arbitron	
	Rating	Share	Rating	Share
WNBC-TV	11.8	42%	11.3	38%
2nd station	7.8	27%	8.7	29%
3rd station*	2.6	9%	3.2	11%

Throughout Primary night, anchormen Robert MacNeil and Bill Ryan, plus correspondents Gabe Pressman, Jim Hartz, Bob Teague—and a staff of more than 200 experienced NBC News people—were at the right spot at the right time. The result—Channel 4 broadcast the most accurate projections throughout the evening, and was first in pronouncing Abe Beame the winner.

It's obvious that metropolitan New Yorkers continue to look to Channel 4 when news is important. This trend indicates that when New York casts its Mayoral ballot in November, it will cast another vote for NBC News—and Channel 4's Election Night advertisers.



\*3rd station covered the Primary from 11:00 to 11:30 pm; reverted to regularly-scheduled programming at 11:30 pm.  
Rating Source: Arbitron and Nielsen (A 11:00 pm September 14 to 1:00 am September 15, 1965. Number of WNBC-TV viewers based on 5,400,000 New York television homes and June/July 1965 ARB audience composition figures for the time period, estimated by WNBC-TV.  
Audience and related data are based on estimates provided by the rating services indicated, and are subject to the qualifications issued by these services. Copies of such qualifications are available on request.)



board—and we're at your mercy."

**Politics** ■ Also on the morning agenda was the government relations department recommendation that "all broadcasters ought to take some part in politics. To have a close relationship with our congressmen in the next Congress, we must act now."

In urging broadcasters to take this role, Paul Comstock, vice president for government affairs, said that the first move is to assure a candidate of your support and "tell him that you, as a broadcaster, are vitally interested in the preservation of freedom to program your station to serve the people in your own area."

He said experienced broadcasters are "experts in public affairs" since they know what the public wants.

Mr. Comstock noted that broadcasters are "particularly equipped to advise on the use of the media. It would be proper to offer your service to a new candidate as a media adviser or media chairman and to offer any appropriate suggestions on this subject to an incumbent."

Clee Fitzgerald, former administrative assistant to Senator Mike Monroney (D-Okla), attending the conference as part owner of KSP1 Stillwater, Okla., suggested that broadcasters can serve "a real need and make a friend" of a legislator by giving him what he really needs—information about the people in his area. Broadcasters, he said, are supposed to have their finger on the public's pulse and should be serving their needs.

**TV Report** ■ By 1970 there will be 850 TV stations on the air. These figures, William L. Walker told the Thursday afternoon TV session, are NAB's opinion based on interest in applying for additional stations, the effect of the all-channel set law, and the projected growth of the economy and population.

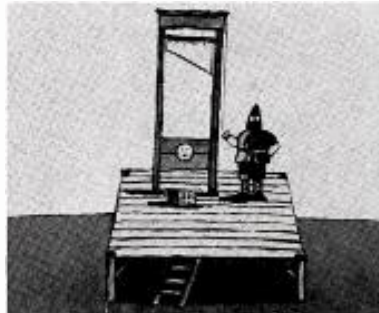
The growth of the industry, he said, has produced a demand for UHF channels by "hard-headed businessmen because they know television, even UHF, is now profitable and the future looks bright."

He cited NAB figures for the typi-

cal TV station in 1964 which show revenues of more than \$1.2 million, expenses of over \$1 million and pretax profit of \$229,000 for a profit margin of 18.1%. Similar statistics based only on UHF stations show revenues of less than \$625,000, expenses of \$560,000, pretax profit of \$58,000 for a 9.4% profit margin. The UHF figures, he noted, are the first compiled by NAB for membership distribution since the "picture in prior years was somewhat dismal, so there was a reluctance to rub salt in wounds . . ."

The all-channel law, he said, has theoretically made the problem of set conversion less overpowering each day. Since the law went into effect, 18.6% of the sets in the U.S. have been manufactured and the UHF station going on the air in 1967 or '68 "should have 50% of the sets in the market capable of receiving a UHF signal at that time. As time passes the question will more and more become, can this market support a television station, rather, than can it support a UHF station."

In discussing the "economics of com-



## NAB codes fight all the world's Dr. Buzzards

After previews in Washington, New York and at several state broadcaster meetings, the National Association of Broadcasters Code Authority last week publicly unreeled "The People vs. Dr. Buzzard," a 12½-minute film promoting self-regulation, at the first fall regional conference in Louisville, Ky.

Dr. Buzzard is a carefree, happy go-lucky cross between Fu Manchu and all of James Bond's enemies rolled into one. His one avowed purpose through the centuries has been to con people into mischief, misbehavior and old-fashioned evil.

Although successful in his attempts in the garden of Eden, where the serpent was the original high-powered pitchman, and in the Coliseum where a Lions-Christians match drew as many fans as the New York

Mets do today, and in the French Revolution where heads rolled, the Doc met his downfall when he tried to move his proven tactics into the broadcasting field.

In four attempts to sell the audience, he is thwarted by the radio and TV codes as he tries to use broadcasting for a phony medical program, a deceptive and harmful top commercial, a phony astrology program, and the spectacular end to all spectacles: *Extremism Playhouse*, which features a little sex, a modicum of sadism, a touch of masochism and general filth, and as Doc says "is the only television program that comes to you in a plain, brown wrapper."

Between Dr. Buzzard's attempts to gain airtime and the code's firm stand on its rules and regulations,

Bob "Road to the Code" Hope provides some off-camera comments. And in closing the animated-live film, Mr. Hope notes that broadcasters and the public "have to be on guard against the Buzzards of this world . . . the responsible broadcaster is constantly on the alert to prevent programming and advertising practices which are not in the best interests of the public he serves. That's really what these codes are all about. . . . We are striving to stay on course, and in your behalf, we think this is the right road to travel."

The film available from the code as a rental or outright purchase, is designed to be shown by stations to civic groups and organizations to make them aware of broadcasters' efforts to keep an eye on their own industry.

**Three of the Top 5  
Six of the Top 10  
Eight of the Top 15  
Eleven of the Top 20**

**...the two most  
popular new shows**

**...and, in the daytime,  
all the Top 10!**

munity U's," Mr. Walker said several problems face potential small market: Low-powered UHF's, if there is no network affiliation available; how much will he be able to pay for filmed programs and will the product be any more than features and syndicated shows that have already been well-exposed on larger-market stations?

**UHF Economics** ■ A system, using basic film fare and on the air during limited hours, would still need a staff of about 13 at a bare minimum, he said, and this would allow it to operate within a \$200,000 budget. But spots would have to go for about \$10 each and the station would practically have to be sold out to show a profit.

Basic equipment needed to operate such a station would cost about \$225,000, Mr. Walker said, and that does not include a building, real estate or tape equipment.

Comparing the outright purchase of this equipment with loans and leasing, Mr. Walker produced these figures:

Outright purchase: \$225,000.

Deferred payment through manufacturer, with one-quarter down and 6% simple interest on the balance: \$245,675.

Bank loan with one-fifth down, a 5% add on and a four-year payout: \$261,000.

Leasing with nothing down and monthly rental of \$5,512.50: \$264,600 and the equipment is still the lessor's property.

**Radio Session** ■ A broadcaster will find audience acceptance, advertiser support and should have a profitable station if he seeks good people, trains them to fit in his station, pays them what they're worth and uses their talent to produce programing oriented toward his audience.

Discussing "People, Program and



Guy Main (l), WCIA-TV Champaign, Ill., who spoke on the community antenna television panel, has a post-meeting discussion with Jim Hodge (c) and Tom Baker, both of WLAC-TV Nashville.

Payments" at the radio session Thursday afternoon, Mr. Walker, said the three P's will equal a fourth—profits," if diligent attention is given to the other three components of the equation."

**APBE** ■ Speaking on tape, Hugh Cordier, radio and television chairman of the department of the University of Illinois, president of APBE, said the association is to provide broadcasters with students "who have a sound general education, a thorough knowledge of the broadcasting industry, and sufficient skills to get and hold that first job in radio or television. We don't pretend to be able to teach them everything about broadcasting. . . . The people we send to you, we fully expect some day to assume positions of responsibility and leadership in the indus-

try."

**Management Development** ■ Fred Houwink, general manager of WMAL-AM-FM-TV Washington, told the broadcasters—via tape—that he instituted a management trainee program "to insure the perpetuation of the enterprise, and to provide for its growth and development."

Although he admitted other station staffs could be raided, he called this "risky because mistakes made in selection at upper executive levels are costly and embarrassing. On the other hand, WMAL, Mr. Houwink said, has 17 trainees out of a staff of 170. The applicants have a two-year training program. Each trainee has a definite tour of duty in each department and handles various jobs within each department.

He said that not all trainees are offered permanent positions, but that 21 of the 50 or so trained in the past eight years have been kept at WMAL.

Wilbur Kidd, president and general manager of WAYB Waynesboro, Va., speaking on tape, told the broadcasters that he had found this program to be helpful in freeing his one-girl copy department from traffic and log preparation. He said the girls supplied by the schools have good records there and they "get caught up in the spirit of responsibility once they understand the importance of the traffic assignment."

Mr. Walker asked the broadcasters if they were "really exploiting the possibilities within [their] own community for people with the talents you need for the operation of your station?" He said that in the average town there has to be one person with "a talent for writing a bit of copy, who can read a decent script or take a rate card and sell a spot or two down on main street."

**Military Retirees** ■ Highly trained personnel are continually retiring after

## GOP's Morton happy with news coverage

A call for broadcasters to work with the leaders of the Republican and Democratic parties to see "if we can do a better, more interesting, more dignified job" at the national conventions, was issued Thursday (Oct. 14) by Senator Thruston B. Morton (R-Ky.).

Addressing the National Association of Broadcasters fall conference in Louisville, the former GOP chairman said that together "the leaders of broadcasting plus political leaders with convention experience . . . if we plan now, can put on a better show" and provide the public with "better dialogue and debate upon which rep-

resentative government rests."

Later, Vincent T. Wasilewski, NAB president, told BROADCASTING that Senator Morton had been offered the NAB's good offices to help implement this cause.

The senator suggested that pooling "might be able to control the floor," recalling the difficulties he had as chairman at the 1964 San Francisco convention. He said a convention chairman needs "professional police that are under the chairman's orders—not Uncle Joe's nephew," who might be a nice person but is not trained to keep order on a convention floor.

Saying he spoke for both political parties, Senator Morton said: "The Democrats too share my concern, because it is not a partisan problem; it's an American problem."

On the subject of fair treatment, he said he was one Republican who does not "keep complaining about mistreatment from the news media. I feel I've gotten very fair treatment. When I don't make news, its because I'm not worth news."

Senator Morton expressed the same views in an address made to members of the National Press Club in Washington, last Tuesday (Oct. 12).



# WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



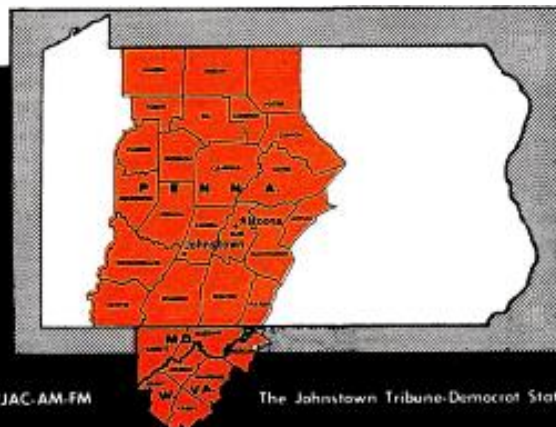
... and, IN PENNSYLVANIA, it's  
**WJAC-TV**

**NOW - WITH A BIG COLOR BONUS!**

Today--more than ever--WJAC-TV is the eye-catching attraction in Pennsylvania! The only television station serving mid and western Pennsylvania with full color facilities! And, when it comes to vital statistics, WJAC-TV has them! The only station that reaches Pennsylvania's huge Million Dollar Market in the Middle! Over 259,000 TV homes . . . America's 43rd largest TV market!



Represented  
Nationally  
by  
Harrington,  
Righter &  
Parsons, Inc.



Affiliated with WJAC-AM-FM

The Johnstown Tribune-Democrat Stations

## Roper studies public's views of TV editorials

Viewers are in favor of broadcast editorials by a margin of almost 2 to 1, and younger adults are the most receptive to them. In areas where viewers are familiar with the practice of televising editorials the favorable vote is even greater.

These conclusions were drawn from an Elmo Roper & Associates study, "The Public's View of Television and other Media, 1959-64," conducted for the Television Information Office.

The editorializing feature of the study had not been disclosed last spring when the National Association of Broadcasters was presented with a TIO report (BROADCASTING, March 15). That report on the Roper study showed TV continuing to outrank all other media as the primary source of news and widening its lead as the "most believable" and the "most desired" news medium.

The new information on editorializing was presented last week at the NAB regional meeting in Louisville, Ky., by Roy Danish, TIO's director. The data was taken from special tabulations which hadn't been in-

corporated in the original tabs made for the results announced at the NAB convention.

Mr. Danish's presentation indicated that respondents to the question of whether TV stations ought to editorialize were 63% yes and 27% no. These responses included only those who had a "yes" or "no" opinion and excluded the "don't know" response and the respondents who failed to answer that question.

**Age Group Breakout** ■ There were several breakouts. Mr. Danish noted that by age group the responses were: 66% yes and 34% no in the 21-34 year old group; 64% yes and 36% no in the 35-49 year old group and for 50-years old and over the voting was 60% yes and 40% no.

Mr. Danish also observed that the Roper study broke out the yes and no votes, according to those who said stations in their areas editorialized. A near three-to-one ratio of "yes" votes to "no" votes was recorded for the areas where respondents said stations editorialized. The percentages: 74% said yes, stations should editorialize, and 26% said they should not. But the voting was

52% for, and 48% against editorializing, in those areas where respondents specified stations did not air editorials.

Mr. Danish also reviewed the condemnation afforded TV entertainment in various segments of the print medium, and in some cases well in advance of the new television season, without regard to such efforts as entertainment and public information specials. He suggested that broadcasters challenge these attacks in their communities.

Also highlighted in the TIO presentation: New TV spots (a 20-second and a one-minute) which point up diversity, attention and variety in TV. The 20-second spot has "fun with history" by asking "did you see this?" with a reference to a TV program that explored an historical event. The lengthier commercial emphasizes TV as the place to obtain information about controversial issues.

The TIO presentation discussed a new book that will deal with religious programming particularly and is similar to volumes published in the past by TIO on local public affairs.

20 years of military service, Mr. Walker noted, and most of them are in their 40's and can be attracted by a modest salary in a comfortable town as a supplement to their retirement pay.

He suggested that help wanted ads in service journals may turn up some of these experienced technicians, public information officers—who are potential newsmen—and others, many of them with poise and diction to become announcers.

Speaking on tape, Ben Sanders, president of KICD, said the station has had a radar installation for 10 years and it is used in the station's program of specializing in weather information.

Mr. Sanders said the gross the year radar was put on KICD was \$196,853.40. "This year with just a little luck," he said, "we'll hit \$300,000. Who will ever know how much of it can be credited to radar? But we'll give you one clue—we're not going to get rid of it to find out."

**Radio Code** ■ Comments by advertisers and agency personnel as to the value of code subscription highlighted the radio code presentation by Howard Bell, code director, and Charles M. Stone, manager of the radio code.

Mr. Bell noted that the code repre-

sents about 43% of all AM and FM stations on the air and membership stood at 2,304 as of Oct. 1, compared to 2,170 a year ago. He said the recent revision and updating of the code has strengthened its standards and made it "more realistic and flexible and better able to meet the requirements of radio today."

The code director said lifting of the personal-products ban in June has put the radio code in commercial clearance "in a major way for the first time. And if we are able to do the job, the code will emerge far stronger."

Mr. Stone told the broadcasters that there is no price tag on ethics. "The radio code doesn't sell ethics or anything else," he maintained.

**Advertiser-Agency Comments** ■ The radio broadcasters also heard taped comments made by two major advertisers and four agency executives to Lee Fondren, KLZ Denver, chairman of the radio code.

Victor Elting, vice president for advertising, Quaker Oats Co., Chicago, said his firm is "very much in favor of the code. While not necessarily limiting our opinions to this, I think that we would be much in favor of stations who regulate themselves and who would

adhere to the high standards of the industry represented by this code."

C. B. Ryan, director of merchandising, advertising and sales promotion, Firestone Tire & Rubber Co., Akron, Ohio, feels "it's in the self-interest of all stations to go along with the provisions of the code."

From the agency point of view, Kenneth Laird, board chairman of Tatham-Laird & Kudner, Chicago said when a broadcaster is sincere in his attempts at self-regulation it makes "his station a better vehicle for the advertising of our clients and I salute him."

Douglas Smith, senior vice president of Lennen & Newell, New York, said he would like to see the code "supported and upheld in every way it can be. . . all of us who have any sense of responsibility in the whole advertising business should endorse and support the code 100%."

**Editorials On TV** ■ TV editorializing was discussed at the Thursday afternoon session by David Moore, editorial writer-researcher for KMOX-TV St. Louis. He said many editorials plan themselves; "they stand up and shout for action."

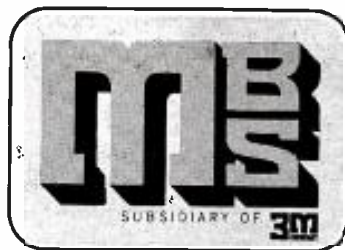
Mr. Moore found reporters, camera-

# BUICK



## The wise money's on Mutual!

Because Mutual can get you more listeners per dollar than any other network...TV or Radio! Forty per cent of all network radio stations are Mutual. Mutual covers the top metro markets and gives you exclusive coverage in over 260 others. In all, over 500 markets. So where broad coverage counts —the wise money's on Mutual!



MUTUAL BROADCASTING SYSTEM



## By the side of the road

The NAB fall conferences which opened in Louisville, Ky., last Thursday almost became a road show on the interstate highway that runs from Lexington to Louisville, and where nine members of the NAB staff, including President Vincent Wasilewski, waited while a flat tire was changed on the limousine.

Of course the group would never have been in the car and on the highway, if the Eastern Air Lines Electra which was taking them from Washington to Louisville hadn't developed "mechanical trouble" in Lexington.

Instead of waiting the "minimum hour and a half" it would take to

fly a mechanic in and fix the engine, the NAB troupe piled in a limousine rented by Eastern and began moving toward Louisville. (John F. Dille, Jr., NAB board chairman, decided to forego the limousine and made the Lexington-Louisville leg in an air taxi.)

The limousine, according to its passengers, wheezed its way slowly up hills and roared down hills, and it was coming down a grade only 25 miles out of Louisville that the tire blew, the hubcap rolled off and "nuts and bolts flew in all directions." They finally arrived at 5:25 p.m. EDT P.S. The Electra also made it to Louisville at 5 p.m.

men and news crews, because they are always out getting news, are "great sources of ideas" for editorials.

He also spelled out a basic rule for editorial writers: They should "make every attempt to understand all the facets of a subject" before attempting to write. Research, he said, is 90% of the job.

Mr. Moore also noted that mail followup of the editorial to community leaders and others "is just as important as the original editorial."

Dr. Harold Niven, assistant to the president of NAB, noted that NAB has conducted two all-industry studies to get information on broadcast editorial practices and that a third study is underway "to determine deterrents to editorializing and to discover areas in which the association can lend assistance and encouragement to its members" in this field.

Illustrative editorials were shown from five stations: WTVT(TV) Tampa, Fla., on road conditions; WSPD-TV Toledo, Ohio, on Medicare; KNXT(TV) Los

Angeles on school board candidates; WABC-TV New York on the antipoverty program, and WBBM-TV Chicago on civil rights and schools.

The subject of color television was covered by W. E. Hudson, WAVE Inc., Louisville. He said broadcasters planning to convert to color should be sure there is enough space for the new equipment that will be required. "You may find yourself tearing down walls," he said.

He urged his audience to check their film chains for color-corrected lenses because if a lens is bad, "you're better off on black-and-white rather than with a bad color picture." A ghost, he said, is much more severe in color than black-and-white, and indicated that CATV may resolve color reception problems by its direct wire feed.

As a final word of advice, he urged broadcasters going into color to talk with broadcasters who have already made the transition and learn their mistakes, so they're not repeated.

## He's no arbiter of public taste

The FCC's newest commissioner, James J. Wadsworth, last week revealed some of the ideas and philosophy he will bring to bear on the regulatory problems affecting broadcasting that come before him.

He doesn't want to be the ultimate "arbiter" of public tastes in programing. Viewers themselves can influence program decisions by expressing their opinions to sponsors and broadcasters. And unless broadcasters prosper, they cannot present public-service programing.

The commissioner, who joined the agency in May (BROADCASTING, May 10), expressed these views in a speech prepared for delivery at the National Association of Broadcasters' first fall conference, in Louisville, Ky. (see page 44). It was his first appearance before an audience of broadcasters since his appointment.

**Education** ■ Commissioner Wadsworth recently received an indication of viewers' attitudes toward television programing following a broadcast interview with Representative Barber B. Conable Jr. (R-N. Y.). Commissioner Wadsworth had said that the public could do more to influence programing by writing sponsors than by complaining to the government.

Listeners, however, promptly wrote directly to him to express their views. He received between 80 and 100 letters—and found them "educational." He was particularly struck by the lack of agreement among viewers "as to what is, in fact, the most desirable programing."

Like most members of the public, he said, he likes some programing, dislikes some. But he would "hate to become the ultimate arbiter of public tastes and to decide either what the public wants or what the public should have in the way of broadcast fare."

In saying that viewers could and should take on the job of influencing program decisions by writing to sponsors and broadcasters, he acknowledged that most members of the public don't bother to make their views known. He said that during August, when network "rewrites, reruns and retreads . . . were at their zenith," the commission received only 782 complaints on "all subjects," not just programing.

Ultimately, he said, the answer to public service is through free enterprise and the profit motive. He said he understands that broadcasters "are not merely interested in the crude maximization of profits in the short run" and that "most broadcasters are dedicated to service in the public interest."

## John D. Stebbins

### MEDIA BROKER

360 N. Michigan Avenue Chicago, Illinois

Area Code 312 — 234-4534

Area Code 701 — 252-3570

I have recently opened my own brokerage company (note today's sales), and I would like the opportunity of working with buyer and seller. I have some excellent TV and radio properties for sale, and I invite inquiries from interested parties.

# how much time between listening and reporting?

With our personal interviewing: 15 minutes to 24 hours.

Do you know what the figure is for self-administered techniques?



730 Fifth Avenue, New York, N.Y. 10019 • JUdson 6-3316

**PI** The Pulse, Inc.

# EIA documents boom in color set sales

Nine-month reports shows color sales doubled same period in '64; radio also makes big gains

The bright hues of color TV sales were spelled out, in part at least, last week when the Electronic Industries Association for the first time issued a detailed, month-by-month breakdown of color TV set sales by manufacturers to distributors for the first nine months of this year and compared them on the same basis to color set sales last year.

The readings showed that color set sales are more than double last year, and already total all color set sales in 1964.

For the period from January to September this year, 1,783,952 color sets have been shipped to distributors. During the same period last year 804,846 sets were shipped. For the whole year of 1964, 1,366,301 color sets were sold to distributors.

Brightest month in the color TV set spectrum was last month, when 463,872 color sets were shipped to distributors. This is a preliminary figure, but it is almost 80% more than the next highest shipment, August, when 258,431 sets were sold to distributors and more than six times the ebb flow in May when only 73,876 sets were shipped.

During the first nine months of this year, 5,628,856 monochrome TV sets have been shipped, compared to 5,402,-

301 in the same period last year and 7,684,960 for the whole year in 1964.

Total TV sales to distributors for the nine months of this year were 7,412,808, compared to 6,207,147 for the January-September period in 1964. Total shipments in 1964 of all TV receivers were 9,051,261.

**Radio Sales Up Too** - Radio sales in all categories were also up over the same period last year.

Home radios shipped in the nine months this year totaled 8,790,155; in the 1964 period, 6,980,845. Radios with FM this year were 1,557,562; last year 1,161,792. Auto radios this year were 7,379,042; last year, 6,198,760.

In the regular monthly production figures, EIA reported that for the January-July period this year, 5,641,736 TV's were made, with 1,214,810 being color receivers. This compares to the same period last year when 5,010,218 TV's were produced, with 689,531 being color sets.

For the same seven-month period, total radios produced were 13,336,443 of which 1,660,374 were FM equipped. This compares with the total 9,994,785 and 925,090 with FM in the same period in 1964.

## Russians launch satellite

A second Russian communication satellite, launched last Thursday (Oct. 14), was used to relay television programs between Moscow and Vladivostok, a 4,000-mile jump, the USSR news agency Tass reported.

The first USSR sky switchboard for radio and TV was launched last April. Both are called Molniya 1.

## AT&T defends rates for color-TV transmission

AT&T last week asked the FCC to dismiss the complaint of WDXI-TV Jackson, Tenn., concerning an AT&T rate increase under one of its two tariffs for the interexchange transmission of color-TV signals. WDXI-TV asked the commission to suspend the increase of \$4 per air line mile in the telephone company's 253 tariff which is for those who operate between company exchanges only.

AT&T said that since the increased rates became effective Sept. 13 any question of suspension "has been rendered moot."

The rate increase did not apply to the other telephone company tariff (216), which is a superior service and can be used by either interexchange users or those dealing within a company exchange. WDXI-TV protested the \$4 increase for color transmission over monochrome transmission in the 253 tariff because it said there is no difference in rates under the 216 tariff.

AT&T contends, however, that there is a difference in rates in the 216 tariff. It said the station connection charge under tariff 216 is \$1,510 for color service, which is \$450 higher than the monochrome charge.

AT&T denied that there is a \$450 connection charge under tariff 253 as charged by WDXI-TV. The company said the only charges under tariff 253 are the monthly mileage charges.

AT&T said that the higher cost of color transmission is paid for in higher connection charges under tariff 216 whereas under tariff 253 it is paid for in higher monthly mileage charges. The carrier said that WDXI-TV, in charging discriminatory rates, "is simply mistaken with respect to the facts."

EIA Summary of Sales to Retailers in Units

	TELEVISION								
	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.
Monochrome									
1964	588,555	644,062	687,746	513,058	396,528	613,124	557,183	562,182	839,863
1965	632,009	609,538	662,755	524,418	425,092	533,132	658,907	647,539	935,475*
Color									
1964	83,692	97,091	83,073	57,401	42,255	93,902	93,795	96,034	157,603
1965	145,694	168,460	166,943	111,340	73,876	172,226	223,110	258,431	463,872*
Total TV									
1964	672,247	741,153	770,819	570,459	438,783	707,026	650,978	658,216	997,466
1965	777,703	777,998	829,698	635,758	498,968	705,349	882,017	905,970	1,399,347*
	RADIO								
Home**									
1964	544,815	664,671	769,425	600,301	571,989	868,247	794,326	869,500	1,297,571
1965	693,005	892,017	1,056,047	745,221	705,901	1,020,575	1,160,053	1,031,745	1,485,591*
FM***									
1964	89,399	108,047	115,886	101,582	92,103	140,422	141,362	132,613	240,378
1965	145,353	197,905	241,043	145,640	120,983	236,772	246,220	223,646	na
Auto									
1964	699,317	613,238	770,879	637,888	688,781	742,551	370,087	713,857	962,162
1965	780,581	798,834	1,010,225	797,112	800,121	848,097	720,599	755,764	867,719*

\*Preliminary.

\*\*Includes table, clock and portable.

\*\*\*Included in home radios and excluding auto FM.



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# CATV microwaves moved

New home found for them in 12,700-13,200 mc band, qualifications changed for common-carrier status

The FCC last week created a new class of service for noncommon-carrier microwave operators serving community antenna television systems, and found a new spectrum home for them—in the 12,700-13,200 mc band. The new Community Antenna Relay (CAR) service will be administered by the Broadcast Bureau.

At the same time, the commission adopted new rules prescribing the conditions applicants must meet to qualify for common carrier frequencies, in the 6,000 mc band, to serve CATV's. They must show that at least 50% of their customers are unrelated to them and will use at least 50% of the service.

Both steps are part of a commission effort to adjust its rules and spectrum-allocation policies to the changes being wrought in the television and microwave-relay services by the rapidly growing CATV industry. The notice of proposed rulemaking was issued 14 months ago (BROADCASTING, Aug. 3, 1964).

Additional steps remain. The commission is still considering the technical standard to be required of CAR operators. Until this is done, CAR licensees will operate with an interim allocation of 250 mc, between the 12,700 and 12,750 mc band, which is also used by TV auxiliary stations, and under the same standards applying to the auxiliary stations. The commission is also considering a proposal to require short-hop CATV-serving common carriers to use frequencies in the 11,000 mc band.

The commission vote approving the action was 5 to 1, with Chairman E. William Henry and Commissioners Robert E. Lee, Kenneth A. Cox, Lee Loevinger and James J. Wadsworth in the majority. Commissioner Robert T. Bartley dissented.

**New Rulemaking** ■ The commission, in addition, issued another notice of proposed rulemaking affecting the new CAR service. It asks whether CAR licensees and TV stations should be permitted to interconnect their relay facilities and whether they should share the program material obtained from the microwave facilities. Such arrangements, the commission suggests, might save not only spectrum space but money for the cooperating licensees.

The rulemaking also asks for comments on provisions in the rules adopted last week which permit CATV owners not only to operate their own CAR systems but to provide other CATV's with microwave service on a cost-shar-

ing, nonprofit basis, and to form cooperative enterprises to hold CAR licensees.

The notice of rulemaking had proposed only that CATV operators be eligible for CAR licenses. There was no mention of cooperative arrangements or nonprofit, cost-sharing service. Last week's order makes clear that those provisions may be changed in the light of future comments.

**Business Radio Affected** ■ Under the new rules, the CAR service will eventually absorb the present CATV-serving microwave relay systems in the business radio service of the Safety and Special Services Bureau, as well as the non-common carriers that provide CATV's with microwave service. The business radio service occupies the 12,200-12,700 mc band.

No accurate count of the number of licensees involved is available. But commission officials estimate that some 40 licensees in the business radio service will be required to move into the new CAR service and that 30 common-carrier licensees "will have difficulty" qualifying as bona fide common carriers.

CATV spokesmen have opposed the CAR rulemaking, largely on the grounds that moving carriers into the higher frequencies will increase their equipment costs and will provide them with less efficient frequencies than those available in the 6,000 mc band.

The commission, however, feels the changes are necessary to provide for more efficient use of spectrum.

The problem has its roots in the days, some 10 years ago, when the commission had no frequencies available except in the common carrier band for the new breed of applicants who were seeking microwaves to serve their own CATV's and thus meet a private need. The commission granted the applications but on condition that the operators would, like authentic common carriers, agree to offer service to anyone requesting it.

The operators agreed to the condition, but few if any customers appeared requesting service. And as the CATV industry grew, the commission became concerned about congestion in the 6,000 mc band, which is used for long-haul common carriers. Some of the pressure was relieved when business radio service facilities were made available to CATV's to serve private needs. But that band now is becoming increasingly crowded. It includes some 62,000 li-

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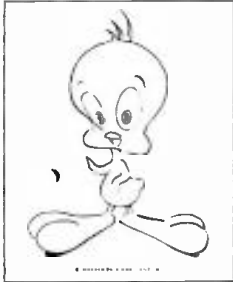
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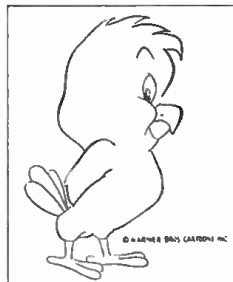
WFIL-TV



WLYH-TV



WFBG-TV



## G-E 4-V's "color" 94 programs a week—for Triangle

General Electric 4-V color film cameras are now at work for five Triangle stations...providing color for 94 programs a week.

Since late 1963, Triangle has demonstrated its leadership in local color film origination by installing G-E 4-V systems at WFIL-TV, Philadelphia; WNBF-TV, Binghamton, N.Y.; WFBG-TV, Altoona, Pa., and KFRE-TV, Fresno, Calif.

Recently, Triangle decided to install a 4-V at WLYH-TV, Lancaster-Lebanon, Pa. Because of the reliable and highly satisfactory performance of the other four G-E units, Triangle ordered its fifth G-E 4-V...even though there is now a competitive 4-V unit on the market.

*This is the kind of customer acceptance that will put more than 100 G-E 4-V's on the air by autumn. No other manufacturer can even approach this record of field-proven performance and market approval. For details on television's most-accepted 4-V color film camera—the G-E PE-24—contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communications Products, #7-315, Electronics Park, Syracuse, N.Y. 13201 (Phone AC 315, 456-2105).*

GE-17

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censees.

**No Abrupt Change** ■ The new rules will not require any sudden shift by existing licensees. New applications in the business radio service will not be accepted after the effective date of the new rules, Nov. 22, but licensees serving CATV's have until Feb. 1, 1971, the expiration date of their next license period, to transfer to the CAR service. Pending applications will continue to be processed.

Existing licensees in the common carrier service that cannot meet the new 50% standard for common carriers are given until 60 days after the effective date of the order adopting new technical standards for CAR licensees to elect to transfer to that new service. Those that do may continue to operate on common carrier frequencies until Feb. 1, 1971, the expiration date of their next license period. (Renewal applications of those that seek to remain in the common carrier band will not be accepted by the commission.)

Furthermore, those CATV's that have been providing other CATV's with microwave service at a profit will be able to continue that arrangement. The rules give "grandfather rights" in the CAR service to licensees transferring from the common-carrier service so far as present customers, facilities, and modes of business operation are concerned.

## West Coast ground station approved

The FCC last week authorized the Communications Satellite Corp. to construct a communications satellite earth station complex at Brewster Flat, Wash.

The grant allows Comsat to construct the facilities to receive signals from, and to transmit signals to, the satellite. An Early Bird type satellite is to be launched over the Pacific next fall.

The Brewster Flat station will be used with an earth station to be constructed at Paumalu, Hawaii, to provide commercial satellite service between the western part of the U. S., Hawaii, Japan and the western Pacific.

The commission reserved decision on portions of the application dealing with the construction of a proposed interface center in the San Francisco area and a communication link between the center and the earth station.

The commission also reserved decision on the question of ownership of the ground station. The present authorization does not vest in Comsat any right to operate the ground station or any right in the use of the frequencies designated, the commission said.

## Ampex plea for new trial denied

Federal Judge Lloyd H. Burke last Thursday (Oct. 14) denied a motion by Ampex Corp. for a new trial of the multimillion dollar suit against it by Mach-Tronics in which a jury last month awarded damages totaling \$1,200,000. (BROADCASTING, Sept. 27)

The award of treble damages to Mach-Tronics, of Mountain View, Calif., and Precision Instrument of Palo Alto, which had joined in the monopoly complaint against Ampex, followed a trial of nearly four months.

Judge Burke set Wednesday afternoon for opening of the trial of the Ampex cross-complaint against Mach-Tronics and Precision, charging patent infringement and piracy of trade secrets in the development of the first portable television tape recorder.

Ampex asked damages totaling \$3 million. Mach-Tronics and Precision Instruments had sued Ampex for \$3.75 million under the antitrust violation charge which also names RCA, but not as a defendant.

James Michael, chief Ampex counsel, told the court last Thursday that Ampex had not received a fair trial by the jury of six women and six men and that the verdict was "a gross miscarriage of justice." He gave notice of appeal after his motion for a new trial was denied.

It sometimes requires two years before the U.S. Ninth Circuit Court of Appeals rules on a lower court verdict. Meanwhile, interest at the rate of 7% will accrue on the jury's award of \$1.2 million to the two San Francisco peninsula electronics companies. That's \$84,000 annually.

Judge Burke urged both sides to consider an out-of-court settlement of the remaining issues. It was pointed out that even if the appellate court should overturn the jury verdict, it would mean empanelling a new jury and a repetition of long months of testimony and considerable trial expense. It is estimated that printing the trial transcript alone will cost \$25,000.

The judge deferred the fixing of attorneys fees and trial costs until after Ampex completes its patent infringement case against Mach-Tronics—a trial expected to take at least three weeks.

Judge Burke's San Francisco court will hear that phase of the case without a jury.

## Technical topics . . .

**Call-letter identification** ■ Under a proposed FCC rulemaking issued last week TV auxiliary broadcast stations

would be permitted to use the call sign of the associated TV station as an alternative to the call sign of the auxiliary at the beginning and end of each period of operation. TV pickup stations affiliated with networks would be allowed to meet the hourly identification requirements by transmission of the network identification. Under the proposal intercity relay stations would be exempted from any identification.

**Top order** ■ Reeves Soundcraft, Danbury, Conn., a division of Reeves Industries Inc., has received a contract from Army Electronics Command for over \$250,000 worth of one-quarter-inch sound recording tape. It is the largest contract for this type of material in Reeves' history.

**Remote unit** ■ A silicon solid-state remote control transmitter system has been introduced by Moseley Associates Inc., Santa Barbara, Calif. The unit has a 10-channel capacity and operates on a single DC pair telephone circuit between the studio and transmitter sites. Raise, lower, control as well as safety functions are carried on the same circuit simultaneously.

**Color generator** ■ Ball Brothers Research Corp., Boulder, Colo., has available a color generator for use with monochrome cameras to provide color capabilities for local advertisers. For full-color operation, it furnishes color inserts with black-and-white pickup. System can provide artificially keyed color inserts and split screen transition. Called Mark VII, system consists of 12 plug-in modules, in relay rack card housing. Units start at \$1,810 and are expandable on building-block concept.

**New tape recorder** ■ Stancil-Hoffman Corp., Hollywood, has introduced new design audio tape recorder specifically engineered for installations requiring continuous use. Recorder is available in five models with tape speeds from 7½ IPS for normal broadcast use, to 15/32 IPS for communications and logging. Dubbed Model R70, unit can be purchased to record from one to eight separate tracks on quarter-inch tape. Unit utilizes silicon transistors, octal plug-in amplifiers and plug-in modules. Prices range from \$775 to \$1,215.

## More time for antenna farms

The FCC last week again extended the deadline for filing comments on its rulemaking proposal to establish antenna farms for tall broadcast towers. The deadline for comments was changed from Oct. 14 to Nov. 15 and for replies from Oct. 29 to Nov. 30. The extension was requested by the Federal Communications Bar Association.



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**AMPEX**

# Bushnell explains NCAA pick of ABC-TV

Tells rival networks that lack of pro football commitments will let ABC-TV give top treatment

Football once again demonstrated its strength in negotiating with television last week. The TV committee of the National Collegiate Athletic Association will drop its present network carrier, NBC-TV, after this season and jump to a contract with ABC-TV under terms which could bind ABC into four years of college football for a total rights fee of \$32 million.

The new contract gives ABC-TV two years of the college games for \$15.5 million and contains a two-year renewal option at \$16.5 million—but the option belongs to the NCAA.

Asa Bushnell, TV program director for the NCAA, explained that if the college television plan as outlined for 1966-67 should be unchanged for 1968-69, then ABC-TV would be obliged to take the games for two more years. If the NCAA should decide to change some of the scheduling provisions pertaining to the number of appearances of individual colleges in the telecasts, then the committee would be free to negotiate a contract with another network.

Both CBS-TV and NBC-TV expressed dissatisfaction with the NCAA's decision to negotiate the new contract with ABC-TV alone (BROADCASTING, Oct. 11). Carl Lindemann, vice president, NBC Sports, and Bill MacPhail, vice president for sports at CBS-TV, informed Mr. Bushnell they felt the NCAA had acted unfairly in dealing exclusively with ABC-TV.

**The Big Show** ■ In his answers, Mr. Bushnell made it clear that the television committee had been guided by a desire to have the college games appear on a network which was not already committed to a professional football schedule. CBS-TV is in a two-year, \$28-million contract with the National Football League and NBC-TV is in the first season of a \$36-million, five-year deal with the American Football League.

In letters to Messrs. Lindemann and MacPhail, Mr. Bushnell said not until the week of Oct. 5 had it decided to deal with ABC exclusively and that in doing so it was "prompted by the firm belief that ABC will treat NCAA foot-

ball as its top sports package." However, he denied there is anything in the ABC-TV agreement preventing that network from bidding on a future professional football package.

Mr. Bushnell said a final contract had not yet been negotiated with ABC but that an initial agreement had been signed which would be refined as scheduling arrangements are worked out.

It's understood that ABC will carry NCAA football on 14 dates in each season. On eight of these dates there will be a single national telecast; on six dates, four regional telecasts.

The NCAA expects ABC to carry all the national games in color as well as the game of major interest when the split schedules are presented. According to the agreement, the NCAA must announce its 1966 TV schedule by April 1.

## FCC gets onto football scene, too

The FCC on Oct. 8 fired off a telegram to KRLD-TV Dallas stating that the station's refusal to permit rebroadcast of its coverage of the Texas-Oklahoma football game the next day was not in the public interest—the position of the National Collegiate Athletic Association to the contrary notwithstanding.

The commission thus paved the way for the rebroadcast of the game by KLT(TV) Tyler, Tex., and, in the process, overturned an NCAA policy

## Baseball to weigh fate of Saturday TV package

Major league baseball's television committee is expected to meet in Chicago this week to discuss the future of its Saturday TV package.

Only one year old, the first collective approach of baseball teams to TV revenues was sent into early limbo a week ago as ABC-TV declined to exercise its option on a second year of the plan.

Whether baseball can attract a network again appears to depend on whether it will be willing to alter the present plan to decrease competition of local telecasts with the national presentation.

This year ABC-TV is reported to have lost around \$1.5 million through a failure to gain adequate

ratings for the games and a consequent lack of sponsor support. The network paid baseball \$5.4 million for the 18-team package and under the option would have increased that to \$5.85 million for the same 18 teams in the second year (BROADCASTING, Dec. 21, 1964).

In its present form, all three networks now deny interest in carrying Saturday baseball.

**Problem of Yankees** ■ Although no cities were blacked out in the national package this year, the telecast ran into competition with the New York Yankees *Game of the Week* presentations on CBS-TV. But more seriously, they faced the competition of local telecasts of

home teams in major league cities. The Saturday games have not involved broadcasts of teams into their own home territories, a provision protecting local team sponsors from the national game advertisers.

The Yankees' problem appeared to be solved for the coming season. The Yankees, owned by CBS Inc., agreed last month to give up their *Game of the Week* shows on CBS-TV and join the national package (BROADCASTING, Sept. 6), but only if all provisions of the present contract were kept intact.

Even though no network voices interest in the current package none has denied it would be interested in a revised baseball plan.



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limiting the coverage it permits of a football game between two of its member colleges.

Commission officials last week stressed that the decision set no precedent and contained no policy implications. "We made a fast decision in an emergency situation on possibly incomplete information," said one official. "We might have gone the other way not only in a different fact situation but in the same situation, given additional information."

But the incident points up problems in connection with the NCAA policy that the commission may decide to look into more deeply. It also spotlights a problem involving community antenna television which the NCAA television committee is expected to consider in New York this week.

**Limited Coverage** ■ The NCAA policy at issue prohibits the television coverage of any NCAA game unless it's sold out—and then it can be carried only in the home towns of the teams involved and in the city in which it is being played, if that is neutral territory. A condition attached to the permission given stations picked to broadcast the game is that rebroadcasts won't be allowed.

The Texas-Oklahoma game in the Cotton Bowl in Dallas was a sell-out. Accordingly, it was to be televised in Dallas, Austin and Oklahoma City.

KLTV, however, wanted to carry the game in its area. The game was of interest there, and CATV's were preparing to transmit it—and they didn't face the broadcaster's problem of obtaining rebroadcast permission. The station expressed concern about that kind of competition.

KRLD-TV had no objection to KLTV's rebroadcast plans. And KLTV told the commission later, there were no college games in the Tyler area whose box office would be hurt by KLTV's rebroadcast of the game. But the NCAA refused to grant KLTV's request for a waiver of the coverage-limiting rule.

As a result, KLTV filed a complaint with the commission. And the commission, acting on information obtained from the various parties less than two days before the game, informed KRLD-TV that regardless of the NCAA policy, the public interest would not be served by denying KLTV rebroadcast permission.

**Closer Look** ■ While commission officials insisted that the decision was not to be construed as setting a precedent, they also said that the commission might want to take a closer look at the NCAA policy and the obligations it imposes on stations.

Commissioner Kenneth A. Cox, who took the lead in the commission's action, said that some policy to protect the gate at college games is desirable. But he questioned whether or not there are

"incidentals" to those policies which restrict stations' service without serving the public interest.

He said that if "a serious problem" appears to be involved, he would favor a rulemaking or notice of inquiry on the subject.

Meanwhile, in New York, Asa Bushnell, secretary of the NCAA television committee and NCAA TV program director, was expressing concern about the impact of CATV on the restricted-coverage policy. He said this is a "growing problem" for the NCAA.

One example involves the WNDU-TV South Bend, Ind., broadcasts of Notre Dame games. Mr. Bushnell said the permission the NCAA has given for these broadcasts under the "sell-out" provision may be withdrawn because CATV's have been relaying the broadcasts beyond the boundaries of the authorized areas.

This matter will be considered at the association's TV committee meeting expected this week.

## Keep courtroom doors ajar

### RTNDA report cites need to correct misunderstanding after Estes ruling

Every radio and television newsman should "make it his responsibility to correct" the impression that the U.S. Supreme Court's decision in the Billie Sol Estes case "barred radio and television from the courtroom." The freedom of information committee of the Radio Television News Directors Association will make this recommendation when it reports to the group's national conference in St. Petersburg, Fla., on Wednesday (Oct. 20).

"The best plan of action," the report will note, "is to cite from the record itself the Supreme Court decision." The committee "strongly urges every RTNDA member to make contacts with local attorneys and judges in every possible way to advance the idea of keeping the doors open."

The committee will state: "It is impossible to overstress the importance of action at the local and state levels." It will cite two examples: (1) a rule, recently adopted by the Michigan Senate forbidding cameras and recording equipment on the Senate floor while in session, which was withdrawn 48 hours later after RTNDA and Michigan broadcasters protested. (2) a Philadel-

phia Bar Association policy statement which would bar newsmen from police records, offices of police officials and prosecutors which was the subject of a concerted attack from the Pennsylvania Broadcasters Association, the National Association of Broadcasters, RTNDA and Philadelphia newspapers. The committee report will note that the bar association agreed to meet with newsmen before putting the code into effect. And to date, the code has not been put into effect.

**Other Reports** ■ The membership committee will report that RTNDA recruited 253 new members in the 10 months it has been in operation. Membership is up only 133 over last year, however, as 120 members were dropped for nonpayment of dues. Only 53 were dropped in the preceding year. The report will recommend that the committee's membership be increased to include one representative from each state.

The financial development committee will report to the conference that it has maintained a "two-year record of consistent failure" and will recommend that it be dissolved. Its report will state: "The premise that RTNDA could persuade foundations to contribute large sums of money in order to set up a scholarship program was ambitious in scope stimulating in concept and impossible in execution." The committee's report will note that foundations with money for scholarships will administer them directly or let colleges do it.

The placement service committee will report that it received over 150 requests for news personnel from radio and TV stations and listed over 200 individuals seeking employment. The committee prepared 22 job lists during the year. It will note "a flurry of increased attention" after placing an ad in BROADCASTING and another flurry after NAB put a notice of RTNDA's placement service in a regular membership mailing.

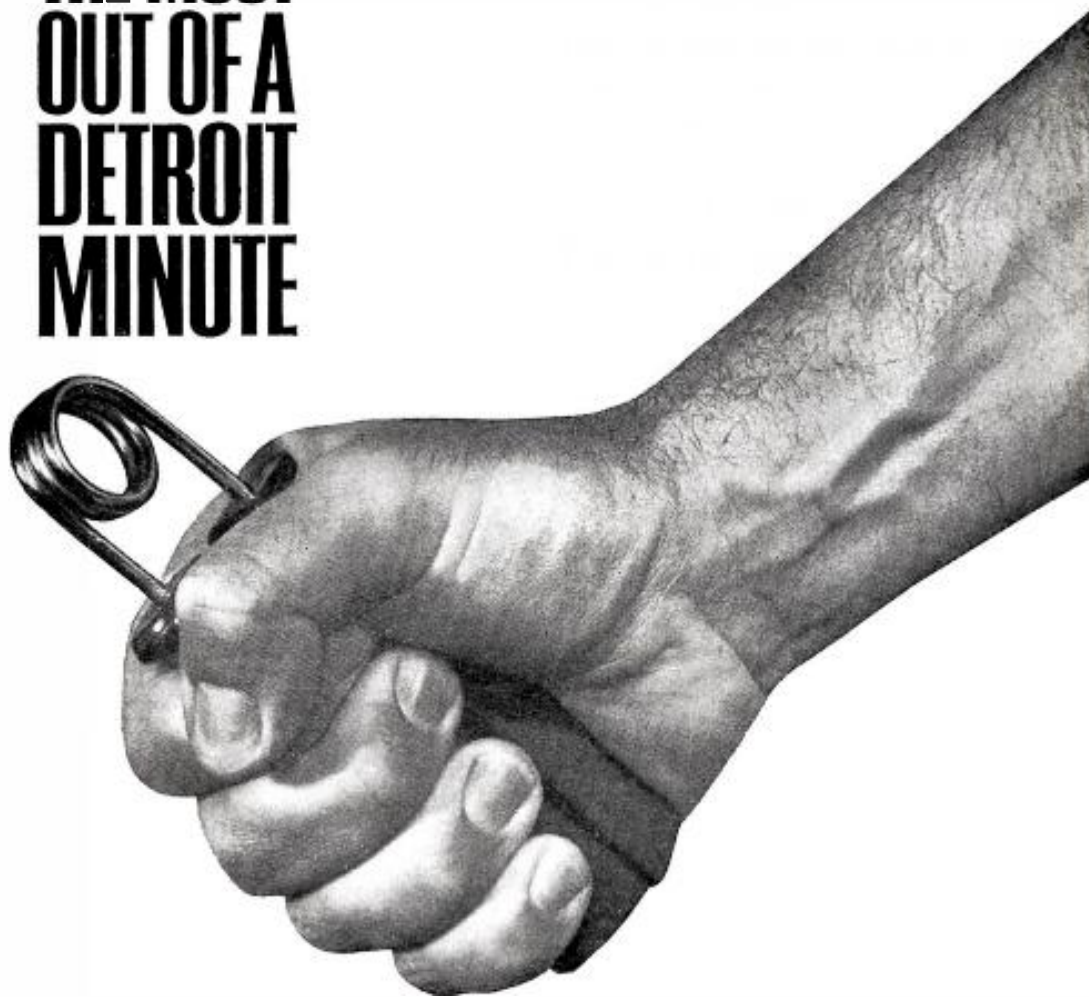
The ethics and standards committee will present a revised code of broadcast news ethics to the conference for membership approval.

Other reports will be made by the awards committee, the career information committee, the cooperation committee, the special projects committee and the research committee.

## RTNDA picks seven for news awards

Three radio and four television stations were announced today (Oct. 18) as the winners of the 1965 Radio-Television News Directors Association's news awards competition. The awards,

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# GEORGIA'S LARGEST INDUSTRY IN WMAZ-TV'S MACON MARKET (Metro Area)

**FACTS — ROBINS  
AIR FORCE BASE  
GEORGIA  
OCTOBER 1964**

- Civilian Population 15,000. Payroll \$98.3 Million.
- Military Population 5,000. Payroll \$27.4 Million.

**PLANS FOR  
ADDITIONS  
BEGINNING  
JULY 1, 1965**

- 3800 Additional Jobs
- \$32-Million Added Payrolls

For information about WMAZ-TV's total Macon market, contact the Station or Avery-Knodel, Inc.

**wmaz-tv**  
MACON, GA. CHANNEL 13

SOUTHEASTERN BROADCASTING CORPORATION

AFFILIATED STATIONS:  
WFBC-TV, GREENVILLE, S. C.  
WBIR-TV, KNOXVILLE, TENNESSEE

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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presented annually, will be given Thursday at the RTNDA International Conference at St. Petersburg, Fla., Oct. 20-23.

Awards for editorializing on radio and television will be given respectively to WMCA New York, for its successful campaign to reapportion the state legislature, and to WDSU-TV New Orleans, for effective use of editorial cartoons on the air. In the area of reporting community problems, KDKA Pittsburgh, for its series on poverty in the station's coverage area, and WSB-TV Atlanta, for its program on the new civil rights law's acceptance in Atlanta, will receive the citations. For reporting of spot news, awards will be given to KSTP St. Paul-Minneapolis for its coverage of the 1965 floods, and to WCCO-TV Minneapolis-St. Paul, also for its coverage of the 1965 floods.

This year a special award for excellence will be presented to WGN-TV Chicago for its enterprising reporting done with color newsfilm.

### Qualis prepares 'Monroes'

Qualis Productions, in association with 20th Century-Fox Television, is preparing the pilot for *Them Monroes*, a two-a-week color half-hour series for ABC-TV, with a 1966-67 broadcast schedule in mind. Otis Carney wrote the projection and the first two episodes which will be filmed at Jackson Hole, Wyo., starting Oct. 25. Fred Hamilton is currently directing tests for casting the series, which is a dramatic western dealing with the fight for survival of five orphans in Wyoming in the year of 1875. Fred Brogger, president of Qualis, is producer of *Them Monroes*, which will be directed by Bernard Kowalski, with George Templeton as associate producer.

### Radio series sales . . .

*Here's Heloise* (King Features Syndicate): WERE Cleveland, WCLT Newark, WFMJ Youngstown, WFIN Findlay, WSPD Toledo and WMAN Mansfield, all Ohio; KVIP Redding, Calif.; WHTC Holland, Mich.; WKXL Concord, N. H.; KROC Rochester, Minn.; WNAM Neenah, Wis.; WIKY Evansville, Ind.; KPFL Lafayette, La.; WCME Brunswick, Me.; KGBX Springfield, Mo.; WSVa Harrisonburg, Va.; KSL Salt Lake City; KWKH Shreveport, La.; KTBC Austin, Tex., and WMFG Hibbing, Minn.

*30 Hours of Christmas* (Triangle): KLEM LeMars, Iowa, and WHSB-FM Alpena, Mich.

[Programming department continues on p. 93.]



# Growing sound of country music

Though its definition varies, its popularity shows a steady upbeat even in heavily populated metropolitan areas where listeners never see a farm

"Country"—a rural or rustic region, as opposed to a city or town.

"Music"—combining a series of pleasing, expressive or intelligible tones into a set pattern.

Put those together and you have country music. But it just doesn't read that way, Manny.

There are still many stations where country, or country & western, music is restricted to the predawn hours when only the farmers and their cows can hear it. But this isn't representative of the business today.

Country music practitioners were once stereotyped as fiddle-playing, guitar-strumming, jug-blowing old men or tall gangly boys in overalls with Joe Palooka-type shocks of hair over their foreheads. That isn't an accurate picture today, if it ever was.

There is no real definition of country music. However, it has basic ingredients: a simple melody, uncomplicated lyrics, and when handled by a true country musician—soulful rendition.

In Nashville, where this programming surge of the '60's originated, the musicians take pride in feeling the music.

Their arrangements are described as "generally loose." They know the melody and they take it from there.

**Sound of a City** ■ The music has become identified with the Nashville sound—that combination of tones using fiddles, guitars and a driving bass—that has been applied to numerous pop records as well as country hits. And today the Nashville sound can be heard in Los Angeles, New York, Chicago, Honolulu, Washington, Seattle, Denver and Miami, as well as in Mount Jackson, Va.; Crane, Tex.; Eugene, Ore.; Aztec, N. M.; Moulton, Ala., and Clinton, Ill.

And the music heard in those cities isn't an hour a day or a tune an hour token country, it's the real thing. Sign-on to sign-off, in most instances, its country music.

The story of country and western's new-found success in this decade seems almost like a parody of the opening of *Our Gal Sunday*, the old radio serial in which the question was asked if this girl from a small mining town in the West could find happiness as the wife of one of England's richest, most handsome lords. Sunday must have had her

troubles, for the serial lasted for years and the question was asked daily.

But the country music business has found happiness in coming up with a type of programming that stations in big and small markets have found produces clients and audiences.

Bob McCluskey, assistant to the president of Acuff-Rose Publications, which was Nashville's first publishing house and whose two founders—Fred Rose and Roy Acuff—are enshrined in the Country Music Association's Hall of Fame, put it simply: "Radio and country got together similar to radio and pop 10 years ago."

And many of the stations, in a BROADCASTING survey of fulltime country music outlets, have apparently learned from pop or top-40 formats and applied their knowledge to C&W.

If there is any trend among the country music stations today, it is to formatted country music. Just as there are top-40 pop lists, so are there top 30 or 40 or 50 country lists and many



stations use these as their programming basis. A typical format might call for a chart tune, oldie, pick-hit, gospel, anything by an established artist, and chart tune.

**Wide Audience** ■ Another trend, perhaps even more significant in terms of an industry growing up, is the awareness broadcasters have that their country music audience isn't limited to hayseeds, Okies, rubes or Jed Clampetts. Station owners and managers say in 1965: "Our announcers don't talk down to the audience . . ."; "no more of that folksy 'friends and neighbors' stuff . . ."; "we have mature-voiced announcers who have to really know country music because the audience is very discerning and can spot a phony. . . ."

Country music has been described as being folk music with a beat, although folk music usually has a story to tell of the times in which it was written, and more often than not the country tune is a simple boy-and-girl song.

However, there is a definite bridge between folk and country music: bluegrass. This music originated in the hill country of the lower Appalachian range and many of today's true bluegrass musicians have their origins in that region.

Folk music enthusiasts describe bluegrass as "country jazz." Conversely, country music devotees call it "folk jazz." Whatever it's called, it has been a major link in the two musical categories.

But whatever else country music is, it has become known in broadcasting circles as a money maker, particularly if there are not many other country music stations in the market. And many stations which have switched to a country format appear to have dropped a top-40 or pop-oriented, middle-



Governor Frank G. Clement, Tennessee (c) and Eddy Arnold (l) listen to Steve Lawrence sing the Tennessee Waltz as it will be heard on 'The Steve Lawrence Show' today (Oct. 18) on CBS-TV. Governor Clement came to New York to thank Mr. Lawrence for his salute to country music and to Nashville, Tenn.

of-the-road format.

**Competition** ■ The heavy competition engendered by five rock stations in a seven-or-eight-station market was seen as too many trying to cut the pie. By going country, these stations say, they've gotten the action that no one else has or a share of the action of which some other station has only a fraction.

One area where country music stations say they are misunderstood is in audience composition. They say the image country stations have had, as playing strictly to the \$1 down, \$1 a

week crowd, who may or may not have steady employment, is far from the truth in 1965. And they pull out surveys, studies, reports and statistics to show that better-educated, higher-earning adults listen to this Nashville-extracted music. As proof of their remarks they point to the advertisers on the air—satisfied buyers, and in many instances, blue-chip local, regional and national accounts.

Clients are no longer restricted to the feed store, farmers' cooperative or tractor dealer even in the small markets. And when the country music stations in large metro areas begin reeling off their sponsor lists, the clientele includes airlines, Cadillac dealers, major chain stores, breweries and a flock of national and regional accounts.

Perhaps the most impressive statistic being waved about by the country music stations is the Pulse 23-market survey on the penetration and socio-economic description of country & western music homes. The survey's aims were simple: learn which households could be classified as country & western, and get demographic information about them.

The Country Music Association was a driving force in this project; in urging country music stations to participate in the survey, and in providing the lists of music and artists which were used to judge the households.

**Typical Household** ■ Issued in August, the report, sponsored by 24 stations in all parts of the country, gives this type profile of the country & western household:

- The median age for the male head of the household is 45.8.
- There is an average of 3.5 persons living in each household.
- The median family income is \$5,675.
- There are two cars in 31.6% of the households; one car in 50.1%.
- Slightly more than three-fourths (75.9%) of the respondents live in their own homes, only 23.3% rent homes.
- Savings accounts are held by 70.6% of the families, with 24% having more than one account.
- Among the occupational categories of the male head of the household, 10.5% have executive, managerial positions or are proprietors; 16.3% are craftsmen (skilled); 20.5% are classed as operative (semiskilled); 5.9% have professional or technical positions; 3.8% are in clerical work; 3.9% in sales; 2.6% are students or in armed forces, and 10.5% are unemployed or retired.

Of all the figures produced by the survey, perhaps the most interesting from a timebuyer or salesman's point

## Fulltime C&W for New York City

On Sept. 15, the nation's largest market—the New York metropolitan area—got a fulltime country music outlet in WJZZ Newark, N. J. The station went from a middle-of-the-road contemporary sound to formatted C&W on a 24-hour schedule.

The big question was: How would the sophisticated audience of New York react? Apparently they've reacted favorably for Lazar Emanuel, president and general manager of WJZZ, is very pleased with the sponsor response to the country sound.

He said since Sept. 15, WJZZ has

picked up seven new national accounts: Columbia Records, Piels Beer, NBC-TV, Mercury Records, Diet Rite Bread, Humble Oil and Coca-Cola; 18 new local clients and business volume for September was 75% over the August figure and 25-30% over September 1964.

Mr. Emanuel says: "There's no question but that we're getting a bigger response than before, especially at the national agency level." The added buying, he feels, takes on even more significance since there are no numbers yet for the new format.



# The Network no one knows about\*

\*No one but the listeners to the hundreds of stations throughout Canada and the United States who schedule the daily Grand Ole Opry delayed broadcast.

These daily fifty-five minute programs are recorded live at the Grand Ole Opry House on Saturday night delivering the full impact of audience reaction to the appearances of all the Opry stars. The show is pressed on quality LP vinyl twelve inch discs . . . twenty-nine minutes on one side and twenty-four minutes on the other. They contain nine continuous spirals in each daily show allowing for nine one-minute commercials. The complete shows are shipped in sets of ten or fifteen at a time, prepaid.

The first shows of the fourth twenty-six week series are now coming off the presses.

Complete information and audition disc available from Tom Hanserd, Manager Grand Ole Opry Network, WSM Radio, 301 7th Avenue North, Nashville, Tennessee.

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Sonny James  
Jim & Jesse  
Cousin Jody  
Grandpa Jones  
Hank Locklin  
Lonzo & Oscar  
Bobby Lord  
Charlie Louvin  
Bobby Luman  
Loretta Lynn  
Sam & Kirk McGee  
Bill Monroe  
Willie Nelson  
Jimmy Newman  
Norma Jean  
Osborne Brothers  
Tex Ritter  
Marty Robbins  
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Connie Smith  
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ADAM YOUNG SPEAKS . . .

### What's New in Radio!

The big new move is toward the country music format. This move does not detract one bit from the other successful formats but rather adds another important one.

The new country music station is different from the old. It is sophisticated and yet still maintains the basic element — country music. This new sound contains all of the ingredients found in any good radio station regardless of format—the music merely weaves the fabric together.

The new sound is alive, it is listenable, it is warm and friendly. It contains good newscasts, public service and, above all, pleasant personalities.

The net result is usually a number two position in most markets following only the "top forty" format. In at least one city, the country music format has been number one for over a year.

A close examination of the country music stations' audience shows it is strictly adult, representing a great cross-section of all walks of life. This is not so surprising when we consider how basic this type of entertainment is.

The ability of country music stations to gather audience is not restricted to any market size and/or geographical area: We are working with stations in Sacramento, Los Angeles, Seattle, Denver, Akron, Roanoke and now New York. This New York station has just started and is building rapidly—the others have arrived.



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72 (SPECIAL REPORT: C&W MUSIC)

of view is that of family income.

Only 7.3% have less than \$2,000 annual family income, 9.9% have \$2,000 to \$2,999; 19.9% have \$3,000 to \$4,999; 24.5% have \$5,000 to \$6,499; 18.9% has \$6,500 to \$7,999; 10.2% have \$8,000 to \$9,999, and 5.4% have \$10,000 and over with 3.9% not reported.

Stations participating in the survey were: KAYO Seattle; KAWA Waco, KBER San Antonio, KPCN Grand Prairie-Dallas, KURV Edinburg, all Texas; KHAT Phoenix; KLAQ Lakewood-Denver; KOOO Omaha; KRDR Gresham-Portland and KWJJ Portland, both Oregon; KSAY San Francisco; KSON San Diego; WBMD Baltimore; WEEP Pittsburgh; WENO Madison-Nashville; WHCQ Spartanburg, S. C.; WJCO Jackson, and WKMF Flint, both Michigan; WJJD Chicago; WKTC Charlotte, N. C.; WHOF Canton and WMGS Bowling Green, both Ohio; WQIK Jacksonville, Fla., and WYAM Bessemer-Birmingham, Ala.

This study has given the country music stations a pennant to wave from their jousting sticks.

**Own Association** ■ Among country music stations, artists and others associated with the business, the Country Music Association has been called the "marshalling force" that put a new shine on the country music image and helped an old-established industry gain stature. The CMA board at its June meeting took in a few new members and brought the association's membership roles up to 1,406 individual and 71 organizational. Just two-and-a-half years ago the association had 737 individual and 27 organizational members (BROADCASTING, Jan. 28, 1963).

Perhaps just as revealing a set of figures are the CMA's March 1965 survey of the number of stations programming country and western music compared to similar figures in 1963.

In 1965 there are at least 1,639 radio stations programming country and western music from 2 to 24 hours a day. The 1963 figure was 1,300 stations. In 1965 at least 208 of these stations program fulltime country, compared to 97 in 1963.

But the CMA activities are not restricted to rebuilding country music's status on radio. It's aim is generally for the advancement and betterment of country music throughout the world.

Although it is not generally publicized, CMA is given much of the credit for saving the *Jimmy Dean Show* on ABC-TV, which reportedly was to have been chopped from the schedule after last season. CMA used stations, promoters, talent and just about everyone else in the business to push for keeping the show on the air. And apparently it succeeded, for the *Dean* program is still on the ABC-TV schedule.



KBER San Antonio promotes its country and western format in many ways. One of the best known is the KBER miniature covered wagon which appears in many publicity shots and other promotion material. Here's A. V. (Bam) Bamford (l) KBER manager with country star Buck Owens.

**More Network Ahead** ■ Over at CBS-TV, the Oct. 18 program of the *Steve Lawrence Show* has a strong country flavor to it. And the word around Nashville is that country artists will be tapped for more network TV slots this year than any previous year. Looking ahead, country enthusiasts talk of other recording stars making pilots for possible network berths.

There are many television stations carrying country music programs, either live, taped or film. Some are local, some are syndicated. Most of the syndicated programs are produced at WSM-TV Nashville, using *Grand Ole Opry* talent.

The appeal of country music appears to be a natural one. The recording artists still smile with lots of teeth and they don't high-pressure their audiences. In fact, if there were ever purebred teachers of the low-pressure sell it would be the country music talent.

Resplendent in their 10-gallon hats, boots, string ties, gold or silver-encrusted brightly colored outfits on stage, they drive away from the theaters at the wheels of their Cadillac, Lincoln or Chrysler in business suits. They're just poor country boys who have made good. And their audiences, whether in Fruitdale, Ala., or Chicago, love it.

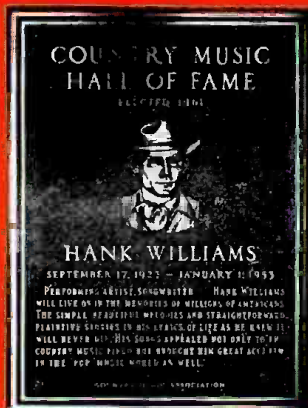
Maybe the most logical explanation of the resurgence in country music lies in an ancient cliché: You can take the boy out of the country, but you can't take the country out of the boy.

BROADCASTING, October 18, 1965

# A Rich Heritage In The World Of Country Music



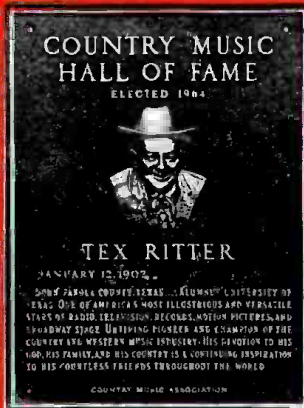
Wesley Rose



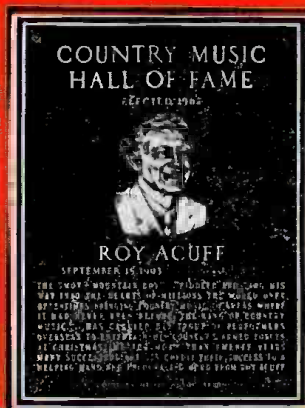
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*Roy Acuff*

*Wesley Rose*



# Change to C&W boosts audience, profit

THOSE ARE RESULTS REPORTED MOST OFTEN BY STATION MANAGERS

The format's the same, only the artists have been changed. The country and western music radio station in 1965, especially in large markets, usually is a top-40 type of operation. But the artists are Jim Reeves, Kitty Wells, Johnny Cash, Webb Pierce, Eddy Arnold, Connie Smith, Jimmy Dean, Chet Adkins, Wanda Jackson, Sonny James and Roger Miller instead of the Beatles, Animals, Herman's Hermits, Sonny and Cher, Beachboys, Fortunes or Turtles.

Forgetting the music, there isn't a great deal of difference between the two categories. Most country music has a beat, spoken of in the business as the Nashville sound. This same beat is found in many of the pop hits, too.

The modern C&W station is, generally speaking, a tight ship. The disk jockeys go by the record charts, there is a minimum of talk and the old "friends-and-neighbors" approach appears to have gone the way of the Hupmobile, Tucker and Edsel.

What country music stations do claim today are large and loyal audiences, happy sponsors and many of them.

Almost without fail, the stations that have switched to country from another format report that the change has produced a ratings and sales increase. But when the change was first made, it wasn't a rosy picture.

**Changeover Period** ■ At WDON Wheaton, Md.-Washington, Everett L.

Dillard, president, said that when he changed from a basic top-40 station to country in late 1962, he lost many of his short-term advertisers. It took four months, he said, to recoup that loss, but then things moved up. By the end of its first complete year, the daytimer was showing more profit than under the old format and this year, Mr. Dillard expects WDON to bring in about two to three times as much revenue as it did as a rocker.

He noted two areas of difference in the type of business that the different formats attract: direct call-in's where a potential client wants to get on the station and be associated with country music; and an interest in full sponsorship of 15-and 30-minute shows, particularly on the weekends.

At KRZE in Farmington, N.M., the billing under a pop format was "as little as \$10 a day," Bob Lunningham, sales manager, reports. The station went fulltime country in 1961 and since then, he says, "our billing has never been below \$7,000 per month, our average is \$10,000 per month."

WRPB Warner Robins, Ga., has found the C&W format "well received by national and regional clients; however, the local retailer is yet to be sold on this format," according to Edgar M. Nobles, president. Currently business is 50% national and regional, and 50% local. Before going country in

1964, he says, local made up 75 to 80% of the business and only 20 to 25% was national-regional.

Roscoe Fleetwood, assistant general manager of WJEM Valdosta, Ga., said the audience increased and the advertisers all stayed when WJEM went country. In six months, "our income rose 25%," he noted.

**Big Increases** ■ In Albany, Ga., David Fleagle, president of WLYB says "our sponsors like good country and western music, proven by our 500% increase in business. WLYB has been on the air three years, two of them as a fulltime C&W.

In Sacramento, Calif., KRAK has been a 24-hour-a-day C&W station since Oct. 1, 1962, switching from an "up-beat, middle-of-the-road good music station." Under that format, according to Manning Slater, president, KRAK had gross sales of \$308,096 in 1962. "At our current rate," he adds, "this year our gross sales are expected to exceed \$750,000. This increase in sales is no accident since the same sales personnel who handled our so-called good music policies are now handling our country format."

He says there was "a terrible reaction when we first made the switch. Advertisers obviously were prejudiced against our music, relying strongly on the erroneous cliché that people who like country music were poor credit risks. They soon learned differently."

Overcoming advertiser resistance is not a new problem for country music broadcasters. It is perhaps their most difficult chore.

M. Crawford Clark, vice president and general manager of KSIR Wichita, Kan., finds that "once an advertiser buys a country and western format, he may not like the music but he likes the results. The retention rate for sponsors . . . is probably higher than for any other format; 85% of our sponsors stay with us after their initial schedule, and 40% have been on the air since the day we signed on. . . ."

**Logic and Results** ■ "We concentrate on selling the selectivity instead of the music. Pure logic and results are our greatest sales tools. To counterbalance a sponsor's misunderstanding of the music, we have to be twice as sharp with our printed matter, our studio image, our news coverage and our personalities' image in dealing with that sponsor."

The need for image improvement is also cited by Jim Robinson, station



They love country and western music in Chicago. This crowd in the Arie Crown Theatre paid \$2.50 to \$4.50 to see the WJJD Shower of Stars Show.

Representatives and researchers report large percentages of metropolitan populations listen to C&W music regularly.

manager of kwow Pomona, Calif. The station's rate card has doubled in the four years that it has been country, "but the product is much easier to sell now at the increased rates than it was prior to the change," he says. But he notes "there is still a 'Grapes of Wrath' stigma attached to this music. In the minds of many of the uninformed, the country music listener is a hillbilly, ridgerunner, Okie or any of the not-so-complimentary identifications. To overcome this unfavorable opinion requires great sales effort and unlimited patience. But if an operator has the courage to do this, he will be greatly comforted by the soft rustle of the added currency which he will be able to take to the bank."

KIEV Glendale, Calif., has had "better than a 30% increase in billing in the two years we have programed C&W," according to W. J. Beaton, general manager. He notes the format has had good acceptance from local advertisers and from national accounts being placed through Los Angeles. However, he says a problem does exist in getting schedules from eastern agencies.

**Doubled Volume** ■ At WJJD Chicago, which went country from a pop-standard format in February, George G.



In Albuquerque, N. M., the Sandia Savings and Loan has found country and western an ideal format for their

sales messages on KRZY. Here Dave Dudley and his band entertain at the Sandia fourth quarter party.

Dubinetz, vice president and general manager, says "the dollar volume has more than doubled" since the switch. Before going to C&W, he says, "we were able to get only about 15% schedule renewals. . . and now we are getting 90% renewals. Obviously the advertiser must be able to feel tangible sales

results before he will renew. And he can more easily identify the results from country and western stations since the customer lets him know where he heard his advertising message."

KRZY Albuquerque, N.M., has been country since May 1961 when it was purchased by John Burroughs. At the time it was KHAM and was doing about \$2,000 monthly, Ray Moran, general manager says. As KRZY and a day-timer, "we did about \$6,000 to \$7,000." Then KRZY went from 1580 kc to 1450 kc and became a fulltimer. Billing of the station is now "\$24,000 to \$25,000."

In Spartanburg, S.C., WHCQ switched to a modern country top 40 in March after having been both a middle-of-the-road station and a rocker. Thomas W. Thauaman, president, finds that since the switch, "we have added many new advertisers, mainly new budgets for radio. The first month our billings increased 20% and have been climbing at the rate of 15% since."

R. V. Thompson, general manager of KOYN Billings, Mont., says the format there has been C&W for two years, switching from an up-tempo middle-of-the-road one. "Advertisers were adverse to the idea at first, but now swear by the sound. We increased our net by 300% the first year and reached the total net profits for last year by June 30 of this year."

If the sales figures and reports of these stations can be called indicative—and according to BROADCASTING'S cross-section survey of fulltime country stations—they can be, then the question can be asked: How do you create a country sound that pays off? A key answer to the problem is intense promotion.

**Promotion Needed** ■ Jerry Glaser,

## Ratings records of big city C&W stations

What happens when a radio station converts to a country and western format from more conventional programming fare? A random selection by BROADCASTING of 10 major-market stations which have switched to C&W reveals that virtually all have gained increased shares in their markets—some spectacular, some modest.

Based on data supplied by The Pulse and C. E. Hooper for different areas the share-of-the-market picture in the 10 markets selected was as follows:

At station "A," share was 0.9 in the morning and 1.3 in the evening before the conversion to C&W and rose to 2.4 and 2.5 in five years; at station "B," share was 3.8 and 5.7 in the morning and evening respectively in 1963 before switch and rose to 9.0 and 6.4 in Aug.-September 1965; at station "C," share was 1.3 and 2.7 in December 1962-January 1963 and dipped to 1.0 and 0.7 in recent months; station "D" had share of 0.7 and 1.5 in January 1965 and jumped to 3.2 and 4.0 by this fall; station "E" had share of 1.5 and 1.8 in May-June 1965 and went to 1.3

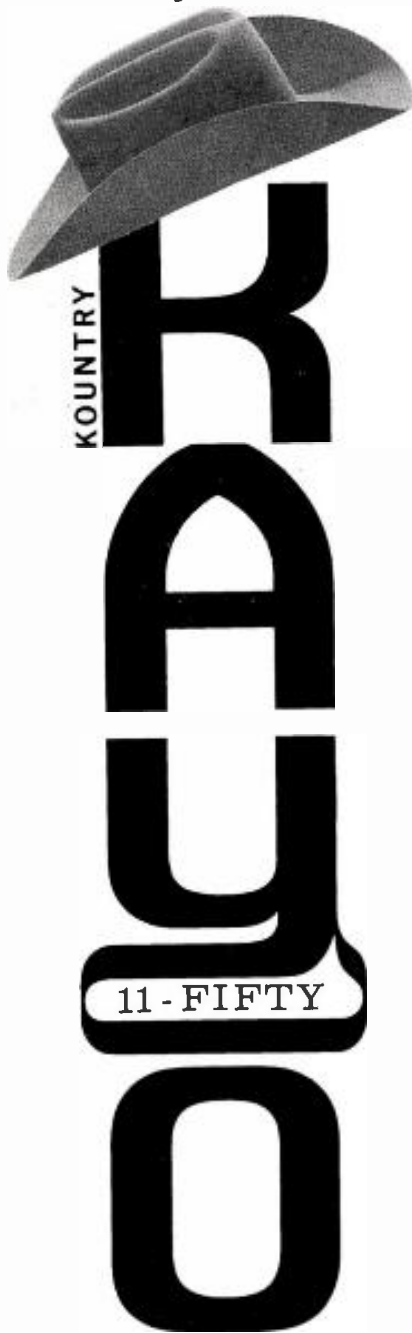
and 2.2 by this fall; station "F" rose from 0.1 and 0.0 in May-June 1965 to 0.2 and 1.3 by this fall after moving into C&W last July.

Station "G" went up from a 4 in the morning and a 3 in the afternoon in March 1965, when it converted to a 6 and 5 respectively in the April-June 1965, survey; station "H's" rise in only a few months after conversion this year was from a 7 in the morning and a 3 in the afternoon to a 13 and 14 respectively in the April-June 1965, measurement; for station "I," the share before October 1963 conversion was a 4 in both the morning and afternoon periods, but a few months afterward had climbed to a 9 and 11 and last spring was holding at 7, both morning and afternoon. An even greater spiral was shown for station "J" where the shares at time of conversion in the fall of 1962 were a 4 and 7, then up to 7 in both periods a few months later, and by last June had climbed to a 14 and 12, morning and afternoon.

Figures for stations A through F were supplied by Hooper, the stations G through J by Pulse.



Keep this  
under your hat!



KOUNTRY  
**Radio**  
11-FIFTY  
**SEATTLE**

Consistently rated  
among the **top two**  
radio stations in

**SEATTLE**

Represented nationally by  
**ADAM YOUNG, INC.**



**CHANGE TO C&W BOOSTS AUDIENCE, PROFIT** continued

vice president of WENO Nashville, and member of the Country Music Association's board of directors, phrases it just that way: "We have seen a lukewarm business develop into a bonanza. The key to our operation, as is the case of many country music broadcasters, is promotion."

Among the WENO promotions are an annual Easter-egg hunt that usually adds about \$3,000 net to the station's billings for that month; barrel-clad models promoting a giveaway when the station went to 5 kw; a barn-painting party, and its WENO-a-go-go road show which features a live band playing at remotes from a trailer stage and the now-expected dancing girls. The station's mobile unit also made appearances at the a-go-go stops for a remote from that location.

In San Diego, KSON celebrated its second anniversary as a C&W station on Oct. 1. It went this route after a year and a half of middle-of-the-road music with heavy local news coverage.



In 28 states the governor has proclaimed October as Country Music Month. Above Illinois Governor Otto Kerner (r) hands George G. Dubinetz, vice president and general manager of WJJD Chicago, the Illinois proclamation. Below Oregon Governor Mark O. Hatfield (c) presents the Oregon proclamation to Rodney Johnson (l) president and owner of KWJJ Portland. George Sanders (r) is assistant general manager and news director of the station.



But KSON's promotional changeover is a major part of the story.

For an outlay of \$25,000, the station used all newspapers in San Diego; had billboards; spots on two TV stations; bus side posters; taxi-back signs; mail campaign; imprints on 25,000 dry-cleaning bags; 300,000 leaflets distributed by grocery store chain; 30,000 numbered window decals used in contests, promotional signs in music stores; weekly music survey lists; banners streaming from airplanes, and KSON stickers on 30,000 bottles of water distributed to homes.

Dan McKinnon, president of KSON, says the station is on "a nearly continually sold-out basis." Among the station's latest promotion pieces to advertisers and agencies is a folder noting that United Air Lines has bought a schedule, the first time that United has bought a country station.

WUNI Mobile, Ala., used to be WALA. The call letters were changed when the station was purchased last December. It has been a country music station since 1961. The problem of selling the new calls, called for a symbol and renovation of the on-air sound, according to J. T. Jackson, general manager. The device used was a Wuni-Bird and a club was formed replete with membership card and pin. Within a few weeks, 17,000 had been distributed.

The WUNI sound also was overhauled. "All jingles singing the praises of the station were discarded," Mr. Jackson says. "There was no shouting and ranting the praises of the products advertised. We used a dignified and sensible approach to all commercials with a certain amount of production." The sponsors love the country music approach, he says, and WUNI "is now doing three times the business it did before changing to country."

Another station with a large audience-membership roll is WKMF Flint, Mich. John J. Carroll, president of the station, says there are more than 20,000 members in the WKMF Country Club and that under the two-year-old country format, sales have increased 60%. He adds that "audience demand" was the reason WKMF began 24-hour operations on Sept. 6.

At KART Jerome, Idaho, Allen D. Lee, owner-manager, says the country music format, which has been in operation for only 16 months, has tripled the station's billing. And like many stations the DJ's are also classified as country talent. The result is continual promotion for the station as the DJ's play their guitars, front bands, sing and act as masters of ceremonies.

**Steadfast Listeners** ■ Country music stations have found that the audiences





**Found by WJRZ! . . .**

**A totally new audience that's  
growing by "heaps" and bounds!**

**and Country Music did it!**

**WJRZ 97** RADIO  
Bergen Broadcasting Corp.

**THE BIG COUNTRY SOUND FOR BIG CITY FOLK...24 HOURS A DAY**

Represented Nationally by Adam Young Inc. New York • Chicago • Detroit • Atlanta • Boston • St. Louis • Los Angeles • San Francisco

California's

**3 for 1  
STATION**



## 3 major markets for the price of 1

Yes, KRAK rates #1, #2 or #3 in three of the four major markets in California's Billion-Dollar Central Valleys. KRAK's the buy for Sacramento alone... and you get BONUS COVERAGE in Stockton and Modesto plus Marysville and Chico. Any other Sacramento buy requires you to buy three other stations to cover these other important markets. That's why smart Nationals are buying KRAK... California's "One Station Network". Ask your Adam Young Man for the 17-county Pulse on KRAK.

**THE KRAK FORMULA**  
Popular Country Music  
plus ABC News

## CHANGE TO C&W BOOSTS AUDIENCE, PROFIT continued

they build with this format are loyal and since there is usually not great competition within a market for this type of format, the audience doesn't twist dials—it stays put.

These audiences also like to see their country-music entertainers in person. The Beatles may pack New York's Shea Stadium, but how many other rock 'n' roll stations do this, and with year after year regularity?

In the country music area, booking of name talent is a major promotion of virtually every station. And the audiences they draw are large. KBER San Antonio runs five or six shows annually at the municipal auditorium. Average attendance, says A. V. Bamford, owner and general manager, is 8,000 to 10,000 people.

WJJD, after 45 days as a country station, held a Shower of Stars show in Chicago's McCormick Place. The station was the only medium used to promote the show and 11,000 seats were sold. Last month, WJJD held its second show at McCormick Place and Mr. Dubinetz says it "grossed the largest gate for any unit C&W show ever held in North America."

WQIK Jacksonville, Fla., holds two or three country music spectaculars each year in the city's coliseum which seats 11,800. However, for a recent live show, the station had 13,200 customers in the building.

Lester Flatt and Earl Scruggs have proved top drawing cards for WGUS Augusta, Ga. Richard Warner, vice president and general manager, says Flatt & Scruggs make one appearance there a year and "the crowds overflow. Last year the folks were lined along the walls six and seven deep. It's the



KSON San Diego was so pleased with results of its country music format that it presented 300 miniature cakes to timebuyers on the first anniversary of the change in programming. Above Dan McKinnon (c), KSON president, presents cakes to Joy Harper (l) and Lew Kraus (r), both Doyle, Dane Bernbach timebuyers.

largest crowd the auditorium has ever had."

**Crowds for Jubilee** ■ In Baltimore, WBMD reports that a country jubilee drew 13,169 persons to the Civic Center with more than 3,000 turned away. KRAK had a standing room only crowd of 4,500 persons for each of two shows at the Sacramento Memorial Auditorium for its Jan. 1 music spectacular. Manning Slater, president and general manager, says "it looked like television with its football games might kill us since we ran afternoon and evening performances. Actually, the performances were both sold out."

And in Akron, Ohio, Sheldon Singer, vice president and general manager of WSLR, said the station drew a crowd of over 3,000 for its first country show which featured local talent and only one Nashville star.

Mr. Singer notes that before WSLR went to a country format on Feb. 1, it was the "fifth-rated station" in a four-station market. However, that is no longer the case. The DJ's are men with major market experience and only one is a country personality. Their delivery is straight and the station is run like a tight, modern music operation.

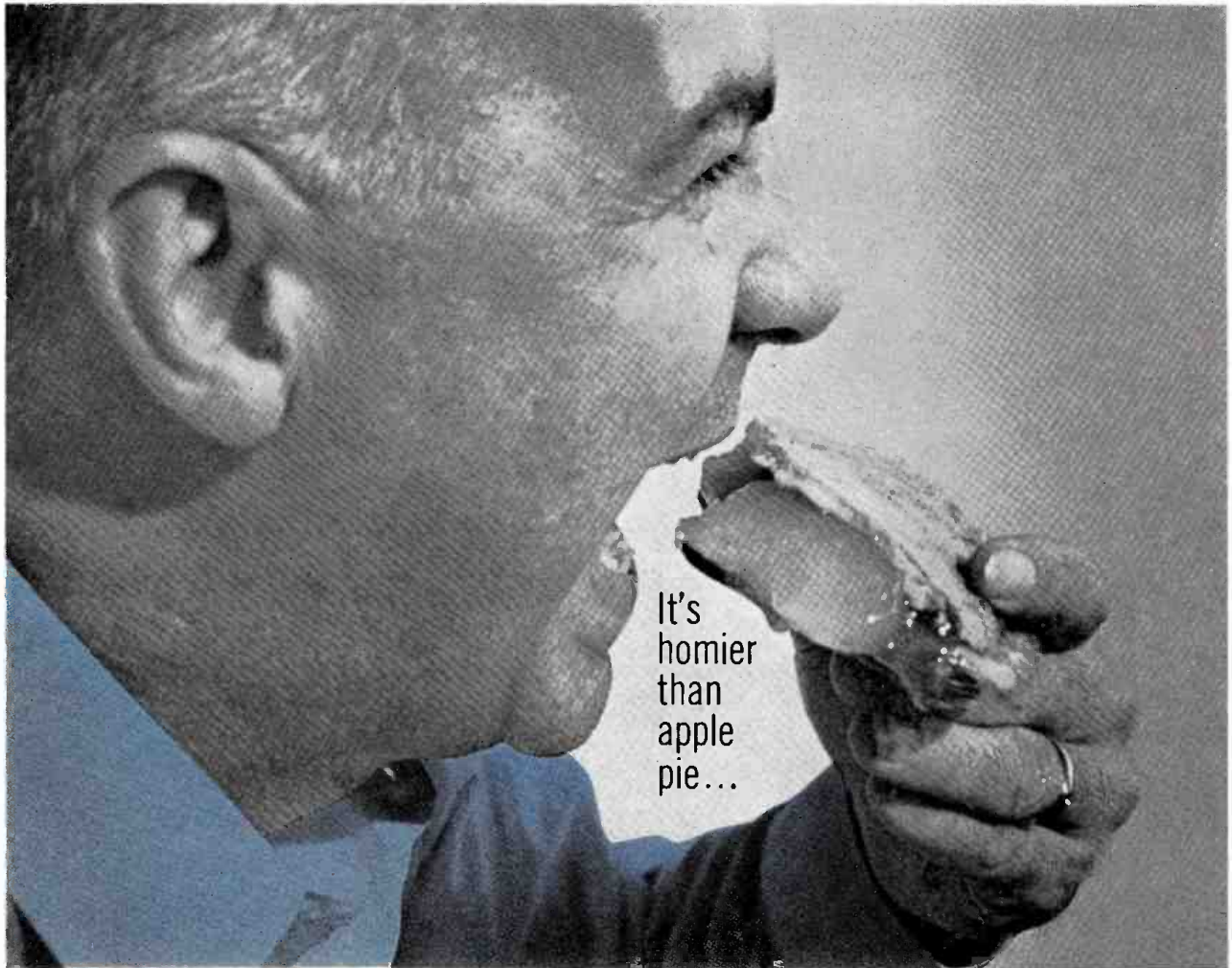
The emphasis that stations put on modern country music seems to relate in the manner in which they want their DJ's to act.

J. Douglas Coombs, general manager of WHY Orlando, Fla., says the format there is called "uptown country. We are not hillbillies. . . . Our four disk jockeys could go to any station in the U.S. and get a job. No screaming, no yelling, but fine, deep, educated-sounding voices. Our programming is tight. No dead air, no needless chit-chat, no raunchy or hillbilly talk. We have a dedicated audience and we are not about to insult its intelligence." Under this operation, he adds, WHY has "more than doubled our business."

In the Northwest, George Sanders, assistant general manager of KWJJ Portland, Ore., uses the Nashville sound and "consistent with that smooth sound, KWJJ has no room for the homely beatings of the old-fashioned C&W windbag of the past. Our disk jockeys do not assume phoney dialects meant to appeal to the so-called country listener. KwJJ listeners receive a steady diet of good, carefully programed C&W music that requires alert, intelligent, thoroughly experienced DJ's who never allow silent dead-air pauses, poor cueing, stuttering, giggling, inane comments or lack of professionalism to bog down the terrific pace we set every broadcast day."

Homer Quann, manager of WHYE





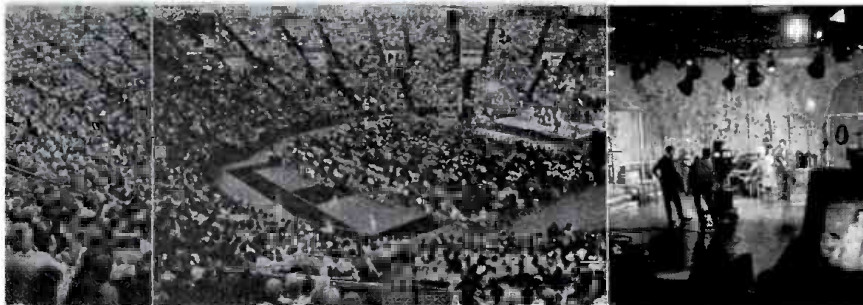
It's  
homier  
than  
apple  
pie...

## it's **Blue Collar Radio** and they eat it up!

It's blue collar radio — the sound with the majority in mind. Blue collar radio is programmed to appeal to what we call "the blue collar workers" — the man in the factory... the bricklayer... the family next door... the everyday people who constitute the majority of the BUYING audience. It's the popular sound heard everyday in Wichita on KSIR Radio, and in Omaha on K000. It's a HIT combination of Country and Western music and sparkling personalities who "talk the language" of the working class. There's nothing classical or long hair about it... it's simply wholesome, warm, and friendly... spiced with good humor, fun... and above all — sincerity. KSIR and K000 have pioneered the way with results that are nothing less than fantastic! The blue collar sound reaches and sells — and there's a long, long string of statistics, surveys and listeners to prove that point!

**NEW SYNDICATED TV SHOW** All KSIR and K000 air personalities are also talented working entertainers. Their weekly television show in Omaha, due to its popularity (it has been rated as one of the top shows in that market for the past three years) will now be seen in 42 markets across the country, sponsored by the Cudahy Packing Company. These same warm personalities can effectively sell your product or service over KSIR and K000 Radio. Remember, we've got the listeners who respond and buy!

**WANT TO KNOW MORE?**... It's easy... just send for our free, informative brochure about Blue Collar Radio. Then you'll have all the facts (and figures) right there in black and white... about us and our listeners. Simply write KSIR in Wichita, or K000 in Omaha — today!



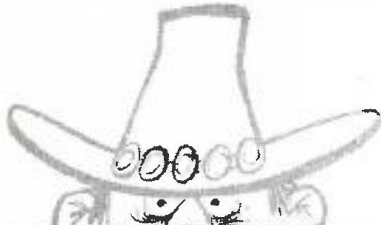
**Ksir Radio**  
UNION NATIONAL BUILDING / AM 4-9301  
WICHITA, KANSAS

**K000 Radio**  
POST OFFICE BOX 37 W. D. / 556-6700  
OMAHA, NEBRASKA

REPRESENTED NATIONALLY BY: VERNARD, TORREL & MCCONNELL



# WE'RE UP TO OUR NECK IN SUCCESSFUL NATIONAL CLIENTS



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 ity First National Bank • SIC Finance • Budweiser  
 Beer • Burgemeister Beer • Busch Bavarian Beer  
 • Carling Brewing Company • Coca Cola • Colt 45  
 Malt Liqueur • Dal Monte • Falstaff Beer • LaBatts  
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 Half Clothes • Alpha Beta Markets • B & M Beans  
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 Calif. Turkey Advisory Board • Campbell Soups •  
 Carnation • Alices Flap Jack Mix • Continental Bak-  
 ing Co. • Mrs. Cobbison's Dressing • Folger's  
 Coffee • Holms Bakeries • James Country Style  
 Sausage • Jiffy • Lanza Souther • Leo Quality  
 Foods • Lucky Stores • MJB Coffee • Metrecal •  
 Peter Paul Mounds • Proctor & Gamble • Roman  
 Meal Bread • Roman Meal Cereal • Rosarita Mexi-  
 can Foods • Safeway Stores • TreeSweet Orange  
 Juice • Town Talk Bread • Uncle Sam's Breakfast  
 Cereal • Webers Bread • White King-D • Wonder  
 Bread • American Bakeries • Handlery Hotels •  
 Lee Hotels • Mobile Home & Travel Service • Olymp-  
 ic Hotel • Trailer Corporation of America •  
 Christmas Valley Oregon • Bardahl Manufacturing  
 Company • Bekin's Van & Storage • Blue Rain  
 Orops Water Softener • Bonanza Airlines • General  
 Telephone • Midas Muffler • Pacific Airlines • Pa-  
 cific Southwest Airlines • Pacific Telephone &  
 Telegraph • RCA-Victor • Rexall Drug • Servisoff  
 Soft Water • Smog Device • Thrifty Drugs • United  
 Airlines • Western Airlines • Zales Jewelers •  
 American Home Products • American Tobacco •  
 Beckman Company • Bliss-To-Sol • Book of the  
 Month Club • DWG Cigar Corporation • E. C. DeWitt  
 Co. • Dupont • Flavohist • W. P. Fuller • P. Loril-  
 lard • Luden's Cough Drops • Lysol • Lydia Pink-  
 ham • Profit Research • Schick Blades • Spring  
 Mills • Temple Time • Tirend • Vaselline Hair Tonic  
 • Western Union • White Hall Pharmaceutical • Wildroot  
 • Great Stars of C&W Music • King Edward Cigars  
 • McCleans Tooth Paste • Red Dot Cigars • Roller  
 Derby Games • Mary Carter Paints • Douglas Oil

## COUNTRY WESTERN MUSIC

# KSON

1240 in SAN DIEGO

NATIONAL ACCOUNTS ON KSON RADIO SINCE  
 OUR SWITCH TO COUNTRY WESTERN MUSIC  
 OCTOBER, 1963 TO SEPTEMBER 2, 1965.

J. A. LUCAS COMPANY - WEST  
 BROADCAST TIMES SALES - EAST  
 A McKinnon Enterprise

## CHANGE TO C&W BOOSTS AUDIENCE, PROFIT continued

Roanoke, Va., finds that only stations with "an honest desire to serve the country listener can be really successful. Country music fans can spot a phoney a mile off. Poorly operated country music stations are harmful to the industry. They are responsible for much of the criticism of good country operations." He adds that recently a man called "and thanked us for telling the truth about our advertisers. Advertisers, themselves, are the greatest boosters of the station. They seem to experience a 'belonging' when they advertise on a good country music station."

F. M. Smith, vice president and general manager of WLAU Laurel, Miss., observes that a "C&W format should be kept high-class with no corn-pone type personalities. In other words, we want to keep the educated business and professional men and women listening as well as the general population."

**Progressive Thinking** • To run a good country operation, in the opinion of Robert W. Taliaferro, operations manager of WXRA(FM) Woodbridge, Va., a Washington suburb, a station should get rid of "hayshakers and clodhoppers and twangy straw-in-the-teeth announcers and replace them with announcers skilled in the King's English." With this emphasis on personnel and a progressive country format, "the station has come from a substantial annual loss position to a profit picture."

Ed Scott, president of KLAQ Denver, maintains that for a C&W station to have maximum appeal, "it must be a good radio station. We avoid the barnyard or cornball approach as an audience killer. . . . From our mail, phone calls, inquiries and research we know that C&W fans are to be found in all walks of life; all educational, economic and

age levels."

WGUN Atlanta has three DJ's in the country field, and John Fulton, president, says "the reaction from our audience is excellent. It carries much of the warmth and rapport that existed between the performer and audience in the early days of radio."

R. E. Thomlinson, general manager of KATR Eugene, Ore., feels that although C&W stations, on the whole, are successful, "there is no sure-fire success guaranteed any station if they simply change their record library to country and western." The audience is a "loyal group, by far the most loyal of any audience segment, but they smell out a phoney. And the 'friends-and-neighbors' approach, if not sincere, will bomb out quickly. . . . Each station will have to decide for itself if there is a need for this type of programing, if they are up to the task and if they wish to be associated with 'country people'."

**After 40 Years** • John R. DiMeo is general manager of KAYO Seattle, which went country in April 1963 after being a top 40 station for 40 years. The gross in 1964, the first full year as a C&W operation, he says, was "over three times higher than the preceding year as a top-40 station." He feels a C&W station can be successful in any market. "However, stations must make up their minds to program it just as carefully as with any other format. By itself, C&W does not make a successful station. It requires a great deal of promotion, good promotion. Stations must develop true C&W personalities on the air. Most of all, they must develop a bond with their audience that is unknown in other types of formats."

WISZ-AM-FM is a 24-hour country music operation in Glen Burnie-Baltimore. Charlie Doll, general manager



Annual country music spectaculars have paid off for WQIK Jacksonville, Fla. Advertisers receive an extra plus

in identification. This particular spectacular was co-sponsored by Royal Crown Cola and SSS Tonic.



*AND WESTERN*  
**Country Boys Who Made Good in the Big City**

In just five short months—since switching to the Country/  
Western brand of Music—WJJD has become one of the  
dominant radio stations in Chicago.

If you need proof, ask our rep or just check Pulse.

Then put your *brand* on the *hottest brand* in Chicago.

**RADIO CHICAGO** **WJJD** **50,000 watts**  
**at 1160 am—104.3 fm**  
represented nationally by Stone Representatives, Inc.

# WISZ GETS RESULTS



METRO-BALTIMORE'S ONLY  
AM & FM—24 HOUR  
COUNTRY MUSIC STATION  
SERVIN' 2,000,000 FOLKS



## CASH IN on the Bay Area's Blue Collar Giant

Here are just a few of the advertisers who have climbed aboard the Western Music bandwagon:

Arata Pontiac	Golden Gate Fields	Palm Homes
BC	Gateway Chevrolet	Sunstream Homes
Coast Capitol	Grand Auto	Singer Co.
Dodge Dealers	P. Lorillard	United Artists
Ford Dealers	Montgomery Ward	White Front Stores

10,000 Watts At 1000  
SAN FRANCISCO  
**KSAY**

1560 VAN NESS AVENUE - PROSPECT 6-1717

82 (SPECIAL REPORT: C&W MUSIC)

### C&W spot commercials

A top personality in the country-western field, "Squeakin' Deacon" Moore of KFOX Long Beach-Los Angeles, Calif., is preparing special radio spots for the new Metro-Goldwyn-Mayer feature film, "Harum Scarum," starring Elvis Presley. The film is scheduled for saturation booking during the Thanksgiving season. The spots were recorded for use specifically on C&W outlets.

of the station, offers no pat formula for success although WISZ-AM-FM has "doubled" its billing in less than a year. "We play what our listeners want to hear, which is why we are successful, and receive the audience response that we do." However, he adds, the same format, unlike top 40 operations, may not work the same way in other locales.

Probably one of the less likely places one would expect to find a C&W operation is in Hawaii. But on July 1, KAHU Honolulu went country around the clock. John Livingston, program manager, finds that the country audience differs in many ways from other audiences, "practically all of these differences very desirable from the viewpoint of both the station and the sponsor. We've found them to be loyal, ready to participate in our promotions, very sponsor-conscious and tending to fall into the adult listening classification. We have found that many ethnic groups in Hawaii are very receptive to our format. Audience reaction-customer response has improved about 70% over that of our former programming."

WCMS-AM-FM Norfolk, Va., has been programming country for 12 years and was one of the pioneers for the formatted country operation. Warren M. Miller, promotion director, explains this "uptown format" as virtually the same as an adult pop format except there is "more personality on the part of the air men; it is country and western music instead of rock 'n' roll; there is more diversification of selections and program content. Otherwise there is the same fast-paced excitement, production and promotions."

Maintaining that a country format cannot be just lifted and adopted from one market to another, Mr. Miller says that a station planning to go C&W must "know your potential, your market and your audience. Program with pacing and content in keeping with the pace of living, interests and standards of your own market."

The men who are programming coun-

try music fulltime have studied their subject carefully. They have dissected it, put it under a magnifying glass, and like what they see. In the terms of Madison Avenue, they've run it up the flagpole and find lots of people are saluting.

## 43 C&W songs given achievement awards

Forty-three outstanding country and western songs and their writers and publishers, will be given Broadcast Music Inc. Citations of Achievement at a BMI banquet in Nashville this Thursday (Oct. 21). The awards, to be presented by Syndey M. Kaye, BMI board chairman, and Frances Williams Preston, vice president of BMI's Nashville office, are based on record and sheet music sales, radio and TV performances, coin machine plays, and polls among various trade papers.

The titles of the songs, their writers and publishers are:

"Before You Go," Buck Owens and Don Rich, Blue Book; "Blue Kentucky Girl," Johnny Mullins, Sure-Fire Music Company Inc.; "Chug-a-Lug," Roger Miller, Tree Publishing Inc.; "Cross the Brazos at Waco," Kay Arnold, Painted Desert Music Corp.; "Do What You Do Well," Ned Miller, Central Songs Inc.; "Don't be Angry," Wade Jackson, Acuff-Rose Publications Inc.; "Engine, Engine Number Nine," Roger Miller, Tree Publishing Inc.; "The First Thing Every Morning," Jimmy Dean and Ruth Roberts, Plainview Music Inc.; "Girl on the Billboard," Walter Haynes and Hank Mills, Moss Rose Publications Inc.; "Give Me Forty Acres," Earl Greene and John W. Greene, Starday Music.

"Happy Birthday," Ron Kitson, Sure-Fire Music Inc.; "I Can't Remember," Bill Anderson and Betty Anderson, Moss Rose Publications Inc.; "I Don't Care (Just as Long as You Love Me)," Buck Owens, Blue Book; "I Thank My Lucky Stars," Wayne P. Walker, Cedarwood Publishing Inc.; "I Washed My Hands in Muddy Water," Joseph T. Babcock, Maricana Music Inc.; "I Won't Forget You," Harlan Howard, Tuckahoe Music Inc.; "I'll Keep Holding on (Just to Your Love)," Robert F. Tubb and Sonny James, Marson Music; "I'll Repossess My Heart," Paul Yandell, Kitty Wells Publications, "I'm Gonna Tie One On Tonight," Lee Nicholas, Sure-Fire Music Inc.; "Is It Really Over," Jim Reeves, Tuckahoe Music Inc.

"I've Got a Tiger by the Tail," Buck Owens and Harlan Howard, Blue Book; "King of the Road," Roger Miller, Tree Publishing Inc.; "The Lumberjack," Hal

BROADCASTING, October 18, 1965



Willis and Ginger Willis, English Music Inc.; "Mad," Thomas Hall, Newkeys Music Inc.; "My Friend on the Right," Red Lane, Tree Publishing Inc.; "My Friends are Gonna be Strangers," Liz Anderson, Yonah Music Inc. and Owen Publications; "Once a Day," Bill Anderson, Moss Rose Publications Inc.; "The Other Woman," Don Rollins, Pamper Music Inc.; "Please Talk to my Heart," Jimmy Fautheree, Glad Music Co.; "The Race is On," Don Rollins, Acclaim Music Inc. and Glad Music Co.; "See the Big Man Cry," Edwin Bruce Jr., Tuneville Music Inc. and Lynlou Music Inc.; "Sittin' in an All Nite Cafe," James W. Glaser, Glaser Publications.

"Ten Little Bottles," Johnny Bond, Red River Songs Inc.; "Then and Only Then," Bill Anderson, Moss Rose Publications Inc.; "This is It," Cindy Walker, Acclaim Music Inc.; "Tiger Woman," Merle Kilgore and Claude King, Al Gallico Music Corp.; "A Tombstone Every Mile," Daniel B. Fulkerson, Aroostook Music Inc.; "Truck Drivin' Son of a Gun," Dixie Deen and Ray King, Newkeys Music Inc. and Raleigh Music Inc.; "What's He Doin' in my World," Carl Belew, Eddie Bush and B. J. Moore, Four Star Sales Co.; "Yakety Axe," James Rich



Stars of the Wilburn Bros. show on WSM-TV Nashville include (l to r) Shorty Lavender, Don Helms, Harold Morrison, Leslie Wilburn, Doyle Wil-

burn, Lester Wilburn, Loretta Lynn and Teddy Wilburn. The Wilburn Bros. show is seen in 40 markets and is sponsored by American Snuff.

and Boots Randolph, Tree Publishing Inc.; "Yes, Mr. Peters," Larry Kolber and Steve Karliski, Screen Gems-Columbia Music Inc.; "You Don't Hear,"

Jerry Huffman and Tom Cash, Southwind Music Inc., and "You're the Only World I Know," Robert F. Tubert and Sonny James, Marson Music.



## LORD...HOW HE GETS AROUND!

Grand Ole Opry star Bobby Lord's a young man on-the-move. His sparkling country music show is seen weekly from coast to coast. And everywhere the Bobby Lord Show goes, it builds audiences, sales, and good will.

Seen it yet? If it's not already in your market, move fast. Call Brad Crandall, WSM-TV, Nashville, Tennessee.

# WSM-TV

NASHVILLE, TENNESSEE

### A SAMPLING OF STATIONS CARRYING WSM-TV'S "BOBBY LORD SHOW"

**KBTV** Denver, Colorado

**KTVT** Fort Worth, Texas

**WCSC-TV** Charleston, S. C.

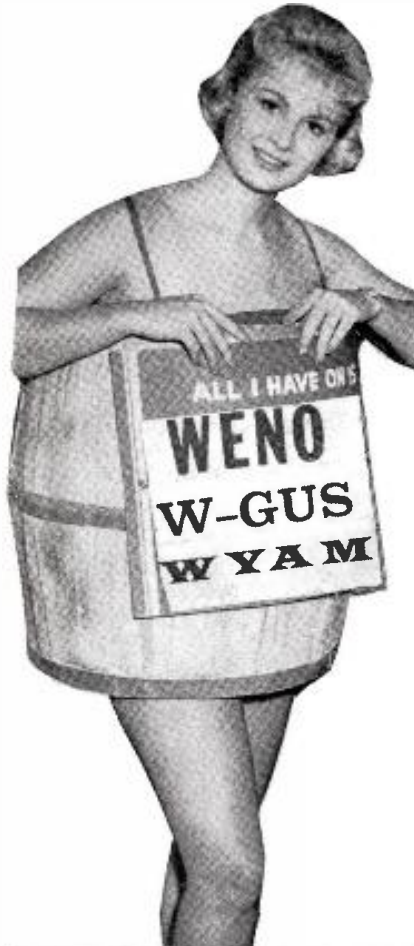
**KPTV** Portland, Oregon

**KCOP** Los Angeles, Calif.

**KTVU** San Francisco, Calif.

**WSJS** Winston-Salem, North Carolina

AMERICA'S  
TOP RATED  
COUNTRY MUSIC  
STATIONS



**WENO** PULSE  
NASHVILLE 48.4%

**WGUS** PULSE  
AUGUSTA 30.7%

**WYAM** PULSE  
BIRMINGHAM 22.3%

GENERAL OFFICES  
P. O. BOX 5236  
NASHVILLE, TENN.

# TV spices its format with dash of country

Stations find sponsors pleased with results  
from programs built around established stars

Although country music has gained its widest popularity through the more than 1,600 radio stations that daily program from two to 24 hours of it, neither the talent nor sponsors fail to appreciate the impact that TV has made on the country music audience.

The *Jimmy Dean Show* on ABC-TV (Friday 10-11 p.m.) is a regularly scheduled network country show. Now in its third season, the show may be indicative of the growing interest in country music that TV has shown.

CBS-TV has also jumped on the country bandwagon this year. The *Steve Lawrence Show* for tonight (Oct. 18) features some of the top country talent in what the network modestly called "a royal salute" to country music.

**Station's Lead** ■ But the networks aren't the bread-and-butter shows for TV exposure. Several stations are running local 30, 60 or 90-minute country shows and the number of shows being put in syndication seems to be increasing. In addition, country music specials are being client-produced for showing in certain markets.

Unquestionably the largest producer of syndicated TV shows for this audience is WSM-TV Nashville. Utilizing the performers from the *Grand Ole Opry*, the station produces five weekly half-hour shows, all of them sponsored by clients of Noble-Dury & Associates, Nashville.

There are two versions of the Opry out. One is the current series, sponsored—through Noble-Dury—by National Life & Accident Co., which is also the owner of WSM-AM-FM-TV. The other is an open-end series, that was originally produced for Pet Milk Co.—one of the oldest and continuing sponsors of country music on radio and TV—and is now being syndicated for local sponsorship.

Under the banner of Noble-Dury and its accounts are the *Bobby Lord Show*, in 22 markets in its first season; the *Porter Wagoner Show*, in its sixth season; the *Flatt & Scruggs Show* in its 10th season, and the *Wilburn Bros. Show*, in its third season.

*Flatt & Scruggs*, now in 30 markets, has had Martha White Mills of Nashville as a sponsor for more than six

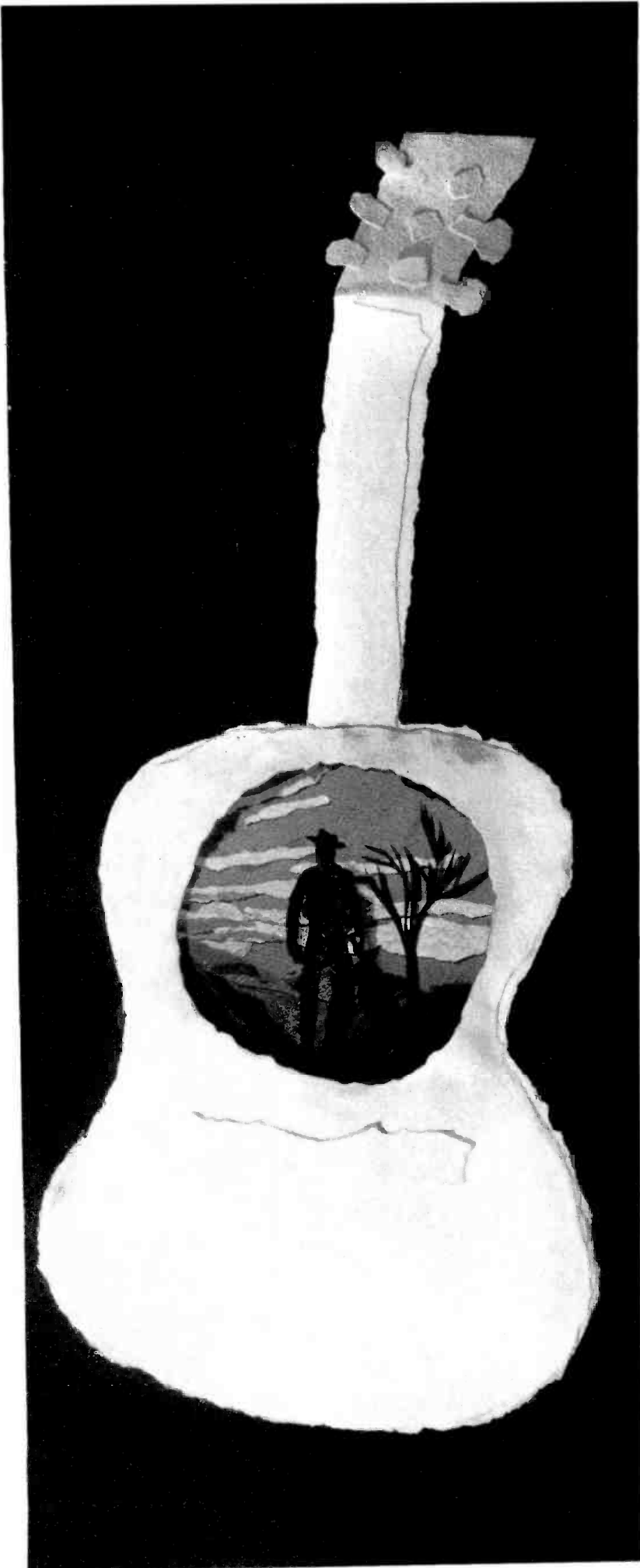


Scheduled for showing in prime time on dozens of major market TV stations this season is the Cudahy Packing Co.'s 'Bar-S Jamboree.' First show is to be taped later this month at KETV (TV) Omaha. Shown signing the contract is Mack Sanders (r) of the Mack Sanders band. Representing the sponsor is Art Wechsler, vice president for marketing and merchandising. Other well known country music stars will appear.

years. *Porter Wagoner* is in 80 markets and is sponsored by Chattanooga Medicine Co., Chattanooga, for its Black-Draught laxative and Soltice cold remedies. The *Wilburn Bros.*, seen in 40 markets is sponsored by American Snuff Co., Memphis.

**In Middle West** ■ In Chicago, WGN-TV took the long-standing successful WGN radio version of the *Barn Dance* and added video. The result is 26 half-hours a year on tape produced by WGN-TV's Mid-America Video Tape Productions division and available in either color or black-and-white. Archway Cookies Inc., Battle Creek, Mich., through Marineau Advertising, there, sponsors the series on WGN-TV and in 15 of the 26 other markets in which it is shown.

That this program has done what the advertiser and agency wanted it to do—sell Archway cookies—is evidenced by the comments of Edward Marineau, president of the agency. He noted that "without exception" sales have risen in every market in which



# Most Country music writers license their music through BMI...

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BMI, first to give Country writers a chance to share in the economic rewards of their talent, is deeply proud that most of the Country music heard both nationally and internationally, is licensed for public performance through BMI in the United States and through 23 foreign performing rights societies with which it is affiliated.

Broadcast Music, Inc. shall continue to provide unlimited opportunity for Country writers as well as *all* composers of *all* music, certain they will continue to earn recognition and appreciation.

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for all of today's audience.



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**WRPB**  
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 MACON-WARNER ROBINS  
 GEORGIA  
**YAKETY-AXE!!** You know  
 we're at least **No. 2!** 'cause seven  
 other stations in middle Ga. claim to  
**No. 1,** with the same music  
 format.  
 ur —  
 "Country Cousin"  
 Ed  
 P.S. ENTERTAINMENT WITH 5,000 WATTS OF  
 COTTON PICK-IN COUNTRY MUSIC ALL  
 DAY LONG!

TV SPICES ITS FORMAT WITH COUNTRY continued

the *Barn Dance* has been shown, and in some areas the increase has been up to 30%. "We feel," he said, "we are reaching people that we hadn't reached through specials or our TV spot campaigns."

However, Archway is continuing to use specials and spot flights. It has two country music specials set for WGN-TV this year: *An Evening with the Back Porch Majority* on Oct. 23, and *The Best of Country and Western* on Dec. 7.

Aside from Archway's Chicago buy, *The Best of Country and Western*—a one-hour Mid-America production—is being sponsored for prime-time showing in 76 markets in 21 states on Oct. 25, 26 or 27 by Shurfine Central Corp., Northlake, Ill., through Norman, Navin, Moore & Baird, Grand Rapids, Mich.

The special is geared to kick off Shurfine's annual fall food sale which runs during the last week in October and the first week in November, and it is a logical tie-in to the Shurfine theme for this year: "Year's greatest food sale—country style."

**\$30 Million Sale** — Jack Norman, president of the agency, said this is the first time in the history of the sale that the 6,000 stores participating in the event will have their own show. He anticipates selling \$30 million worth of products under the Shurfine label during the sale.

Specials are also being used by Dancer-Fitzgerald-Sample, New York, to sell the meat products of Cudahy Packing Co., Phoenix. A one-hour taped *Bar-S Jamboree* will be carried on 32 stations this month and there are plans for more Cudahy specials.

These shows are being taped at KETV(TV) Omaha featuring top country entertainers and are being hosted by Mack Sanders. Mr. Sanders, a well-known songwriter and singer in country and western circles, also stars in the weekly one-hour *Country Music Jamboree* on KETV, and is president of KOOO Omaha and KSIR Wichita, Kan., both fulltime C&W stations.

The interest in C&W seems to be catching, and not only in the South and West with which it is most often associated. WCCO-TV Minneapolis-St. Paul, last month began a 30-minute local show, *Wingding* featuring C&W and folk music.

And in Chicago, ABC-owned WBKB-TV has started a taped half-hour Saturday night (9:30-10 p.m.) series, *Swing-around*. Hosted by Chris Lane, operations director of WJJD, fulltime Chicago country music outlet, the WBKB-TV series has used ideas which have been

network-tested.

Billed as a "modern country-western show," *Swing-around* boasts six Swing-around girls, not unlike the dancers on ABC-TV's *Shindig* or NBC-TV's *Hullabaloo*. In addition, the WBKB-TV series has already begun doing the show from remote locations. Two shows were cut at the Great Lakes Naval Hospital.

A new syndicated property is *The Ernest Tubb Show*, which is being taped at WSTX-TV Nashville and distributed by Hal Smith TV Programs Inc., Nashville. Plans call for 156 shows to be cut.

There is more. Other shows are in syndication, like the *Bill Anderson Show* from Poole Productions in Greenville, S.C. And other stations have their own locally produced programs.

But if anyone doubts that country music and TV have an affinity for each other, he should look towards Oklahoma City where Jack Beasley, president of KLPR, intends to put his new UHF, KLPR-TV, on the air in February 1966. The basic program fare: live, taped, filmed country and western music shows. And this approach to a specialized audience may be an indication of the road that new U's in metro areas will have to take.



Dottie West, winner of the Grammy Award for female singer in 1964, is one of the stars of National Life and Accident Company's 'Grand Ole Opry' on WSM-TV Nashville. She is shown here with John Cameron Swayze, spokesman for the company.



The Swingaround Girls are dancing stars of WBKB-TV Chicago's new show 'American Swingaround' which fea-

tures country and western music. The show premiered Sept. 18 and is slotted from 9:30 to 10 p.m. on Saturday.

## 'Opry' celebrating another anniversary

This week more than 4,500 pilgrims—some on horseback, some flying their own planes—will journey to Mecca, which in this case is located in the Central Basin of Tennessee

For this is the week that Nashville and the whole cotton-pickin' country music industry celebrate the 40th birthday of WSM's *Grand Ole Opry*, radio's oldest continuous program—a program that has never been pre-empted, never had an intermission, never had a replacement.

The roster of *Opry* stars is more than a who's who of the singers, songwriters, publishers, record men and others associated with country music. It is, in fact, country music. The birthplace of the industry as it is known today, the jumping-off place for countless stars, the home of the Nashville sound.

Within the past year the *Opry*, which always enjoys a sold-out status, was expanded backward into Friday night performances. Next June there will be more expansion, in a continuing attempt to satisfy the demand for tickets. By the summer of 1966, the *Opry* will have four performances each weekend.

Although the *Opry* and country music are synonymous, performers from other

areas of music also appear on the show, among them Marguerite Piazza and Helen Traubel of the Metropolitan Opera. And it is this wide-ranging appeal of the music that has made *Opry* shows box-office smashes in East Over-shoe's high school auditorium and New York's Carnegie Hall.

This week's *Opry* birthday celebration will be the 14th, and like most other things that get bigger and better, it had humble beginnings. In 1952 officials of WSM decided to hold a party and invited a few dozen disk jockeys who were programing *Opry* artists on their stations.

The invitation list grew to 400 from 40 states the following year, and in 1954 nearly 600 DJ's and artists and about 200 representatives of music publishing firms, music publications and record companies were at the party.

In 1955, the party more than doubled in size as more than 1,400 took part. By 1960, the registration had grown to more than 3,000. At last year's celebration, 4,327 were registered from 49 states (only Hawaii was missing) and four foreign countries.

The birthday celebration has also become a focal point for other organizations to schedule their meetings around the *Opry* activities. This year the Country Music Association and Nashville Junior Chamber of Commerce sponsored a pro-amateur golf tournament Sunday (Oct. 17). Broadcast Music Inc. holds its annual awards dinner Thursday (Oct. 21). The CMA holds annual elections and meeting, and makes its Hall of Fame presentation during its annual membership meeting and election of directors Thursday, and on Friday, will have a banquet and dance.



**"Country Music  
Capital  
of the  
North"**



**WKMF RADIO  
1470**

**"Country Music"**

**24 hours.**

**Represented By:**

**MEEKER, INC. (National)  
MICHIGAN SPOT SALES  
(Regional)**

John Carroll (*Pres. & Gen. Mgr.*)  
Larry Jean (*Sales Mgr.*)  
Doug Smith (*Program Director*)

**"TOP GUN" IN ROANOKE, VA.**

**WSLS—610**

*Country Music Radio*  
**24 HOURS A DAY**

# High ratings bring advertisers to C&W

Numbers, rather than type of programming, proves attractive to those seeking mass audience

The sound and excitement of country and western music stations are luring national spot and local dollars from a wide segment of blue-chip advertisers for one paramount reason: rating power.

Sponsors, such as American Tobacco, Bristol-Myers, Campbell Soup, Coca-Cola, Falstaff Brewing Corp., Lorillard and Maxwell House Coffee, to name a few, are creating the jingle-jangle-jingle of hard cash invested in the C&W medium in 1965.

The overriding factor cited by an expanding list of advertisers represented on C&W outlets during a canvass by BROADCASTING last week is the strong audience-pulling power of these stations.

Again and again, when advertisers were questioned as to the reason their

advertising messages are carried on C&W outlets, they responded that in radio, the crucial criterion for selecting a station is its rating strength.

In some cases, advertisers create and present western-style commercials to reach stations' audiences, but the large majority of companies utilize conventional spots. This latter route is based on the conviction that advertisers are not buying a specialized audience but are selecting a particular radio outlet which attracts a substantial audience.

Advertisers and agencies queried reported they had not conducted or had access to any research seeking to determine the characteristics (qualitative or quantitative) of the C&W audience.

**Long List of Buyers** ■ The list of advertisers represented on C&W is virtually endless. A sampling from several station representatives produced hundreds of names. Besides the aforementioned sponsors, C&W supporters, to name only a few, include: American Home Products, Aluminum Co. of America, American Express, American Motors, American Oil, Bank of America, Anheuser-Busch, California Packing, Chesbrough Pond's, Colgate-Palmolive, Kellogg's, Lucky Lager Brewing, MacLean's Toothpaste, Oscar Mayer Meat Co., Pacific Telephone Co., Pan American Airlines, Shell Oil, Reader's Digest Association, Richfield Oil, STP Oil Additive, Union Oil, Tidewater Oil, Bulova Watch Co., Lutheran Laymen's League, Commonwealth of Pennsylvania, Schaefer Brewing, New York Telephone Co., Esso, Equitable Life, Union Carbide.

A roundup of C&W activities by some of the leading U. S. advertisers follows:

P. Lorillard & Co., New York, on behalf of its various brands, is a sponsor on a 52-week basis of country and western music programs on WSM Nashville, KFOX Los Angeles and WAAF Chicago. In addition, during the summer months (From May 30 to Labor Day), Lorillard buys spot radio on an expanded basis, and, in some markets, C&W stations are utilized.

A Lorillard official indicated that the use of C&W stations is related primarily to the audience power of



One successful promotion on WCMS Norfolk, Va., is its Tower of Tunes contest which it holds in connection with the annual Izaak Walton Sports Show in Norfolk. Constructed of duplicate records from the WCMS files the contest drew over 5,000 entries this year. Here hopeful participants eye the records.

these stations, rather than to a planned effort to reach C&W listeners specifically. He added that in instances in which the company buys into C&W programs, commercials in a C&W vein are prepared, often delivered by C&W personalities.

The American Tobacco Co. is active in spot radio, buying in flights at various times of the year. Neither the company nor its various agencies would discuss marketing strategy because of competitive considerations. It is understood that American Tobacco makes use of C&W outlets during its spot campaigns because in certain markets these stations are substantial audience-getters.

A spokesman for Du Pont said there is "no conscious effort" to reach the country and western music audience. Rather in instances in which Du Pont products are advertised on C&W outlets, the deciding factor is the rating strength of the stations.

A 'Must' ■ Similarly, a representative of the Campbell Soup Co. indicated there is "no magical formula" involved in selecting C&W stations. He noted that Campbell has an extensive spot

## REPRINTS AVAILABLE OF THE COUNTRY & WESTERN SPECIAL REPORT

30¢ each

25¢ each in

quantities of 100 to 500

20¢ each over 500

Please send your order today

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales St., N.W.

Washington, D. C. 20036

ME 8-1022



radio list of more than 200 stations, and the substantial audiences that some C&W outlets draw make them a must for a national advertiser.

The Chrysler Corp. divisions and dealers, highly active in spot radio, are represented on C&W stations, a spokesman said. But he stressed there is no specific intent to reach the C&W audience per se, but to reach a large potential buying segment, he added.

General Foods' Maxwell House Coffee division reported that it buys the stations that "give us the most efficiency in a market." A spokesman said in some instances the leading outlets are C&W and they are bought for their audience reach.

Bristol-Myers similarly buys country music stations in areas in which the outlet is a leading audience-getter. A spokesman noted that radio does not play a large role in B-M advertising activity.

The Falstaff Brewing Corp., St. Louis, finds that country stations are well suited to its distribution pattern which covers the southeast, south and southwest areas where there is a plentiful amount of the country spread over the radio spectrum.

James Hapeman, assistant director of advertising for media and programming, explains Falstaff uses radio as a



'The Jimmy Dean Show' on the ABC-TV network stars the well-known country and western singer, shown here with co-star Kay Starr.

supplementary medium and within this framework, C&W plays an important part.

**C&W TV, Too?** ■ Falstaff schedules, placed by Dancer-Fitzgerald-Sample, New York, try to tie commercial copy in with the format of stations it buys. Mr. Hapeman describes the use of C&W by Falstaff as similar to the use of an ethnic station in a large urban market. Falstaff's C&W buys are confined mainly to spot radio but the com-

pany says it is exploring the possibility of country music programs on television. Country and western radio time is bought by Falstaff in long-term flights, generally of 13 weeks, just as it buys conventional stations.

A D-F-S official says he doubts Falstaff will use C&W on a heavier basis in the near future because the company feels it is getting maximum benefit from the medium now.

R. J. Reynolds Tobacco Co. uses C&W programming in two different ways according to Howard Gray, advertising manager. For its cigarettes Reynolds attempts to cover a broad adult listening audience, he says, and in some markets this may mean using a substantial amount of country and western programming. Mr. Gray explains that C&W is not used expressly for any of its cigarette brands but that all may use this type of schedule at one time or another since the company's spot schedules are shifted periodically among its various brands.

But for its Prince Albert tobacco, Reynolds takes a different approach. Prince Albert intentionally seeks out the rural audience that is attracted by the country music format. Reynolds does not change its commercial copy for delivery over C&W stations.

The largest advertiser in the broad-

**BE**

**TOP GUN**

**IN YOUR MARKET!**

*The most dangerous set of Station ID's ever to come out of the West!*  
**TOP GUN....** a swinging new C & W series ... featuring 20 vocals and 10 instrumentals ... incorporating a strong, fresh logo.

Take dead aim on your market now!  
*Call collect for free audition tape!*

**CRC**

**COMMERCIAL RECORDING CORPORATION**

3103 Routh / Dallas, Texas 75201 / Phone: 214-748-8004

cast media, Procter & Gamble, is by no means overlooking the burgeoning C&W field. For the past year, P & G has purchased three minutes a week of time on *Grand Ole Opry* for Lava soap. A company spokesman said that while P & G had not conducted any research to document the sales results from the use of *Opry*, P & G is "satisfied" with the program and will continue sponsorship for an "indefinite" period.

Colgate-Palmolive's radio usage has been growing significantly in recent months but C-P is concentrating its radio schedules in the top 20 markets. C&W programming is used incidentally, not bought specifically for the specialized audience which it may attract, according to Greg Lincoln, manager of radio-TV operations. Currently two C-P dentifrice products; Dental Cream (Ted Bates) and Cue (D'Arcy) are on C&W stations.

The Coca-Cola Co., Atlanta, in purchasing radio, seeks to buy the station that "delivers the broadest reach during any time period," but does not specifically buy country and western stations, an official said. Time is purchased by both the parent Coca-Cola Co. and by 1,000 local bottlers scattered across the U. S. Some of the bottlers buy country and western stations when and if they deliver the audience, he reported.

The spokesman said that Coca-Cola currently has jingle commercials geared specifically for top 40 stations built around the theme "Things Go Better with Coke," and has tentative plans to produce Coke C&W jingles if the current interest in country and western music grows to greater proportions.

Several agency spokesmen expressed the opinion that interest in country and western stations seems to be growing. Others said they felt it needed additional research to prove its value.



Local advertisers find the C&W format on KSAY San Francisco effective. Here Clair Halverson (l), KSAY station manager talks with Bill Cody, manager of Sunstream Homes about a schedule.

## List of C&W stations grows

Representatives find many advertisers buying new format

A number of station representatives are active in promoting the appeal of country and western music to national advertisers. Some typical representative viewpoints follow.

Adam Young Inc., New York, reports a list of 10 station clients which program the music full time on their facilities. According to Robert A. Burke, general sales manager, radio, with the rep firm, "we've seen a breakthrough in categories of advertisers." Advertisers, Mr. Burke reports, are finding that C&W music stations attract a "large, adult and loyal audience, and

that they are as much a good buy as any other big audience radio station."

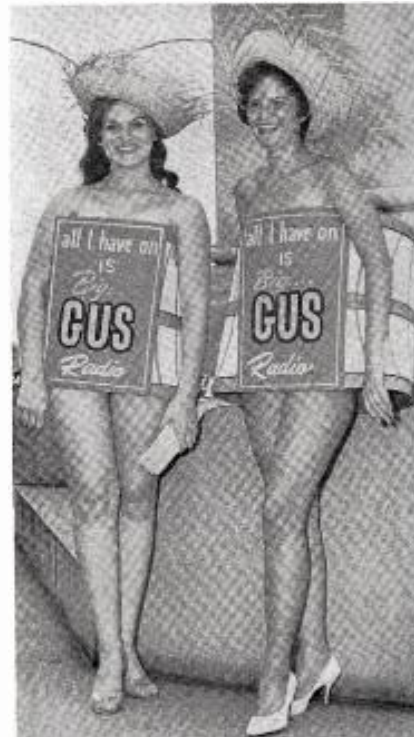
Mr. Burke, whose firm started reping C&W stations with an initial contract three years ago with KRAK Sacramento, maintains that country music stations are "unlike any station broadcasting contemporary music . . . demographics of the listening audience show the audience will run 90% or more adult."

Among various new national advertiser business on C&W music stations, Mr. Burke cites Pan American Airways, Northeast Air Lines, American Express Travelers Cheques, Cadillac motor cars and Equitable Life Insurance, noting that these advertisers seek presentable radio audiences.

The rise of the C&W station is also noted by Mr. Burke in citing the billing of KRAK, which, he said, represents about one third of a market which FCC reported receiving \$1.3 million in 1963.

The Adam Young C&W list includes KRAK, WHYY Orlando, KAYO Seattle, KLAQ Denver (Lakewood, Colo.), KFOX Los Angeles (Long Beach), WSLR Akron, Ohio, WSL Roanoke, Va., WESC Greenville, S. C., WEEE Albany, N. Y. (Rensselaer), and WJZZ Newark, N. J. (New York City).

Exclusive C&W ■ Charles Bernard of Charles Bernard Co., New York, station representation firm, and also of the Country Music Network, is in his 10th year as exclusive national repre-



When WGUS North Augusta, Ga., went on the air with a country and western format in 1961 they thought they should do something special. This is what they came up with.

**RADIO**

### The Golden Pacific Group

**Pioneers in Country & Western**  
**FULL TIME C & W MUSIC**

San Francisco Bay Area	<b>RADIO KEEN</b> (Hollingbery)
Hawaii	<b>RADIO KAHU</b> (Bernard Howard & Co.)
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Other Stations of The Golden Pacific Group

**KEEN-FM** San Jose, Cal.    **KVEG-FM (C.P.)** Las Vegas, Nev.  
**KCVR-AM & FM** Lodi-Stockton, Cal. Specialized Programming





Taking part in the WHCQ Spartanburg music spectacular last May were these 'ranch hands' (l to r): Sue Teele, Glenn Hamrik, Carl Butler, Dave Hed-

rick, Bob McKay, Pearl Butler and Bill West. The spectacular was considered an outstanding promotion for the C&W station and its advertisers.

representative for stations which program country and western "folk" music.

Mr. Bernard said C&W music "is at an all-time high."

He said that country and western music "does a successful job for clients because there is no such thing as 'background' music in this field. Every C&W music record is a folk story that encourages the listener to listen to the lyrics—and these listeners are attuned to listen to the words of commercials. They *listen* to the sales message."

An advertiser in point, he said, is the E. C. DeWitt & Co., New York, which markets DeWitt's Pills, health remedy. DeWitt, he recounted, had been exclusively in print for many years until early in 1964 when it test marketed radio using a dozen C&W stations for 13 weeks. Before the 13-week schedule was up, DeWitt renewed for 52 weeks in more than 50 markets using C&W stations, is continuing its campaign and have cited sales increases of 30% and more of its products.

**Quick Appeal** — Stone Representatives Inc., New York, noted it "experienced much less advertiser antagonism than expected" for WJJD Chicago which went from a middle-of-the-road to a country-western format only last February. Peggy Stone of Stone Representatives said the station, which had been suffering in ratings before the format change, now commands fourth position in the market and its appeal to advertisers was quickly established. Acceptance, she said, came within six weeks of the format change and new advertisers, including national firms, are being added. Under WJJD's general manager, George Dubinetz, the station was completely revamped.

Among the rep firms which have been lengthening their lists of C&W stations is Venard, Torbet & McConnell Inc. The firm now represents nine C&W stations and adds a 10th on Nov. 1.

Lloyd George Venard, president of VT&M, said advertisers and agencies are showing a marked tendency to consider C&W stations for their clients. Though country stations are gaining recognition and identification in the

marketing scene, Mr. Venard cautioned that the music format alone does not guarantee "success." Good management and penetration, along with strong local news and community activity are necessary, he emphasized. C&W stations repped by VT&M are KTOP Salt Lake City; WSEN Syracuse, N. Y.; WQIK Jacksonville, Fla.; KTRM Beaumont, Tex.; KATY El Paso, Tex.; KOOO Omaha; NSIR Wichita, Kan.; KPUB Pueblo, Colo.; WNYR Rochester, N. Y.

The Meeker Co., New York, which handles a number of C&W stations in the South and Midwest, notes an "education problem" for some buyers, but finds C&W gaining high ground both in advertiser lists and in audience.

Meeker represents the following C&W stations: WCMS Norfolk, WXGR Richmond, WBYE Roanoke, WBRG Lynchburg, all Va.; KMOP Tucson, Ariz.; WCLU Covington, Ky. (Cincinnati) (Nov. 1); WISZ Glen Burnie, Md. (Baltimore); KSAY San Francisco and some which program C&W part time.

Still other station representatives in the field echoed these sentiments, noting in selling country music a move away from just "blue-collar" appeal to that of all segments of the radio audience. Among them are McGavren-Guild (KCKN Kansas City, WMNT Columbus, Ohio, and WNOW York, Pa.); Broadcast Time Sales (KSON San Diego, WEEP Pittsburgh, WEXT West Hartford, Conn., WMAS Springfield, Mass., WMIL Milwaukee, WMIN Minneapolis-St. Paul, KWNT Davenport, Iowa, and WSHO New Orleans); Savalli/Gates (KLPR Oklahoma City, KAOH Duluth, Minn., WUF Mobile, Ala., WJQS Jackson, Miss., WYAM Bessemer, Ala., KTOW Sand Springs, Okla., KTCS Fort Smith, Ark., WGUS North Augusta, S. C., and WOOD Chattanooga); Vic Piano Associates (KWOW Pomona, Calif., WYLO Jackson, Wis., KDKO Littleton, Colo., KHAT Phoenix, WTMT Louisville, WTOO Henderson, Nev., KIEV Glendale, Calif., KLOC Ceres, Calif., WTDI Newport News, Va., WETB Johnson City, Tenn., WHCQ Spartanburg, S. C., WMMJ Lancaster, N. Y., KHAP Aztec, N. M., and KHIP Albuquerque, N. M.).

**MORE PEOPLE LISTEN TO WHY**  
**RADIO 1270 IN ORLANDO**  
 THAN ANY OTHER RADIO STATION  
 8 AM TO 6 PM AVG.

**HAS MORE ADULT LISTENERS**

**MORE WOMEN LISTEN TO WHY FROM 9 AM TO 6 PM**

**MORE MEN LISTEN TO WHY FROM 6 AM TO 6 PM. AVERAGE**

**WHY**  
**ADULT COUNTRY WESTERN RADIO**  
 PULSE INC. Radio Survey of the Orlando, Fla. 2 County Metro — April 1965

**KIEV**

reaches more Country/Western music listeners than any other radio station in the world.

**DRAW A BEAD ON 870 K.C.**

**KIEV**  
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 Glendale / Los Angeles  
 CH 5-2388




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**AUTOMATIC**  **TAPE CONTROL**  
1107 E. Croxton Ave. Bloomington, Illinois

# TV networks look at low-rated shows

First national Niensens show '65-66 season to be a tight race; changes almost certain

A full review of weak spots in this season's nighttime schedule was underway last week by the three television networks.

The guidelines for shuffling or replacing programs were for the most part known to network officials with the receipt last Monday (Oct. 11) of the first meaningful national Nielsen report covering the first two weeks of the current season. In addition, they had at hand other audience reports including overnight ratings, 30-market Nielsen's and TVQ's all of which pointed up general trends.

In the NTI report, covering the 7:30-11 p.m. period of Sept. 13-26, NBC-TV had an average audience rating of 18.7, CBS-TV had 17.9 and ABC-TV had 17. For a rundown on the top 40 programs and their ratings, see listings, this page.

The evaluation of this season's programming is proceeding almost simultaneously with the first planning moves for the next program year—1966-67—with at least one network, CBS-TV, preparing for its first definitive discussions with West Coast producers next week (about Oct. 27). The CBS meetings in Hollywood will be conducted by Michael Dann, CBS-TV's vice president, programs.

NBC-TV had been expected to win the first turn of the ratings sweepstakes, but the Nielsen averages for the season's first two weeks indicated no leap ahead for any one of the networks. Neither do they preclude an eventual near dead heat for the season—a situation that characterized most of the last season, particularly in its early stages.

Several conclusions, however, were being drawn from the national Niensens and supported by other audience data:

- It was apparent that the earlier and simultaneous three-network introduction of the new schedules in mid-September is hastening an earlier pinpointing of weak spots in the network schedules.

- NBC-TV seemed to be compiling its track record in the audience race as a

result of a combination of new and holdover programs, confirming a projection to that effect made months ago in a cross-section sampling of top programming and media officials at leading advertising agencies whose purchases for clients had helped build the prime-time schedule (BROADCASTING, Aug. 2).

- Both ABC-TV and CBS-TV scored well this season in the top 10 list, CBS-TV had six and ABC-TV three compared to NBC-TV's one (*Bonanza*). Moreover, out of the six CBS shows, two are new this season (*Hogan's Heroes* and *Green*

*Acres*), and out of ABC's three, two (*A Man Called Shenandoah* and *F Troop*), also are new shows. CBS-TV also could call attention to a placement of 11 shows in the top 20 Nielsen list, while NBC had placed 5 and ABC 4.

Each network last week was analyzing various strengths which it claimed over the others on the basis of the first NTI report. NBC noted it had 27 half-hours in the top 40 program list, representing 55% of its schedule, compared to CBS's 19 half-hours or 39% of that network's schedule and ABC's 13 half-hours or 27% of its schedule.

ABC-TV pointed out that Nielsen credits delay-telecasts to the week in which they fall and, in an interdepartment memorandum, asserted that programs with delays of seven or more days, a situation that exists with a substantial number of markets in ABC's prime-time program schedule, would have audience levels understated for the first weeks of the season. ABC suggested it would probably be "penalized" by an average of about one-half a rating point in the first week and about 0.2 point in the second week of the season, but show gains in later NTI reports.

The price structures of some shows already were reflecting the early season rating trends. NBC about Oct. 1 raised prices to advertisers an overall average 5% on at least six shows—*The Man from U.N.C.L.E.*, *Daniel Boone*, *My Mother, the Car, I Spy*, *The Dean Martin Show*, and *Run For Your Life*. Similar adjustments in prices, a normal practice after the start of the season, which accelerates as mid-season approaches, were in process at the other networks.

**The Bottom 15** ■ Where the decreases are most likely to be sought by advertisers and where the program changes are most likely to occur are in the lower scale of the Nielsen rating averages. The bottom 15 shows in the first national Nielsen report in order of decreasing rating rank: CBS's *Rawhide* and *Steve Lawrence Show*; ABC's *Amos Burke*, *Secret Agent* and *The Jimmy Dean Show*; *Trials of O'Brien* on CBS; ABC's *The King Family* and *Ozzie and Harriet*; *Camp Runamuck* (NBC), *Donna Reed Show* (ABC), *Slattery's People* (CBS), *Hank* (NBC), ABC's *Shindig I* and *Shindig II*, *Convoy* (NBC) and *CBS Reports* (CBS). *Rawhide* at the top of this listing had a 12.7 rating, while the public affairs *CBS Reports* had a 4.81.)

Each of the networks reported it was close to decision making for schedule overhauls but no new plans were disclosed.

## The first Niensens

1. Bonanza (NBC)	31.1
2. Bewitched (ABC)	27.6
3. Gomer Pyle (CBS)	26.2
4. Dick Van Dyke (CBS)	24.7
5. Hogan's Heroes* (CBS)	24.6
6. Lucy Show (CBS)	24.3
7. Andy Griffith (CBS)	23.8
8. Green Acres* (CBS)	23.8
9. Shenandoah* (ABC)	23.7
10. F Troop* (ABC)	23.3
11. Red Skelton (CBS)	23
12. Get Smart* (NBC)	22.4
12. Man From U.N.C.L.E. (NBC)	22.4
14. Gilligan's Island (CBS)	22.3
15. Beverly Hillbillies (CBS)	21.6
15. The Fugitive (ABC)	21.6
17. Smothers Brothers* (CBS)	21.4
17. My Three Sons (CBS)	21.4
19. Saturday Movies* (NBC)	21.3
20. Flipper (NBC)	21.1
21. Run For Your Life* (NBC)	20.7
21. Peyton Place II (ABC)	20.7
23. McHale's Navy (ABC)	20.6
24. Dean Martin* (NBC)	20.5
25. Ed Sullivan (CBS)	20.4
26. The FBI* (ABC)	20.3
26. Lawrence Welk (ABC)	20.3
28. Don't Eat the Daisies* (NBC)	20.2
29. I Spy* (NBC)	20
30. Jesse James* (ABC)	19.8
31. I Dream of Jeannie* (NBC)	19.7
31. Petticoat Junction (CBS)	19.7
33. Hazel (CBS)	19.5
33. The Munsters (CBS)	19.5
35. Laredo* (NBC)	19.4
35. Peyton Place I (ABC)	19.4
37. Daniel Boone (NBC)	19.3
38. The Virginian (NBC)	19.2
38. Gunsmoke (CBS)	19.2
38. Walt Disney (NBC)	19.2

\*New show.

# Showdown on program form

Long-lived effort to revise report nears final action by FCC

The FCC this week begins what it hopes will be the final weeks of work in its drawn-out effort to devise a program-reporting form for television broadcasters.

The commission has before it for consideration a new working draft, prepared by the staff, which closely resembles the form adopted for radio in August (CLOSED CIRCUIT, Oct. 4). But that resemblance is no guarantee that the controversy which has surrounded the form-revising project since it was started more than five years ago will evaporate.

Few commissioners were satisfied with the radio document. Some, like Commissioner Kenneth A. Cox, felt it wouldn't provide sufficient information on programing and commercial practices, and went along with it only in the interest of reaching agreement "on something" which would be an improvement over the former, 30-year-old form. On the other hand, Commissioner Rosel H. Hyde was appalled by what he considered the radio form's potential for government censorship of programing.

**Some Changes** ■ Many broadcasters expressed similar concern over the detailed questions in the last TV form that was issued for comment, last year (BROADCASTING, April 27, 1964). Many of these questions have been dropped from the staff's proposed form, but probably not enough of them to ward off renewed charges of possible im-

proper government regulation.

One of the key questions in the staff's recommendation involves ascertainment of community needs for programing. It is identical with the one contained in the AM-FM form. It requires applicants to describe the methods used to determine needs, to report on the needs that will be served and to list the typical programs that will be carried to meet those needs.

And the staff's form would not, as would the last version of the form, require license-renewal applicants to report on their programing in three composite weeks, one for each year of the license period, with detailed descriptions of the programs mentioned.

Only one composite week would be reported on, as at present and as required in the AM-FM form. The staff borrows from the radio-form questions on the time that applicants devoted in the composite week, and intend to devote in a typical future week, to news, public affairs and all other programs exclusive of entertainment and sports.

The 14 categories on which applicants have had to report the percentages of time carried, and proposed to be carried, have long been missing from versions of the AM-FM and TV forms.

**Deeper Probing** ■ But then the TV proposal goes on to inquire more deeply into the public affairs and all other programs listed in the composite week. It asks for a description of them as well as their title, source, and category (agricultural, instructional, etc.), duration, the number of times of broadcast and (if designed for children) the age group for which they are intended.

The proposed form does not ask for similar information regarding proposed programing. But it does inquire into the source of news, entertainment and sports, and all other programs listed in the composite and proposed typical weeks. It asks whether they are locally produced, obtained by exchange with other stations or from networks,

or are recorded—as well as the segments of the day in which they are broadcast.

The form would also probe more deeply than does the radio form the applicant's efforts to involve the public in programing decisions. Added to a question lifted from the AM-FM form regarding typical programing carried to meet public needs is an inquiry as to which community leaders or groups were involved in the programs that were listed.

Another question asks for a description of the procedures used by applicants to consider complaints or suggestions from the public. But the form does not ask what programs were carried to meet such complaints and suggestions.

**Public Service** ■ There are also questions, lifted from a previous version of the TV form, that would reveal the applicant's willingness to present public-service programing. The form asks whether the applicant has a policy of carrying certain programs even if sponsorship is not available and if he has a policy of pre-empting regularly scheduled shows for special programs. Examples of such programs would be requested in the staff's proposed form.

Questions on commercial practices follow the lines of those in the AM-FM form. The applicant would be required to report on the amount of "commercial matter"—that is, network and nonnetwork continuity and spot announcements—broadcast, in terms both of hours and minutes and percentages of broadcast time.

The applicant would also have to report on the number of 60-minute segments in the composite week which contained various amounts of commercial matter—ranging from no minutes to eight minutes, to more than 16 minutes. The form would also ask applicants to report on the percentage of time they intended to devote to commercial matter between the hours of 6 a.m. and 11 p.m. and in "all hours." And it would ask the maximum amount of commercial matter to be carried in any 60-minute segment.

The staff document is stripped of references to program interruptions which had been in earlier versions of the form. The staff is said to feel that this use of the concept would present too many problems should they be defined to include public-service announcements, or program promotions as well as commercials. Furthermore, it's felt, if stations were required to note each interruption, there would be a strong inducement for broadcasters to pack half a dozen or more commercials and announcements into single interruption rather than spread them through an hour.

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## Color exchange

The five CBS-owned TV stations will cooperate in a five-part exchange series, *USA—Land of Color*, that will start in the spring of 1966. Each station will present a one-hour color special pointing up local points of interest, historical and modern, and after telecast the show will be exchanged among the stations. The series will join *Repertoire Workshop* and the Community Affairs Exchange as a cooperative venture of the owned outlets. The stations are WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

## Arbiter's decision is taken under study

The management of KFWB Los Angeles last week declined to comment on an arbitration decision ordering the station to put Joe Yocam, disc jockey at the station for 23 years back on the air and to pay him back salary from Jan. 24, when he left the station, to the date of his reinstatement.

Joseph Drilling, president of Crowell-Collier Broadcasting Corp., owner of KFWB Oakland-San Francisco and KQWB St. Paul-Minneapolis, as well as KFWB, said the decision is being studied by the company's attorneys and that no statement would be made until the study has been completed.

The ruling was issued by Edgar A. Jones Jr., professor of law at the University of California at Los Angeles, who served as impartial arbitrator in the proceedings between KFWB and the American Federation of Radio Artists, which instituted the action on behalf of Mr. Yocam, a member of the union's Los Angeles local.

In his review of the testimony, Prof. Jones contrasts the union's claim that Mr. Yocam was discharged because of his activities on behalf of AFTRA during the union's 1961 strike against KFWB (before the present management was appointed) with the station's assertion that he had left the station after his removal from his disc jockey position, declining to accept proffered posts on the station's news staff or as a public relations representative.

**Good Rationings** ■ "Realistically, Mr. Yocam's removal from his air spot

cannot be sustained by resort to 'poor ratings.' Actually, his ratings in the period involved showed up well relative to his competition. But what of the 'tired' Yocam sound heard by the new 1964 program director who had been a 1961 replacement disk jockey during the strike? [Don French, a 1961 program director at KFWB who returned to KFWB with other management personnel and served as a replacement for striking disk jockeys, became program director of KFWB in October 1964. He was expelled from AFTRA for conduct unbecoming a member and the union subsequently rejected his request for reinstatement of his membership.]

The arbitrator briskly dismisses AFTRA assertions that the settlement agreed to at the end of the 1961 strike makes it impossible for KFWB to discharge any employe involved in the strike. "Mr. Yocam has not been given a lifelong ticket to the KFWB air wave," he stated. "The union argument that management in 1961 totally surrendered its power to terminate any of the D.J.s named in the strike settlement agreement cannot withstand analysis. Suppose Mr. Yocam were to become a tippler whose tongue lisped thickly over commercials and stumbled through

unfunny jokes? It is unthinkable in this industry that such an entertainer could not immediately be replaced on the air. . ."

But he does not accept KFWB's claim that Mr. Yocam quit or resigned. "He was abruptly removed from the air. The option allegedly given him was vague at best."

## Ike says debates didn't defeat Nixon

Former President Dwight D. Eisenhower last week said that the "Great Debates" of the 1960 presidential political campaign were not the cause of the defeat of former Vice President Richard M. Nixon. Rather, the 75-year-old former chief executive said, "it was a whole series of things that Mr. Nixon had to overcome."

The televised debates, given credit for the victory for former President Kennedy by his biographers and by past members of his staff, were discussed by Mr. Eisenhower as he called Mr. Nixon's defeat his greatest political disappointment.

The statement was recorded by WOR New York for broadcast on the birthday of Mr. Eisenhower (Oct. 14).

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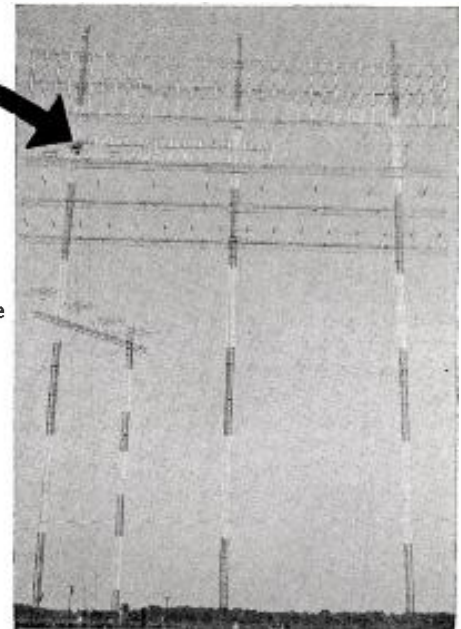
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# TV passes political examination

## Medium is praised at Fair Campaign Practices

### Committee conference for coverage of conventions and election campaigns

Television, described as the most dynamic force in political campaigning today, was put under microscopic scrutiny and came out with flying colors at a two-day conference on broadcasting and election campaigns, sponsored by the Fair Campaign Practices Committee, last week in Washington.

The medium was chided for not having more documentaries in its programming, but it was lauded for its coverage and its enlightenment of the American public on political matters and on the political personalities themselves.

Howard K. Smith, newscaster with ABC-TV Washington, set the stage for the ensuing discussions with his opening address in which he called broadcasting the medium "which can most vividly and absorbingly present the elements for making a choice."

**Service** ■ He called the half-hour news programs of television "a unique service to the democratic process." But he said that the decline of the television documentary program was "one of the sad developments of recent years" and he encouraged further use of this type of programming to make America's system work better, to draw attention to situations that should be remedied and, in political campaigns, to more clearly define the issues of the election for the voting public.

Mr. Smith charged that broadcasting has neglected its duty to the public in two major ways: in the decline of the television documentary as a method of enlightening the public on the serious issues confronting the nation today, and in the decline of radio as a means of making democracy more real.

However, he countered, "the world of politics has let down broadcasting" just as badly. He charged that speeches have remained uninspired and too long; that demonstrations (at the national conventions) are ridiculous and tiresome; that schedules are unpoliced and unobserved by the convention chairman, and that, on the whole, politicians are "guilty of boring people to death in a realm in which boredom means less effective democracy."

**Welcome** ■ Chairman E. William Henry of the FCC opened the meeting with a summation of the problems to be discussed by the conferees.

He said that although neither the

fairness doctrine or Section 315 of the Communications Act were sacrosanct, "improvement should be sought through reform and reshaping—not through repeal or abandonment."

The conference was addressed the first day by four panelists on the changes in television's political coverage since 1952.

The speakers, Tom Wicker, Washing-



Mr. Smith



Mr. Rogers



Mr. Bullitt



Mr. Goodman

ton bureau chief of the *New York Times*; Dr. Joseph T. Klapper, director of the office of social research, CBS; Dr. William B. Prendergast, research director of House Republican Conference and former research director of the Republican National Committee, and Kenneth P. O'Donnell, former special assistant to Presidents Kennedy and Johnson, discussed at some length the changes not only that the medium has made, but also the changes it has forced on the candidates and the campaigners.

Mr. Wicker stated that the very nature of television gives both impact and drama to a political broadcast, and that the most and the best of these broadcasts occur on nationally televised events with national figures. He felt that TV had increased the level of interest in not only the candidates, but also the races. But he found fault with some of the changes that television has

forced on the political scene.

Among these are the "placing of emphasis on things that are not important to the political well-being of the country," and the rise in importance of merchandising and production as an effective tool to conduct a campaign.

As for the television coverage of the national nominating conventions, Mr. Wicker said: "Television should adapt to the convention in its coverage, and not the convention to television."

**Persuasion** ■ Dr. Klapper said the audience for a political telecast would not be persuaded to vote differently than it had already planned, but that it would reinforce its viewpoint on the matter, retaining that which agreed with the viewer's point of view, and rejecting that which would tend to refute the viewpoint.

However, this in itself is noteworthy—reinforcement keeps the party in line, provides the viewer with propaganda he can use against the other party and keeps the potential voter interested enough to enter the polling station and cast that vote.

Dr. Prendergast commented on the ability of both radio and television to spur interest in the national issues and to identify the politicians with one side of the issue or another. He inquired why interviewers on TV programs did not ask the principal the "why" of a politician's stand?

**Politician's Image** ■ Mr. O'Donnell, appearing in place of Pierre Salinger, who could not attend, told the conference that the image of a political figure does not hold good unless the person can stand the test of time.

The evening session was addressed by Julian Goodson, executive vice president of NBC News; Representative Charles E. Goodell (R-N.Y.); Leon Brooks, vice president and general counsel of CBS; Henry Geller, FCC general counsel; Dr. Hyman Goldin, assistant chief of the Broadcast Bureau of the FCC, and Dr. Herbert E. Alexander, director of the Citizen's Research Foundation.

Mr. Goodman said that the art of television news reporting had advanced more in the 25 years since the advent of the medium than reporting in newspapers in the 500 years since the invention of the printing press. He explained this was not a criticism of



newspaper reporting, but an evaluation of achievements of broadcast reporters. And, he added, with the responsibility that TV journalism has achieved, "it deserves the same freedoms enjoyed by the press. Some of the regulation of broadcasting is necessary and is desirable. But some is not. Broadcasters have shown that they can be fair without legislation to prove it and Section 315 should be removed so that broadcasters will not be handicapped in full coverage of the candidates and the races."

Representative Goodell said that broadcasters do not avail themselves of all the avenues on which they can use Section 315. He said the documentary program has not been used enough to clarify the issues, to tell the people what the problems are and to bring new issues into adequate focus. He proposed that, rather than try to repeal Section 315 and the fairness doctrine, broadcasters should work to revise the law so that a workable formula might be derived.

**Not a Gift** ■ Mr. Brooks said that the free time given by the networks in 1960 was not a gift to the politicians; it was the journalistic function of the medium, a public service. He said that Section 315 was not installed for the candidates, but so the public would have the ability to hear all sides of an issue.

Mr. Geller said that the suspension led to greater coverage but that with the gain of journalistic coverage by repeal of Section 315, the noncensorship provision also would vanish, as well as the rule prohibiting broadcasters from charging premium prices for political time.

Drs. Goldin and Alexander addressed themselves to the problems of rising costs of campaign expenditures, particularly in the purchase of broadcast time. Both agreed that the problem is a major one, and that something should be done, but neither claimed to know the answer although several plans were mentioned. Among them: federal subsidy, tax benefits for donors, tax exemptions for donors.

**Censorship** ■ Discussion on the merits of the censorship clause of Section 315 followed the speeches. Mr. Goodman said that the exemption should not be allowed to the supporters of the candidates, due to libel laws which stations have to satisfy. Representative Goodell said that to discard the no censorship clause, would result in so many complexities that the law would not be workable. Mr. Brooks contended that there was "no reason for the no-censorship part. If the stations don't want the candidate's views, they can refuse him time on the air."

The second day of the conference dealt with problems of misuse of the



### Spotlight on Humphrey

While the vast majority of the news media swarmed over Bethesda (Md.) Naval hospital during President Johnson's gall bladder operation and confinement there, KYW-TV Philadelphia also focused on the man who temporarily was at the helm of the nation.

Marcia Rose (in photo), KYW-TV newscaster was granted an exclusive interview with Vice President Hubert H. Humphrey in Washington.

The interview provided the station with a five-part series on the life of the Vice President. The "number-two man" explained the specifics of the President's disability, the close relationship of the President and himself, his briefings by the President on domestic and foreign problems, and he stated his own views on the Vice Presidency and its effects on his personal life and family.

The series was telecast by KYW-TV Monday through Friday (Oct. 11-Oct. 15) as part of the evening newscast of the station.

airwaves to defame a politician or a public figure and with suggestions on how the medium could be used to better advantage of the politicians and the general public.

Morning speakers, Bruce L. Felkner, executive director of the FCPC; Albert J. Zack, director of public relations, AFL-CIO; Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee; John de J. Pemberton Jr. executive director of American Civil Liberties Union, and Noel E. Parmentel Jr., conservative writer and producer of documentaries, discussed the abuses and misuse of the media.

Mr. Felkner said that "any nine-year-

old child with a razor blade and some Scotch Tape can make a politician's voice do his own bidding," adding "I'm not so sure that we are far away from the time when the same can be done with video tape."

Mr. Zack addressed himself to the "right wing extremists broadcasts carried in the name of God, which should not be on the air because the public should not be subjected to the one-sided views of extremist groups." He advocated a reply in the rural areas by the local citizenry to counteract the views expressed in such broadcasts.

**Libel Problems** ■ Congressman Rogers said that the problems are closely associated with libel laws and mentioned the enactment of a federal libel statute since "broadcasts naturally transcend state lines and state laws are inadequate to cope with the problem." He said that name-calling by politicians is not new in politics, but the politician is much more likely to learn of what has been said about him now than ever before. He said that according to existing state libel laws and Supreme Court cases, the broadcaster does not have the right to say the same things that a newspaper can say and get away with. He said that the law must decide criminal or civil libel. And he asked why a candidate could say something without censorship that a station owner could not say in an editorial?

Mr. Pemberton said that the equal-time rule was not easily defended, and he said "there is no worse blow to freedom than to grant equal free time only to the two major political parties." He advanced the idea that neither governmental regulation, nor journalistic professionalism nor commercial competition has been adequate to keep unpopular ideas off the air.

But, he added, "there is a growing professional responsibility among broadcasters."

Mr. Parmentel charged that television documentaries are merely extensions of editorials and that television was commanded by a vast bureaucracy that would put the "Post Office Department to shame."

**Improvements Needed** ■ The afternoon session was devoted to ways in which the better use of the medium could be achieved. The speakers were Louis G. Cowan, director of the Morse Communications Research Center at Brandeis University, Rowland Evans, nationally syndicated columnist for the *New York Herald Tribune*, Stimson Bullitt, president of King Broadcasting Co. (KING-AM-FM-TV Seattle, and KREM-AM-FM-TV Spokane, both Washington, and KGW-AM-TV Portland, Ore.), and Dr. Stanley Kelley Jr., professor of politics, Princeton University.

Mr. Cowan spoke about the use of educational television and how, he feels,



if the audience were built up, political telecasts could be made in prime time with no worry about rearranging schedules or of network clearances.

Mr. Evans said that the television campaign is dynamic but that the dynamism of the candidate meeting the voter face-to-face could never be achieved by any type of broadcast. He lauded broadcasting for exposing the voters to the candidate they are against.

Access to the medium was of grave concern to Mr. Bullitt. He felt that TV sometimes has a tendency to exclude candidates of merit, in lieu of those who make better appearances before the camera, those who have more showmanship and those who have more money.

**A Subsidy** ■ He would like to see some type of subsidy given to the candidates, but he doubts any "best" way. He said that the free-time issue discriminates against the small broadcaster and favors the larger station because of the revenues and the comparative profit margins of the broadcast facilities.

Dr. Kelley stressed the need for renewing the debates and called them "the most mature and interesting discussions of issues in the political arena before or since." He cited the candidate's agreement on certain issues and the specific disagreements they had with each other as vastly beneficial to the voting public.

## Weaver-Treyz hope for start in July

The proposed Prime Network being organized by former TV network executives Sylvester (Pat) Weaver and Oliver Treyz was describing its operating plan to "a few select agencies" last week and setting out to firm programing plans in time for a one-night-a-week start next July.

Agencies were reluctant to give their reactions to the Sunday-night network concept although several had already seen presentations of the top-market network plan, among them Ted Bates & Co.

One agency man who talked with Mr. Treyz about Prime Network had this to say about it: "It's not really a network at all, but a syndication plan where advertisers have to be sought and signed before programs can be distributed and aired."

The new network's financial blueprint calls for annual revenues from advertisers of about \$20.8 million with sponsors committing themselves to a minimum 26-week buy of one minute per week at \$15,000 per minute.

**Wall Street Backing** ■ President of the organization, which has not yet been incorporated, would be Mr. Weaver, one-time chairman and president of the inoperative Subscription Television Inc. He would hold stock in the company but reportedly not a major amount. Main financing would come from a group of Wall Street backers.

Oliver Treyz, former ABC-TV president and currently president of his own representation firm, National Television Sales, would handle sales for the network, although he would hold neither officer's title nor stock in the organization.

Principals in the Prime Network were not prepared last week to disclose who their financial backers are, what stations would agree to carry their programs, or what compensation these stations would receive, what program talent they would line up, or which advertisers had expressed interest in the plan. Operation of the network would be through distribution of film programing rather than interconnected stations.

It was indicated that Prime Network would not be willing to attempt a start unless it could be assured advertiser-production company support for a full night's programing each week (7-11 p.m. Sunday).

One of the proposed network's basic sales points is that it would provide blue-chip sponsors with a way of strengthening their advertising schedules in the major markets where television

homes and customer buying power are concentrated.

In theory this would give the advertiser a way of correcting an imbalance of his effort which may weigh conventional network TV expenditure too heavily in less populated areas.

**\$15,000 a Minute** ■ According to Prime Network calculations, it will be able to offer a minute on its some 15 top market VHF affiliates for \$15,000. It estimates that the aggregate cost of 40-second spots bought in the same cities on network-owned or affiliated stations would be over \$18,000. Prime Network, characterized as a "Sunday supplement" for TV, would not be limited to 15 stations. In fact, it hopes to include about 20 stations eventually, some of them possibly UHF outlets.

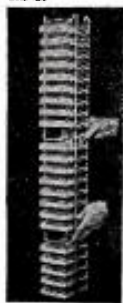
According to one of the new network's architects, the plan will succeed or fail on its ability to swing its programing arrangements. The idea is to present big name talent in comedy formats. This programing would be competing with fare of the three major networks on a night when they are light in comedy and when sets-in-use are at a weekly peak. As planned, each of the Sunday night series would have 32 original segments and 20 of these would be run as repeats to round out the programing year.

Programing would be provided on a coproduction basis between Prime Network and independent production companies. The network plan calls for an average outlay of \$50,000 a half hour in production costs but anticipates production costs of \$70,000 per half hour, the production cost of a comparable network vehicle. The difference would be made up by the production company in first-run syndication of the programs beyond the markets where Prime Network will have outlets.

**What Stations?** ■ A New York outlet for the projected network would be a vital ingredient. Spokesmen for both WOR-TV and WNEW-TV, which are independents, said they had not been approached by any of the principals of

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the proposed network. A representative of WPIX(TV) New York, another independent station, said that station executives had been in discussions with Mr. Treyz and Mr. Weaver, but added that no decision has been reached.

Cities mentioned as areas where Prime Network is seeking affiliations in addition to New York are Los Angeles, Chicago, Detroit, San Francisco, St. Louis, Washington, Seattle, Portland, Indianapolis, Denver, Dallas, Phoenix, Miami and Minneapolis-St. Paul.

## Ban on 'confession' in crime news suggested

A recommendation that police and newsmen refrain from using the word "confession" in connection with a statement attributed to a person who has been arrested was proposed last week by the Kentucky Broadcasters Association at its fall meeting in Louisville (Oct. 12-13).

A set of principles, developed by a KBA committee, says prior police records of those arrested should not be used unless the public interest demands it in unusual cases. The committee noted that such records are inadmissible as evidence except under unusual conditions.

The subject of trials, courts and news was also discussed by the luncheon speaker, Theodore Koop, vice president, CBS Washington. Mr. Koop told the broadcasters that the day is coming when TV and radio will gain access to the courts. However, he said the road to the courts would be filled with obstacles presented by bar associations, large and small.

The KBA board also adopted a resolution urging the governor to take immediate steps to implement the Kentucky Educational TV Network. The network was authorized in 1962 but no money has been approved for it.

## Metromedia plans Sahl in discussion series

Satirist Mort Sahl has been signed by Metromedia's WNEW-TV New York, to be host of a weekly open-end discussion program, *People*. The program is scheduled to begin in a prime-time period Saturday evenings at a date to be selected in November. Tentative plans are for Metromedia to syndicate *People* to its other stations, including Metromedia outlets.

Under the format, Mr. Sahl will encourage guests from a variety of fields to participate in "no holds barred" discussions of "often controversial" subjects.

BROADCASTING, October 18, 1965

## Self-regulation on crime news urged

A call for voluntary self-restraint on the part of news media and police, lawyers and courts was made by four out of five participants in a discussion of *Fair Trial vs. Free Press*, published last week by the Center for the Study of Democratic Institutions, Santa Barbara, Calif.

Those holding the view that voluntary guidelines are more effective than the passage of any laws were Donald H. McGannon, Westinghouse Broadcasting Co.; Alfred Friendly, *Washington Post*; Gene Blake, *Los Angeles Times*, and William H. Parker, chief of police, Los Angeles.

Calling for legal restraints on the publication or dissemination of any material that might prejudice a defendant's right to a fair trial was Zelman Cowen, dean of the law school of the University of Melbourne, Australia.

In discussing the aftermath of the Kennedy assassination in Dallas, Mr. McGannon noted that newspaper and broadcast newsmen in the Police and Courts building at the time Lee Oswald was being interrogated were disobeying no police regulation. In fact, he said, they

were reporting no facts "except those given them by Dallas officials.

"It seems too severe," he added, "to claim that newsmen who will understandably take any story given them in such circumstances, should be burdened with the awesome responsibility for those awful events."

Mr. Friendly asked whether it was a proven fact that pre-trial publicity influenced potential jurors. He suggested that a study would show few occasions when this is true; in any event, the trend is now toward a more responsible press (including radio and TV).

Not only news media are guilty of actions prejudicial to a fair trial, the Washington editor stated: "The poisoning of the wellsprings of justice in most cases . . . is done by the police and the courts through statements to the press by the arresting officers, by the prosecuting attorney, by the hangers-on and henchmen of the court."

Mr. Blake criticized television news coverage of criminal cases. Newspapers, he said, have learned how to be responsible. Television is learning this lesson, he said, although equipment and technical men are still a problem.

## Ads permitted, but 'Anatomy' can't be cut

The New York State Supreme Court last week ruled that the Otto Preminger motion picture, "Anatomy of a Murder," can be shown on TV with commercial interruptions.

Mr. Preminger had instituted the suit against Columbia Pictures and the TV distributor, Screen Gems, to prevent the

film from being carried on TV with commercials and in an edited form. Mr. Preminger had contended that the artistic values of the film would be lowered if his conditions were not met (BROADCASTING, Oct. 11).

The court, however, directed Columbia Pictures and Screen Gems not to make any cuts in the film, which runs about three hours with commercials. It was scheduled to be carried on various stations over the past weekend in an uncut form.

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An arrival in London.

## Round trip to history in the making

### WESTINGHOUSE FIGURES A SUBLIMINAL WAY TO SELL TIME

The Westinghouse Broadcasting Co. put out about \$100,000 worth of bait last week in hopes of catching several million dollars worth of business for its two all-news radio stations.

It took 85 big-spending media buyers to London and back for a cram course in British politics, Common Market economics and Westinghouse enterprise. The last soaked in whether the others did or not.

The expedition was a pitch without a pitch. In an exhausting schedule of talks, panels and presentations, not one word was said about the true purpose of the trip: to sell time on WINS New York and KYW Philadelphia. Westinghouse called it "Forecast 1966—Europe in Perspective," and it rounded up some of Britain's brightest minds to brief the U. S. agency delegation. All the talk was about European politics and business, with an occasional digression to global affairs. But the U. S. delegation got the point: Westinghouse is in the news business.

The cast that Westinghouse assembled to mesmerize its customers ranged from the leader of Her Majesty's Loyal Opposition to the defense minister of the Labor government, from Britain's reigning wit, Malcolm Muggeridge, to the director of external affairs of the Common Market. Between appearances of the undeniably illustrious, Westinghouse trotted out its own correspondents. In the reflected light of the company surrounding them, they looked a little larger than life.

"This is not a junket," said Donald H. McGannon, president and chairman of the board of Westinghouse Broadcasting, when he addressed his guests at dinner the night of their London ar-

rival. The schedule of events emphasized his point.

At 9:15 the next morning an economist was served with breakfast, and the diet never got lighter for two days. The sites were moved, from the Grosvenor House to the Dorchester to the Mayfair theater to Claridge's, to vary the scenery and the menus, but everywhere there was heavy talk that was eminently worth repeating in reports to top management when the travelers got home.

The party left New York aboard a chartered SAS jet at 8 p.m. Saturday, Oct. 9 and returned by the same means four days later almost to the hour.

In London guests were housed in the Grosvenor House and conveyed from place to place by chartered bus. On the

one night, Tuesday, when no business was scheduled, Westinghouse took everybody to see Ingrid Bergman's hit show, "A Month in the Country," and afterward to the Savoy for supper and entertainment by singer Annie Ross and satirist David Frost.

It was a flawless movement, except for one event. Herbert Zeltner, senior vice president and media director of Lennen & Newell, ventured into a Piccadilly comfort station where he was robbed at knife point of his watch, a \$70 knit suit he had just bought at Burberry's for his wife and the \$6 cash he had left in his pocket.

But not even that was a total loss. The next day the police caught the thief. Mr. Zeltner got the suit back.



Discussing Russia and China at Tuesday morning session were the members of this panel: Erwin Canham, editor of the 'Cristian Science Monitor' and commentator for Westing-

house stations; Walter Z. Laqueur, editor of 'The Survey'; Rod MacLeish, chief foreign correspondent for Westinghouse, and Roderick MacFarquhar, editor of 'The China Quarterly.'





Malcolm Muggeridge, one time editor of Britain's humor magazine, 'Punch,' and now a critic and frequent commentator on British TV, spoke at Sunday luncheon, the opening event.



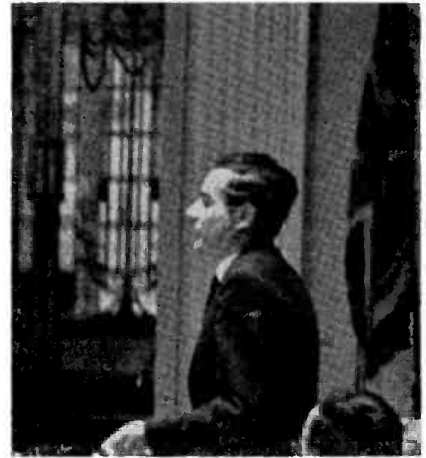
Liveried waiters served dinner Sunday at Duke of Bedford's country estate which is open to the public, for a fee. Guests said the service was better than the grouse.



Axel Herbst, director general of external affairs of the Common Market, flew in from his Brussels headquarters to brief the U. S. agency executives in London.



Edward R. G. Heath, leader of England's Conservative party, summarized the opposition's policies and the strategies it will use in efforts to return to power.



Alastair Burnett, editor of 'The Economist' and political commentator on the commercial television system appraised the British economy at breakfast Monday.



Iain MacLeod, prominent Conservative, former minister and leader of the House of Commons, described the differences between his party's views and those of the Liberals.



There were some short breaks, and one was put to advantage in a nearby pub by (l-r) Frank J. Gromer Jr., vice president and director of marketing services, Foote, Cone & Belding; Mark

F. Byrne, vice president-media planning, William Esty Co., and Blair Vedder, vice president of media and broadcast programming, Needham, Harper & Steers.

**CONTINUED**

The Westinghouse subliminal sell CONTINUED



Nigel Rogers, media director of S. H. Benson Ltd., was one of several London agency executives who made a presentation on British advertising and media in an afternoon session

Tuesday. Afterward the Institute of Practitioners in Advertising, England's counterpart of the American Association of Advertising Agencies, was host for cocktails.



Lord Boothby, author and frequent participant in radio-TV forum shows, spoke at Wednesday luncheon. Donald McGannon, president of Westinghouse stations, is at left.



England's minister of defense, Denis W. Healey, was the principal speaker at Tuesday dinner meeting. He put the government's position before the Westinghouse conference. At left in picture is Paul Adorian, managing director of Rediffusion Television, one of Britain's leading commercial TV program firms and host at the dinner.



Lord Hill of Luton (l), chairman of the Independent Television Authority, had a drink with Joel Chaseman, general manager of WINS New York (center); Carl Rowan, Westinghouse commentator and former director of the United States Information Agency (r), and Marie Torre, reporter for KDKA-TV Pittsburgh.



John Hobson (r), of Hobson, Bates & Partners, the British subsidiary of America's Ted Bates Co., and president of the Institute of Practitioners in Advertising, talked television with A. W. (Bink) Dannenbaum Jr. (l), senior vice president-marketing, planning and development, Westinghouse, and Larry Israel, executive vice president, WBC.



During the eight-hour flight back to New York Beryl Seidenberg, vice president and media director of Smith/Greenland, New York, took a nap which must have been enlivened by the stewardesses. While she dozed they served cocktails, dinner, wines, liqueurs, after-dinner drinks, pre-snack cocktails, sandwiches and beer, in that order.

## Storer earnings up for nine months

The first financial report by Storer Broadcasting Co. reflecting its acquisition of Northeast Airlines Inc. on July 30 was presented last week.

For the third quarter of this year, Storer reported net operating earnings of \$1,368,982 (67 cents a share) compared with \$1,371,398 (68 cents a share) for the same period last year. Included in the third quarter report is an interest charge of \$134,352 net after taxes on borrowings to finance the Northeast Airlines purchase. Third quarter earnings by Northeast Airlines are not yet available and are not reflected in the Storer report.

For the nine months of the year, Storer's net operating earnings increased. Its net earnings for the period included a nonrecurring gain of over \$1.5 million on the sale of the stock in Standard Tube Co. earlier this year.

Nine months ended Sept. 30:

	1965	1964
Earned per share	\$3.37	\$2.46
Gross operating revenues	33,080,168	31,226,458
Net operating earnings	5,367,867	4,956,611
Non-recurring gain	1,524,885	—
Net earnings	6,892,752	4,956,611
Shares outstanding	2,047,263	2,018,096

## Metromedia's 3d quarter up 16% over last year

Metromedia issued a third-quarter statement last week showing record sales and net income with per share earnings up 16% over the same 1964 period.

Earnings for the third quarter alone were ahead of their 1964 level by 46%. John W. Kluge, board chairman and president, said the earnings increase had been achieved despite higher depreciation costs. He cited lower operating expenses in Metromedia's television and outdoor advertising divisions as reasons for the gains.

For the 39 weeks ended Oct. 3:

	1965	1964
Earned per share	\$1.73	\$1.49
Gross revenues	74,372,720	67,597,581
Net income	3,654,198	2,931,231
Cash flow	9,435,613	7,673,720

## Official Films in red for fiscal year

Official Films Inc., Ridgefield, N. J., reported a sharp drop in sales for the fiscal year ended June 30. New management, however, taking over for the second half reduced six-month losses

to \$49,276 compared to \$116,618 during the first half, according to Louis C. Lerner, president and chairman of the board. He added that Official Films is now seeking to improve its situation by acquiring new films for TV and theatrical releases, establishing a Hollywood-based production division, and developing new ties in Europe.

Twelve months ended June 30:

	1965	1964
Net earnings per share (loss)	(\$0.07)	\$0.07
Net sales	929,919	2,316,602
Other incomes	31,435	32,244
Net revenues	961,354	2,348,846
Costs and expenses	1,304,248	2,056,920
Income (loss) before taxes on income	(342,894)	291,926
Net income (loss)	(165,894)	161,926

## Cox net up 42% in nine months

Cox Broadcasting Corp. increased its consolidated net income by 42% and its operating revenues by 41% for the nine months ended Sept. 30, J. Leonard Reinsch, president, reported last week.

Mr. Reinsch said the increases reflect higher levels of operation in all Cox properties, with WUC-TV Pittsburgh, which Cox acquired Dec. 1, 1964, contributing significantly to operating results this year. Mr. Reinsch noted that color television has had "a most favorable impact" on the industry in general.

Commenting on the fact that the nine-month figures contain a deduction for amortization of network contracts, the CBC president reported that a favorable tax court ruling permitting this deduction has been reversed by a federal appeals court (BROADCASTING, Aug. 23), and that upon year-end audit the deduction may be eliminated. "This could result in a commensurate increase in earnings," Mr. Reinsch stated, "equal to 9 cents a share on an annual basis."

CBC ranks sixth in size in the community antenna television industry, Mr. Reinsch said. It has CATV systems in 20 communities and serves 35,000 subscribers in Pennsylvania, Ohio, Washington, Oregon and California, with microwave service in Illinois and Indiana. CBC recently filed applications for CATV franchises in Columbus, Indiana, and Lima, Ohio, he noted.

Cox owns five radio-TV stations in Atlanta; Dayton, Ohio; Charlotte, N. C.; Miami, Fla.; San Francisco, and Pittsburgh.

Nine months ended Sept. 30:

	1965	1964
Earned per share	\$1.13	\$0.89
Operating revenues	21,336,082	15,129,387
Consolidated net income	2,989,627	2,110,189
Shares outstanding	2,654,270	2,363,000

## Capital Cities having banner year

Capital Cities Broadcasting Corp., New York, reported its third quarter profits up 110% and its nine-month profits 69% ahead of last year.

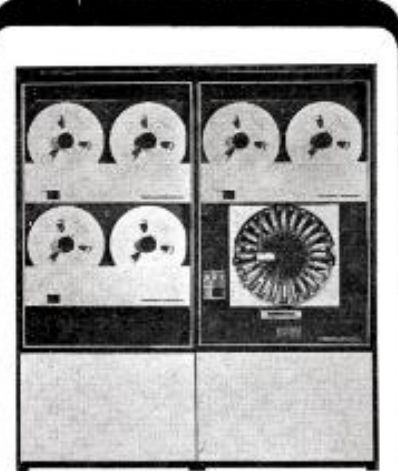
Gains were reflected, according to Frank M. Smith, chairman, in the operations of WJR-AM-FM Detroit and WSAZ-AM-TV Huntington - Charleston, W.Va., both purchased on Sept. 9, 1964. The company's long-term debt of \$6 million has been paid, he said.

Nine months ended Sept. 30:

	1965	1964
Earnings per share	\$ 2.19	\$ 1.29
Net broadcasting income	20,161,540	13,502,556
Operating profit before depreciation	8,553,489	5,388,248
Operating profit	7,233,887	4,460,496
Income before taxes	5,957,581	3,648,943
Net income	2,986,011	1,762,503

## RKO General up 17%

RKO General registered earnings 17% greater than in 1964, General Tire & Rubber has reported in disclosing its nine-month financial revenues



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and earnings. Net income of RKO General and its consolidated subsidiaries for the nine months ended Aug. 31 totaled \$6,232,252 for this year, compared with \$5,326,310 in 1964.

## Columbia Pictures' earnings down

The earnings of Columbia Pictures Corp., New York, for the year ended last June 26 declined more than \$1 million as compared to the similar period a year previous. Columbia said the results were 'adversely affected by the disappointing showing of several relatively high cost pictures.'

Fiscal year ended June 26:

	1965	1964
Earned per share	\$1.02	\$1.84
Revenues	140,600,000	145,275,000
Net before income taxes	4,292,000	4,719,000
Income taxes	2,268,000	1,565,000
Net income	2,024,000	3,154,000*
Shares outstanding	1,808,766	1,808,766

\*After special inventory writeoff of \$1.1 million.

## Entron Inc. has 300% increase in net earnings

Entron Inc., Silver Spring, Md., manufacturer of community antenna equipment, reached new highs in revenues and income for the six months ended Aug. 31, R. J. McGeehan, president, announced last week.

Six months ended Aug. 31:

	1965	1964
Earned per share	\$ 0.31	\$ 0.08
Net sales	1,717,443	980,886
Income before taxes	194,364	57,472
Provision for income taxes	98,348	44,900
Net income	96,016	22,572

## Plough has highest earnings in its history

Highest nine-month sales and earnings in the company's history is what Plough Inc., Nashville-based pharmaceutical company with radio station holdings, called its financial position in

issuing figures last week. There were no references to the broadcast division.

Nine months ended Sept. 30:

	1965	1964
Earned per share	\$1.72	\$1.41
Net sales	50,400,000	45,250,000
Income before taxes	8,700,000	7,440,000
Federal and foreign income taxes	3,900,000	3,570,000
Net income	4,800,000	3,870,000
Shares outstanding	2,782,836	2,744,056

## Taft has 49% increase in second quarter

Taft Broadcasting Co., Cincinnati, announced an increase of 49% in net income for the second fiscal quarter ended Sept. 30, according to Hulbert Taft Jr., chairman of the board. Income for the first six months increased 41% he reported. Directors declared a quarterly dividend of 10 cents a share payable Dec. 14 to stockholders of record on Nov. 15.

Six months ended Sept. 30:

	1965	1964
Earnings per share	\$ 0.82	\$ 0.58
Income before taxes	5,246,830	3,891,142
Net income	2,682,995	1,901,765

## FATES & FORTUNES

### BROADCAST ADVERTISING



Dr. Lipstein

Dr. Benjamin Lipstein, VP, senior associate director of information management, and director of information systems at Benton & Bowles, New York, appointed VP, director of research and information services, Sullivan, Stauffer, Colwell & Bayles, that city.

Joel Samuelson, assistant sales manager of Metromedia's WIP-AM-FM Phila-

delphia, named sales manager. He succeeds Robert Mounty, who becomes VP and sales manager of WNEW-AM-FM New York, also Metromedia (BROADCASTING, Sept. 27).

Larry Cugini, account supervisor, McCann-Erickson, Atlanta, appointed manager, field service group division, Communications Affiliates Inc., part of Interpublic group.

Sidney H. Lawrence, with Grey Advertising, New York, and Larry Levinson, account executive with Doyle Dane Bernbach, that city, join Smith/Greenland Co., there, as account super-

visors. William H. Whittemore, at Gardner Advertising, New York, and Guy R. C. Hence, advertising supervisor with Wilkinson Sword Inc., that city, named account executives at Smith/Greenland.

Robert A. Hilton, board member at Tatham-Laird & Kudner, New York, named management director, and will also handle General Telephone & Electronics account.

Robert Nash, former VP and creative director of Compton Advertising, Chicago, joins Sieber & McIntyre, there, as creative director.

Martin Stern, associate research director, and Robert Varian, account supervisor, both New York, Patrick O'Brien and Wayne Fickinger, account supervisors, and Burton Loken, PR director, Chicago, Hugh Sutherland, account supervisor, Los Angeles, all with J. Walter Thompson Co. elected VP's in those cities.



Mr. Patt

Robert G. Patt, veteran sales promotion and marketing executive, named to newly created post of director of marketing and sales promotion at Avery-Knodel, New York. Alfred J. Larson, executive with A-K, named manager of sales development for TV, and Edward W. Lier, promoted to assistant sales manager for TV.

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WSTV-TV-AM-FM Steubenville, WRCB-TV Chattanooga, WRDW-TV Augusta, WRQC-TV-AM-FM Rochester  
WJKS-TV Jacksonville, WPIT-AM-FM Pittsburgh, WWOL Buffalo, WRCP Philadelphia



**Donald E. Booth**, senior VP with Ted Bates & Co., New York, named associate creative director.



Mr. Gurbarg

**Malcolm R. Gurbarg**, assistant creative director with Ketchum, MacLeod & Grove, Pittsburgh, elected VP.

**Walter Martin**, senior art director with Venet Advertising, New York, joins Frank B. Sawdon Inc., that city, as VP and art director.

**William R. Miller**, senior art director of Earle Ludgin & Co., Chicago, named VP.

**James J. Jordan**, VP and associate creative director with BBDO, New York, becomes creative director. **John F. Bergin**, VP and creative director, there, becomes chairman of agency's creative plans board with responsibility for creative work of regional offices. Realignment follows resignation of **Robert L. Foreman** (see page 107). **George Frederic (Fritz) Riegel Jr.**, account group head, and **Robert A. Wachslar**, senior associate director of research, of BBDO, New York, named VP's.

**Lawrence J. Pollock**, sales manager of WTEN(TV) Albany, N. Y., named general sales manager of WKBW-TV Buffalo, N. Y. Both stations are owned by Capital Cities Broadcasting Corp.



Mr. Pollock

**Tom Burkhart**, general sales manager at WLOS-TV Asheville, N. C., appointed assistant to VP while retaining other duties.

**Edward Carter**, account executive at Houghton Advertising Agency, Philadelphia, named advertising and sales promotion director at WIP-AM-FM, that city.



Mr. Roos

**James P. Roos**, account supervisor at Needham, Harper & Steers, Chicago, elected VP.

**Frank Browne**, mid-western manager of National Television Sales, Chicago, and **J. Richardson Loughrin**, western manager for NTS, Los Angeles, elected VP's.

**Lew Witz**, formerly midwest radio sales manager for Westinghouse Broadcasting Co., joins ABC's WBKB-TV Chicago as account executive replacing **Mike Corken** who moves to ABC Tele-

vision Spot Sales, New York.

**Edward A. Kobza**, media supervisor at Ted Bates & Co., New York, joins radio division of Edward Petry & Co., that city, as account executive.

**Robert A. Stuart**, account executive with Television Advertising Representatives, New York, named assistant sales manager at KP1X(TV) San Francisco.

**Warren E. Albright**, with Grey Advertising, New York, joins Cunningham & Walsh, that city, as account executive.



Mr. Accola Jr.

**A. John Accola Jr.**, account executive at Chirurg & Cairns, New York, named VP-account service. **Charles W. Reinhart**, account executive at C&C, appointed to new post of assistant to executive VP.

**David Howorth**, account executive at KACL Santa Barbara, Calif., named sales manager.

**Douglas W. Jamieson**, formerly with Quaker Oats Co., Chicago, joins Edward H. Weiss & Co., that city, as account executive.

**Dresser Dahlstead**, associate producer at Ralph Edwards Productions, Los Angeles, named account executive for Joe Leighton & Associates, Hollywood. **Frances Hynds**, account executive with Leighton, opens own office, Fran Hynds Public Relations, 3923 West 6th Street, Los Angeles. Phone: 386-3384.

**Gary Lewis**, appointed account executive with Robert E. Eastman & Co., Detroit.

**George W. Kruchko**, copy chief with Lilienfeld & Co., Chicago, joins Young & Rubicam, that city, as copywriter.

**Dale Landsman**, art supervisor at Needham, Harper & Steers, Chicago, promoted to executive art director.

**Chester L. Sailor**, with Henderson Advertising, Greenville, S. C., joins Clinton E. Frank Inc., Chicago, as art director.

**M. Edward Gonser**, named merchandising manager at KFRC-AM-FM, San Francisco.

**Daniel W. Kristofek**, formerly with N. W. Ayer & Son, Chicago, joins Post-Keyes-Gardner, there, as art director.

**Patricia McBride**, with WBBM-TV Chicago, promoted to sales traffic manager.

## THE MEDIA

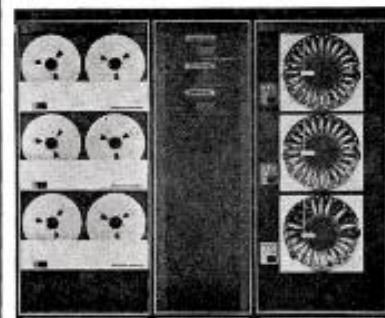
**Jack Burke**, account executive with Metro Radio Sales, Chicago, joins



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WNUS, that city, as general manager. He succeeds **Jack Fiedler**, who joins McLendon Corp., Dallas, owner of station.

**Arthur Levine**, sales manager of WMID Atlantic City, N. J., appointed manager.

**Kenneth M. Johnson**, VP of Capital Cities Broadcasting Corp., New York, named general manager of WTEN(TV) Vail Mills-Albany, N. Y., owned by Capital Cities.



Mr. Johnson

**Wilfred C. (Bud) Prather**, director of technical operations at WMAQ-AM-TV Chicago, appointed station manager of WMAQ-TV. He succeeds **Robert Lemon**, now NBC VP and general manager of WMAQ-AM-TV.



Mr. Vogt

**William H. Vogt**, VP-general sales manager of WDAS Philadelphia, named general manager of WIBF Broadcasting Co. (WIEF[FM]-TV) Jenkintown, Pa.

**Clyde Keathley**, director of agricultural services with WRFD-AM-FM Columbus-Worthington, Ohio, promoted to operations manager, retaining previous duties.

**Bob Jones**, station manager/sales manager, and **Dorothy Davis Gundersen**, assistant manager, of KIST Santa Barbara, Calif., both named VP's of Western States Radio, KIST licensee.

**George Dooley**, station manager with WTHS-TV Miami educational station, named executive VP of Community Television Foundation of South Florida Inc.

**Robert S. Kieve**, VP and general manager of WBBF-AM-FM Rochester, N. Y., elected chairman of Association

of Independent Metropolitan Stations. **R. C. Embry**, VP and general manager at WITH Baltimore, elected vice chairman.

**William McDowell**, account executive with Blair Radio, Los Angeles, appointed general manager of XTRA Tijuana, Mexico, Los Angeles sales office. He succeeds **Homer Odom**, made national sales manager of the the McLendon stations, owner of XTRA (BROADCASTING, Oct. 4).

**Harrison W. H. Eagles**, operations manager at KACL Santa Barbara, Calif., named station manager.

**Ralph W. Beaudin**, president of WLS Chicago, reelected president of Illinois Broadcasters Association for 1965-66. Other new IBA officers include: **D. Thomas Miller**, WBKB-TV Chicago, VP-television; **Robert Meskill**, WKID Urbana, VP-radio, and **Milburn Stuckwisch**, WTIM Taylorville, secretary-treasurer.

**Henry J. Behre Jr.**, WERA Plainfield, elected president of New Jersey Broadcasters Association. **Douglas Warren**, WCAM Camden, elected VP.

**Cecil Woodland**, general manager of WEJL Scranton, Pa., will serve as acting general manager of Semit Cable TV Co., that city. Both WEJL and Semit are owned by *Scranton Times*. **Hugh J. Connor**, program and sales manager of WEJL, named station manager.



Mr. Wiseman

as sales manager.

**John Noonan**, general accountant with ABC Inc., New York, promoted to chief accountant of broadcasting division.

**Richard Merkle**, accountant with ABC, named assistant chief accountant.

## PROGRAMING

**Larry G. Spangler**, account executive with WBC Program Sales, New York, division of Westinghouse Broadcasting Co., named to newly created post of district sales manager.

**John C. Hierlihy**, sales manager with Four Star Television International, New York, named director of foreign sales at Four Star International Inc., that city. **Anthony D. Thomopoulos**, manager of sales administration at Four Star Television International, named director of administration for Four Star International.

**Walter W. Weismann**, president and chairman of Aetna Industrial Corp., New York, elected director of Trans-Lux Corp., that city.

**Dick Romaine**, eastern sales manager for Medallion TV Enterprises, New York, appointed western sales manager for Embassy Pictures, television division. He succeeds **Jerry Lee**, who resigns.

**William Peters**, program director of WBEN-AM-FM Buffalo, N. Y., named program director at WBEN-TV. **Howard McEwan**, producer at WBEN-TV, appointed executive producer.

**Richard Bradley** of wsoc-TV Charlotte, N. C., named as head of programming at wsoc-FM.

**Walter P. Sheppard**, assistant director of broadcasting at wBUR(FM) Boston, joins WRVR(FM) New York as program director.

**Tony Bond**, production manager at KACL Santa Barbara, Calif., named program director.

**Stephen M. Kelley**, assistant producer for Nova Studios Inc., New York, named production manager of Marathon International Productions Inc., that city.

**William F. Snyder**, with WHEN-AM-TV Syracuse, N. Y., joins WCNY-TV educational station, that city, as production assistant and head of program development.

**John G. Collins**, assistant director of advertising and publicity of Continental division of Walter Reade-Sterling Inc., New York, appointed director of advertising and publicity of Walter Reade-Sterling TV division.

**David Brenner**, producer-writer for WBBM-TV Chicago, named writer-producer-director in public affairs department at KYW-TV Philadelphia.

**Earl Goodrick**, production manager for KBTv(TV) Denver, named producer-director at KETv(TV) Omaha.

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**Ken Reeth**, named program director of WAMO-AM-FM Pittsburgh.

**Leon Lewis**, writer with WCBS-AM-FM news, New York, named director of programing and special events, WLIB-AM-FM, that city.

**Charlie Swift**, sportscaster at WIP-AM-FM Philadelphia, named sports director.

**Chuck Benedict**, in sports department of KLAC-AM-FM Los Angeles, named sports director.

## NEWS

**Don Decker**, with WGY-WRGB(TV) Albany-Schenectady, N. Y., named president of Capital News Broadcasters Association, Albany, succeeding **Herb Kaye** of WAST(TV), that city. **George Le Zotte**, with WTEN(TV) Vail Mills-Albany, named VP, and **Art Wall**, at WAST(TV), named secretary-treasurer.

**Paul F. Judson Jr.**, on news staff of WPTF-AM-FM Raleigh, N. C., promoted to news director. He succeeds **Keith R. Hundley**, who resigns.

**Stephen B. Young**, reader-writer-editor, on afternoon news desk at WICC Bridgeport, Conn., appointed news director.

**Norman Kay**, news director of WCHA Chambersburg, Pa., named news editor at WDBJ-AM-FM Roanoke, Va.

## EQUIPMENT & ENGINEERING

**Charles O. Rick**, with technical department of KXOK St. Louis, named chief engineer of KATZ, that city.

**John Bryant**, technical sales representative in California area for Ameco, Phoenix, named manager of component sales.

**Edward J. McGuinness**, national account executive of Stromberg-Carlson Corp., Rochester, N. Y., appointed program manager of newly created community antenna television department (BROADCASTING, Sept. 20). **F. Leo Gran-**

**ger**, chief sales engineer-CATV, and **Frank N. Verni**, chief service engineer-CATV, will work with Mr. McGuinness.



Mr. Sload

**Robert Q. Sload**, manager of California division of Dresser-Ideco, Los Angeles, division of Dresser Industries Inc., appointed broadcast market manager at Columbus, Ohio office. **Thomas W. Singell**, sales and contract administrator of Dresser-Ideco, Columbus, named to newly created position of military communications market manager. Also **David Wheeler**, assistant controller, there, appointed treasurer-controller, succeeding **Ray W. Gawronski**, named controller of Dresser's Pacific Pumps Division, Huntington Park, Calif. **James F. Smith**, appointed sales and contract administrator for Dresser-Ideco, Columbus.

**Jerome S. Beck**, joins engineering staff of WHN New York.

## FANFARE

**Paul Martin**, head of promotion department at *Washington Star*, joins WFIL-AM-FM-TV Philadelphia, as promotion manager.

**Gene Godt**, formerly with WKYC Cleveland, named promotion director of WJW-TV, that city.

## ALLIED FIELDS

**Richard M. Schmidt Jr.**, Denver lawyer and onetime editor, sports announcer and promotion manager with former KMYR Denver, named general counsel of U.S. Information Agency.

**Lois Siegel**, attorney in transfer branch, FCC's Broadcast Bureau, has joined Washington law firm of Haley, Bader & Potts.

**C. Hoyt Price**, career foreign service officer, named director of Office of Tele-

communications at U.S. State Department, as part of reorganization of that unit. **Thomas E. Nelson**, assistant chief of former telecommunications division, named advisor to director.

**Philip Mazur**, account executive with American Research Bureau, Chicago, named southern service manager, moving to New York office.

**George H. Baker**, writer-photographer at Navy's Bureau of Yards and Docks, Washington, named head of radio, television and motion picture department of Navy Recruiting Aids Division, that city.

## INTERNATIONAL

**Robert L. Foreman**, executive VP in charge of creative services for BBDO, resigns to form his own International Advertising Consultancy Company with headquarters in New York and offices in London, Geneva, Frankfurt and Milan-Verona (see page 105).

**Jack Philips**, with Erwin Wasey Ltd., London, joins Dorland Advertising Ltd., that city, as group marketing executive.

**Nigel Rogers**, media director of S. H. Benson Ltd, London, appointed managing director of British Bureau of Television Advertising there.

**Brian Waldron**, associate director in



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client service at Young & Rubicam Ltd., London, joins S. H. Benson Ltd., that city, as account director.

Iain Macdonald, press and PR officer at Grampian Television Ltd., Aberdeen, Scotland, joins Rediffusion Television Ltd., London, as head of program promotion.

John MacDonald, head of commercial production for TV, cinema and radio at W. D. and H. O. Wills Ltd., Sydney, Australia, appointed television manager of Notley Advertising Ltd., London.

Roy Davis, art director with London Press Exchange, joins Central Advertising Services Ltd., that city, as creative director. John Milligan, senior copywriter with Arks Publicity Ltd., there, joins Central Advertising as copy chief.

Seymour Epstein, color equipment engineer for RCA, Montreal, joins CKLW-TV Windsor, Ont.-Detroit, as television supervisor in engineering department.

## DEATHS

Henry K. Norton, 81, retired industrialist, died Oct. 12 in Marin General hospital, San Rafael, Calif., after short illness. Mr. Norton, in 1933, was appointed treasurer of NBC, and following year named assistant to president of RCA. From 1935-36 he was VP of RCA subsidiary, Radiomarine Corp. Survivors include his wife, Evelyn, and children.



Mr. Day

Willis C. Day, 70, VP of Honig-Cooper & Harrington, San Francisco, died Oct. 9 in his home in Atherton, Calif., after short illness. Mr. Day had been in advertising 50 years, last 17 years at HC&H. Surviving are his wife, Helen, and two daughters.

Glen Rowell, 65, radio-TV personality, died Oct. 8 at home in Rapid

City, S. D., after long illness. Mr. Rowell joined WLS Chicago, at its inception in 1924, and in 1925 originated *National Barn Dance* program with Ford Rush. Surviving are his wife, daughter and son.



Mr. Bergson

Philip Bergson, 52, Washington communications lawyer with firm of Wilner & Bergson, died at home in Bethesda, Md., Oct. 14, after heart attack. In 1943, Mr. Bergson joined FCC and was chief of litigation in law department until 1946. Surviving are his wife, Marjory, daughter and two sons.

Charles John Stevenson, 76, for 20 years chancery on *Chanticleer*, daily program of WGY Schenectady, N. Y., died Oct. 14. His wife, former Annabelle Dhyse, and two grandchildren survive.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 7 through Oct. 13 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—Day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod. modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

### New TV stations

#### APPLICATIONS

New Haven, Conn.—Impart Systems Inc. UHF channel 59 (740-746 mc); ERP 180 kw vis.; 45.2 kw aur. Ant. height above average terrain 748 ft., above ground 437 ft. P.O. address c/o Lynn Barnard, 439 Waite Street, Hamden, Conn. Estimated construction cost \$547,678; first year operating cost \$380,000; revenue \$600,000. Studio location New Haven; trans. location Hamden, Conn. Geographic coordinates 41° 26' 08" north lat., 72° 52' 35" west long. Type trans. RCA 10-A type ant. RCA TFU-27 DH. Legal counsel Dempsey & Koplovitz, consulting engineer Russell P. May, both Washington. Principals: Lynn Barnard (4%), Thomas H. Truelove (40%), Frank A. Pepe (25%), Donald F. Calcagnini (6%), John D. Kelley (25%). Mr. Barnard is network account executive for United Artists Corp., New York. Other principals have no other broadcast interests. Ann. Sept. 28.

Miami—Tele-Américas Corp. UHF channel 39 (620-626 mc); ERP 227 kw vis., 22.7 kw aur. Ant. height above average terrain 374 ft., above ground level 401 ft. P.O. address c/o Juan E. Serralles, 212 Pan American Bank Building, Miami. Estimated construc-

tion cost \$218,000; first year operating cost \$180,000; revenue \$115,000. Studio and trans. locations both Miami. Geographic coordinates 25° 46' 31" north lat., 80° 11' 18" west long. Type trans. GE TT-24A, type ant. Alford 1044S. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington; consulting engineer George A. Mayoral, New Orleans. Principals: Maurice A. Ferre (50%) and Juan Eugenio Serralles III (50%). Principals have no other direct broadcast interests. Ann. Oct. 6.


Las Vegas—Cragin Broadcasting Co. UHF channel 21 (512-518 mc); ERP 61 kw vis., 12.2 kw aur. Ant. height above average terrain 1623 ft., above ground 143 ft. P.O. address c/o Horst Schmidt, 909 East Sahara Avenue, Las Vegas. Estimated construction cost \$270,765; first year operating cost \$94,000; revenue \$100,000. Studio in Las Vegas, trans. between Henderson and Boulder City, Nev. Geographic coordinates 36° 59' 45" north lat., 114° 51' 47" west long. Type trans. RCA TTU-2A, type ant. RCA TFU-21 DA. Legal counsel Cohen and Berfield, Washington; consulting engineer James F. Lawrence Jr., South Pasadena, Calif. Principals: Mrs. E. W. Cragin (60%), Horst Schmidt (40%). Cragin Broadcasting owns KRGV (FM) Las Vegas. Ann. Sept. 23.

Hanover, N. H.—University of New Hampshire. UHF channel 28 (554-560 mc); ERP 34.7 kw vis., 6.8 kw aur. Ant. height above average terrain 1,296 ft., above ground 445 ft. P.O. address c/o John W. McConnell, WENH-TV Durham, N. H. Estimated construction cost \$252,272; first year operating cost \$17,450; first year's operating would be financed by funds appropriated by joint resolution of state legislature. Geographic coordinates 43° 42' 30" north lat., 72° 09' 16" west long. Type trans. RCA TTU-2A, type ant. RCA TFU-24DL. Legal counsel Covington and Burling, consulting engineer Jansky and Bailey, both Washington. Principals: University of New Hampshire, owner of WUNH-FM and WENH-TV. Hanover. Ann. Oct. 7.

Vineland, N. J.—Stuart S. Gould. UHF channel 65 (776-782 mc); ERP 212 kw vis., 25 kw aur. Ant. height above average terrain 341 ft., above ground 336 ft. P.O. address 370 Lexington Avenue, New York 10017. Estimated construction cost \$388,500; first year operating cost \$360,000; revenue \$400,000. Studio located in Vineland, trans. near Clayton, N. J. Geographic coordinates 39° 38' 49" north lat., 75° 07' 50" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-27DH. Legal counsel Samuel Miller, Washington; consulting engineer Serge Bergen, Fairfax, Va. Mr. Gould is real estate investor and has loan agreement with

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Granik Broadcasting Co., UHF applicant in Patchogue, N. Y. Ann. Oct. 8.

Abilene, Tex.—Steve Gose Enterprises Inc. UHF channel 32 (578-584 mc); ERP 4.36 kw vis., 870 w aur. Ant. height above average terrain 211 ft., above ground 286 ft. P.O. address c/o Bill Thacker, Box 88, 3700 Onaway Trail, Wichita Falls, Tex. 76301. Estimated construction cost \$96,951; first year operating cost \$80,000; revenue \$85,000. Studio and trans. location both Abilene. Geographic coordinates 32° 25' 11" north lat., 99° 44' 12" west long. Type trans. RCA TTU 1B; type ant. RCA TFU-6B. Legal counsel not listed, consulting engineer William B. Carr, Fort Worth. Principals: entirely owned by Steve Gose, owner of independent gas and oil operations. Ann. Oct. 8.

Janesville, Wis.—WBEJ Inc. UHF channel 58 (734-740 mc); ERP 516 kw vis., 77 kw aur. Ant. height above average terrain 881 ft., above ground 836 ft. P.O. address c/o John W. Hough, Suite 1700, 134 South La Salle Street, Chicago 60603. Estimated construction cost \$635,804; first year operating cost \$270,000; revenue \$360,000. Geographic coordinates 42° 31' 23" north lat., 88° 56' 03" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Legal counsel John W. Hough, Chicago, consulting engineer Herbert H. Eckstein Sr., Rockford, Ill. Principals: Maurice P. Dunne Jr. (50%) and John W. Hough (50%). Mr. Dunne is executive vice president of La Salle, Ill., Daily News-Tribune Inc., of La Salle County Broadcasting Corp. licensee of WLPO-AM-FM La Salle, and of M-L Radio Inc., Waco, Tex., former licensee of KAWA Waco. Mr. Hough is holder of 4 1/2% beneficial interest of Weigel Broadcasting Co., Chicago, licensee of WCIU(TV) Chicago. Ann. Oct. 6.

### Existing TV stations

#### NEW CALL LETTERS ASSIGNED

- San Diego—Gross Broadcasting Co., assigned KJOG-TV.
- Santa Barbara, Calif.—Monte Mar Broadcasting Co. assigned KIHP-TV.
- Ft. Lauderdale, Fla.—Broward Broadcasting Co. assigned WSMS-TV.
- KHCB-TV Hilo, Hawaii — assigned KPUA-TV.
- WBKB(TV) Chicago—assigned WBKB-TV.
- KUPK(TV) Garden City, Kan.—assigned KUPK-TV.
- \*WHTV(TV) Syracuse, N. Y.—assigned WCNY-TV.
- WIIC(TV) Pittsburgh—assigned WIIC-TV.

#### APPLICATIONS

- Macon, Ga.—Rovan Television Inc. Seeks amendment to UHF application to change from channel 47 (668-674 mc) to channel 17 (488-494 mc), change ERP to 132 kw vis., 22.6 kw aur.; and ant. height above average terrain to 610 ft. Ann. Oct. 8.
- Concord, N. C.—University of North Carolina. Seeks amendment to UHF application to change from channel 59 (740-746 mc) to channel 58 (734-740 mc). Ann. Oct. 6.
- Florence, S. C.—Rovan Television Inc. Seeks amendment to UHF application to change from channel 80 (746-752 mc) to channel 23 (524-530 mc); make changes in ant. structure, reduce ant. height above average terrain to 410 ft. Ann. Oct. 7.

### New AM stations

#### APPLICATIONS

- Statesboro, Ga.—Farnell O'Quinn. 850 kc, 1 kw. D. P.O. address Box 389, Baxley, Ga. Estimated construction cost \$34,618; first year operating cost \$36,000; revenue \$46,000. Mr. O'Quinn has interests in WHAB Baxley (80%), Queen City Broadcasting System Inc., Alma, Ga. (80%), WUFF Eastman, Ga. (100%), Cable Vue TV Inc., Baxley (33 1/3%). Ann. Oct. 11.
- Thurmont, Md.—Victor A. Leisner. 1450 kc, 100 w. P.O. address 3 Victor Drive, Thurmont. Estimated construction cost \$16,800; first year operating cost \$36,000; revenue \$40,000. Mr. Leisner has no other broadcast interests. Ann. Oct. 11.
- Cherryville, N. C.—Broadcasting Company of the Carolinas Inc. 1590 kc, 500 w-D. P.O. address c/o Kenneth B. Beam, Box 577, Cherryville, N. C. Estimated construction cost \$20,169; first year operating cost \$35,000; revenue \$36,000. Principals: Kenneth B. Beam, John L. Fraley (each 25%), Donald W. Curtis, C. Grier Beam (each 20%), and Aaron B. Moss (10%). Principals combined hold majority interest in Cablevision Inc., Gastonia, N. C. Ann. Oct. 11.
- Monroe, N. C.—Monroe Broadcasting Co. 1400 kc, 100 w. P.O. address c/o Joe N. Ross, 109 S. Main Street, Monroe. Estimated construction cost \$22,000; first year operating cost \$36,000; revenue \$32,000. Principals: Joe N. Ross (40%), Paul J. Helms (40%),

H. David Hedrick (20%). Mr. Hedrick is employed at WHCQ Spartanburg S. C. Ann. Oct. 11.

Lorain, Ohio—Lorain Community Broadcasting Co. 1380 kc, 500 w-D. P.O. address 639 Broadway, Lorain. Estimated construction cost \$31,695; first year operating cost \$100,000; revenue \$120,000. Principals: Austin W. O'Toole, George T. Moble, Andrew J. Warhola, Warren E. Finkel (each 25%). Principals have no other broadcast interests. Ann. Oct. 6.

Ardmore, Tenn.—Stateline Broadcasting Co. 1520 kc, 1 kw-D. P.O. address General Delivery, Ardmore. Estimated construction cost \$27,627; first year operating cost \$52,000; revenue \$60,000. Principals: E. D. Hildreth, Ike G. Hobson, Richard S. Young Jr., Horace C. Bass (each 25%). Principals have no other broadcast interests. Ann. Oct. 11.

Harrisonburg, Va.—Wille H. Miller, Glen W. Miller, Edward C. Moore, James C. Neff and Donald W. Miller db/as Blueridge Broadcasting Co. 1300 kc, 500 w-D. P.O. address c/o Donald W. Miller, Box 113, Route 1, Rustburg, Va. Estimated construction cost \$16,000; first year operating cost \$47,975; revenue \$53,800. Principals: Donald W. Miller (43%), James C. Neff, Edward C. Moore, Glenn W. Miller (each 16%), Willie M. Moore (9%). Principals have no other broadcast interests. Ann. Oct. 11.

### Existing AM stations

#### NEW CALL LETTERS ASSIGNED

- KDAB Arvada, Colo.—assigned KQXI.
- WBGR Jessup, Ga.—assigned WLOP.
- KHCB Hilo, Hawaii—assigned KPUA.
- KNCO Garden City, Kan.—assigned KUPK.
- KHOK Hoquiam, Wash. — assigned KHGO.

#### APPLICATIONS

- KDJI Holbrook, Ariz.—Navajo Broadcasting Co. Seeks CP to increase power from 1 kw to 5 kw; install new trans. Ann. Oct. 11.
- WPHY Benson, N. C.—George G. Beasley. Seeks CP to change frequency from 1580 kc to 1130 kc, increase power from 500 w to 10 kw install DA system (DA-D), install new trans. Ann. Oct. 11.

### New FM stations

#### ACTIONS BY FCC

- \*Springfield, Ohio—Board of Directors of Wittenberg University—Granted 89.1 mc, channel 206, 10 w. Ant. height above average terrain 81 ft. P.O. address Wittenberg University, Springfield. Estimated construction cost \$8,755; first year operating cost \$3,000. Granted Oct. 11.
- \*Waco, Tex.—Baylor University—Granted 91.5 mc, channel 218, 3.8 kw. Ant. height above average terrain 65 ft. P.O. address Box 6397, Baylor Station, Waco 76703. Estimated construction cost \$5,200; first year operating cost \$15,000. Granted Oct. 11.

#### NEW CALL LETTERS ASSIGNED

- WKUE(FM) Griffin, Ga. — assigned WKUE-FM.
- Monroe, La.—Monroe Broadcasters Inc. assigned KREB(FM).
- WGLI-FM Babylon, N. Y.—assigned WGSM-FM.
- KHOK-FM Hoquiam, Wash.—assigned KHGO-FM.
- KMCS(FM)—assigned KBBX(FM).
- \*Burlington, Vt.—Univ. of Vt. assigned WRUV(FM).
- Spokane, Wash.—Denbrook Enterprises Inc. assigned KTWD(FM).

#### APPLICATIONS

- Tahoe Valley, Calif.—Emerald Broadcasting Co. 103.1 mc, channel 276, 1.54 kw. Ant. height above average terrain 49.5 ft. P.O. address c/o Donald C. McBain, 533 Marguerita Avenue, Santa Monica, Calif. Estimated construction cost \$4,550; first year operating cost \$6,500; revenue \$8,000. Principals: Robert W. Breckner (50%) and Donald C. McBain (50%). Principals have no other broadcast interests. Ann. Oct. 11.
- Barnwell, S. C.—Radio WBAW Inc. 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 280 ft. P.O. address c/o J. B. Wilder, Box 447, Barnwell. Estimated construction cost \$15,250; first year operating cost \$6,000; revenue \$7,200. Principals: Joseph B. Wilder (74%), Gwen P. Wilder (2%), Radio WBAW Inc. (24%). Mr. Wilder is 98% stockholder of WBAW Inc. and Hampton County Broadcasters Inc. Mrs. Wilder is holder of remaining 2% interest in above companies. Ann. Oct. 12.
- \*Ogden, Utah—Weber State College. 88.1 mc, channel 201, 10 w. P.O. address c/o Benjamin M. Noid, Chairman, Dept. of Speech, 3750 Harrison Blvd., Ogden. Estimated construction cost \$4,999; first year operating cost \$1,200; revenue derived from

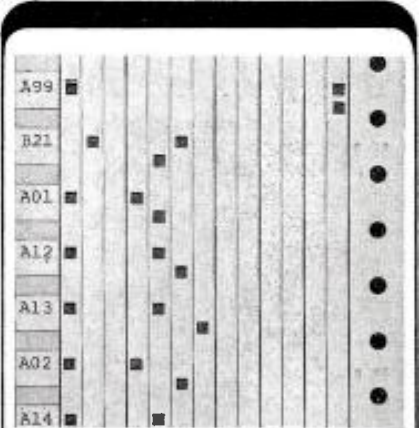
budget for department of speech. Principals; Board of Trustees of Webster State College. Ann. Oct. 12.

Hopewell, Va.—Eastern Broadcasting Corp. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 160 ft. P.O. address c/o Roger A. Neuhoft, 4115 Chesapeake Street, N.W., Washington. Estimated construction cost \$12,844; first year operating cost \$7,000; revenue \$7,000. Principals: Roger A. Neuhoft (67.79%), C. Waller Barrett (14.76%), John R. Neuhoft (14.53%), and others. Eastern Broadcasting Corp. is licensee of WCHV and WCCV(FM) Charlottesville. WHAP Hopewell, all Virginia, and WALT Tampa, Fla. Ann. Oct. 8.

### Ownership Changes

#### ACTIONS BY FCC

- WRCK Tusculumbia, Ala.—Granted assignment of license from Ervin Parks Jr., to Ervin Parks Jr. and Robert Warren Kicker d/b Radio Station WRCK Inc., owned by Ervin Parks Jr. (66 2/3%) and Robert Warren Kicker (33 1/3%). Consideration \$8,500. Mr. Kicker is minister. Granted Sept. 30.
- KHIL Willcox, Ariz.—Granted transfer of control of licensee corporation, Cochise Broadcasting Co., from Rex Allen and Bessie Mae Allen (100% before, none after), to Harold E. Bruzee (99.99% after) and Violet C. Bruzee. Consideration \$56,000. Mr. and Mrs. Bruzee have real estate interests. Granted Oct. 8.
- KVEE Conway, Ark.—Granted assignment of license from J. C. Willis, Harold J. Nichols, Hugh C. Jones and William E. Cooper d/b as Central Arkansas Broadcasters, to Brown Broadcast Inc., owned by Robin Brown (100%). Consideration \$30,000. Mr. Brown is self-employed management consultant in Conway. Granted Oct. 8.
- KVEN-AM-FM Ventura, Calif.—Granted assignment of license from Coast Ventura Co., owned by Carroll R. Hauser (45.3%), John P. Hearne (20.9%), Sidney M. Held (8.5%) and others, to KVEN Broadcasting Corp. owned by Greater California Capital Corp. (70%), Ira Laufer and Robert L. Fox (each 15%). Consideration \$500,000. Mr. Fox was general sales manager for KHJ Radio, Los Angeles. Mr. Laufer was vice president of KJLJ Radio. Granted Oct. 6.
- WLBE Leesburg-Eustis, Fla.—Granted assignment of license from WLBE Inc.,



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owned by Paul A. Husebo (50%) and Sally H. Husebo (50%), to Heard Broadcasting Inc., owned by Richard Mead Jr. (16.7%), Edwin Mead (25%), Arthur Dennis Pepin (25%), Harold James Sharp (25%), and Robert E. Warfield Jr. (8.3%). Consideration \$30,000 plus mortgage agreements totaling \$160,000. Mr. Pepin holds 33 1/3% of WPRY Perry, Fla. Granted Sept. 30.

**KOLL Honolulu**—Granted assignment of CP from Lawrence T. Kagawa, to Diamond Head Broadcasting System Inc., owned by Perry W. Carle, Dr. Ralph B. Cloward and Jerry J. Neville (each 33 1/3%). Consideration \$9,006. Mr. Carle is account executive for KULA Honolulu. Dr. Cloward is neurosurgeon and has 50% interest in Coconut Grove Hotel Corp., Honolulu. Mr. Neville owns Press Dispatch, Honolulu commercial communications firm. Granted Oct. 6.


**KUPI Idaho Falls, Idaho**—Granted assignment of license from Charles J. Saunders tr/as Saunders Broadcasting Co., to Idaho Broadcasters Inc., owned by Charles J. Saunders (100%). No financial consideration. Granted Oct. 8.

**WAAP Peoria, Ill.**—Granted assignment of license and CP from Peoria Broadcasting Co., owned by John Cleary (10%), F. William Spiegel Jr. (20%), John Moses (30%), John Pennish (5%) and Frederick W. Spiegel Sr. (15%). to Peoria Valley Broadcasting Inc., owned by Melvin Feldman (35%), Syl Binkin (35%) and Richard S. Cohen (30%). Consideration \$262,500. Messrs. Feldman and Binkin held interests in WMAV Springfield, Ill., through 1963. Mr. Feldman was officer and director of WHIY Orlando, Fla., through 1964. Mr. Cohen has interest in restaurant. Granted Oct. 8.

**WJRL Rockford, Ill.**—Granted transfer of positive control of licensee corporation, Town and Country Radio Inc., from Ward K. Conover (20% before, none after); Fred Becklenberg Jr. (20% before, none after) to John R. Livingston (48% before, 88% after). Consideration \$26,000. Granted Oct. 6.

**WHUT Anderson, Ind.**—Granted assignment of license from Radio WBOV Inc. to WHUT Broadcasting Co., owned by J. W. O'Connor (91%) and Edward Ballantine (9%). No financial consideration. Granted Sept. 30.

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**WEZI(TV) Louisville, Ky.**—Granted assignment of CP from Mid-America Broadcasting Corp. to South Central Broadcasting Corp., owned by John A. Engelbrecht (39.6%), George F. Stoltz (39.6%), Leighman D. Groves (19.8%), Eileen O. Stoltz (.5%) and Bettie G. Engelbrecht (.5%). Consideration \$25,000. South Central owns WIKY Evansville, Ind. and WTVK Knoxville, Tenn. Mr. Engelbrecht is president of South Central. Granted Oct. 11.

**WAAM Ann Arbor, Mich.**—Granted transfer of control of licensee corporation, Radio Ann Arbor Inc., from J. W. O'Connor (23% before, none after); Dorothy O'Connor (23% before, none after); Frank Ballantine (2% before, none after), and Thomas A. O'Connor (2% before, none after) to Frank H. Babcock Jr. (50% before, 100% after). Consideration \$50,295. Granted Sept. 30.

**KAOH Duluth, Minn.**—Granted assignment of license from Linton D. Hargreaves, sole owner and individual licensee of KAOH, to K-O Corp., also owned by Hargreaves. No financial consideration. Granted Oct. 6.

**WDOK-AM-FM Cleveland**—Granted assignment of license from Northeastern Pennsylvania Broadcasting Inc., owned by J. D. Wrather Jr. (6.29%), George F. Goodyear (5.38%), Waco & Co., nominee for Paul A. Schoellkopf Jr. (5.48%), Gerald L. Weisberger as trustee for shareholders of Fernel Corp (3.3%), to Westchester Corp., owned by Lucile Stone (51%), Harry H. Stone (17.21%), Norman Wain (10%), Robert C. Weiss (10%), Joseph T. Zingale (10%), Nick J. Mileti (1.43%) and Frank P. Celeste (0.36%). Consideration \$2-180,000. Applicant is licensee of WFAS-AM-FM White Plains, N. Y. Mr. Stone is executive vice president and director of American Greetings Corp. (greeting card manufacturer). Mr. Mileti is attorney. Granted Oct. 6.

**WCOM-FM Urbana, Ohio**—Granted transfer of control of permittee corporation, The Brown Publishing Co., from Clarence J. Brown, deceased holder of 74.3% control, to his son and executor Clarence J. Brown Jr. No financial consideration. Granted Oct. 8.

**WCBG Chambersburg, Pa.**—Granted assignment of license from Reese Broadcasting Corp. to Four States Broadcasting Station Inc., owned by Norman E. Messner (51%) and Molly Darr Messner (49%). No financial consideration. Granted Oct. 7.

**WAEO-TV Rhinelander, Wis.**—Granted assignment of CP from Alvin O'Konski to Northland Television Inc., owned solely by Mr. O'Konski. No financial consideration. Granted Oct. 11.

#### APPLICATIONS

**KSUN Bisbee, Ariz.**—Seeks assignment of license from Esther Morris, executrix of estate of Carleton W. Morris deceased, to Bisbee Broadcasters Inc., owned by Arlo Woolery (50%), John Hogg (25%) and Jack Williams (25%). Mr. Woolery is general manager of KSUN; Mr. Hogg is general manager and Mr. Williams is program director of KOY Phoenix. Each owns 25% of KOY and 20% of KVOY Yuma, Ariz. Consideration \$55,000. Ann. Oct. 8.

**KHFH Sierra Vista, Ariz.**—Seeks assignment of license from Esther Morris, executrix of estate of Carleton W. Morris deceased, to Huachuca Broadcasting Co., owned by Kenneth Ferguson (50%) and Earl Hickman (50%). Mr. Ferguson is general manager of KHFH and minority stockholder of KMOP Tucson, Ariz. Mr. Hickman is general manager for Kaiser Aerospace and Electronics, Phoenix. Consideration \$55,000. Ann. Oct. 8.

**KMOP Tucson, Ariz.**—Seeks involuntary assignment of license from Pima Broadcasting Co. to Paul Baker, receiver in bankruptcy. Ann. Oct. 6.

**KLFM(FM) Long Beach, Calif.**—Seeks assignment of license from Harriscopie Music Corp. to Harriscopie Broadcasting Corp., parent company of Harriscopie Music. Harriscopie Broadcasting has interest in KKR Pomona, Calif.; KFBB-AM-TV Great Falls, Mont.; KTWO-AM-TV Casper, Wyo. Ann. Oct. 8.

**WALG Albany, Ga.**—Seeks involuntary transfer of control of licensee corporation, Radio Albany Inc., from Allen M. Woodall (75%) to The First National Bank of Columbus, executor of estate of Allen M. Woodall, deceased. No financial consideration. Ann. Oct. 8.

**WMOG Brunswick, Ga.**—Seeks involuntary transfer of control of licensee corporation from Allen M. Woodall (100%) to The First National Bank of Columbus, executor of estate of Allen M. Woodall, deceased. No financial consideration. Ann. Oct. 8.

**WDAC Columbus, Ga.**—Seeks involuntary

transfer of control of licensee corporation, Radio Columbus Inc., from Allen M. Woodall (100%) to The First National Bank of Columbus, executor of estate of Allen M. Woodall, deceased. No financial consideration. Ann. Oct. 8.

**WVOH Hazlehurst, Ga.**—Seeks transfer of control of licensee corporation, Jeff Davis Broadcasters Inc., from F. K. Graham and Collins Corp. of Ga. (together 51% before, nothing after) to John Hulet, Wimley Waters (each 24.5% before, 37.5% after) and L. R. Ursrey Sr. (none before, 25% after). Principals have no other broadcast interests at present. Consideration \$12,240. Ann. Oct. 12.

**WDAX McRae, Ga.**—Seeks involuntary transfer of control of licensee corporation, Radio Telfair Inc., from Allen M. Woodall (88%) to First National Bank of Columbus, executor of estate of Allen M. Woodall, deceased. No financial consideration. Ann. Oct. 8.

**WCLR Crystal Lake, Ill.**—Seeks transfer of control of permittee corporation, Lake Valley Broadcasters Inc., from George L. DeBeer (76% before, none after) to George L. and Dorothy DeBeer jointly (none before, 52% after). No financial consideration. Ann. Oct. 8.

**WHFI-FM Birmingham, Mich.**—Seeks assignment of license from Meadowcroft Broadcasting Inc. to Art Center Broadcasting Co., nonprofit corporation administered by board of directors. Consideration \$130,000. Ann. Oct. 8.

**WCRM Clare, Mich.**—Seeks assignment of license from Gateway to the North Broadcasting Corp. to Bi-County Broadcasting Corp. owned by Charles R. Bennett (40%), George D. Devenney (20%), Opal M. Fireovid (16%), George A. Ross (13.36%), and others. Mr. Devenney is announcer-salesman for WCSR Hillsdale, Mich. Consideration \$60,000. Ann. Oct. 8.

**KANA Anaconda, Mont.**—Seeks assignment of license from Amperage Inc. to Magicland Broadcasting Co., owned by Rex K. Jensen, Alice S. Jensen (each 5%), Burt H. Oliphant, Peggy S. Oliphant (each 45%), Mr. and Mrs. Oliphant are respectively 70% and 10% stockholders of Vigilante Broadcasting Co., licensee of KDBM Dillon, Mont. Consideration \$50,000. Ann. Oct. 8.

**WJLK-AM-FM Asbury Park, N. J.**—Seeks transfer of control of Asbury Park Press Inc., parent company of licensee corporation, Press Broadcasting Co., from First Merchants National Bank and Mabel Brazer Kinmonth (deceased July 18, 1965), co-executors of estate of J. Lyle Kinmonth (99% before, none after), to Wayne D. McMurray and Ernest Lass (each less than 1% before, each 50% after). Neither Mr. McMurray nor Mr. Lass have broadcast interests outside of WJLK-AM-FM, of which they are officers. Consideration: free transfer of stock according to conditions of will of J. Lyle Kinmonth. Ann. Oct. 6.

**KFME(FM) Newark, N. J.**—Seeks assignment of license from Bergen F. M. Inc. to Family Stations Inc. owned by Harold Camping, Scott L. Smith and Peter Sluis (nonstock corporation). Family Stations owns KEAR San Francisco, KEBR Sacramento, KECR El Cajon, all California; principals of Family Stations have no other broadcast interests. Consideration \$535,000. Ann. Oct. 8.

**WHAZ Troy, N. Y.**—Seeks assignment of license from Rensselaer Polytechnic Institute to Debs Memorial Fund (nighttime hours of operation) and Troy Record Co. (daytime hours of operation together with certain properties). Debs is licensee of WEVD-AM-FM New York City; Troy Record is sole owner of WFLY-FM Troy. Consideration \$50,000 from Debs; and \$15,000 from Troy Record. Ann. Sept. 17.

**KBND Bend, Ore.**—Seeks voluntary relinquishment of negative control of licensee corporation KBND Inc. by each, Douglas D. Kahle and Edwin Tornberg (each 50% before, 49% after) through transfer of stock to Kessler Cannon and Douglas Gaines (none before, 1% each after). Gift; no financial consideration. Ann. Oct. 6.

**KRRD Gresham, Ore.**—Seeks acquisition of negative control of licensee corporation, Action Broadcasting Co., from Marion G. McKeown (20% before, none after) to John E. Grant and George O. DeWitz (each 40% before, 50% after). Consideration \$6,000. Ann. Sept. 30.

**KNDX(FM) Yakima, Wash.**—Seeks assignment of license from David Zander Pugsley tr/as Sunset Broadcasting Co. to The Cater Corp., wholly owned by Mr. Pugsley. Consideration exchange of stock for existing properties. Ann. Oct. 8.

**WNAM(FM) Neenah-Menasha, Wis.**—Seeks assignment of CP authorizing new FM broadcast station and SCA from WNAM Inc. to Fox Cities Broadcasters Inc. Both companies are owned by James A. McKenna Jr. (90%) and Don C. Wirth (10%). Action Oct. 12.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward denying for failure to prosecute application of Abraham Rosenstock, tr/as Jefferson Radio Co., for license to cover construction permit of new station (KABE) in Westwego, La., on 1540 kc, 500 w-D. Action Oct. 6.

### OTHER ACTIONS

■ By memorandum opinion and order in proceeding on applications of Teleprompter Transmission of Kansas Inc. for renewal of licenses of domestic public point-to-point microwave stations KLF92 near Spearman, and KLF93, Hogland, Tex., and for modification of construction permits to add another signal via microwave relay for service to Liberal, Kan. Commission denied motion by applicant and intervenor, Teleprompter of Liberal Inc., to require Southwest Kansas Television Co. Inc., licensee of KTVG(TV) Ensign, Kan., to produce and have official notice of its annual financial report for 1964, furnish copies to counsel, and permit comments to be directed on this material at Oct. 14 oral argument. Commissioners Bartley and Loewinger dissented. Action Oct. 6.

■ By order in consolidated proceeding on applications for new FM's in Delray Beach and Pompano Beach, Fla., commission denied application by Boca Broadcasters for review of July 21 action of review board which, among other things, added "suburban" issue to Boca's application, and dismissed as moot petition by WFTL Broadcasting Co. for extension of time to file opposition. Action Oct. 6.

■ By memorandum opinion and order, in remand proceeding on application of Melody Music Inc., for renewal of license of WGMA Hollywood, Fla., commission (1) afforded parties time to Nov. 3 to file briefs directed particularly to questions raised by opinion of court of appeals, with reply briefs to be filed by Nov. 17, and scheduled oral argument before commission en banc on Dec. 16. Commissioner Cox not participating. Action Oct. 6.

■ By order, commission directed that applications for review of review board's action of Sept. 14 in denying applications for interim operation on 1380 kc, to be vacated by KWK St. Louis, may be filed by Oct. 15, oppositions (without regard to date of filing of such applications) by Nov. 1, and replies (without regard to date of filing of oppositions) by Nov. 15; ordered that commission will strictly adhere to these filing dates and will not entertain requests for extensions of time; and dismissed as moot petition by Pike-Mo Broadcasting Co. for extension of time to file opposition. Action Oct. 6.

■ As result of its investigation of complaint by Fred J. Cook, of Interlaken, N. J., about failure to comply with "fairness doctrine" in matter of personal attack made by Billy James Hargis "Christian Crusade" radio program in Nov. 1964, commission addressed letters to ten stations requesting that they advise commission of their plans to comply with requirements applicable to situation. Stations are KXEN Festus-St. Louis, Mo.; KHEP Phoenix; KBEN Carrizo Springs, Tex.; WEYZ Talladega, Ala.; WGCN Red Lion, Pa.; KBHC Nashville, Ark.; KVIN Vinita, Okla.; WJBS De Land, Fla.; WNKY Neon, Ky., and KVOW Riverton, Wyo. Action Oct. 8.

■ By memorandum opinion and order commission designated for hearing applications of Tri-State Television Translators Inc. for seven new VHF TV translator stations on channels 2, 3, 4, 5, 8, 10 and 12 to serve Cumberland, Md., by rebroadcasting programs of WJAC-TV Johnstown, WTAE(TV) and KDKA-TV both Pittsburgh, and WMAL-TV, WTOP-TV, and WTTG(TV); all Washington. Issues include determination as to whether grant would retard development of UHF TV in Cumberland area. Potomac Valley TV Co. Inc., Cumberland CATV operator and applicant for new TV station to operate on channel 52 at Cumberland, and WSWA-TV Harrisonburg, Va., which filed oppositions, were made parties to proceeding. Hearing will be held in Cumberland. Commissioner Bartley dissented. Action Oct. 6.

■ By memorandum opinion and order commission (1) dismissed as untimely filed petition by WJQS Jackson, Miss., for reconsideration of March 17 action which granted application of Newforte Inc. to increase daytime power of WFOR Hattiesburg, Miss., on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; and (2) on own motion, ordered that pending final decision on application of Grenada Broadcasting Co. Inc., to increase daytime power of WNAG Grenada, Miss.,

on 1500 kc from 250 w to 1 kw, continued nighttime operation with 250 w, action will be temporarily withheld with respect to any WFOR program-test-authority request or license application filed in connection with WFOR's grant of March 17. Action Oct. 6.

■ By memorandum opinion and order commission (1) granted application by Roy H. Park Broadcasting of Tri-Cities Inc., for new VHF TV translator station on channel 13 to serve Marion, Va., by rebroadcasting programs of its WJHL-TV Johnson City, Tenn., subject to nonduplication conditions and, further, to outcome of proceeding in Doc. 15971; (2) denied opposing petition by Home and Auto Supply Co., operator of CATV system in Marion, and (3) dismissed as moot opposing petition by Shenandoah Life Stations Inc., Roanoke, Va. Commissioners Bartley and Loewinger concurred in grant but dissented to imposition of conditions. Action Oct. 6.

■ By memorandum opinion and order commission denied petition by Council for Television Development for reconsideration of commission's present interim policy concerning acquisition of TV stations in top 50 markets. (Adopted June 21, 1965, that policy provides that, unless there is compelling showing, applications filed after that date which would result in common ownership of more than three TV stations or more than two VHF stations in these markets will be designated for hearing.) Commissioners Lee and Wadsworth dissented. Action Oct. 6.

## Routine roundup

### ACTIONS BY FCC

■ By letter commission waived Sec. 73.682 of its rules and granted extension of authority to Community Television of Southern California to transmit scrambled programs of medical nature over its non-commercial educational TV station KCET Los Angeles, on an experimental basis from Oct. 15, 1965 to Aug. 1, 1966. Conditions include limiting scrambled operation to not more than two hours each week and for use specifically to medical education programs. Action Oct. 6.

### ACTIONS BY REVIEW BOARD

In proceeding on applications of WHAS Inc. and Fidelity Radio Inc., for new FM's in Louisville, Ky., denied latter's request for stay of hearing examiner's Oct. 1 ruling that petitioner produce certain documents by Oct. 11. Action Oct. 12.

■ By memorandum opinion and order in proceeding on applications of Associated Television Corp. and Deil O. Gustafson, tr/as Capitol City Television Co., for new TV's to operate on Channel 29 in St. Paul (1) dismissed as moot that part of appeal from chief hearing examiner's denial of petition by Capitol City for leave to amend its application to reduce tower height, increase power, change equipment and financial data, and (2) affirmed chief hearing examiner's denial insofar as it pertains to applicant's program policy statement. Action Oct. 11.

■ Granted request by Broadcast Bureau to extend time to Oct. 11 to file responses to its Sept. 24, petition to reopen record and enlarge issues in proceeding on applications of Cleveland Broadcasting Inc., and Community Telecasters of Cleveland Inc., for new TV's to operate on channel 19 in Cleveland. Action Oct. 8.

■ Granted petition by WGN Inc., to extend time to Oct. 15 to file replies to oppositions to its motion to modify and enlarge issues in Carson City-Reno, Las Vegas, Nev.-Idaho Falls, Idaho, consolidated AM proceeding in Doc. 16109-16115. Action Oct. 8.

■ By memorandum opinion and order, (1) denied motion by Midwest Television Inc., for modification of issues in proceeding on its application for new UHF TV on channel 49 in Springfield, Ill. include overlap waiver clause, and (2) on own motion, revised issue to include determination as to whether applicant proposes primarily satellite operation within meaning of Note 4 to Sec. 73.636 and whether satellite form of operation would be public interest. Action Oct. 7.

### ACTIONS ON MOTIONS

■ Commission on Oct. 11 granted joint petition by Palmer Broadcasting Co. and Black Hawk Broadcasting Co. to extend time from Oct. 11 to Oct. 18 to file comments and from Oct. 26 to Nov. 2 for replies in FM rulemaking proposal involving Oskaloosa, Ottumwa and other communities in Iowa.

■ Commission on Oct. 6 granted motion by Association of Maximum Service Telecasters

Inc. to extend time from Oct. 7 to Oct. 14 to file comments and from Oct. 22 to Oct. 29 for replies in matter of amendment of Parts 1, 17 and 73 of rules to provide for establishment and use of antenna farm areas.

By Chief Hearing Examiner  
James D. Cunningham

■ Designated Examiner James D. Cunningham to preside at hearings in matter of cease and desist order to be directed against KISN Vancouver, Wash.; scheduled hearing for Nov. 17 in Vancouver. Action Oct. 6.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Downriver Broadcasting Association, to extent of dismissing, but with prejudice, its application for new AM in Napoleon, Ohio. Action Oct. 6.

By Hearing Examiner Charles J. Frederick

■ On own motion, certified to review board its resolution of which conditions should be considered controlling in determination of issue in remand proceeding on application of Triple C Broadcasting Corp. (WLOR) Thomasville, Ga. Action Oct. 8.

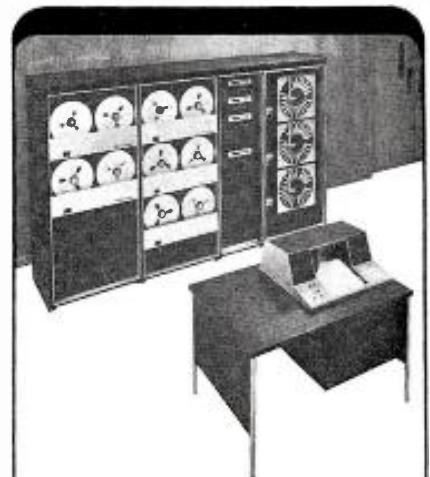
By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, Fendleton Broadcasting Co. (KUMA), Fendleton, both Oregon, and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., granted petition by Hi-Desert for leave to amend its application to supplement financial showing. Action Oct. 6.

■ Granted motion by Marshall Broadcasting Co. to extent of continuing hearing from Oct. 7 to Nov. 15 in proceeding on its application for new FM in Marshall, Mich. Action Oct. 5.

By Hearing Examiner Isadore A. Honig

■ Formalized agreements reached at Oct. 7 prehearing conference in proceeding on AM application of Darrell E. Yates (KRBA), Lufkin, Tex., and scheduled certain procedural dates and rescheduled Nov. 8 hearing for Nov. 23. By separate action in above proceeding, on own motion, rejected proposed engineering exhibit submitted by Jasper Broadcasting Service (KTXJ), Jasper, Tex., without prejudice, however, to



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offering in evidence of similar exhibit at hearing in accordance with established commission hearing procedures. Action Oct. 8.

By Hearing Examiner Jay A. Kyle

■ Granted request by Broadcast Bureau to reschedule Oct. 22 prehearing conference for Oct. 26 in matter of license renewal and transfer of control of Elyria-Lorain Broadcasting Co. (WEOL AM-FM), Elyria, Ohio. Action Oct. 8.

■ Pursuant to Oct. 5 prehearing conference in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York, rescheduled Oct. 18 date for exchange of exhibits for Oct. 25. Action Oct. 5.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Pursuant to agreements reached and rulings made at May 28 and Oct. 1 hearing conferences in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Council for new TV's to operate on channel 50 in Chicago, scheduled certain procedural dates, specified Nov. 1 for any petition for leave to amend to be filed, scheduled resumption of hearing for Dec. 15, and Jan. 11, 1966 for hearing sessions for cross-examination of witnesses. Action Oct. 6.

#### BROADCAST ACTIONS by Broadcast Bureau Actions of Oct. 11

WBGM(FM) Tallahassee, Fla.—Granted license covering change of ant. trans. location and increase in ant. height to 370 ft.; condition.

KFH-FM Wichita, Kan.—Granted license covering change of facilities, installation of new ant. and specify type ant.

KZZN Littlefield, Tex.—Granted license covering increase in daytime power and installation new trans.

KWHO Salt Lake City—Granted license covering change in ant. trans. location.

KORE Eugene, Ore.—Granted license covering change in ant.-trans. and main studio location and operation by remote control, change in ant. system and other changes.

KOVO Provo, Utah—Granted license covering installation of new auxiliary trans. at main trans. site, using DA-N.

WPIN St. Petersburg, Fla.—Granted license covering change in ant. and group systems.

KEEE Nacogdoches, Tex.—Granted license to operate old main trans. as auxiliary trans.; remote control permitted.

KDRS Paragould, Ark.—Granted license covering increase in daytime power, installation new trans. and specify trans. for night and day and license to use old main trans. at main trans. location with remote control for auxiliary purposes.

\*KWCS-TV Ogdan, Utah—Granted CP to change ERP to 10 kw vis., 2 kw aur., type trans. and ant., and redesign trans. and studio locations; condition.

WMAZ-TV Macon, Ga.—Granted mod. of CP to change ERP to 316 kw vis., 63.1 kw aur., type ant., and make other equipment changes.

KBIM-TV Roswell, N. M.—Granted mod. of CP to change ERP to 288 kw vis. and 35.5 kw aur., type trans. and ant. and make changes in ant. structure.

Twin City Area Educational Television Corp. and West Central Minnesota Educational Television Co., Appleton, Minn.—Granted mod. of CP of new noncommercial educational TV to change aur. ERP to 37.1 kw, type trans. and ant., ant. structure and ant. height to 480 ft.

WHDH-TV Boston—Granted mod. of license to reduce aur. ERP to 10.5 kw; without prejudice as result of outcome of proceedings in Doc. 15024 et al.

WHDH-FM Boston—Granted CP to install new trans., install new ant., increase ERP to 4.3 kw.

KCHY Cheyenne, Wyo.—Granted CP to change facilities from 1590 kc, 1 kw-D, to 1530 kc, 1 kw-N, 10 kw-D, DA-2; install new trans., change ant.-trans. location to 1.1 mi. S.W. of Center of Orchard Valley, and delete remote control operation of trans.; conditions.

WIVK Knoxville, Tenn.—Granted CP to change facilities of daytime station from 860 kc, to 850 kc, 50 kw, DA-D, install new trans., change ant.-trans. location and delete remote control; conditions.

WWRW New York—Granted CP to make changes in daytime directional ant. pattern (DA-1 to DA-2) and make changes in ground system; conditions.

Wagoner Radio Co., Wagoner, Okla.—Granted CP for new AM to operate on 1530 kc, 250 w, D; remote control permitted; condition.

WEBH(FM) Chicago—Granted license for auxiliary trans.

WJOL-FM Joilet, Ill.—Granted license covering installation of new ant., change in ant. system and increase ERP to 3 kw, ant. height to 300 ft.

WPBS(FM) Philadelphia—Granted license covering installation of vertical ant., change in ERP to 4.6 kw and ant. height to 840 ft.

WJAC-FM Johnstown, Pa.—Granted license covering changes in ant. system, ERP to 57 kw, ant. height to 1060 ft., and installation of new ant.

WKYT-TV Lexington, Ky.—Granted mod. of license to reduce aur. ERP to 38.9 kw.

KOKH-TV Oklahoma City—Granted mod. of license to reduce aur. ERP to 55 kw.

#### Actions of Oct. 8

KRWG University Park, N. M.—Granted license for noncommercial educational FM; ERP 740 watts; ant. height minus 195 ft.

KIKK Pasadena, Tex.—Granted license covering installation of former main trans. at main trans. site as an alternate-main trans.

KBW Blue Earth, Minn.—Granted license covering increase in power and installation of new trans.

KLMO Longmont, Colo.—Granted license covering change of facilities, installation of new trans., and change in ant. system.

KGEE Bakersfield, Calif.—Granted license covering change in location of auxiliary trans.

WSYR Syracuse, N. Y.—Granted CP to make change in nighttime and daytime DA patterns; conditions.

WLOE-FM Leaksville, N. C.—Granted CP to install new ant., change ant. system and increase ERP to 27 kw.

WDLB-FM Marshfield, Wis.—Granted mod. of CP to change type trans. and ant.

WWKE Ocala, Fla.—Remote control permitted.

■ Granted licenses for following AM stations: KYET Payette, Idaho; KVISI Montpelier, Idaho, specify type trans., and delete remote control; KNLV Ord, Neb., specify type trans., remote control permitted; KCKY Coolidge, Ariz., and specify type trans., condition.

■ Granted licenses covering installation of new trans. for following stations: KCLN Clinton, Iowa, (aux., with DA-D); KGRT Las Cruces, N. M. (aux.); KRUX, Glen-

dale, Ariz. (aux. daytime, alternate main nighttime); KGEE-FM Bakersfield, Calif., and change ant. system.

■ Granted licenses covering increase in daytime power and installation of new trans. for following AM stations: KJCF Festus, Mo.; and KTKN Ketchikan, Alaska, install new daytime trans. (2 main trans.) and specify daytime trans.

■ Granted license covering change in daytime DA pattern (from DA-1 to DA-N) with conditions, for KAFY Bakersfield, Calif.

■ Granted CP for installation of new trans. and increase in ERP to 100 kw for WPTF-FM Raleigh, N. C.

■ Following stations were granted extensions of completion dates as shown: WDIF(FM) Buffalo, N. Y., to March 30, 1966; KEFM(FM) Santa Rosa, Calif., to April 1, 1966; WXEL(FM) Louisville, Ky., to March 24, 1966; K5JT(FM) San Angelo, Tex., to April 1, 1966.

■ Granted CPs to change ant.-trans. location of following stations: \*KVCR San Bernardino, Calif., increase ERP to 810 w, and decrease ant. height to minus 280 ft.; KRSN-FM Los Alamos, N. M., and studio location and increase ant. height to 27 ft.; WSID-FM Baltimore, and studio and remote control points, install new trans., increase ERP to 20 kw, ant. height to 390 ft., remote control permitted.

■ Granted licenses for following FM stations: KID-FM Idaho Falls, Idaho, and specify type trans.; and KXXI Alamogordo, N. M., and specify trans. and ant.

■ Granted licenses for following TV translator stations: W07AN Schoharie and Middleburg, N. Y.; K12EY Hayden, Colo.; W07AO Crossville, Tenn.; K80BY, K75BP Kanab, Mt. Carmel and Rural Washington County, Wash.; K82BC Gilroy and Morgan Hill, Calif. (BLTT-725).

■ Granted licenses covering changes for following UHF TV translator stations: K82AU, K73BD Bijou, Calif.; W73AC Clarks Summit, Dalton, Waverly and part of Scranton, Pa.

#### Actions of Oct. 7

WCKW(FM) LaPlace, La.—Granted mod. of CP to change studio and ant.-trans. location to 1.5 miles north of Garyville.

WNXT-FM Portsmouth, Ohio—Granted mod. of CP to change type trans.; ant. height 540 ft.

KFJZ-AM-FM Fort Worth, Tex.—Granted mod. of licenses to change name to Texas State Network, Inc. (BML-2137, BMLH-230).

KSRF Santa Monica, Calif.—Granted license covering installation of new ant. and change in ERP to 2 kw and ant. height to minus 175 ft.

WCBG Chambersburg, Pa.—Granted license for new trans.

WBYM Bayamon, P. R.—Granted mod. of subsidiary communications authorization to add storecasting, using subcarrier frequency of approximately 67 kc.

KXZY-FM Houston—Remote control permitted.

WAAB-AM-FM Worcester, Mass.—Remote control permitted.

■ Following stations were granted extensions of completion dates as shown: WANY-FM Albany, Ky., to Dec. 1; WEZY-FM Cocoa, Fla., to Feb. 1, 1966; KRSA-FM Salinas, Calif., to Oct. 15; WTHI-FM Terre Haute, Ind., to March 15, 1966; WCHO-FM Washington Court House, Ohio, to March 22, 1966; WEST-FM Easton, Pa., to March 30, 1966; WBOW-FM Terre Haute, Ind., to April 1, 1966; WVQM Huntington, W. Va., to March 17, 1966; WHME South Bend, Ind., to March 29, 1966; WJWL Georgetown, Del., to March 15, 1966; and WNWI Valparaiso, Ind., to Dec. 31.

#### Actions of Oct. 6

KSTF(TV) Scottsbluff, Neb.—Granted mod. of license to reduce aur. ERP to 24 kw and modify aur. trans.

WSYR-TV Syracuse, N. Y.—Granted CP to change sideband filter and diplexer.

KABL-FM San Francisco—Granted CP to install new trans. and ant.; ERP 100 kw, and waived provisions of Sect. 73.210(a) of rules to extent of permitting relocation of main studio beyond corporate limits of San Francisco; San Francisco identification to be continued; without prejudice to submission of application on Form 301-A with showing that trans. is reliable and capable of being operated by remote control.

KXL-FM Portland, Ore.—Granted CP to install new trans., new ant., change ant. system, studio location; ERP 68 kw; ant. height 920 ft.

WNCN New York—Granted CP to install new ant., increase ERP to 2.25 kw, decrease ant. height to 1,220 ft.; remote control permitted; condition.

\*WQED(TV) Pittsburgh—Granted license

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 14

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,009	27	64	358
FM	1,336	53	204	244
TV	560 <sup>1</sup>	33	95	143

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 14

	VHF	UHF	TV
Commercial	512 <sup>2</sup>	178	690
Noncommercial	66	62	128

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,004	1,334	558 <sup>1</sup>
CP's on air (new stations)	26	37	33
CP's not on air (new stations)	68	212	96
Total authorized stations	4,100	1,583	690
Applications for new stations (not in hearing)	257	186	75
Applications for new stations (in hearing)	79	49	57
Total applications for new stations	336	235	132
Applications for major changes (not in hearing)	198	47	32
Applications for major changes (in hearing)	35	2	8
Total applications for major changes	233	49	40
Licenses deleted	0	0	3
CP's deleted	0	0	4

<sup>1</sup> Does not include three licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

to utilize previously licensed main trans. as auxiliary trans. at main trans. site.

WMCT(TV) Memphis, Tenn.—Granted mod. of license to reduce aur. ERP to 20 kw.

\*WQED(TV) Pittsburgh, Pa.—Granted license to utilize previously licensed main trans. as auxiliary trans. at trans. sit.

WMCT(TV), Channel 5 Memphis, Tenn.—Granted mod. of license to reduce aur. ERP to 20 kw.

Skylark Corp., Kingston, N. Y.—Granted mod. of CP to change ant.-trans. location 450 ft. from present location, increase ERP to 750 w and decrease ant. height to 550 ft., and make engineering changes; remote control permitted.

■ Granted licenses for following UHF TV Translator stations: K79BB, K77BL, Tele-Ray Translator System, Synder, Tex.; K83BE, Fort Mason Translator System, Doss, Cherry Springs, and Loyal Valley, Tex.; K70DB, K72CD, K74CJ, Donley County Translator System, Clarendon, Tex.; K83AV, Zapata TV Translator System, Zapata, Tex.; K80BT, K82BE, K78BK, OK TV Translator System of Seiling Inc., Seiling, Taloga and Vici, Okla.

### Actions of Oct. 5

KFAC-FM Los Angeles—Granted request to cancel authorizations to cover use of auxiliary trans. #2.

WABZ Albermarle, N. C.—Granted request to cancel auxiliary license and renewal of Nov. 29, 1963 which authorized use of auxiliary trans.

■ Granted renewal of licenses of the following main stations and pending auxiliaries: KPMN(FM) Abilene, Tex.; KIKO Miami, Ariz.; KINO Winslow, Ariz. and KQEO Albuquerque, N. M.

### Actions of Oct. 4

WCSH Portland, Me.—Granted change of remote control authority.

### Action of Oct. 1

WBFQ Detroit—Granted change of remote control authority.

### Actions of Sept. 29

WQXT Palm Beach, Fla.—Granted license in daytime power on 1340 kc from 250 w to 500 w, continued nighttime operation with 250 w, conditions.

WSJC Magee, Miss.—Granted change of

facilities from 790 kc, 1 kw, DA, D, to 810 kc, 250 w-N, 50 kw-L.S., DA-2, U (BP-16386); conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

## Fines

■ By memorandum opinion and order commission ordered Donze-Enterprises Inc. to forfeit \$500 for willful and repeated violations of Sec. 73.93(a) of rules by failing to have a licensed operator on duty at trans. site of KSGM Chester, Ill., and for prelogging entries in operating log for operating parameters in violation of Sec. 73.111(a). The action was taken after consideration of licensee's reply to Dec. 16, 1964 notice of apparent liability for that sum. Chairman Henry absent. Action Oct. 6.

## Rulemakings

### FINALIZED

■ In public notice, dated July 23, 1965, commission granted temporary exemption from provisions of Sec. 73.242 of commission's rules and regulations to 106 FM stations which had filed requests for exemptions from that rule's limitation on duplication by FM stations in large cities of programming of commonly owned AM stations. Such temporary exemption postponed compliance with nonduplication requirement from effective date specified in rule (October 15, 1965) to December 31, 1965. Since that public notice, another 32 FM's listed below have also filed for exemption from or waiver of rule, usually temporarily for short periods. This public notice extends effective date of Sec. 73.242 in same manner as July 23 public notice did for stations referred to in that document, pending further action on individual requests.

Certain of additional stations filing requested extensions of time to dates prior to Dec. 31, 1965. These stations are granted exemption from provisions of Sec. 73.242(a) to time requested. Stations, and date to which exemption is granted, are as follows: KMJ-FM Fresno, Calif. (Nov. 29, 1965); KLAC-FM Los Angeles (Dec. 1, 1965); WCBM-FM Baltimore (Dec. 1, 1965); WNEW-FM New York (Dec. 1, 1965); WIST-FM Charlotte, N. C. (Nov. 1, 1965); WZIP-FM Cincinnati (until Dec. 31, 1965, or day following consummation of assignment, whichever is earlier); WHK-FM Cleveland (Dec. 1, 1965); KETO-FM Seattle (Dec. 15, 1965).

Following FM's are granted exemption from provisions of Sec. 73.242(a) of commission's rules and regulations to and including Dec. 31, 1965: KARM-FM Fresno, KHF-FM and KRKD-FM Los Angeles, KDFC-FM San Francisco, all California; WCCC-FM Hartford, Conn.; WQIK-FM Jacksonville, Fla.; KCKN-FM Kansas City, Kan.; WAQE-FM Baltimore; WNBH-FM New Bedford, WBYN-FM Springfield, WAAB-FM Worcester, all Massachusetts; WCAR-FM Detroit; WVNJ-FM Newark, N. J.; KDEF-FM and KOB-FM Albuquerque, N. M.; WWOL-FM Buffalo, N. Y.; WHBC-FM Canton, Ohio; WJM-FM Philadelphia; WPIT-FM Pittsburgh; WITA-AM-FM San Juan; KOL-FM and KIRO-FM Seattle, KTAC-FM Tacoma, all Washington; WIBA-FM Madison, Wis.

### PETITIONS FOR RULEMAKING DENIED

By memorandum opinion and order, commission denied petition by law firm of Krieger and Jorgenson for reconsideration of July 28 policy statement on comparative broadcast hearings and institution of general rulemaking proceeding to delineate policies governing such comparative hearings. Commissioner Bartley concurred and issued statement; Commissioner Lee not participating. Action Oct. 6.

### AMENDED

By memorandum opinion and order, commission amended Parts 0 and 1 of its rules which provide for public inspection of certain records of broadcast stations in communities they serve to, in the main:

- 1) Exempt TV translator stations from requirement;
- 2) Limit engineering information in such public reference files to maps showing service contours of stations, together with information about their trans. and main studio locations. This map and location information requirement extends to all stations, whether or not they have filed applications required to be kept in local file;
- 3) Make it clear that network affiliation contracts need not be placed in open records;
- 4) Make it clear that financial books of stations need not be made available, and that station's annual financial report to commission need not be in local public file unless licensee voluntarily incorporates it

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by reference in material which must be open to public inspection; and

5) Require an applicant to place in his open file statement that petition to deny application has been filed, identifying name and address of filing party.

Rule changes also clarify that certain material pertaining to applications filed before May 14 (the effective date of rules as originally adopted in Doc. 14864) need not be in stations' open files, which need contain only current records. Action Oct. 6.

■ By report and order commission amended its FM table of assignments to substitute Channel 256 for 255 in Pascagoula, Miss., and modified license of Crest Broadcasting Co., to specify operation of station WPMP-FM in that city on Channel 256 in lieu of 255. Crest, which requested change to eliminate second harmonic interference caused to TV reception on Channel 255, has been operating on higher channel under special temporary authority granted March 15 with no resultant interference. Chairman Henry absent. Action Oct. 6.

#### PROPOSAL

■ Commission proposed to amend Sec. 73.150 of its broadcast rules to specify, in lieu of existing MEOV theoretical calculations for AM DA patterns, standard method of calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours of AM's using DA's. Notice specifically provides that con-

templated rule would apply only to applications accepted for filing after whatever effective date is determined. Chairman Henry absent. Action Oct. 6.

#### PETITIONS FOR RULEMAKING FILED

■ WWSC Glens Falls, N. Y.—Normandy Broadcasting Corp. Requests institution of rulemaking proceedings looking toward addition to FM table of assignments by assignment of channel 240A to Glens Falls, N. Y. Received Sept. 30.

■ Framingham, Mass.—Richard O'Conner. Requests issuance of notice of proposed rulemaking looking toward following change in FM table of assignments: Albany, N. Y., add channel 254. Received Oct. 1.

#### NEW CALL LETTERS REQUESTED

■ Duluth, Minn.—Channel 10 Inc. Requests WDIO.

■ WFYI Mineola, N. Y.—Bursam Communications Corp. Requests WTHE.

■ Paterson, N. J.—Trans-Tel Corp. Requests WXTV(TV).

■ WEOL-FM Elyria, Ohio—Elyria-Lorain Broadcasting Co. Requests WBEA (FM).

■ WWOK Charlotte, N. C.—Fred & Arthur W. German Request WAAD.

■ Springfield, Ohio—Southwestern Ohio TV Inc. Requests WSWO-TV.

#### International

■ Pursuant to exchange of correspondence between Department of Transport of Canada

and Federal Communications Commission, Table A, Annex 1 of Television Working Arrangement under the Canadian-U. S. A. Television Agreement has been amended as follows: Crawford Bay, B. C., add channel 5; Kamloops, B. C., add channel 6-4 (limitation to protect CHEK-TV, channel 6, Victoria, B. C.); Nelson, B. C., delete channel 9 (limited 1 kw and 0 ft.), add channel 9 (limited 1.37 kw and 1400 ft. to protect channel 9, Kallispell, Mont.), delete channel 5, add 3+ (limitation to protect channel 3, Burmis, Alberta); Dauphin, Man., add 12- (limited 200 kw and 500 ft. to protect channel 12+ [L] at Wynyard, Sask.; Fisher Branch, Man., 10+ (limited 200 kw and 600 ft. to protect CBWAT-5, channel 10- at Red Lake, Ont.); Manitowadge, Ont., add channel 9; Bancroft, Ont., add 2+ (limitation to protect WGR-TV, channel 2, Buffalo, N. Y.; Geraldton, Ont., add 13+; Sarnia, Ont., delete channel 40, add channel 38; Windsor, Ont., delete channel 38, add channel 26; Huntsville, Ont., add channel 8 (limitation to protect CKNX-TV, channel 8-; Wingham, Ont. and WROC-TV, channel 8, Rochester, N. Y.); Montreal, Que., delete 15+, add 14; Port Alberni, B. C., add 3+ (limitation to protect channel 3, Chilliwack, B. C.; Kelowna, B. C., add 5- (limitation to protect CFCR-TV-6, channel 5, Mt. Timothy, B. C.); Crawford Bay, B. C., delete channel 5, add channel 5 (limited to 1 kw ERP and 100 ft.); Claresholm, Alberta, add 5- (limitation to protect channel 5, Crawford Bay, B. C. Action Sept. 30.

## COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Oct. 13. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

Hanford, Calif.—B and D Cable Co., Hanford, has applied for a franchise. Previous applicants are Central California Communications Corp., Salinas, Calif. (owner of KSBY-TV San Luis Obispo, Calif.) and Cable TV Service Inc. (Allen T. Gilland, president). Mr. Gilland is also president of KNTV(TV) San Jose, Calif.

■ Jackson, Calif.—Valley Vision Inc., Modesto, Calif. (John Markovich, president), has been awarded a 20-year franchise. Valley Vision has also applied for franchises in Oakdale, Patterson, and Sutter Creek, all California (BROADCASTING, Sept. 27).

■ Kern county, Calif.—Kern Cable Corp., Bakersfield, Calif., has been awarded a franchise by the board of supervisors. Trans-Video Corp., El Cajon, Calif. (Lee Druckman, president), currently holds a franchise in the city of Bakersfield, the county seat of Kern county (BROADCASTING, May 24).

Merced, Calif.—General Electric Cablevision Corp., Schenectady, N.Y., has applied for franchise. Under the proposal the company would pay 3% of gross receipts for the first five years and 4% thereafter. The monthly service charge would be \$5. General Electric Cablevision has also applied in Camillus, N. Y., Freeport and Champaign, both Illinois.

Patterson, Calif.—Valley Vision Inc., Modesto, Calif., has applied for a 20-year franchise. Valley Vision is owned by John J. Markovich, Modesto; John B. Markovich, Fresno; Robert B. Cooper Jr., Modesto; Thornton N. Snider, Turlock; Ronald L. La Force, Modesto, and Vernon Bjorklund, Fresno, all California. Valley Vision has obtained a franchise in Jackson, and is applying in Oakdale and Sutter Creek, all California.

■ San Diego, Calif.—Two firms have been granted non-exclusive franchises. San Diego Community Antenna Television Co. has been granted a license to operate in Ocean-side, Fallbrook, Escondido and Ramona, all California, and Video Cable System Inc. has been granted a franchise to operate in Lemon Grove and Spring Valley, both California.

Sutter Creek, Calif.—Valley Vision Inc., 1419 K Street, Modesto, Calif., (see Patterson above) has applied for a franchise.

Valley Vision has been awarded a franchise in Jackson, and is an applicant in Oakdale and Patterson, all California.

Lake City, Fla.—Four groups have applied for a franchise. A local group headed by Bob Dobeinstein and Alex Stevens would remit 7% of the gross profits on the first \$50,000, 8% on the second \$50,000, and 9% on all gross profits over \$100,000. Another group consisting of James Moore, Dr. L. G. Landrum, and Clarence Ratliff proposes to pay 6¼% of the gross. Buford Mitchell, who heads Starke Enterprises Inc., Starke, Fla., would guarantee the city 5.1% of the gross. Clear Vision TV Co., Meridian, Miss.,

would pay 4½% from the first 2,000 subscribers, 5% from the next 500 subscribers, and 6% from all over 2,500.

Venice, Fla.—Six firms have applied for a franchise, at invitation of city Council: Florida Cable Television Inc. (formed by Larry Rhodes, Warren Henderson and John E. Palmer); Universal Cable Vision of Venice Inc., Cocoa Beach, Fla.; Wire Television Corp., Pottsville, Pa. (Clarence F. Schoffstall, president); Gulf Coast Teleception Inc., Port Charlotte, Fla. (W. F. Hemminger, president); GT&E Communi-

Continued on page 122

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## RADIO

### Help Wanted—Management

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General manager for Milwaukee area station with multiple station operation. Management experience necessary. Many fringe benefits including ownership from proven ability. Send full information to Box K-164, BROADCASTING.

Manager for FM station in large Carolina growth market. Right man must be top salesman. Excellent financial arrangement. Box K-202, BROADCASTING.

Partner-manager with Philadelphia sales experience and \$15,000 to invest in suburban station. Box K-224, BROADCASTING.

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Aggressive Ohio major market station adding one salesman who can run with a hard hitting operation. Our sales have doubled under new ownership-format-operation, in 8 months. Get set now with established accounts, tremendous potential. Excellent guarantee, expenses, set your own ceiling. You must be at least 25, have 4 years experience; capable of meeting and selling top corporate men. Send resume references, picture, Box K-186, BROADCASTING.

Salesmanager for upstate New York station. Box K-210, BROADCASTING.

Top salesman to handle local/national accounts. AM-FM quality station. Heavy local programming, well received by audience and business community. Sales management available for right man. Contact Operations Manager, WEEF Radio, Highland Park, Illinois. 312-432-1430.

Immediate—Two hard driving experienced salesmen for virgin market. Forward complete work history, references, salary requirements. WJRC Joliet, Illinois.

Experienced salesman. Excellent potential. Managership opportunity for right man. Serving central N. J. and metropolitan area. Write WRLB, Long Branch, N. J.

Wanted. Salesman with ambition. must be a "go getter." If you like opportunity, you'll love working here. Send resume and recent photo to Robert E. Palmer, Gen. Mgr., WSHF, P.O. Box 606, Sheffield, Alabama.

Houston area 1000 watt fulltime radio station needs high class ambitious salesman with a proven sales record. Please write giving full details as to experience; size of family; salary requirements listing also your overall broadcasting abilities. Write to John M. Camp, P.O. Box 968, Wheaton, Illinois.

## Sales—(Cont'd)

Move up to a larger market and more income. Wanted: Aggressive salesman leading to sales management in six months. 200,000 market. We've got the product and incentive—do you have the ability. Call: James Austin, Charleston, W. Va., 304-343-4556.

WANTED: Salesman for number two rated station in a market of 300,000—excellent opportunity and chance to advance with a growing chain of stations. Salary commensurate with ability. Auto expense, life and hospitalization insurance. Between the ages of 21 and 35 years, married or single. Send resume and experience to Sales Manager, P.O. Box 3253, Albuquerque, New Mexico.

If you are interested in a fine midwest sales opportunity, call area code 816-263-1230.

### Help Wanted—Announcers

Leading adult station in top Michigan market is seeking experienced announcer-dj strong on music and news. Good pay, exceptional fringe benefits. Send tape, photo, and complete resume to Box J-143, BROADCASTING.

Announcer, newsmen for good music midwest NBC affiliate. Send tape, resume and photo to Box K-96, BROADCASTING.

Personality for top rated contemporary music station in upped midwest. Mid-day lively sound with adult appeal. Box K-102, BROADCASTING.

Virginia major market daytimer needs experienced announcer-engineer, 1st phone . . . upbeat format—no rock . . . send tape and resume to Box K-124, BROADCASTING.

Full time station in outstanding community near Atlanta has immediate announcer opening. Good salary and fringe benefits to experienced man. Send resume and tape to Box K-145, BROADCASTING.

Announcer-copywriter . . . wanted immediately by northern New England net affiliate. Must be good at both. Salary commensurate with ability. Professional staff. Tape and references first letter. Box K-169, BROADCASTING.

Announcer-salesman needed yesterday. Experienced only. No beginners please. Good accounts. Northeast recreation area. Audition, resume and recommendations to Box K-170, BROADCASTING.

Good voice—first phone—references. Qualifications necessary for immediate opening at WTLN—5 kw—AM in beautiful Booming Orlando-central Florida. Box K-181, BROADCASTING.

Announcer-chief engineer. \$125 starting weekly to qualified, permanent man. 1 kilowatt fulltime, easy listening. Pleasant living in beautiful Shenandoah Valley of Virginia. Established station. Excellent opportunity for salary and executive growth. Tape, resume picture. References exchanged. Box K-183, BROADCASTING.

Top Forty Personality—major station—top 10 market (east). Send tape & resume to Box K-226, BROADCASTING.

Play-by-play announcer with some interest in sales. Contact Bill Elliott, KATE, Albert Lea, Minnesota.

Immediate opening for announcer/salesman willing to train for sales. Good working conditions, good pay. KLEX, Lexington, Missouri.

## Announcers—(cont'd)

Black Hills first and leading station, KOTA, Rapid City, So. Dakota seeks night announcer. Mid-road format; 3rd class ticket. Experienced, but will consider talented beginner. \$95 week—medical and hospitalization; good hunting and fishing. Tape, resume to Kent Slocum, Pgm. Dir.

Still need 2 more staff announcers for new 50,000 watt radio station, starting soon. Send tape, snapshot, salary & full details by airmail to Manager, KSWB RADIO, Roswell, New Mexico.

Immediate opening—announcer!! Progressive small market station. Good working conditions. Salary open. 3rd class license. Write or call Bill Spitzer—Manager, Radio KUVR, Holdrege, Nebraska.

Old Station with young management needs fulltime announcer/newsmen now! Must have 3rd class license and some experience. Call or write Mike Horne, KWCB, Searcy, Arkansas.

Immediate opening for announcer. Station WAMD, Aberdeen, Maryland.

Top Pulse and Hooperated station wants wide-awake-swing-shifter. start \$70-\$80. Fine equipment and environment. Tapes, photos returned. WBBQ, Box 1443, Augusta, Ga. 30903.

Announcer with endorsed third ticket needed at two of our stations now. Contact Bill Nungesser, WCHO, Washington Court House, Ohio.

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Northern Virginia's number 1 adult station (vicinity—Wash., D.C.) seeks two first phone, experienced newsmen/announcers immediately. Prestige operation moving into new facility. Expanding staff. Contact: Jules Henry, WEEL, Fairfax, Va., phone 703-273-4000.

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Montgomery County, Maryland—Immediate opening for experienced announcer with 1st phone. Salary open. WHMC, Gaithersburg, 301-948-9400.

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(Continued from page 115)

cations Inc., a subsidiary of General Telephone & Electronics Corp.; and Venice Central Antenna Network Inc. Directors of Venice Central Antenna Network are D. Grady Hough Jr., Jay Lumley, E. G. Boone, George E. Youngberg Sr., Ralph Lanius and T. Lamar Hazen.

■ Williston, Fla.—Cavu Inc. has been awarded a 12-year franchise. The agreement specifies completion of the system within an 18-month period, and provides for a payment of 2% of the firm's gross income. Principals in firm: Royal French, Ben Doerr and Charles Williams Jr.

Champaign, Ill.—General Electric Cablevision Corp. (General Electric Co. owns WGY, WGFN(FM) and WRGB(TV), all Schenectady, N. Y.) has applied for a franchise. General Electric Cablevision would charge \$20 for installation and \$5 monthly. Free service would be provided to all city offices. The firm has also applied in Merced, Calif., Freeport, Ill., and Camillus, N. Y. Previous applicants in Champaign are University TV Cable Co. (jointly held by Alliance Amusement Co., Chicago, and Jerrold Corp., Philadelphia), Plains Television Corp. (WCHU(TV) Champaign, and WICS(TV) Springfield, both Illinois) and Illini Cable TV Inc., Chicago (BROADCASTING, June 14).

■ Galesburg, Ill.—Galesburg All-Channel Cable Vision Inc. has been granted a 25-year franchise. The firm will pay 3% and charge \$5 monthly. Gregg Cablevision, Nashville, Tenn., currently holds a franchise in Galesburg (BROADCASTING, Aug. 30).

■ Lincoln, Ill.—Central Illinois Electric & Gas Co. has been awarded a 25-year franchise (BROADCASTING, Sept. 6).

Loves Park, Ill.—Unicom Inc., New York, a subsidiary of the Katz Outdoor Advertising Co., has applied for a franchise. The firm was represented by William Rogers Jr. and Roland Olson. Previous applicants were Loves Park CATV Inc. (Harley Swanson, president) and Rockford Community Television Inc. (Vernon A. Nolte, president).

Pana, Ill.—Two firms have applied for a franchise: Illinois Consolidated Telephone Co., represented by attorney John W. Fribley, and a group of Pana businessmen represented by Keith Moyer. In return for a 25-year franchise the Pana group would pay the city 2% of the gross for the first year, 4% for four years, and 5% for the next 20 years. Subscribers would be charged \$25 for installation. A previous applicant is Friendly Broadcasters Inc. (BROADCASTING, Sept. 13).

Peoria, Ill.—Central Illinois Cable Television Inc., Peoria, represented by Donald F. Vonachen, a Peoria attorney, has applied for a franchise. The company, which is associated with Jerrold Corp., Philadelphia, has also applied in Decatur, Ill. Previous applicants are Peoria Cable Television Inc. and Multi-Channel Cable TV Inc., Chicago (BROADCASTING, July 26).

Marion, Ind.—Rego Industries Inc., Hoboken, N. J., has applied for a franchise. Previous applicants are Fair Enterprises Inc., Indianapolis, and Marion Cable Television Inc. (BROADCASTING, March 1).

■ Plainfield, Ind.—Community Teleception Inc., 500 Union Federal Building, Indianapolis, has been granted a franchise. The system will provide free service to public and parochial schools and to police and fire departments. The firm would charge an installation fee of \$14.90 and a monthly fee of \$4.90. Community Teleception has also received a franchise in Mooresville, Ind.

■ Baxter Springs, Kan.—Shawnee Systems Inc., Shawnee, Kan., has been granted a 20-year franchise. The company has agreed to pay the city 3% of the annual gross revenue from the first 500 subscribers, 4% from the next 500, and 5% from those above 1,000.

Garden City, Kan.—Commonwealth Theaters, represented by Logan Green, and KIUL Inc., Garden City, owned by the Harris newspaper group (Harris owns KTOP-AM-FM Topeka, Kan.; KBUR Burlington and KMCD Fairfield, both Iowa, and WJOL, Joliet, Ill.), have both applied for franchises. A Harris subsidiary has also applied in Hutchinson, Kan. A previous applicant is Telesis Corp., Chicago (BROADCASTING, Aug. 16).

Holsington, Kan.—Cobb and Associates, Great Bend, Kan., has applied for a franchise. The firm, which consists of Grover Cobb, vice president of KVGB Great Bend, and KVGB staff members Robert Hilgen-dorf, James Heaton and Dick Painter, would charge \$6.95 monthly and would offer KCKT(TV) Great Bend, KARD-TV and KAKE-TV, both Wichita. KAYS-TV Hays

and KTVH(TV) Hutchinson, all Kansas. The group is also seeking franchises in Great Bend and Larned, Kan. A previous applicant is Telesis Corp., Chicago, represented by George Bennett.

Hutchinson, Kan.—Publishing Enterprises Inc., a subsidiary of the Harris newspaper group (Harris owns KIUL Garden City and KTOP-AM-FM Topeka, both Kansas; KBUR Burlington and KMCD Fairfield, both Iowa, and WJOL Joliet, Ill.), has applied for a franchise.

Pittsburg, Kan.—KSEK Broadcasting Inc. (KSEK Pittsburg) has applied for a 20-year franchise. An earlier ordinance granted to KSEK was ruled to be discriminatory by the Crawford county district court (BROADCASTING, July 19).

Pratt, Kan.—Pratt Cable TV Inc. has applied for a nonexclusive franchise.

■ Russell, Kan.—Three companies have been granted franchises: Telesis Corp., represented by Mel and Tom Gleason; United Transmission Inc., represented by Wait Davin; and KAYS Inc. (KAYS Hays, Kan.). Before the franchises become effective there will be a 60-day protest period in which voters may petition the city for a general election to approve or disapprove the franchises. Under the proposals Telesis will offer a \$12.50 installation charge and a \$4.95 monthly charge. United and KAYS will both charge \$15 for installation and \$7 monthly. Each firm will pay 3% of gross sales.

Bay City, Mich.—American Microwave Communications Co. has applied for a franchise. Represented by Bruce Friel, the system eventually will carry 12 stations.

Dowagiac, Mich.—Two firms have applied for a franchise: TH Publishing Corp., publishers of the Dowagiac Daily News, and GT&E Communications Inc., a subsidiary of General Telephone and Electronics Corp. GT&E proposed to offer 10 stations plus FM and time-weather stations for an installation fee of \$15 and a \$5 monthly fee. GT&E would pay 3% of the gross revenue. Both companies would offer free service to schools. TH Publishing recently applied for a franchise in Savannah, Ill. (BROADCASTING, Oct. 11).

Marshall, Mich.—Wolverine Cablevision Inc., owned jointly by the Fetzer Broadcasting Co. (Fetzer stations are WKZO-AM-TV Kalamazoo, WWTW-FM-TV Cadillac, WJEF and WJFM(FM), both Grand Rapids, and WWUP-TV Sault Ste. Marie, all Michigan; KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska, and Time-Life Broadcast Inc. (Time-Life stations are KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego and KERO-TV Bakersfield, both Calif.; and WFBM-AM-FM-TV Indianapolis) has applied for a nonexclusive franchise. Triad Stations Inc. (WALM Albion, Mich.; WFLR-AM-FM Freeport, Ill.; and WAUK-AM-FM Waukesha, Wis.) currently holds a franchise in Marshall.

■ Muskegon, Mich.—Booth Broadcasting Co. has been granted a nonexclusive franchise. Booth stations are WJLB, WMZK(FM) Detroit, WSGW Saginaw, WIBM, WBBC(FM) Jackson, all Michigan; WTOD, WTRT(FM) Toledo and WABQ and WXEN-FM Cleveland, all Ohio; WJVA South Bend, and WIOU Kokomo, both Indiana.

Niles, Mich.—Niles Broadcasting Co. has applied for a 10-year franchise.

■ Summit, Mich.—Booth Broadcasting Co. Detroit, has been granted a 30-year franchise. An installation fee of \$10 and a \$5 monthly fee would be charged. Booth owns WJLB, WMZK(FM) Detroit, WSGW Saginaw, WIBM, WBBC(FM) Jackson, all Michigan; WTOD, WTRT(FM) Toledo and WABQ and WXEN-FM Cleveland, all Ohio; WJVA South Bend, and WIOU Kokomo, both Indiana.

■ Vicksburg, Miss.—Vicksburg Video Inc., Vicksburg, Miss., was granted a franchise. Represented by David P. Mooney, the firm will pay the city 3% of the annual gross revenue derived from service charges. Meredith-Avco, Omaha a multiple CATV owner, also was an applicant.

Lincoln Park, N. J.—Tele-Mark Communications Co., Newark, N. J., a subsidiary of Precision Industrial Design, Newark, has applied for a franchise. The firm would pay 1½% of the revenue and would increase the percentage to 3% within five years.

Monroe, N. J.—Jerrold Corp. of Delaware (Jerrold Corp.) has applied for a franchise. The company proposes to pay 5% annually of the gross monthly service revenue and would charge \$10 for installation and \$5 monthly. There would be eight stations available including four from Philadelphia and three from New York.

■ Lackawanna, N. Y.—Lackawanna Cablevision Inc. has been awarded a franchise. The company will pay 2½% of the gross from the first 2,000 subscribers, 3½% from

the next 3,000 subscribers, 5% from the next 3,000 and 2½% from all over 8,000. An installation fee of \$5 will be charged (BROADCASTING, Oct. 11).

■ Liverpool, N. Y.—Newchannels Corp. (subsidiary of Newhouse Broadcasting Co. WSYR-AM-FM-TV Syracuse, N. Y.) has been awarded a franchise. Rates will be \$19.50 for installation and \$5 monthly. New channels will pay 3% of gross earnings. The firm currently holds franchises in Camillus, Carthage, Delhi, East Syracuse, Malone, Ogdensburg, Oneonta, Rome and Sidney, all New York.

St. Marys, Ohio—A franchise granted to Shardo Cablevision Inc., Wapakoneta, Ohio, has been vetoed by mayor W. W. Wierwille. The mayor said the 25-year ordinance should be limited to 10 to 15 years (BROADCASTING, Oct. 4).

■ Athens, Tenn.—Athens TV Cable Co. Inc. has been granted a franchise. There will be no installation charge and a fee of \$4 monthly has been established. Athens TV Cable Co. Inc. was one of five firms competing for the franchise.

Brady, Tex.—Television Enterprises Inc., headed by J. H. Franks, San Angelo, Tex., has purchased the system formerly owned by John Threadgill of Brady. The system is managed by Ross D. Huffman.

Cleburne, Tex.—Commercial TV Antenna Cable Co., has applied for a franchise. Under the proposal, the city would receive 4% of the gross rentals. Another firm, represented by Mrs. J. C. Pair and Mrs. Marguerite Morris, has applied for a franchise.

Kerrville, Tex.—Hill Country Cablevision Inc., operated by Carl Meek, Kerrville, and J. D. Brance, Hunt, Tex., has recently purchased the system formerly owned by John Threadgill, Brady, Tex.

Laredo, Tex.—Donrey Broadcasting Co., Fort Smith, Ark. (Don Reynolds group), has applied for a franchise. Vumore Co. (RKO General) currently holds a franchise in Laredo.

Mercedes, Tex.—Two firms have applied for franchises: Southwest CATV Inc., Houston (Lester Kamin, president), and Valley Microwave Transmission Inc. (McHenry T. Tichenor, president). Valley Microwave holds franchises in Edinburg and San Benito, both Texas, and Southwest CATV has franchises in Brownsville, Edinburg, McAllen, Mission, Pharr and San Benito, all Texas.

■ McAllen, Tex.—Two firms have been granted 20-year franchises: Robert Mack Lee Industries Inc. (Carlton Farris, president), and Southwest CATV, Houston (Lester Kamin, president). Robert Mack Lee Industries will pay \$1,000 a year or 4% of gross receipts, whichever is greater, and will offer two Los Angeles stations in addition to stations from Fort Worth, San Antonio, and Corpus Christi, all Texas. Directors of the firm are Mr. Farris, O. Terry, and Bill Whalen. Southwest CATV holds franchises in Brownsville, Edinburg, Mission, Pharr, and San Benito, all Texas. A third firm already holds a franchise in McAllen: Alice Cable Television Co., Alice, Tex.

■ Orange, Tex.—Orange CATV Inc. has been granted a franchise.

■ San Benito, Tex.—Voters have approved a franchise for Southwest CATV Inc., Houston. Lester Kamin is president of the firm. Southwest, which would charge \$4.75 monthly, currently holds franchises in McAllen, Brownsville, Edinburg, Pharr and Mission, all Texas. Valley Microwave Transmission Inc. (McHenry T. Tichenor, president) already holds a franchise in San Benito.

Christiansburg, Va.—Booth-American Corp., Detroit, has applied for a franchise. Estimated cost to subscriber is \$10 for initial installation and \$4.95 per month. Now operating in Pulaski, Va., the firm was granted a license in Blacksburg, Va., and plans to make an application to the city of Radford, Va.

■ Hurricane, W. Va.—Cabell Cable Co. has been awarded a 20-year franchise.

■ Delavan, Wis.—A 20-year franchise has been awarded to James M. Stine and Donald Whitlow, consultants for the CATV Co., Glenview, Ill. Stine declared that the company will be incorporated and called Delavan Cable-Vision.

■ Eagle River, Wis.—Northern Telecab Inc. has been granted a franchise.

■ Madison, Wis.—Complete Channel TV Inc., Madison, has been granted a franchise. Principals are Dr. Charles Hopkins, Maple Bluff, Wis., and James Fitzgerald, Janesville, Wis. All Channel TV, a previous applicant, dropped its application and merged with Complete Channel TV Inc.

Prairie du Chien, Wis.—General Telephone & Electronics Corp. has applied for a franchise.



**T**O HEAR Herb Mendelsohn tell it, he's a restless scamp with a salesman's instincts who has made good in spite of himself. Before he got into radio it was always one hand out for the next job and occasionally one hand out to the finance company. In fact one of his present clients, Beneficial Finance, once denied him a small loan because he was out of work.

Right now Mr. Mendelsohn is in one of radio's catbird seats. He's general manager of WMCA New York, one of the most prosperous stations in the country. The last man to hold the job, Stephen Labunski, is now an NBC president in charge of the NBC Radio network.

Mr. Mendelsohn's first job was as a cub reporter for *Box Office* magazine. He soon decided this didn't suit him and went into business with his father distributing premium punch cards. There's no getting around it, he says, we were just selling a simple lottery game. Tiring of this, Mr. Mendelsohn ran, in quick succession, through jobs as an accountant, candy salesman, food broker and driver-salesman for a bolt and screw company. He didn't begin to settle down until he was employed by the Hart Publishing Co. as a traveling salesman, and this eventually led him into broadcasting.

**Chance Meeting** ■ On a book-selling mission between San Francisco and Salt Lake City he struck up a conversation with a stranger sitting in the plane seat next to him. The man told him he was in the radio-television game and the irrepressible Mr. Mendelsohn immediately suggested a book review program. The stranger happened to be station-owner J. Elroy McCaw who threw a little cold water on the program idea, but expressed interest in Mr. Mendelsohn's initiative and suggested they get together again.

When they did Mr. Mendelsohn had convinced a Seattle book store to agree to sponsorship of a review program, with cooperative money to come from publishing companies. Together they would cough up \$1,200 to carry the show each weekend. Mr. McCaw swallowed his skepticism and the program ran for 13 weeks on KTVW(TV) Tacoma-Seattle. When asked what he wanted in compensation, Mr. Mendelsohn suggested a few plugs for his company's books. Mr. McCaw complied, but finally had to advise young Mr. Mendelsohn to tell his boss that "we generally get paid for promotional announcements." The kicker came when he offered the book salesman a job.

Mr. Mendelsohn declined at the time in favor of a distribution franchise offered to him by Grants Insecticide Co. which appeared to be a quicker pot of gold. Six months later, down on his

## Running radio is harder than running TV

luck and sitting in a Memphis hotel, he decided to call his old friend in broadcasting again and Mr. McCaw once more offered him a position. This time he took it, going to the McCaw property in New York, WINS.

**Radio Man** ■ From then on Mr. Mendelsohn was on his way in radio, although this medium threw him one curve ball, too. With some friends he purchased a daytimer in Rome, N. Y., WRNY. He and his friends struck out there, having to sell at a loss when the Griffis Air Force base in Rome, which supplied the station with a good part of

its audience, was cut back to skeleton-crew operation.

Mr. Mendelsohn is one of a large number of his type who believe that running a good radio station is a lot more difficult than running a good TV property, albeit the original investment may be modest by comparison. It's not just because radio may be a harder sell than television, says Mr. Mendelsohn. Programing is a greater challenge because there's a greater variety or choice in format. And there is more room for "emotional appeal" in pitching advertisers. The new WMCA manager stayed with WINS four-and-a-half years, eventually becoming its top salesman, before moving to WABC where he was general manager for one year.

**Free Rein** ■ He says "I swing best" in an unfettered environment and describes his agreement with R. Peter Straus (president of Straus Broadcasting Group which owns WMCA) as allowing him complete freedom in the station's operation.

Between WABC and Straus Broadcasting Mr. Mendelsohn was tied up with the Capital Cities operation as general manager of that company's WKBW Buffalo, N. Y. His upstate experience has proven valuable to the Straus group and his counsel was sought before Straus' recent purchases of WTLB Utica and WGVA Geneva, both New York, from Star Broadcasting. Straus also operates another New York station, WALL Middletown.

WMCA's rocking format Mr. Mendelsohn considers to be "warm and exciting, but not hysterical." Has he changed the station since taking over from Mr. Labunski? "Only in a very subtle way," he says. "We've given the stations' sound a new warmth."

Mr. Mendelsohn thinks Stephen Labunski is a "tough act to follow" and one which he would be foolish to attempt to imitate. The new manager came to WMCA at a propitious time and it's clear that he hasn't been inclined to tamper drastically with success. He does feel that he's promoting a new aggressiveness among his salesmen. The danger in this business, Mr. Mendelsohn says, is allowing complacency to creep into your attitude when you're at the top. There's no denying that his station is at, or close to, the top in terms of ratings, but the WMCA manager says he's "not just a numbers man. There are a lot of ways to sell this medium without just ratings."

Mr. Mendelsohn says WMCA billings this year will be 25% ahead of 1964, that business is just plain good.

He has his own theory of station management. No lingering or unexplained problems is the rule. "The way to react when you're dissatisfied is quickly," he says, "so nobody goes home and broods over the weekend."

## WEEK'S PROFILE



**Herbert Joseph Mendelsohn**—Gen. mgr. WMCA New York (Straus Broadcasting Group); b. Dec. 19, 1924, New York City; Andrew Jackson High School, Queens, N.Y.; Queens College, 1942; U. S. Army, 1943-46, Officers Candidate School, 2d Lieutenant; *Box Office* magazine, reporter, 1946; Laurel Trading Co., premium salesman, 1946-48; tax control records, business accounting service, 1948; Asher Bros. (candy) salesman, 1949; food broker, 1949-51; U. S. Army, 1951-52; I. Roseman & Assoc., food brokerage, 1952; Sharon Bolt & Screw Co., salesman, 1953; Hart Publishing Co., salesman, 1954, sales mgr., 1955; Grants Insecticide Co., 1955; WINS New York, salesman, 1956-61; WABC New York, gen. sls. mgr., 1961; WKBW Buffalo, N.Y., VP-gen. mgr., 1962-65; WMCA, gen. mgr., March 1965; m.—Edith Golub, 1945; children—Robert, 17; Tedd, 15; Steven, 12; member—bd. of dir., New York State Broadcasters Association, International Radio & Television Society; hobbies—golf, reading.

Americans first

**W**HILE news media fight sham battles on such perennials as news access, fair trial and free press (in its broadcast sense), Canon 35 and political coverage past and future, the real thing is taking place before our very eyes and ears in Vietnam.

Whether it's a war or something less we'll leave to historians. The facts are that Americans are being killed and maimed and that American news media are on the job. Radio and television are supplying vivid coverage of the jungle warfare with unequaled speed and efficiency.

The question arises whether this coverage is too fast. Pentagon authorities privately are beginning to question it. Military men always have been disposed to frown upon any coverage beyond the routine handout.

Because this is not an officially declared war there is no national emergency and no official Office of Censorship as there was during World War I and II. And even during those formal wars censorship was voluntary.

Grave responsibility rests upon broadcasters because of the immediacy of their reports. Voluntary restraints should be considered by the news heads of networks and the special correspondents of groups and individual stations. They are Americans first and reporters next.

No American journalist would willfully give aid and comfort to the enemy—a phrase used by the military whenever they want to keep the lid on. During formal wars, the practice was to label dispatches dealing with planned actions with the slug "delayed" so they were not transmitted until after an event that might reveal military intelligence. All news media, and particularly broadcasting, should consider carefully an adaptation of this device in their coverage of the unorthodox war in Vietnam. The public wouldn't be denied the news; information would simply be held up until it had lost its strategic value.

During World War II voluntary censorship was invoked without a single untoward incident as far as the broadcast media were concerned. Our victory in Vietnam will be expedited if this unparalleled feat could be duplicated.

New sound

**A** NEW and vital radio program format is sweeping the country. With surprising rapidity, country and western music has grown from a few scattered hours on occasional stations to a fulltime schedule on more than 200 outlets, and major segments on at least 1,600. The number of stations and the quantity of C&W are still increasing.

Why the sudden popularity? Much of the credit must go to improved methods of recording and better product from the C&W artists who make Nashville their headquarters. A more sophisticated approach to the earlier hillbilly tunes has been developed. There is more rhythm, better music and lyrics and often artists with better voices. Some of the nation's top pop singers double in country and western.

A share of credit for the improvement in modern country and western music must go to Broadcast Music Inc. which, by introducing competition into the music licensing field, encouraged C&W artists to increased productivity.

There is a good deal of hard business sense behind the decisions of many owners to put their stations on a country and western format. In most large, medium and even some smaller markets too many stations have been following the same top 40 or middle-of-the-road formulas.

The audience has to be split too many ways for anyone except the most popular outlets to thrive.

But in all of these markets, even the very large ones, there is a big and growing nucleus of listeners who like the modern country music. In its survey of country and western stations, reported in this issue, BROADCASTING found that almost without exception stations which switched to 100% C&W increased their audience and their profits.

A few advertising and station executives still hold the old image of country & western—a laughable hodgepodge of hillbilly antics. It is time they learned all that is changed. It's the C&W station heads who are laughing now—all the way to the bank.

NCAA's fumble

**Q**UESTIONS of good faith and ethics have been raised over the negotiated decision of the National Collegiate Athletic Association to switch its collegiate schedule from NBC-TV to ABC-TV during 1966-67 for a neat \$15.5 million—about \$2.5 million more than the expiring NBC two-year contract.

NBC contends it had been assured there would be no exclusive negotiation and that there would be either sealed bids or negotiations with each of the 1963 bidders—all of the networks.

ABC cannot be faulted for putting its best foot forward. With the National Football League contracted to CBS-TV and the American Football League to NBC-TV it had a potent argument in projecting a three-way division of the currently available top schedules.

But this does not absolve NCAA of the bad faith charge. NCAA, already embroiled in controversy over its so-called amateur criteria for Olympic game qualifications, certainly has some explaining to do. Actually NCAA lost its amateur standing years ago. No satisfactory explanation ever has been made of the basis on which nonprofit, government-aided institutions of learning can bargain and barter performing rights.

A better case can be made for open bidding or multi-lateral negotiations than for a star-chamber unilateral decision.



Drawn for BROADCASTING by Sid Hix

"Too bad our beer commercials didn't win any ad film festival awards. A plaque on the opposite wall would balance off nicely with the sales chart."