



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

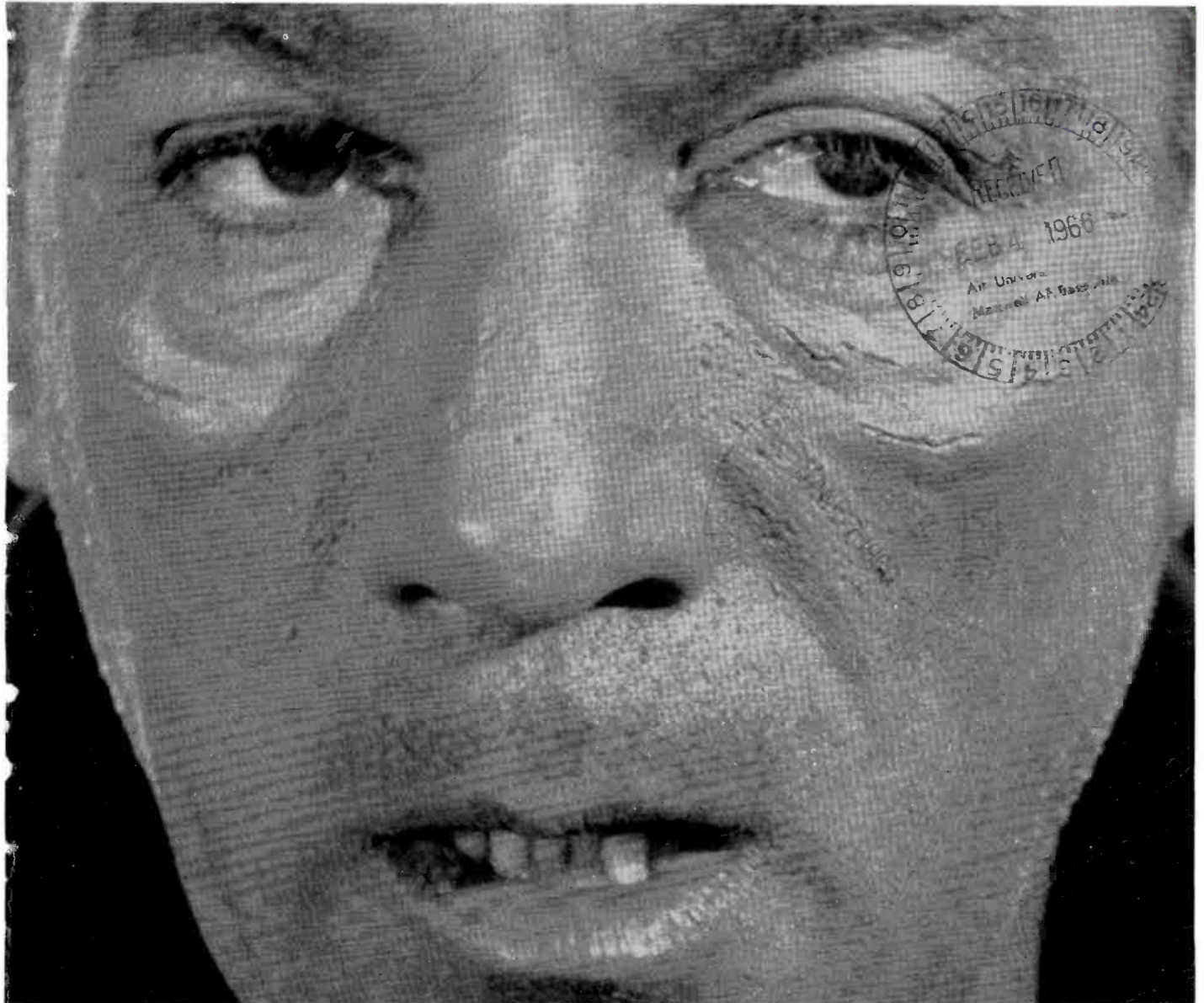
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NEWSPAPER

Second TV set splits audience, changes viewing habits. p29
Why and how the retailers have marched into television. p36
TV homes: county-by-county breakdown from Nielsen. p79
Will TV stations be forced to open books to ASCAP? p64

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Heavyweight

Anthony Quinn, Jackie Gleason star in a stark drama of the fight business—"Requiem For a Heavyweight." One of the sixty great Post-60's. There is more of what you're looking for with the new Screen Gems Post-60's. **SCREEN GEMS**



**“grow
up,
WIL”**

Never!

We're as young today as we
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WIL is the sound of the times.

Action Central News at 25 and 55.

Sports, weather and mobile news 24
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Exciting.

And all geared to an audience that's
vital, alert, clear-eyed and
money-spending.

It's not that we've stopped growing.

As some things never seem to stop.

Like St. Louis. And the universe.

And, if you will, WIL.

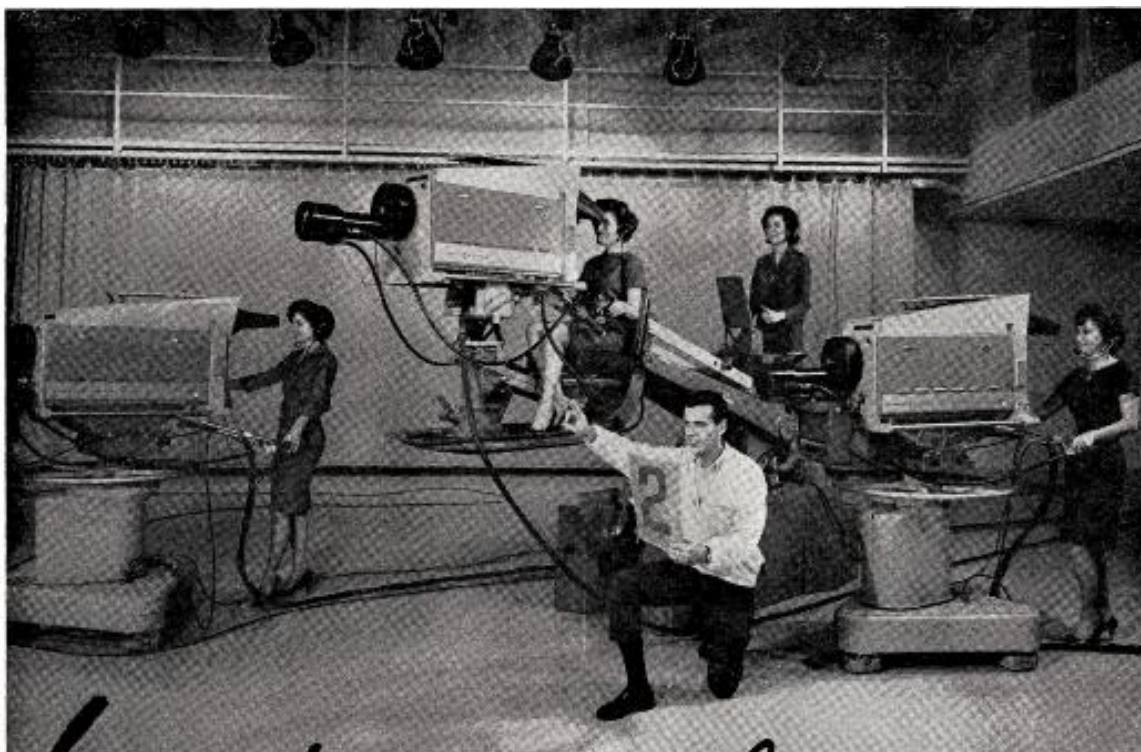
But perhaps, what's even more
important, that's how it is with
our audience.

Still growing! Maybe you've noticed.

WIL/St. Louis

K-BOX/Dallas

The Balaban Stations — In Tempo With The Times
John F. Box, Jr., Managing Director
Sold Nationally By Robert E. Eastman & Company, Inc.



Leader in color...

Whatever your television production requirements, KRLD-TV offers the most modern facilities available in the Dallas-Ft. Worth market. Included are more live color cameras than any other station in the market, 4-V color film chains, VR 2000 color tape recorders, mobile remote units, and 3 new studios including the magnificent 60 x 80 foot studio with revolving stage pictured above.

Channel 4 has not only the latest in equipment, but also provides a talented staff, who excel in experience and cooperation — more network remote originations than any other station in the market . . . the first Dallas station to originate a network remote color pick-up — the January 1st Cotton Bowl Parade over CBS-TV.

Combine the most modern facilities and an expert staff with top flight programming and you get the quality in operation that produces KRLD-TV's dominance in the market.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

Money no object

Newspapers historically have been anti-TV, and more so this season than ever before, although, according to best current estimates, they're all getting \$7 to \$10 million in annual revenues from TV network and station advertising, and there's no indication this outlay is diminishing.

It's estimated three TV networks spend from \$3 million-plus to \$5 million in newspapers and that stations spend roughly same amount. Since many stations are newspaper-affiliated, however, sizeable part of station total may be in swap deals rather than hard money. TV experts consider on-air promotion far more effective than newspapers, concentrate possibly two-thirds of their newspaper spending in first few weeks of new-season premieres.

Wait and see

For while at least National Association of Broadcasters is expected to defer decision on whether to ante up substantial contribution to research project commissioned by big TV station interests that are resisting FCC attempts to tighten multiple-ownership rules. NAB had been felt out by Council for Television Development, which was formed by major station owners to fight FCC rulemaking, on possible \$50,000 contribution to project that may cost as much as \$250,000-\$300,000 (CLOSED CIRCUIT, Jan. 3). Word now is that NAB will wait to see how research turns out before deciding whether to chip in.

Eye on Washington

Although he hasn't formally declared candidacy, Democrat B. Peter Straus, president of Straus Broadcasting Group, is making definite bid to become representative from 19th U.S. congressional district in Manhattan. At small party in his honor last week Mr. Straus held forth at length on his political credo and qualifications, then asked for support. One point he made was his established record as editorial voice of his prime property, WMCA New York. Mr. Straus, as chairman of New York State Democratic Campaign Committee, worked for Johnson-Humphrey-Kennedy ticket in 1964.

Mustn't touch

Although some members of NAB board are agitated over FCC forays into control of broadcasting, particu-

CLOSED CIRCUIT®

larly through use of NAB-code time standards, official agenda of NAB joint board meeting in Florida, as of last week, did not have this basic item on agenda. NAB staff thinks recommendations involving code changes should come up through respective code boards and also that "timing" is bad. But whether it's on agenda or not, issue is expected to be raised at sessions at Palm Beach Shores, Jan. 23-29.

Capital capital gain

Norton Simon, West Coast industrialist-financier, stands to make about \$25 million on his overall investments (through subsidiary companies as well as individual) in ABC stock. Reputedly holder of about 450,000 shares in all, Mr. Simon, according to Wall Street opinion, should realize that amount of appreciation if, as is expected, final merger of ABC into ITT goes through.

Sears may take plunge

Entry of Sears, Roebuck in network TV said to be imminent. Sears is expected to place its business on CBS-TV. Decision reportedly will be made in Chicago meeting with Sears' New York agency, Ogilvy, Benson & Mather, before month is out. Sears last year spent more than \$80 million in newspapers—over 70% of its advertising budget. Observers say 52-week contract—should Sears commit that far—plus encouragement of local cut-ins by individual stores could cause upheaval in retail merchandising patterns and attract other retail outlets to TV on both national and local levels.

The heat's on

Broadcaster and community antenna television system operators were prowling Washington in large numbers last week seeking same prey, members of Congress and FCC to support their conflicting views on CATV regulation. CATV groups across country are expressing considerable uneasiness about possible commission action (see page 50). Commission is scheduled to meet Feb. 7 on proposals for regulating CATV's that do not use microwave as well as those that do.

On sidelines, awaiting jelling of government policy on CATV are all

shades of unions and societies who hope for their cut of what they see as profitable enterprise. Among them are copyright societies and various unions, including American Federation of Musicians, AFTRA, and International Brotherhood of Electrical Workers. Presumably unions don't know precisely where they fit, but they're interested. Performing rights societies feel they're on solid ground since their products are being used for what they regard as performances for profit.

Big shifts

FCC Chairman E. William Henry will come up shortly with recommendations for major staff realignments stemming from recent retirements of two department heads. Although there's no assurance of outcome, speculation centers around these shifts: transfer of Broadcast Bureau Chief James B. Sheridan to post of executive director of FCC replacing Curtis B. Plummer, who would become chief of Field Engineering; appointment of William H. Watkins, chief, Frequency Allocations and Treaty Division as No. 2 man in engineering under Ralph J. Renton, acting chief, who shortly may retire.

If Sheridan transfer eventuates, it would create vacancy in FCC's most important bureau from broadcasters' standpoint. Having substantial support is Wallace Johnson, Broadcast Bureau's assistant chief for engineering. Although Mr. Sheridan is staff's most controversial figure, he has strong backing. It's believed that executive directorship, as lateral move, would satisfy him and his supporters.

How to make a buck

One movie producer in Hollywood, in off-record summation, indicated if he can bring in "decent" feature with "good but not necessarily star names" for \$1.5 million, going economics of network TV will assure him profits. By his calculations he'll be able to get at least \$500,000 from network in return for granting rights to first crack at showing film on TV. In addition, he's confident of getting another \$250,000 from domestic and foreign TV syndication. That leaves him with net of only \$750,000 to overcome. "Cinch," says he, "especially if I insist on showing the picture theatrically before giving it to TV."



"I love you, Daddy . . . when are you coming home?"

"We all miss you, Son . . ."

Voices from home . . . One GI said, "It's different when you read it in a letter than when you hear it on a recording . . ."

Assignment Viet Nam was a "different" project. Not only did Star Stations News Directors Whitey Coker, KISN . . . Bill Donella, WIFE, and Bob Benson, KOIL, record the voices, impressions, messages and sounds of battle of Americans at war, but they also carried with them the voices of loved ones back home.

Everywhere they went, they searched out men from Omaha, Portland and Indianapolis. Together they'd sit down by the side of a road near a tiny military outpost and listen to the warm messages from "home."

They're home safe now . . . Coker, Donella and Benson. They suffered many hardships and inconveniences traveling half-way around the world . . . certainly a community service far beyond the call of duty.

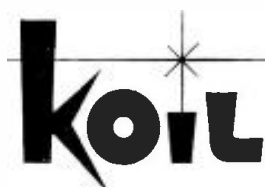
Was it worth it?

Thousands of listeners think so. The "round-the-clock" Viet Nam Reports on all three Star Stations provide drama, information and a "personal touch" beyond description.

ASSIGNMENT VIET NAM . . . demonstrating the News Leadership of the Star Stations.



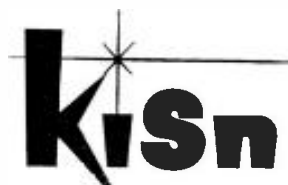
SOLD NATIONALLY
BY H-R RADIO



OMAHA



INDIANAPOLIS



THE GREAT
OREGON TERRITORY

WEEK IN BRIEF

McHugh & Hoffman analysis of multi-set TV homes reveals viewers don't watch more, but they watch differently. Study notes fewer arguments result over what to watch since differing fare is available. See . . .

CUT-UP AUDIENCE . . . 29

In major reassignment of accounts, General Foods pulls \$11 million from FC&B and drops agency from its roster. Also pulls some products from Y&R and B&B. Adds DDB and Grey to agency roster. See . . .

BIG WIND ON MAD AVE. . . 32

Judge Ryan says he's considering ASCAP's plea that stations should have to tell all to music-licensing firm. Says he's looking favorably toward pleas. CBS-TV settles with ASCAP on flat annual fee basis. See . . .

STATIONS TELL ALL? . . . 64

Sale of KCTO(TV) Denver to WGN Inc. comes up for oral argument Feb. 14, in what some see as face-saving move by FCC. Commission staff argues against outright waiver of top 50 policy at first test. Says it could kill plan. See . . .

SHIELD FOR POLICY . . . 60

NCTA summons CATV operators everywhere to ramparts in attempt to halt FCC's move to regulate CATV. Twenty-three NCTA board members hold regional meetings to emphasize Congress has to give FCC authority. See . . .

CALL TO ARMS . . . 50

TVB's Abrahams talks of forward movement by local TV in spanning gulf between print-oriented retailers and stations that want chance to produce. Cites Sears, Ward's and Penney's successful campaigns. See . . .

OBJECT OF AFFECTION . . . 36

For three years industry waited for report of House hearing on ratings. In final act as committee chairman Oren Harris released report last week and it came out with whisper instead of yell. See . . .

SELF-REGULATION BEST . . . 44

Where TV sets are: Nielsen's newest county-by-county estimates list number of television homes and percent of penetration. Total household penetration shows increase from 93% to 94%. See . . .

TV PENETRATION . . . 79

Broadcasters performed admirably overall in Northeast blackout. But report to FCC says too many were unprepared and didn't know what to do. Within two hours after power went out, 187 signals covered area. See . . .

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In wake of Canadian Fowler report, CBC's boss announces plan to reduce imported U.S. programming on French and English networks by more than 25% over next five years. See . . .

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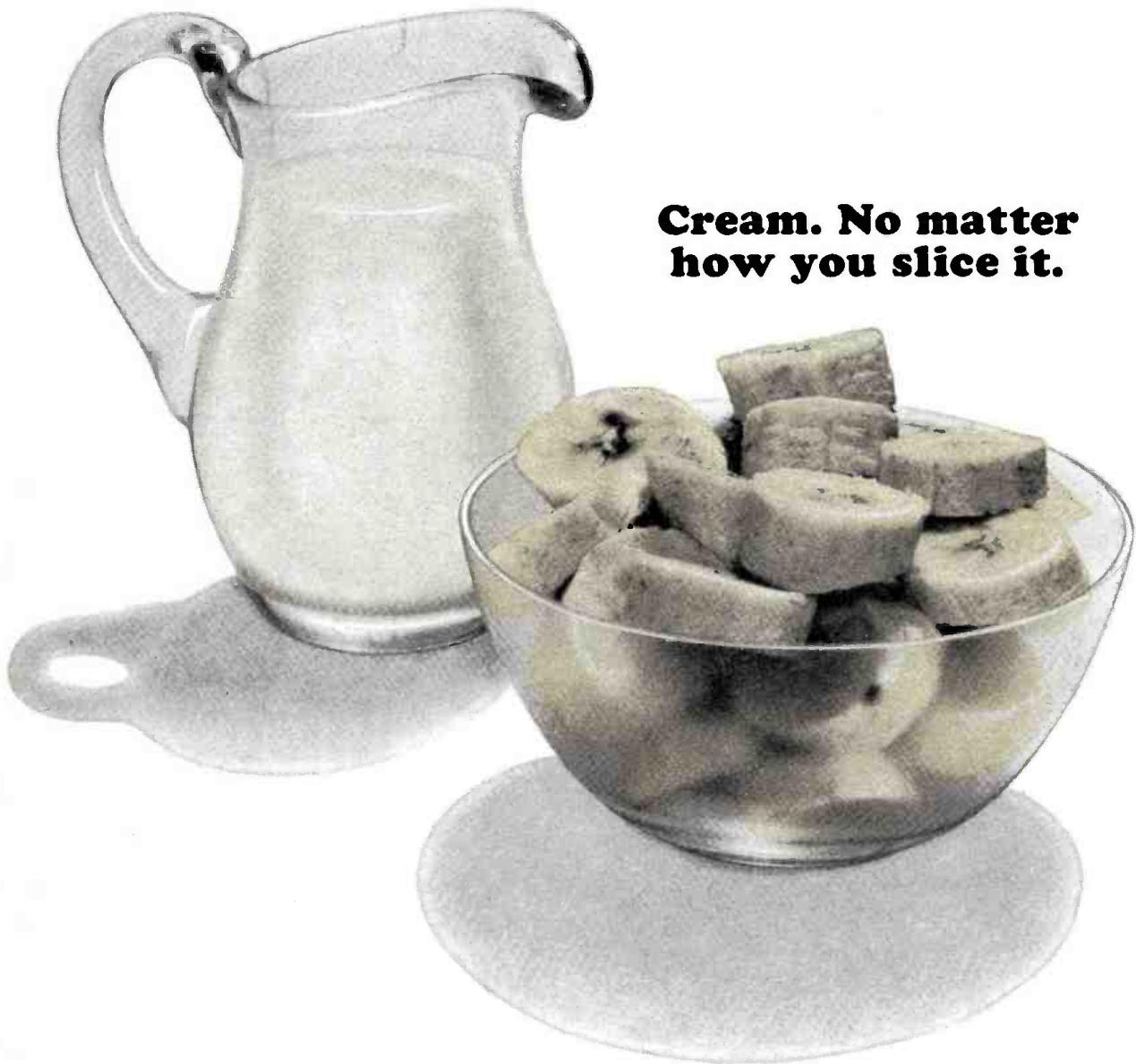
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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**Hey, Bunch!
How would you
describe your
audience?**



**Cream. No matter
how you slice it.**

**the
Meredith
bunch**



MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV;

PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

ABC's 'second season' hikes ratings, shares

First week of ABC-TV's so-called "second season" was smash success according to 50-market Trendex report as *Batman*, which was introduced last week (Wed. and Thurs., 7:30-8 p.m.), scored ratings of 27.3 and 29.6 and shares of 49.5 and 58.8.

ABC-TV's rescheduling covers 7:30 to 9 p.m. on Wednesday and Thursday and for these two blocks network hit average 23.4 rating and 43.6 share last week.

This represented advance of 79% in rating over scores achieved for these periods since September and 96% gain in share.

Patty Duke, which remains in Wed. 8-8:30 period, had its rating lifted 30% over past performances, with major credit going to *Batman* lead-in. *Gidget* which was moved from Wednesday night spot to Thurs. 8-8:30, doubled its previous average rating.

Other ABC premiere rating performances: *Blue Light* (Wed. 8.30-9 p.m.), 23.2 rating and 40.2 share; *Double Life of Henry Phye* (Thurs. 8:30-9 p.m.), 21.0 rating and 39.2 share.

In overnight national Arbitrons, *Batman* led its opposition both nights (Wed.: 24.9 rating and 39 share vs. 18.3 and 29 for NBC's *Virginian* and 14.5 and 23 for CBS's *Lost in Space*; Thurs.: 23.9 and 40 vs. 16.7 and 28 for NBC's *Daniel Boone* and 13.9 and 23 for CBS's *Munsters*). *Phye* with 19.5 and 31 trailed *My Three Sons* on CBS (21.7 and 35) but edged *Laredo* on NBC (18.6 and 30). *Blue Light* with 18.5 and 29 lagged CBS's *Beverly Hillbillies* (24.7 and 39) but was ahead of NBC's *Virginian* (17.3 and 27).

Staggers hints that CATV is next for House group

Representative Harley O. Staggers (D-W. Va.) said Friday (Jan. 14) that House Commerce Committee, of which he became chairman on Thursday (see page 44), "has some unfinished business in the second session on the broadcast industry."

Reached at his Keyser, W. Va., office, new chairman said that unfinished business amounted to "committee intervention into those areas which the FCC has said it will move if Congress doesn't." He declined to identify subject, but

presumably it's community antenna television.

But, he told BROADCASTING, "We'll have to wait and see what develops. We have no preconceived notions about how the matter should be handled. We intend to give everyone his chance to be heard, and we're not out to get anyone."

Honolulu channel 13 sold to Richard Eton

Sale of KTRG-TV Honolulu (ch. 13) to United Broadcasting was announced last Friday (Jan. 14). Price was said to be approximately \$700,000 with assumption of obligations. Transaction was handled by La Rue Media Brokers, New York.

Sale is subject to FCC approval. Station is owned by David Watumull and family of Honolulu. United Broadcasting, headed by Richard Eton, also owns WOOK-AM-TV and WFAN-FM Washington; WSID and WTLF-TV Baltimore; WINX Rockville, Md.; WJMO and WCUY-FM Cleveland; WANT Richmond, Va.; WMUR-TV Manchester, N. H.; WFAB Miami; WBNX New York and WJMY Allen Park-Detroit, Mich.

Top 50 policy review seen in court action

Federal court in Washington has denied FCC motion to dismiss appeal by Meredith Broadcasting Co. against commission's interim policy on station ownership in top 50 markets.

Court said FCC can reargue motion at time of argument on merits of case.

This is second unsuccessful move in case by commission; last fall it asked court to hold case in abeyance pending outcome of petitions for reconsideration before commission. Court also turned down that request.

Meredith filed appeal last summer, charging that FCC's policy has force of rule since commission is following this guide. It charged that policy is illegal because FCC never held any proceeding as required under Administrative Procedure Act. (BROADCASTING, Aug. 23, 1965).

Adopted last June, interim policy states that FCC will require hearing where group owning two VHF television stations in top 50 market attempts to acquire another V in those communities or more than three of any kind in top 50 markets.

Cox to cable owners: must put lid on CATV

Community antenna television operators, already concerned about tough attitude FCC has indicated on CATV regulations, are drawing little comfort from remarks of Commissioner Kenneth A. Cox.

Commissioner Cox, consistently hard liner on CATV regulation, made clear he favors putting lid on CATV before it overruns country.

If FCC's table of allocations is to be abandoned, he told New York CATV operators in Syracuse, it should be as result of conscious decision of Congress or commission. It should not be as consequence of "private decisions" of CATV operators.

He also expressed view that five-channel CATV would be adequate in most areas, declaring, "I think that 5 channels can accommodate about all that television has to offer."

Commissioner, who in cases before commission has indicated he favors limiting number of signals CATV can carry, said that systems carrying more than five channels not only do not provide added value, they pose threat to existing television system.

Contrary to views of some CATV industry leaders, he said, TV set owners do not have "right" to pick up any television signal broadcast anywhere.

He also said that explosive growth of CATV industry is result of technological advances and "self-generating demand." He said he doesn't think it was due to "great upswelling of public demand for more television service" or to expand program volume.

Viewers in cities with three or more services, he said, "were quite satisfied." There was no increase in programming.

But technological advances made possible 12-channel systems, and CATV operators, he said, decided they could stimulate demand for service by bringing in independent stations' programming.

He said current expansion of CATV depends on convincing viewers in cities with three or more services that they are "underprivileged."

GOP gets rebuttal time

Three television networks, reportedly at suggestion of Senator Everett Dirksen (R-Ill.), will give GOP chance to offer rebuttal tonight (Jan. 17) to President Johnson's State of Union ad-

WEEK'S HEADLINERS



Mr. Goodman



Mr. Durgin

Julian Goodman, senior executive VP, operations, and chief administrative officer of NBC, and **Don Durgin**, president, NBC-TV network, and executive VP of NBC, elected to board of directors. Mr. Goodman and Mr. Durgin, along with Walter D. Scott, now president of NBC and its chief executive officer, were advanced to their new posts effective Jan. 1, as was Robert E. Kintner, president of NBC, who was redesignated chairman of the board (BROADCASTING, Dec. 20, 1965). Mr. Scott has been member of board for several years.

Bob Unger, VP, creative services, and **Phil Hornstein**, executive art director, both Deutsch & Shea, New York, join Bliss/Grunewald there as VP's.



Mr. Thayer



Mr. Granath

John A. Thayer, Jr., national programming director, and **Herbert Granath**, eastern sales manager, both ABC Radio, New York, elected VP's. Mr. Thayer, after three years with network as account executive, was named national programming director in January 1964.

He had been with NBC Films and Gotham Recording Corp. as well as with former Dumont TV network. Mr. Granath was named to his sales managership in June 1963, also after three years as account executive.



Mr. White

Larry White, head of own production firm, Gate Way Productions, New York, elected VP, daytime television and division VP at NBC-TV that city. Mr. White was producer-director for Dumont TV network from 1948 to 1951, then became director of programing for Benton & Bowles. He joined CBS-TV in 1959 as VP daytime programing and in 1962 joined Goodson-Todman. Year later he returned to CBS-TV as director of program development. He reports to William Storke, NBC-TV's VP, program administration.



Mr. Gilliatt



Mr. Watson

Neal Gilliatt, vice chairman of McCann-Erickson, New York, and **Stuart Watson**, board chairman of Marschalk Co., same city, elected executive VP of parent organization, Interpublic Group of Companies. **Edward A. Grey**, senior VP of Interpublic, elected vice chairman of McCann-Erickson and **Chester Posey**, VP and creative director of McCann-Erickson, elected executive VP, and

given responsibility for creative product of all M-E offices in U.S.

Mr. Gilliatt has been with M-E since 1945. He became VP in 1952, senior VP in 1960 and vice chairman in 1964. Mr. Watson joined Marschalk in 1956, climbing to VP and presidency before being elected board chairman in 1962.



Mr. Grey



Mr. Posey

Mr. Grey, senior VP of Interpublic since 1964, rejoins M-E where he had been senior VP, coming to agency in 1963 from Ted Bates.

Mr. Posey started in advertising as copy writer at Cunningham & Walsh, then joined Kenyon & Eckhardt as copy group supervisor and secretary to plans board before coming to M-E in 1954 as VP and creative director of Chicago office. He moved to M-E New York in 1962 as head of creative division.



Mr. Doolittle

Harry C. Doolittle, VP and creative supervisor at Ted Bates, New York, for nine years, elected senior VP, corporate creative director and member of review board of Geyer, Morey, Ballard, that city.

Randolph T. McKelvey, senior VP at Young & Rubicam, New York, elected executive VP.

For other personnel changes of the week see FATES & FORTUNES

dress. But all three made clear they didn't feel legally bound to give Republicans equal time, rather they thought it good news judgment to balance President's message with views of opposition.

Senator Dirksen and Representative Gerald Ford (R-Mich.) are scheduled to appear on CBS-TV 10:30-11 p.m. and on ABC-TV and NBC-TV at 11 p.m.

MGM income up for quarter

Net income at Metro-Goldwyn-Mayer Inc. for first quarter ended Nov. 25, 1965, climbed comfortably over comparable period of 1964, it was reported Friday (Jan. 14). Spokesman said that improvement stemmed from gains in all major operations, including higher revenue from TV film licensing.

Gross revenues from television dis-

tribution rose to \$3,368,000 from \$2,941,000 in same period year earlier. Gross revenues from television programs and commercials were \$5,921,000 compared with \$5,177,000 in November quarter of 1964.

Three months ended Nov. 25, 1965:

	1965	1964
Earnings per share	\$0.83	\$0.80
Gross revenues	37,280,000	36,599,000
Net income before taxes	4,379,000	3,486,000
Net income	2,084,000	1,566,000
Shares outstanding	2,506,829	2,611,829

BROADCASTING, January 17, 1966

Warner Bros. Television Audience Magnets...



SUGARFOOT



HAWAIIAN EYE



THE GALLANT MEN



SURFSIDE 6



77 SUNSET STRIP



COLT .45



MAVERICK



CHEYENNE



BRONCO



THE ROARING 20'S



BOURBON STREET BEAT



THE DAKOTAS



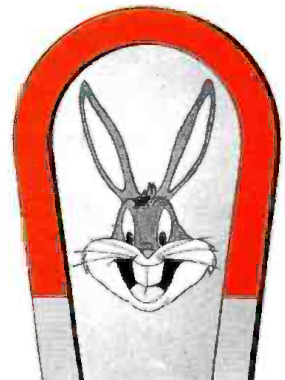
ROOM FOR ONE MORE



LAWMAN



WARNER BROS. ONE-FEATURES



WB CARTOONS-SERIES '64



WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

Crosley is now

AVCO



BROADCASTING CORPORATION

... the forward look in broadcasting

"Crosley's new name more accurately reflects the active and growing part we play in Avco Corporation, our parent enterprise. As Avco Broadcasting Corporation, we bear the name of a company of international stature in research and development, commercial, defense and space production, and financial services, among others.

"Adoption of our new name comes as a fitting climax to one of the most significant years of expansion in our four decades of broadcasting. As Avco Broadcasting Corporation, we look to a continued future of broadcasting leadership."

JOHN T. MURPHY, President
Avco Broadcasting Corp.

TELEVISION

WLW-T Cincinnati/NBC Represented by B C G
WLW-C Columbus/NBC Represented by B C G
WLW-D Dayton/NBC-ABC Represented by B C G
WLW-I Indianapolis/ABC Represented by B C G
WOAI-TV San Antonio/NBC Represented by Edward Petry & Co., Inc.

RADIO

WLW Cincinnati/NBC Represented by B C G
WOAI San Antonio/NBC Represented by Edward Petry & Co., Inc.
WWDC Washington, D. C. Represented by Blair
WWDC-FM Washington, D. C. Represented by Quality Media



Adam Young Speaks...

Station Option Time

It has been suggested that network control of programs be curtailed.

From the viewpoint of what programs are put on over the national networks, it is obvious that they are completely responsible for this programming. It would seem clear, therefore, that they must control totally and completely what is originated.

Let us consider the other aspect of the problem—financial control of programming. Today the producers have a total of three customers—ABC, CBS and NBC—and some of them would prefer to be in partnership with the networks rather than to be outsiders attempting to sell their wares. From the network standpoint, they can obtain a profit on their programs either as producers or as sellers and can probably do equally well via either route.

As of now, program producers have been most unsuccessful in selling first run shows to advertisers or stations on a non-network basis. Even the top re-runs and films are offered to the networks first because they can afford to make a major commitment.

There is no alternative. Only a plan for station option time during prime hours will make it possible for program producers to sell Grade A productions on a first run basis to either advertisers or individual television stations. Stations must guarantee clearance on a long term basis to interest the advertiser.

Today, most major stations are themselves programming a certain amount of prime time. However, its lack of uniformity precludes developing a ready market for the program producer or for the advertiser who wishes to buy first run programming during the prime hours. Station option time seems to be the only answer. It will afford program producers a new market for top quality, first run programs.



adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON
DALLAS • DETROIT • LOS ANGELES • PORTLAND
ST. LOUIS • SAN FRANCISCO • SEATTLE

DATEBOOK

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

■ Indicates first or revised listing.

Jan. 17—Deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Jan. 17—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.

Jan. 17—FCC Chairman E. William Henry addresses luncheon of Federal Communications Bar Association. National Press Club, Washington.

Jan. 19—Workshop on the "Creative Approval Process." Association of National Advertisers will treat the problem of the advertising creative process. Plaza hotel, New York.

■Jan. 19—International Radio & Television Society newsmaker luncheon. Discussion on pro's and con's of community antenna television by Benjamin J. Conroy Jr., president of Uvalde TV Cable Corp. and board chairman of National Community Antenna Television Association and Lawrence H. (Bud) Rogers II, president of Taft Broadcasting. Waldorf-Astoria hotel, New York.

Jan. 20—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss "The Production of a TV Commercial—an Overall View." Johnny Victor theater (Rockefeller Center), New York.

Jan. 20—Illinois State Bar Association symposium on fair trial-free press. Sherman House, Chicago.

Jan. 20-21—Midwinter meeting of Florida Association of Broadcasters. Ramada Inn, Cocoa Beach.

Jan. 21—First annual Baxter Trophy Awards for Public Service in Maine, presented by UPI to honor the best public service programs broadcast and telecast in the state. Eastland hotel, Portland.

■Jan. 23-28—CBS-owned radio stations annual program meeting. General managers and program directors, Fred Ruegg, vice president, station administration, CBS Radio; Richard Hess, assistant, and Paul Kagan, manager of press information, will attend. Highlands Inn, Carmel, Calif.

■Jan. 24—Seminar on the latest techniques in radio production sponsored by the Television and Radio Advertising Club of Philadelphia. The Urban Club, Philadelphia.

Jan. 24-28—Winter meeting of National Association of Broadcasters joint boards. Colonnades Beach hotel, Palm Beach Shores, Fla.

Jan. 25—Annual meeting of the Utah-Idaho AP Broadcasters. Owyhee Motor Inn, Boise.

■Jan. 25-27—"The Benchmark New York Conference in the Television Arts," co-sponsored by Syracuse University (TV-radio-film division, Newhouse Communications Center) and the New York chapter of the National Academy of Television Arts and Sciences. TV producers George Schaefer and Lucy Jarvis and Roger Englander, who also is a director, are featured in sessions. Syracuse House, 11 East 65d Street, New York.

Jan. 25-27—Annual winter meeting of Georgia Association of Broadcasters. University of Georgia, Athens.

■Jan. 25-27—21st annual Georgia Radio-Television Institute of Georgia Association of Broadcasters and Henry W. Grady School of Journalism. Speakers include John Chancellor, director of Voice of America; FCC Commissioner Kenneth A. Cox, and Marvin

Kalb, CBS News. University of Georgia, Athens.

Jan. 25-27—Twenty-third annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

Jan. 26—The Katz Agency spot television seminar. Speaker: Edward P. Reavy Jr., marketing director of Hamilton Beach. Continental Plaza hotel, Chicago.

■Jan. 26—"Humor in Television," forum of New York chapter of the National Academy of Television Arts and Sciences. Performers Godfrey Cambridge and Selma Diamond will be included on panel. New York Hilton, New York.

Jan. 27—Financial seminar sponsored by National Community Television Association. Among speakers: E. William Henry, FCC chairman, and Gordon Thayer, AT&T. Committee is headed by George Green, Ameco Inc., Phoenix. Statler Hilton hotel, New York.

Jan. 27—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss the business affairs of TV commercial production. Panel chairman is Linc Diamant of Grey Advertising. Johnny Victor theater (Rockefeller Center), New York.

■Jan. 27-29—Annual winter convention and election of officers of South Carolina Broadcasters Association. Speakers include Gordon Coffman of National Association of Broadcasters legal department. Francis Marion hotel, Charleston.

Jan. 28—Annual Tom Phillips Awards dinner of UPI Broadcasters Association of Massachusetts. Sheraton-Boston hotel, Boston.

Jan. 28—Pacific Pioneers Broadcasters (formerly Los Angeles chapter, Broadcast Pioneers) luncheon meeting at which the new organization will begin autonomous operation, elect officers and adopt a constitution. Sportsmen's Club, North Hollywood, Calif.

Jan. 28-30—Mid-winter conference of Advertising Association of the West. Rickey's hotel, Palo Alto, Calif.

Jan. 31—Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Oct. 21.

■Jan. 31—Seminar on color TV sponsored by the Television and Radio Advertising Club of Philadelphia. The Urban Club, Philadelphia.

Jan. 31—Deadline for nominations for annual Russell L. Cecil Awards (\$500 national award and \$100 regional awards) for outstanding scripts on arthritis by the Arthritis Foundation. Submit entries to: 1212 Avenue of the Americas, New York 10036.

FEBRUARY

Feb. 1—Entry deadline for annual Sigma Delta Chi awards for distinguished service in journalism. Submit entries to: 35 East Wacker Drive, Suite 856, Chicago 60601.

Feb. 1—Deadline for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Feb. 1—Deadline for entries in the George Polk Memorial Awards competition for outstanding achievement in journalism sponsored by Long Island University. Entries should be sent to Professor Jacob H. Jaffe, George Polk Memorial Awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

Feb. 1—Board of Broadcast Governors

BROADCASTING, January 17, 1966

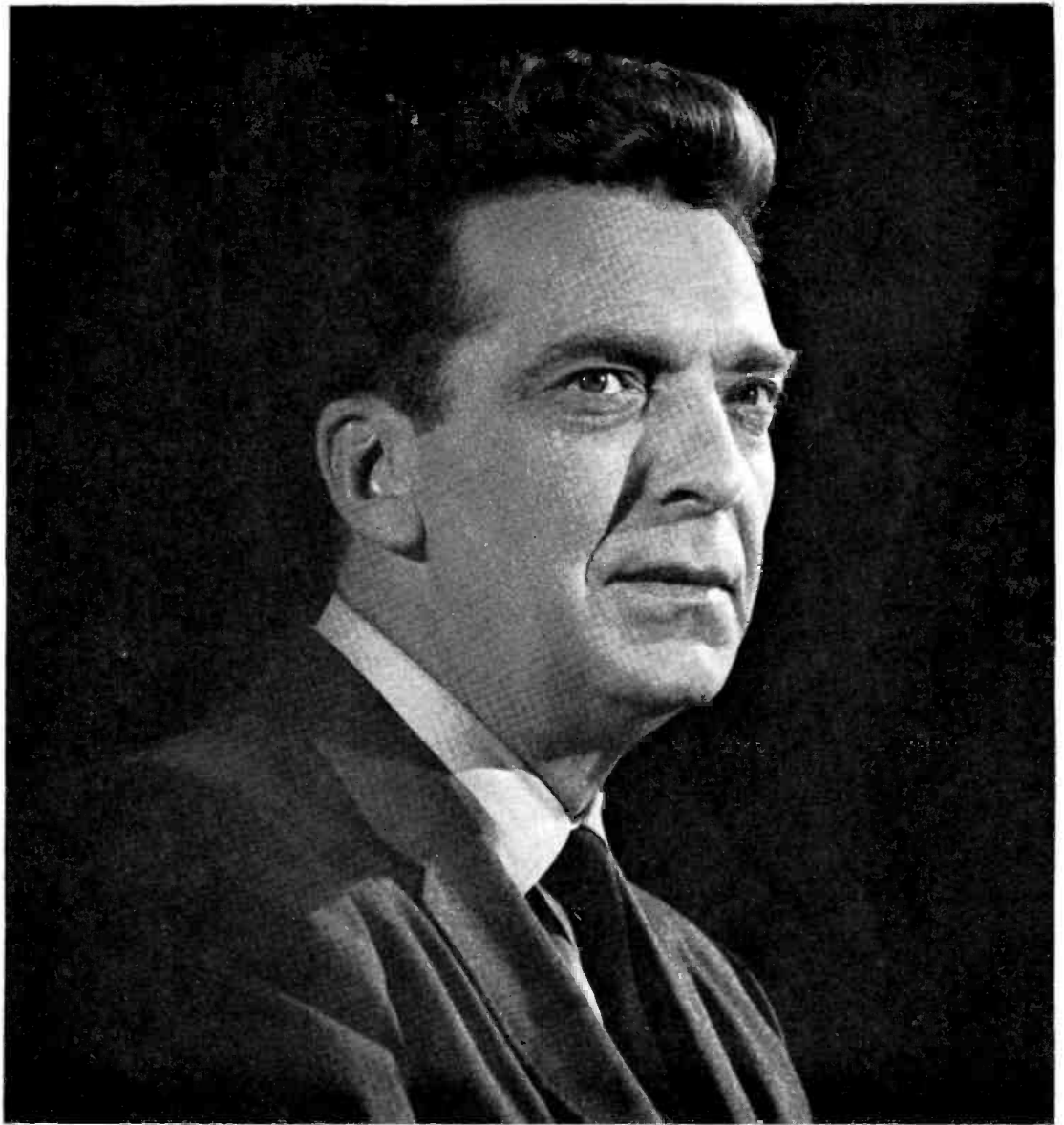


have
business
being
on

WJRZ/97

New York-New Jersey

It's the fastest draw in the east! When WJRZ changed to the big sound of Country Music, listeners changed over, too! We have the only unduplicated adult audience in the New York-New Jersey Metropolitan area . . . with an average annual income of over \$8,500.00. And our new, impressive Pulse, Hooper and Mediastat ratings are getting higher every day . . . proving country music has arrived! Have you? National and local advertisers are getting fantastic results by serving up their message country-style. Plus, they're getting saturation radio coverage at realistic cost. Why don't you join the biggest country club in the east! Get the facts today from WJRZ/97 or your Adam Young representative.



How Can Two People Be Number One?

That's not so puzzling—not when the two people are NBC News' Chet Huntley and David Brinkley. Their nightly "Huntley-Brinkley Report"—which last November became the first regular, network news program to be televised in color—is the most honored program of its kind in broadcasting.

Its thoroughness of coverage is matched only by the astute character of its news *analysis*.

And it's a program that doesn't hesitate to do a two, three or even four-part series on a subject calling for coverage-in-depth.



Among such subjects it has recently explored: campus protests against the war in Vietnam; the decline of the U.S. Merchant Marine; the activities of the Ku Klux Klan.

Significantly, the "Huntley-Brinkley Report" is not merely the most honored of television's news programs but the most *watched*. Each year, for six consecutive years now, it has been ranked as the nation's most popular television news program by every rating service.

It's nice to know that the "Huntley-Brinkley Report" enters 1966 with so strong and lengthy a background as television's favorite news program.

Two people can be number one...consistently.

NBC NEWS  **4**

Mack and Myer
for Hire

Starring **Mickey DEEMS and Joey FAYE**

IN A 7 STATION MARKET LIKE NEW YORK

59.7%
SHARE OF CHILDREN

IS FANTASTIC
ARB (NOV. 1965) WPIX-TV

TRANS-LUX
TELEVISION CORPORATION
625 Madison Avenue, N.Y. • Plaza 1-3110
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Trans-Lux Television International Corporation
Zurich, Switzerland

AUDIENCE POTENTIAL:
nearly **1/2 MILLION**
between
PITTSBURGH
and
HARRISBURG

WJAC Radio
delivers broadest coverage
of the million dollar
MARKET in the MIDDLE!

Ask Meeker Radio
for the Pulse-ating
story of WJAC's
audience make-up

10,000 WATTS
Since 1925

WJAC RADIO
Johnstown, Pennsylvania

public hearing. Cathedral Hall, 425 Sparks Street, Ottawa.

■Feb. 1—Entry deadline for fourth annual station award and fourth annual international award of National Academy of Television Arts and Sciences. Entries should be sent to NATAS at 54 West 40th Street, New York.

■Feb. 1—Deadline for entries for U. S. Conference of Mayors-Broadcast Pioneers awards to radio and television station making greatest contribution to the good of the local community. Contact: Broadcast Pioneers, 589 Fifth Avenue, New York 10017.

■Feb. 2-4—Western Radio and Television Conference. Speakers include FCC Commissioner Robert E. Lee and William Harley, president of the National Association of Educational Broadcasters. Jack Tar hotel, San Francisco.

Feb. 2-4 — Institute of Electrical and Electronics Engineers annual winter convention on Aerospace & Electronic Systems, formerly convention on Military Electronics. International hotel, Los Angeles.

■Feb. 3—Meeting of the Minnesota AP Radio and Television Association. Minnesota Press Club, Minneapolis.

■Feb. 3—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss color television. Panel chairman is Shelly Platt of Benton & Bowles. Johnny Victor theater (Rockefeller Center), New York.

Feb. 4 — Western States Advertising Agencies Association "Man of the Year" award luncheon. Ambassador hotel, Los Angeles.

■Feb. 4-5—Annual Radio-TV News Seminar sponsored by the Northwest Broadcast News Association and the School of Journalism of the University of Minnesota. Speakers include John F. Dille, board chairman of the National Association of Broadcasters, and Robert Gamble, president of the Radio-Television News Directors Association. University of Minnesota, Minneapolis.

■Feb. 7—New deadline for reply comments on FCC's further notice of proposed rule-making 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 Jan. 5.

■Feb. 7—Seminar series sponsored by the Television and Radio Advertising Club of Philadelphia. Topic: "Who's out there anyway," with David Arnold, vice president of Gray & Rogers Advertising, as moderator. The Urban Club, Philadelphia.

■Feb. 7-9—Eighth annual conference on advertising/government relations co-sponsored by Advertising Federation of America and Advertising Association of the West. Luncheon speaker on Feb. 9 is John T. Conner, secretary of commerce. Senator Warren G. Magnuson (D-Wash.), Federal Trade Commission Chairman Paul Rand Dixon, and Donald H. McGannon, president of Westinghouse Broadcasting Co., will take part in Wednesday panel session. Shoreham hotel, Washington.

Feb. 9-10—Annual winter meeting of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

■Feb. 9-11—Annual meeting of the National Telephone Cooperative Association. Featured speaker will be Bill Daniels, president of Daniels & Associates, Denver CATV brokerage firm. Denver Hilton hotel, Denver.

■Feb. 10—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss video tape. Panel chairman is Charles Adams of Videotape Center. Johnny Victor theater (Rockefeller Center), New York.

■Indicates first or revised listing.

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EDITOR AND PUBLISHER
Sol Taishoff

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Bureaus

New York: 444 Madison Avenue, 10022. Telephone: 212 Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti, John Gardiner; STAFF WRITERS: Phil Fittell, Ellen R. McCormick, John O'Hara; ASSISTANT: Frances Bonovich; NATIONAL SALES MANAGER: Warren W. Middleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN SALES MANAGER: Robert T. Fennimore.

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*Reg. U. S. Patent Office

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BROADCASTING, January 17, 1966



12/15/65

Good taste in commercials is one of the Storer Standards.

Rejecting commercials when we think our listeners would want us to is just one of the ways Storer carries out its communications responsibilities. The exacting standards adhered to by all 12 Storer stations mean more worthwhile listening for the public and more successful selling for advertisers.



LOS ANGELES KCBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WCBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

Storer Standards make every Storer station a great salesman.

How can a radio commercial compare with this?





We have a better question:
 Why should a radio commercial
 compare with this?
 Radio doesn't have to compete
 with television. Together they
 make the most natural... most
 powerful media mix of all. Only Radio can
 remind a housewife that Dash makes her
 automatic clean like it's 10 feet tall as
 she's pouring detergent into her washer.

Only Radio can sell a young mother baby
 food as she's spooning mashed liver and
 carrots into her baby's mouth. Only
 Radio can sell a woman floor wax while
 she's on her hands and knees waxing
 her floor. When the television set has
 been turned off... when the magazines
 and newspapers have been put away...
 Radio is what she takes to the
 supermarket with her.
 Women listen to Group W Radio in their
 cars when they're seconds away from a

shopping cart. They listen to Group W
 because they like what they hear.
 Perhaps it's time you asked yourself this
 question: What's the last thing you want a
 housewife to hear as she's driving her
 car into a supermarket parking lot,
 your sales message—or your competitor's?



WESTINGHOUSE BROADCASTING COMPANY

BOSTON WBZ · NEW YORK WINS · PHILADELPHIA KYW · PITTSBURGH KOKA · FORT WAYNE WOWO · CHICAGO WINO

REPRESENTED BY AM RADIO SALES COMPANY



The Features with a
REPUTATION
MGM 6

The
Station
with the
MGM/6
REPUTATION

WFBM TV
Indianapolis



Aid to understanding

EDITOR: BROADCASTING is an interesting and highly informative publication, and has helped me, during the past year, to a better understanding of the needs and problems of radio and TV broadcasters.

I look forward to enjoying this weekly during the [1966] session.—*Representative William L. Hungate (D-Mo.), Washington.*

The wrangle over wire

EDITOR: The logic in your community antenna TV editorial of Dec. 27 eludes me. You argue that broadcasters should abandon their support for FCC regulation of CATV because CATV is growing very rapidly and many systems may be established before the new regulations go into effect. This suggested rule should not be adopted where there is a serious problem which is growing worse.

It's just not logical to argue as you do that because the commission has delayed so long it should defer still further—forever, in fact.

You also suggest that the solution is not FCC regulation but congressional legislation that would require CATV to obtain the consent of originating stations, but enacting such a law surely would take longer than FCC regulation which hopefully is imminent.

So, your proposal would permit even more CATV's to import distant signals before new rules could take effect. Moreover, your proposal isn't really an adequate solution. For example, it would permit Los Angeles stations to decide whether to let their programs be carried on CATV's in Bakersfield, Amarillo, etc. That's all right for the big stations in Los Angeles, but how does it help the stations in Bakersfield and Amarillo whose audiences will be dismembered by these imported programs?—*Douglas L. Manship, president, WBRZ(TV) Baton Rouge.*

EDITOR: Your editorial of Dec. 27 is most surprising. It concluded that the CATV impact and industry issue would be resolved if the rebroadcast rules were applied.

You must be well aware that the major and top-market television stations would never look with disfavor upon the farthest possible extension of their signals. Thus no restraint nor denial would exist in their granting permission to every CATV in every community on a nationwide basis.

The opposite condition faces stations

in each and every lesser and smaller TV-station city where their signals are valuable only so long as the largest city station's signals are not abnormally imported therein.

Switzerland could not welcome the United Nations permission for Russia to extend its "protective" troops into the Swiss land though Russia would quickly give permission.—*Fred Weber, executive vice president, Rust Craft Broadcasting Co., Steubenville, Ohio.*

(Messrs. Manship and Weber, and other readers, are entitled to a clarification of BROADCASTING's views. See editorial page 100.)

More on color

EDITOR: The color issue looks great (BROADCASTING, Jan. 3).—*Mary Bates, manager, press relations, Avco Broadcasting Corp., Cincinnati.*

EDITOR: I noted in your excellent color issue that the Katz study said some advertisers preferred a position for their color commercial between two black-and-white programs. This positioning is done presumably to have the color commercial "stand out" in this environment. As you point out in your issue, color-set homes prefer to view color programs and therefore are not viewing when the color commercial comes on in (or between) black-and-white programs. The idea is great but it doesn't work out in practice.

The average color program is attracting a large audience of color homes while the average black-and-white program is attracting only a few color sets. It you want to "stand out" to a minor audience that's one thing but if you want to be viewed in color by a large color-set audience you had better be in a color show. Again, it was a very fine issue.—*Paul L. Klein, vice president, audience measurement, NBC, New York.*

Phone calls and letters

EDITOR: May I thank you for the splendid story about Mayor [John V.] Lindsay's interest in surveying the New York broadcasting picture (BROADCASTING, Jan. 3)? I am always honored when one of my projects or involvements catches the attention of BROADCASTING. That they never need to be featured in any other publication or medium is again attested to by the fact that so many of my colleagues called or wrote to tell me that they had read the story.—*Richard D. Heffner, Richard Heffner Associates Inc., New York.*

North Carolina's
largest

metropolitan market
is served best by

WSJS
TELEVISION

Winston-Salem
Greensboro
High Point

Peters, Griffin, Woodward, Inc.



LOW-BUDGET COLOR TV TAPE SYSTEMS

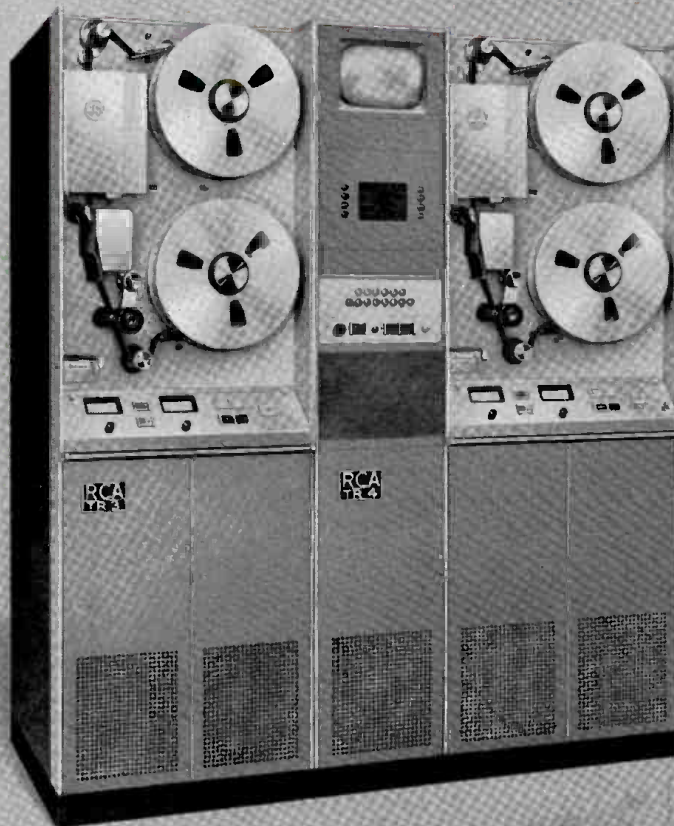
...the easy way to make



TR-4 Recorder/Player

For recording or playing.

This colorized TR-4 affords the most economical way to record or playback color tapes. It's complete in a 22 x 33 inch cabinet, 5½ ft. tall. It includes suitable metering facilities, built-in picture and waveform monitors, and other provisions for good quality pictures.

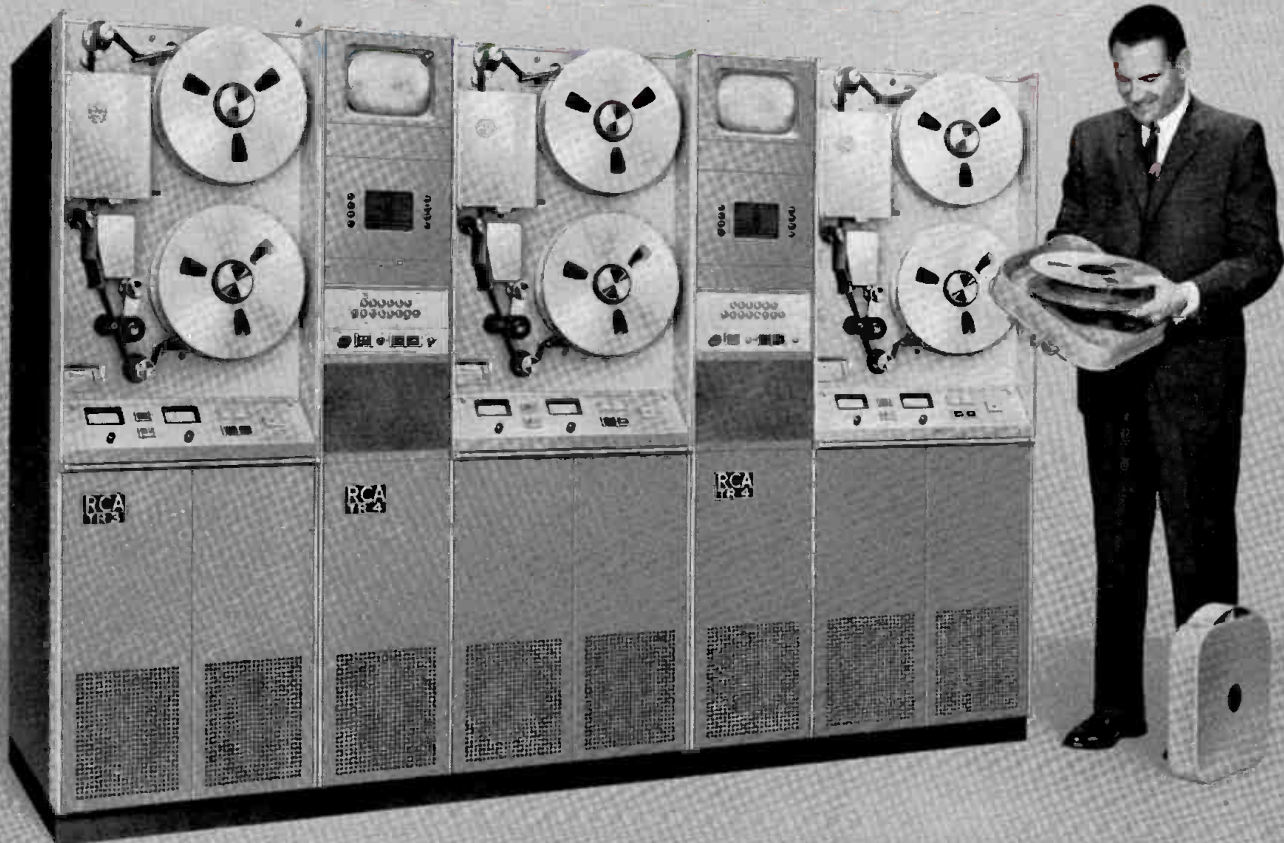


TR-3 Player TR-4 Recorder/Player

For recording and playing— at the same time.

Combining the TR-4 with the TR-3 Player enables you to record on the one while the other is on the air. The colorized TR-3 Player performs to the same high RCA broadcast standards and is compatible with all quadruplex recorders. When recording and playback must be done at the same time, the TR-4/TR-3 combination is the most economical.

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.



The Most Trusted Name in Television

'Chicago-style' TV is born again: commercial production

When Dave Garroway and his colleagues followed the network shows eastward over a decade ago, Chicago advertising all but resigned itself to the role of permanent commuter—eastward and westward to the production Meccas of television.

Today, however, the Second City is coming back into its own on the television scene. No, the network shows have not returned. Nor have the famous names of the earlier fifties. But new faces and voices even more familiar to TV viewers are living on Lake Shore Drive, in Evanston or Winnetka, and they are earning handsome livings in front of the cameras of Chicago's booming film studios.

Michigan Avenue's major agencies are finding the New York-Hollywood commute less and less necessary for the production of commercials. Today a substantial percentage of the film production of Chicago-based national agencies is being completed within a cab ride of their creative headquarters.

Chicago Style: 1966 ■ No longer is Chicago considered "for insert work only" or the fast, simple, low-budget job. In this past year the top six studios grossed over \$13 million in commercial production. They now are competing successfully with New York and Hollywood in the full-scale production of national campaigns.

Chicago's commercial boom is the reflection of a new trend in creativity—a trend that dictates agency control through writer-producers or art director-producers to a greater degree than ever before. Today a Chicago agency producer can cast in the agency offices as is done in New York.

The economics of Chicago production tend to favor lower total costs for jobs within the scope of the comparatively small industry here. Commercials that rely on food photography, location work and limited studio work are generally the fare of Midwest commercial makers.

Hollywood remains the leading technician. New York probably will always be the style setter of commercial making. And Chicago advertising will always have a need for the best of both.

Six Year Boom ■ Prior to 1959 very little was completely produced in Chicago although some local commercials were made and insert scenes shot. Editing of New York or Hollywood jobs was rather frequent.

Most agency production people will recall a simultaneous thrust by three companies into this potential new mar-

ket. Sarra Studios generally is regarded as the first. As a still-photography studio under the name of Valentino Sarra, this company dates back to the mid-twenties. In the early fifties, Sarra's staff photographers began applying the art of illustration photography to commercial making. But the experimental aura remained through the late fifties until new management injected the professionalism for which they are now noted.

Wilding Productions on Chicago's North Side predates Sarra as a film-making organization. The company was founded in 1914 and claims to be the nation's first industrial film organization. In 1937 the company took over the facilities of Chicago's Essanay Production, a major studio in the days of silent movies. Today Wilding offers agencies the largest complex of sound stages between New York and Hollywood. In 1958 Wilding TV was formed as a separate division of the company for the production of commercials.

The Big Sound ■ The third member of Chicago's "Big Three" doesn't even own a camera but it probably has played a bigger role in the growth of this industry than any single film studio. It is Universal Recording Corp.

Universal draws top talent from all parts of the country and many claim it is the best facility this side of Glen Glenn. Today virtually every Chicago agency uses Universal for sound track even if the film work is done in Hollywood or New York.

How much has this fraternity grown in six years? Estimates will vary but most of Chicago's national agencies now add three more to this list of those involved in the production of network-quality commercials. They are Fred Niles Communications Centers, The

Filmmakers and VPI Illinois.

Niles is a contemporary of Sarra and Wilding but largely oriented to different markets until recent years. Niles now offers complete stage and editing facilities plus production facilities on both coasts.

The Filmmakers is a small, young company founded by an ex-agency producer. While the company has no stage facilities of its own it offers an exceptionally creative product.

VPI Illinois, founded a year ago by its parent company in New York, now offers complete production facilities in Evanston plus a large stable of name directors from both coasts.

Aiming for National ■ These six are augmented by a dozen or more independent producers. Chicago processing and optical facilities also are growing.

What are the Chicago prospects for success on a national basis? Most of us feel they are very good. Air transportation now literally enables commuting to anywhere in the U. S. With the rise of realism in commercial presentation, convenient geography becomes highly important in efficient location work. By the same token it is now just as easy to fly New York talent to Chicago or bring in a Hollywood director.

But even more important is Chicago's adjacency to the industrial center of the nation. As corporation headquarters move closer to manufacturing and distribution centers, so will the advertising and marketing effort. The growth of Chicago commercial production relies on the growth of advertising here. Since Chicago billings have been climbing at a rate of 14% a year for the last decade, we can't help but view our production industry through the same rose-colored glasses.



Don Wallace is Clinton E. Frank's vice president and radio-TV director. He has been at the Chicago agency since 1958, first as a writer-producer, and has become familiar with all facets of commercial production in behalf of a number of Frank clients. Earlier he had been with Tatham-Laird where his major assignment was General Mills. Before that he had been with Wesley Day & Co., Des Moines, where he was involved in radio-TV. He majored in journalism at Iowa State University.

DISTINCTIVELY DETROIT



Photograph by George Kawamoto

ORPHEUS FOUNTAIN, by the noted Swedish sculptor Carl Milles, is part of the largest Milles collection in the United States. It graces the campus of the Cranbrook Academy of Art in suburban Bloomfield Hills.

Just as Detroiters regard The Orpheus Fountain as distinctive of Detroit, so they have regarded The WWJ Stations as distinctively Detroit for over 45 years. Why? Because of programming that reflects Detroiters' own interest in local news, sports, entertainment, public affairs, and community service. And because of WWJ's home-ownership by The Detroit News. When you ask a Detroiters which radio and TV stations are distinctively Detroit, he'll instinctively tell you "WWJ."

WWJ and WWJ-TV

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.



They're over eighteen

They're able to buy

They listen to WHIO

In Dayton, the 18 year and older audience belongs to WHIO. From Monday through Friday this daily audience is 34.6% greater than its nearest competitor. And this lead stretches to 79.6% for those 25 years and up.*

Sell Dayton and the Miami Valley through WHIO and you sell quality as well as quantity. WHIO has a firm hold on the able-to-buy audience that earns more and spends more. WHIO maintains this audience with solid programming designed to entertain, educate and inform.

Got a product to sell adults in Ohio's fastest growing area? Choose WHIO and make every radio minute count.

*Pulse, Inc., LQR, for Dayton and four county metropolitan area, April 1965. These figures are estimates and subject to errors inherent to the survey.



REPRESENTED BY EDWARD PETRY & CO., INC.



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

The cut-up multi-set audience

Is it eluding measurement by regular raters?

New study turns up heavy incidence of multi-set homes—and in them fewer viewers per receiver

People don't watch television a lot more after they get a second TV set in their homes, but they watch a lot differently.

That is one of the key conclusions from a wide-ranging study being made public today (Jan. 17) by McHugh & Hoffman Inc., television and advertising consultants, of Birmingham, Mich.

The report finds that in multi-set homes the families argue less about what they're going to look at, but are much more inclined to look at different things. In fact, they often split up over programs they had never disagreed on before.

The evidence of fragmentation is enough to cast serious doubt, in McHugh & Hoffman's opinion, on the adequacy of current rating services' measurement of audiences in multi-set homes.

What's more, the problem is becoming bigger and more complicated. The multi-set home is a phenomenon that is already commonplace. In major markets, according to McHugh & Hoffman studies, some 33% of the TV homes have more than one set, and in some markets the figure exceeds 40%. And the trend is inevitably gaining even more impetus from the current boom in color-set sales.

Wide Growth — "I think that among the most important findings for the television broadcaster would be the extent of multi-set penetration" Philip L. McHugh, president of McHugh & Hoffman, said last week. He was radio-TV vice president of Campbell-Ewald in Detroit before resigning in 1962 to set up the consulting firm.

"One of the top 10 markets was up to 48% last spring and another was at 44%. Couple this with the specific variations of intent to buy a color set this season and it is reasonably possible the result could add up to another 15% penetration in some markets.

"The real question now that can only be speculated on from this study is how accurately are the various rating sys-

tems' diaries kept on the second, third and sometimes even fourth and fifth sets in a home. Is the possibility already here that television may begin to lose track of its audience the way radio has?"

Peter S. Hoffman, vice president of the firm, who was assistant to Mr. McHugh at C-E, added: "The continual growth of multi-set homes in combination with UHF and community antenna television will have long-range implications and present new problems in identifying and developing audiences for networks and individual stations. More emphasis should be placed on research directed to keep pace with these developments."

The multi-set home is only one of many areas explored in the current study, conducted for McHugh & Hoffman in 13 markets last April by A. J. Wood Research Corp. of Philadelphia. (see page 30).

Pre-Fall Programs — In releasing re-

sults of the study, McHugh & Hoffman emphasized that it was conducted last April, five months before the start of the current TV season. Thus it cannot reflect changes in viewer preferences and attitudes that may have occurred since the new season started in September.

The study's examination of multi-set homes, however, would not be materially affected by program changes. It involved a comparison of multi-set and single-set homes and explored patterns of multi-set usage without regard to specific programs.

Almost one out of four (23%) of the individual respondents in multi-set homes said that both sets had been in use simultaneously within the past 24 hours, and over half (52%) said both had been used at the same time within the past week. Of the latter group, more than half said the sets were in use simultaneously for at least two hours during the day, and 10% said

Turmoil at home? Here's how two TV's may help

The second TV set's role as a peacemaker was the one most frequently mentioned when respondents were asked to name its main advantages, the McHugh & Hoffman study revealed. Table shows how 272 respondents in multi-set households responded in answer to the question (answers total more than 100% because of multiple responses). What are the disadvantages? "Expense of repair" and "expense of electric bill" led the list, each cited by 7% of the same 272 respondents. Two out of three (64%) reported "no disadvantages." Asked how "important" it is to have more than one set, 53% called it "very" (24%) or "fairly" (29%) important, while 36% said it's not important and 11% didn't answer.

Prevents arguments and disagreements	23%
We (adults) can watch our own programs	20
Children can watch their own programs	18
Can watch TV in bed	11
Always have one set in working order	10
Able to watch TV on either floor	8
Choice of programs	4
Good for privacy	1
Can follow shows throughout the day, while working in different rooms	1
Other	4
No particular advantage	6
Don't know, no answer	12

How does average viewer feel about television?

A close look at television viewer behavior and attitudes toward a wide range of subjects, from network image to color, is provided—in addition to a detailed study of viewing patterns in multi-set homes (see page 29)—in research being made public today (Jan. 17).

The research was commissioned by McHugh & Hoffman Inc., television and advertising consultants, of Birmingham, Mich., and was conducted by the A. J. Wood Research Corp. of Philadelphia in 13 major markets last April. Because of the timing, the findings obviously could not reflect changes in attitudes and program preferences resulting from the introduction of new-season programming last September. Highlights include:

The typical viewer was spending "slightly less" than three hours a day (20.8 hours a week) with TV. Women tended to watch more than men, less-educated people more than the college-educated. Respondents in the 35-49 age group, although more likely to have more than one set, viewed somewhat less than those in older and younger groups. Children between 10 and 17 watched more (19.3 hours a week) than those under 10 (16.4 hours). By a small margin, respondents who preferred NBC tended to watch more than those who favored ABC or CBS.

The majority of viewers (62%) felt they were watching TV about the same amount of time as in previous seasons. But a larger number thought they were watching less (23%) than more (15%). The de-

cline was most noticeable among the college-educated; 36% of these thought they were viewing less, as against 13% who were viewing more, while 17% of those with less than a complete high-school education reported viewing more and 13% less.

Among those viewing more, the reason most frequently given was "more available time" (mentioned by 53%), while "better, more interesting" programs ranked second (30%) and other attitudes favorable to programming drew another 14% of the mentions. "More educational TV" was mentioned by 4%.

Those Viewing Less ■ Among those viewing less, "programs are not as good" was the most frequent explanation (38%), but other criticisms of programming were indicated by 22%. Second most often mentioned explanation was "less available time" (30%).

Most viewers thought television was meeting its obligations. Among those who did not, the biggest number (12%) cited "poor quality of shows."

About one-third said they were watching news, drama and situation comedies more than in the preceding season, but four out of ten (42%) said they were watching westerns less. Asked to rank the program types they liked best, viewers put drama on top (32%), followed by news (27%), situation comedies (19%), variety (17%) and westerns (14%).

Viewers were about evenly divided on the continuous quality of *Peyton Place*, at that time the only evening network show being presented in

serial form: 44% gave favorable comments, 43% unfavorable (among those who had seen it). After reviewing the comments in detail, the researchers concluded: "It would seem that continuing shows would start with a basically limited appeal."

An hour was the length that most respondents preferred for dramatic productions (75%) and variety shows (65%), on the primary ground that an hour is needed to develop a plot or present enough "variety." But a half-hour was preferred for situation comedies (73%), principally because they become "monotonous after half an hour." A half-hour was preferred to 15 minutes for national newscasts (64% to 29%, with the rest having no opinion), but eight out of ten respondents (82%) considered current lengths "about right."

Commercial irritation appeared to be "at a low level," with only 9% citing "too many commercials" as their reason for thinking TV was not doing a good job.

Color Boom ■ Although the study was made before the full impact of the 1965 color-set boom had become apparent, it found color penetration "rapidly on the increase." Six percent of the sample already had a color set and 60% of these said they had bought it within the past year. In addition, 14% of the black-and-white set owners said they probably or definitely would buy color during the next year (in multi-set homes, 27% of the respondents said that if one set broke down they would replace it with color). Among color owners, one-third said they

five hours or more.

Respondents in multi-set homes tend to watch TV "slightly" more (22.4 hours a week) than in one-set homes (20.0 hours a week).

But "heavy" viewing was more apt to occur in multi-set homes; 24% of the respondents with more than one set available reported watching over 30 hours a week, as opposed to 19% of those in single-set homes. Viewers who watched less than eight hours a week were a little more likely to be found in single-set homes.

When the family splits up to watch different sets, the division usually finds adults at one set, children at the other. The addition of a second set slightly, but not significantly, reduces the incidence of disagreement between adults

and children over what is to be watched.

But adults disagree among themselves more often after the second set comes into the house. Among respondents with only one set, 30% reported having conflicting interests with other adults in the house. In multi-set homes, the figures rose to 41%.

"The key difference, however," according to the report, "is the way this conflict is settled. Among single-TV households, the conflict is usually settled by compromise or the husband's decision. In multi-TV households, the family will usually split up and watch different sets."

Women vs. Men ■ Programs that most often cause husbands and wives to split up include *Peyton Place*, soap operas in general and variety shows,

which women tend to like much more than men do, and *Combat*, sports and westerns, which often are preferred by men but not women. Programs they both like include *Bonanza*, *The Fugitive*, movies, situation comedies, drama and variety shows in many cases.

When children and adults disagree on what program is to be seen, the children in six out of ten single-set households get their own way, while in six out of ten multi-set households the children—or adults—go off to watch the second set.

Children disagree among themselves over programming in about 54% of the homes, whether there is one set or more than one. But in two-thirds of the single-set homes (67%) these disputes are settled by compromise, while in

wouldn't watch a black-and-white program if a color show was available.

Respondents who preferred NBC, long the leader in color, were more apt to own a color set than those who favored other networks, and color-set owners definitely preferred NBC. But "intention to buy color" within the next year was found about equally among fans of all three networks, indicating that NBC's color promotion does not increase the likelihood of its black-and-white viewers buying a color-TV set, [although when] respondents do buy color sets they tend to become NBC fans."

In color-set homes, individual respondents tended to watch TV slightly less (19.9 hours a week) than those in noncolor homes (20.8 hours). Most of the color viewing was done on sets made by RCA. Over half (56%) of the color sets were by RCA, slightly more than one-fifth (22%) by Zenith, the rest by a half-dozen other companies.

The three TV networks were virtually tied in viewer acceptance. CBS-TV affiliates were preferred for local news and comedy and, to a lesser extent, for variety. NBC-TV affiliates were preferred primarily for their national (network) news. ABC-TV affiliates were thought best for sports and children's shows.

Age seemed to be the biggest factor associated with choice of favorite network. ABC scored highest in the under-35 group, CBS in the over-50 group and NBC in the 35-49 group. Among the college-educated, CBS ranked highest and ABC lowest, while preference for NBC increased slightly as educational levels advanced.

44% of the multi-TV homes the youngsters watch different sets and a negotiated peace is necessary in only 28% of the cases.

"Although having more than one set does tend to separate the family in its television viewing," the report continues, "there is reason to believe that it thus decreases the likelihood of argument among members of the family. When respondents with two or more sets in working order were asked the advantage of having more than one set, the most frequently mentioned advantage was 'prevents argument or disagreements' (23%). Other reasons given [included] 'we adults can watch our own program' (20%), 'children can watch their own programs' (18%) and 'can watch TV in bed' (11%)."

The importance of having more than one set was also measured in other ways. Asked what they would do if one of their sets broke down and the cost of repairing it was "quite high," 41% said they would replace it immediately and another 13% said they would replace it within three months. In all, two-thirds (65%) of the multi-set respondents said they would replace the broken set immediately or within one year, while 19% didn't know and only 16% said they would not replace it at all.

The most frequently mentioned effects of a breakdown of the primary set were "miss entertainment value" (27%) and "can't have choice of programs" (26%). Fewer than 1% thought the breakdown would be unimportant.

What is the multi-set owner like?

"Respondents most likely to have more than one set," according to the report, "are those in the 35- to 49-years-old age group, those with children between 5 and 17 years of age, and families with incomes over \$10,000 a year. Those who chose an ABC affiliate as their 'favorite' [in the April 1965 study] are less likely to have two or more sets than those who chose CBS or NBC.

"Of those respondents between 35 and 49 years of age, 42% had two or more TV sets, compared to 28% for both younger and older respondents. Of those respondents who chose an ABC affiliate as their favorite station, only 28% had two or more sets, compared with 35% for CBS and 38% for NBC.

With Children ■ "Over 4 in 10 (41%) of those respondents who had children between 5 and 17 years of age had two or more sets, compared to only 26% of those respondents who had no children in this age group. Among respondents earning a total family income of \$10,000 a year or more, 41% had two or more sets; 34% of those earning between \$4,000 and \$9,999, and only 16% of those earning under \$4,000 a year."

A total of 82% of the multi-set houses have console models, 62% have portables, and 31% have table models. Among single-set homes, 63% have consoles, 22% portables, 14% table models (1% unclassified). The living room is still the primary TV-set location (56% of the homes); the bedroom has almost 20% of all sets and 37% of the portables.

What does all this growth of multi-set households and split-up viewing mean for the broadcaster and advertiser? McHugh & Hoffman, which expects the trend to gain momentum rapidly over the next two years, thinks that, for one thing, it poses problems in finding out exactly who is watching what, and what kind of people they are.

This makes it essentially a problem for audience-measurement services. Are the fractionated audiences being accurately

measured? Do the services accurately report their demographic characteristics? As viewing moves out of the living room and becomes more of an all-over-the-house proposition, will viewers be willing or able to keep diaries to give rating services the information they need?

Need of Information ■ McHugh & Hoffman contends that the rating services are already lagging:

"Not only will audiences be fragmented within the households, as is the case with radio listening, but also audience measurement systems will have to be revised to more accurately reflect this expanding audience. It is the opinion of McHugh & Hoffman that the current syndicated rating systems are not measuring this viewing segment in its true proportion at the present time

How two sets split viewing

	First Set	Second Set
Respondent	30%	12%
Husband	21	6
Wife	19	13
Children		
(nonspecific)	11	14
Son	11	20
Daughter	9	19
Family	9
Father	5	5
Mother	5	6
Other relatives	4	1
Adults	3	1
Company, friends	1	1
Grandparents	1	1
Grandchildren	1
Don't know, no answer	7	10

How the TV audience splits up after a second set comes in to the home is suggested in this McHugh & Hoffman table based on 158 homes reporting both sets in use at the same time within the preceding week. "Respondent" in all cases was husband or wife, children the secondary unit. While the unifying effect of one-set viewing is being dispelled in multi-set homes, other findings suggest that color may bring some reunification, "at least until there are cheaper and lighter color TV sets." Nine out of ten color sets (89%) were in the living room, as compared to seven of ten black-and-white sets (69%). More black-and-white portables were in bedrooms (37%) than living rooms (35%).

despite the fact that they indicate they are making some effort to do so."

The study is the latest in a continuing series of audience-research projects commissioned by McHugh & Hoffman to gather material on which to base recommendations for a client list that includes major broadcast group owners, independent operators and TV networks in the U. S. and Canada.

The current study was based on 620 personal, in-home interviews, equally divided between men and women, in Atlanta, Buffalo, N. Y., Chicago, Cleveland, Detroit, Houston, Los Angeles, Miami, Milwaukee, New York, Philadelphia, St. Louis and Toledo, Ohio.

Half of the respondents were from multi-set homes, half from single-set households, so that comparisons could be made between the two. Single-set and multi-set households were brought

Multi-set homes increasing

Multi-set television homes throughout the U. S. represented 22% of all TV households by Jan. 1 according to a preliminary estimate made by NBC and released last week (also see page 29).

A year earlier multi-set households had been 19.4% of all television homes and two years ago, 17.6%.

In the 54.2 million television homes in the U. S., as of Jan. 1, 1966, there were 67.75 million sets according to the report. The figure had grown by 3.45 million sets dur-

ing the past year.

As of the first of this year the average number of sets in TV-equipped households was 1.25 and the average number in multi-set homes was 2.14, according to the NBC estimates.

With total homes in the country at 58.6 million, NBC's preliminary estimate of current television saturation is placed at 92.5%.

Non-home TV sets—those located in hotels, commercial establishments, schools, etc.—were estimated at 2.6 million as of Jan. 1.

into their proper proportions by weighting the single-set homes. On a weighted

basis, 33% of the sample had more than one TV set.

BROADCAST ADVERTISING

A big wind blows on Madison Avenue

General Foods shifts \$18 million in billings; drops FC&B, adds Doyle Dane Bernbach, Grey

An estimated \$18-million or more in General Foods' billings changed hands in a broad agency reassignment announced last Thursday (Jan. 13).

Agency sources indicated it was likely that the budgets involved could be much higher than the \$18 million estimate. Detailed breakdowns were hard to come by but the TV billing alone could be estimated at a possible \$16 million.

For General Foods the shift in product assignments was its most far-reaching advertising-account decision in years.

The advertiser is TV's third largest investor. In 1965 GF allocated an estimated \$72 million for network and spot. General Foods is also a radio advertiser and is in print, as well.

High points of the agency shuffle:

- General Foods will drop one agency—Foote, Cone & Belding—and add two—Doyle Dane Bernbach and Grey Advertising. GF now will have five agencies. Benton & Bowles, Young & Rubicam and Ogilvy, Benson & Mather are the other three.

- Grey and DDB each get an estimated \$9 million in billings. FC&B loses \$10-11 million, B&B an esti-

mated \$4-\$4.5 million, and Y&R some \$2.5 million.

Benton & Bowles, New York, according to authorities, bills about \$30 million in General Foods business. Some 90% of B&B billing is in broadcast (TV for the most part). While it will lose Yuban coffees and Gaines Meal, it will pick up in an expansion of budget for other products (such as Pop-Up-Toasts) according to knowledgeable spokesmen.

Foote, Cone & Belding agency, which will lose all of its estimated \$10 million worth of GF billing, was not stunned by the news since it had apparently been aware that the account was considering the move. But it was clearly hurt.

A memo to the agency's staff from William Chambers Jr., executive vice president and general manager of FC&B's New York office, said performance for GF had never been better and noted some new GF business (Jell-O products) had been added by the agency over the past year.

Stock Drops ■ FC&B, a publicly owned company listed on the New York Stock Exchange, fell to 17¼ on

the day of the announcement after closing a day earlier at 18¼.

Grey Advertising, on the other hand, which stands to gain about \$9 million in billing, saw its stock gain one-half point in over-the-counter trading, closing at 20 bid, 20½ asked on Jan. 13.

Both General Foods and FC&B indicated that their parting of the ways, after a 10-year relationship, was over product conflict. FC&B said it concerned the agency's handling of clients who are considered by GF to be competitive. GF said it was "an unavoidable difference . . . in respect to product conflict to which no mutually agreeable solution could be found."

The "irresolvable policy conflict," GF added, necessitated withdrawal of the business from FC&B. The change, the company said, was "accomplished in an equitable manner through an orderly phasing out of business."

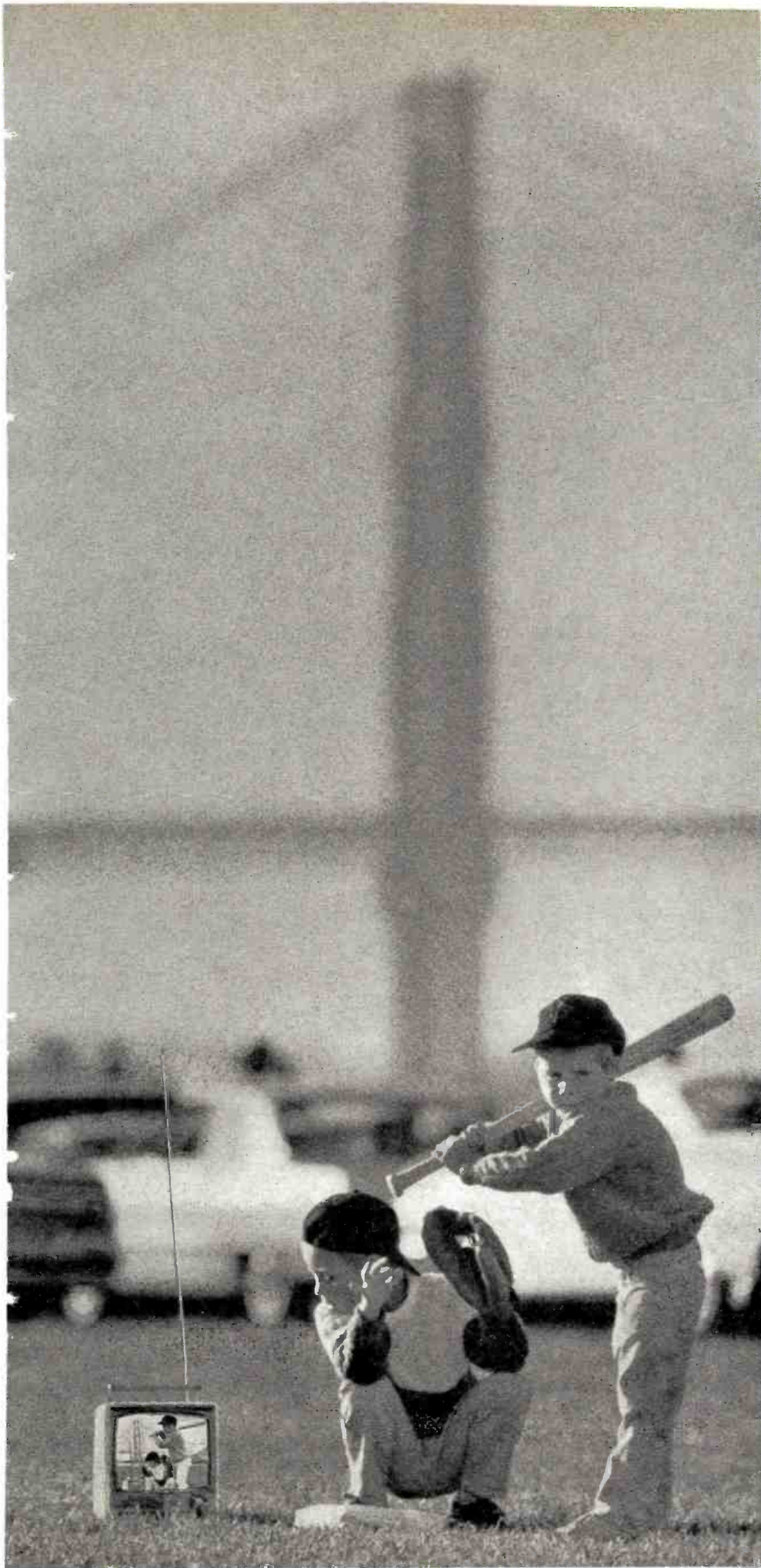
Doyle Dane Bernbach just before the end of 1965 resigned an estimated \$3.5 million of Quaker Oats business. At that time, the move was thought to be a clearing of the deck for a GF assignment (BROADCASTING, Jan. 3).

The Line-Up ■ GF's formal itemization of its product assignments under its new agency lineup:

Benton & Bowles: Instant Maxwell House coffee, Post cereals, Gaines Gravy Train, Toast 'Em Pop-Ups and Birds Eye Sodaburst (last named now in test markets). Gives up Yuban coffees, Gaines Meal.

Doyle Dane Bernbach: Dream Whip, S. O. S., Tuffy, La France, Gaines Meal and Brim (last named, a food drink, is in test stage).

Grey: Yuban coffees, D-Zerta, peccans, Baker's chocolate and coconut,



"San Franciscans" catch their favorite sports on KTVU

Sporting blood starts young and runs high in the San Francisco-Oakland market. And 4,000,000 fans get plenty of *live*, direct coverage exclusively on KTVU. Giants Baseball, Warriors Basketball, Seals Ice Hockey, College Basketball to name a few. That's why their first choice in sports viewing is KTVU, the Nation's LEADING Independent Television Station.

KTVU
2

SAN FRANCISCO-OAKLAND
Represented by H-R Television

CBS 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; WVIC-TV, Pittsburgh

Kool-Aid, Twist, Kool-Pops, Coffee Sweet (in test marketing).

Ogilvy, Benson & Mather: Regular Maxwell House coffee, Maxim (freeze-dried instant coffee now being tested), Gaines Prime, Start (orange-flavored breakfast drink in test markets), Great Shakes (test stage), Good Seasons salad dressings, Shake 'n' Bake, Open Pit barbecue sauce.

Young & Rubicam: Sanka, Gaines Burgers, Postum, Tang, Jell-O gelatin puddings and pie fillings, instant puddings, Whip 'n' Chill, Golden Egg custard, Minute Rice, rice mixes (some in test markets) and Pastas (now being tested), Log Cabin syrup, Birds Eye fruits and vegetables, Awake. Gives up Dream Whip, Baker's chocolate and coconut.

FC&B has been handling such accounts as S. O. S., Tuffy, La France, D-Zerta, pectins, Kool-Aid, Twist, Kool-Pops, all of which were reassigned to DDB and Grey, the new agencies.

Radio-TV flight set for investment bank

Further evidence of the belief that broadcast advertising is good for the investment banking business was offered last week by a worldwide investment firm.

Hayden, Stone Inc., New York, opened a \$750,000 campaign with \$100,000 of it earmarked for radio-TV. The campaign also will include use of national magazines, newspapers and transportation displays.

The campaign anchors on Toni Ungerer's comic illustration of the flightless dodo bird, prepared by Albert Frank-Guenther Law Inc., New York.

Langdon Littlehale, advertising and public relations director at Hayden, Stone, said the purpose of the dodo bird is to attract high-income investors "who may be regarded as being relatively sophisticated in their approach to the investment function."

Beginning today (Jan. 17), the campaign is allotting \$40,000 to a five-week TV flight on WCBS-TV and WNBC-TV, both New York. A 10-second color spot will be exposed weekdays twice on WNBC-TV's 11 o'clock News and Tonight Show with Johnny Carson, and on WCBS-TV in a 50-spots-per-week package. Additional TV availabilities are being sought in Miami for \$8,000 to \$10,000 and on the West Coast for \$30,000 to \$40,000, he said.

Radio investments by Hayden, Stone will include over \$10,000 for a permanent sponsorship on WEZE Boston five days a week in a five-minute financial and business report.

34 (BROADCAST ADVERTISING)

AFM rates for ads jump 10% to 15%

Terms for a new three-year contract covering American Federation of Musicians members employed in radio jingles and spot TV commercials have been agreed upon by officials of the AFM and representatives of principal advertising agencies. Wage increases granted ranged from 10% to 15%.

Herman Kenin, president of the AFM, announced details of a new three-year pact last Friday (Jan. 14) following three days of negotiations (CLOSED CIRCUIT, Jan. 10). The contract becomes effective on Feb. 1.



Mr. Kenin

The agreement provides that instrumentalists will be granted an approximate 10% raise with the rate for one-hour sessions jumping to \$36 for five men or more; \$39 for two to four men and \$72 for one man. The rate for sidemen will be increased by about 15%, rising to \$41.56 per day under the new contract. Mr. Kenin added that rates and working conditions for copyists and orchestrators also have been improved, but did not provide details.

Mr. Kenin said there had been "substantial improvements" in contract provisions dealing with fringe benefits.

The AFM reportedly had sought an

All-purpose film

The Celanese Corp. of America, New York, is attempting a tie-in of theaters, television and television advertising for an 11-minute color film it has commissioned. Called "Design For Dreaming," the film's message for Celanese nylon is communicated through a ballet created and executed by the Robert Joffrey Ballet Co. Produced by Spectra Films, New York, the film will be released initially to theaters in February and then offered to TV stations. Subsequently, Spectra will edit the film footage for 30- and 60-second TV commercials for exposure on TV stations throughout the country.

overall 15% pay increase plus other benefits that would have added further to the costs of music in commercials. The chairman of the industry negotiating committee was Marion Preston of J. Walter Thompson, representing Commercial Contractors Inc., a wholly owned subsidiary of JWT. Other members of the committee were Harold J. Saz of Ted Bates & Co., chairman of the American Association of Advertising Agencies Subcommittee on Union Codes and Negotiations; Jane McNamara, McCann-Erickson; Philip L. Tomlin, Ogilvy, Benson & Mather; Vincent J. Connelly, Dancer-Fitzgerald-Sample and Lewis H. Titterton, Compton Advertising. In addition, Edwin M. Marshall, AAAA assistant vice president for broadcasting, served as an observer for the AAAA.

Long-planned agency merger takes effect

Rumrill Co. and Charles W. Hoyt Co. last week announced they had effected their long-pending merger into Rumrill-Hoyt Co., New York. Annual billings of the new agency are estimated at \$30 million. Merger terms for both employe-owned agencies were based on an exchange of stock.

Plans for the merger were disclosed last summer by Charles L. Rumrill, president of Rumrill, and Everett W. Hoyt, president of the Hoyt agency (BROADCASTING, Aug. 30, 1965).

Rumrill was reported to bill \$22 million and Hoyt \$8 million. About \$7 million of the overall billing was estimated to be in radio-TV. The new agency, employing 300 persons, has leased additional space at Rumrill's New York headquarters at 380 Madison Avenue. The agency will have branch offices in Rochester, Utica and Buffalo, all New York.

Principals in the merged agencies include Mr. Rumrill, who becomes president and chief executive officer; Mr. Hoyt, chairman; Donald Miller, executive vice president in charge of New York operations; Gene Novak, executive vice president in charge of creative services. The four make up the agency's executive committee. Winthrop Hoyt, chairman of the Hoyt agency, becomes special assistant to Mr. Rumrill.

Rep. appointments . . .

- WJRL Rockford, Ill.: Advertising Time Sales, New York.
- WBIX Jacksonville, Fla.: National Time Sales, New York.
- KOL Seattle: Robert E. Eastman & Co., New York, effective Feb. 1.

BROADCASTING, January 17, 1966

Ever heard of Top 40 TV?

Well, we practically have it. According to the current NSI summary* WMT-TV has 34 of the top 40 nighttime shows (ranked by homes reached).

You might not know it from the figures but we really are a three-station market.

*Data derived from audience surveys are estimates subject to sampling & other errors. See complete report (NSI Cedar Rapids—Waterloo Oct/Nov '65) for details.



WMT-TV

Cedar Rapids—Waterloo
CBS Television for Eastern Iowa

Represented by the Katz Agency

Affiliated with WMT-AM, WMT-FM;
K-WMT, Fort Dodge.

Why retailers are moving into TV

TVB'S ABRAHAMS TRACES A SLOW BUT ACCELERATING TREND

There are three major reasons that retailers seem slow to move into television advertising.

- They are print-oriented and business is still good.

- They lack production knowledge. In local papers stores look as good or better than national accounts. They want to look good in TV but don't know how to attain this appearance.

- Their problems are not understood by local TV stations that try to reform the stores instead of trying to adjust to the retailers' problems.

But these shortcomings are being overcome and there is evidence of a changing attitude toward media by retailers, resulting in increased interest in television.



Mr. Abrahams

Spelling this out, Howard P. Abrahams, vice president for local sales of the Television Bureau of Advertising, last week cited six points that retailers are taking into consideration with the result that "local television is growing, slowly . . . but surely."

He specified that:

- Customer movement from city to suburb is continuing and TV reaches both at the same time.

- Retailing executives are talking about total market and total promotion media. "Talk leads to doing something."

- "Stores want the young market. TV owns that market."

- Younger people, who are taking over important advertising posts "grew up in a television-awareness era. They are not print-indoctrinated."

- Television can point to case histories in all categories: big stores and small stores. "They have become patrons."

- Stores are looking at their cost to reach customers. "Instead of comparing the price of a page vs. the price of X commercials," stores are finding that "TV is cheaper on a cost-per-thousand basis."

Mr. Abrahams, who was manager of the National Retail Merchants Association's Sales Promotion Division for nine years, feels that the movement into television advertising by large retail chains is a spur to the entire industry.

Three Good Examples ■ He cited the Sears, Roebuck campaign, begun in 1963, of "Sears has everything." This

corporate move activated interest by many Sears stores, and the "list of Sears stores in television continues to grow."

Montgomery Ward has a monthly TV service to stores which is similar in application to the home-office issued newspaper print book. "An increased number of Ward's stores use television."

J. C. Penney creates about 18 commercials a year tied to events and specific items. These spots become a part of a campaign which is used by Penny stores in about 100 markets.

He noted that "one closely knit group of independents recently reported that out of 15 stores surveyed, two stores will slightly reduce their air media in 1966, one store will use the same dollars, but 12 stores will increase; some will increase radically.

To help the retailer, and get more advertising dollars into television at the same time, he said TVB has been working on a three-stage concept.

The first part of the plan, begun several years ago, was to urge stores to run saturation tie-ins with their regular events. "This they understood. These commercials were simple to create because they did not require showing, demonstrating and promoting items—just plain announcements of events."

The second stage was geared to promote stores to convert their newspaper advertising into television. "This meant

starting with newspapers, something they knew, and letting the camera move on still art. R. H. Macy, New York, still uses this method—successfully."

TVB is now in the third stage of its TV indoctrination program. This entails commercial creation based on the "sandwich concept," a method that Sears and other stores have already had success in using.

How It Works ■ The strength of the sandwich concept is in its similarity to print advertising. The three main areas of a print ad are the headline; merchandise, event or feature (the body copy); and the signature. Translated into television the headline becomes the intro, the body remains the same and the signature is the closing.

Since national advertisers produce results by creating good commercials and then repeating them, TVB's sandwich plan provides for intros, either the same or similar, to be used repeatedly; changing the body copy as often as desired; and using a closing "with some variations" repeatedly.

"Layout, art and copy establish a character theme for print advertising," Mr. Abrahams said. "The opening and closing do this for TV. In addition, for television, a musical theme is important to tie each commercial together and establish store identity.

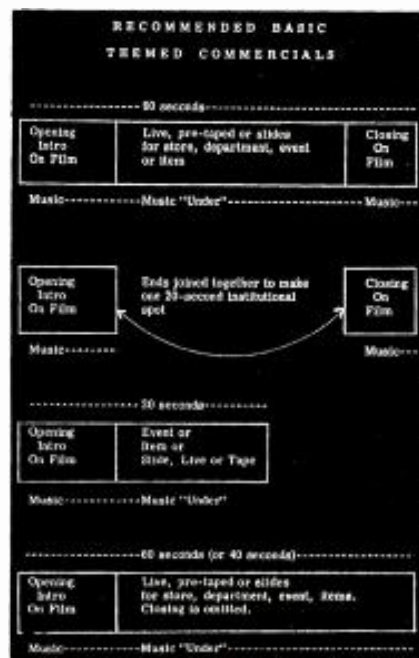
An example of retailer use of this concept is Knapp's of Lansing, Mich., which went beyond these basic steps and created nine "sandwiches" covering fashions, infants to teens, home furnishings, store for men, store for women, men's furnishings, gifts and two on corporate image.

All the commercials have a family resemblance to each other in their visuals, they all have a musical jingle and all have a standard closing. In addition Knapp's made them all in color.

Even More ■ Mr. Abrahams pointed out that Knapp's "topped TVB's recommendations" by making the spots full minutes. Then each was edited to 10 and 20-second lengths. As a result the store has 27 separate color commercials "with flexibility for institutional or merchandising and for lengths of announcements. This gives Knapp's sufficient variations for a campaign to be used for a year or longer."

This sandwich concept, he added, is designed to "create a set of professional network-caliber commercials which any retailer would be proud of, which any retailer would want to repeat and repeat. Then for his daily needs,

The sandwich concept



TVB offers some proof of the pudding

Illustrative of how some retailers are successfully using television are these examples from the Television Bureau of Advertising.

■ John A. Brown, Oklahoma City. The store's chief reason for using TV is to open new charge accounts in the state. John Cory, sales promotion manager, said: "We opened more out-of-city accounts and I attribute this directly to TV, which was the main reason I recommended it in 1962." The store promotes day-to-day items on TV and uses the medium to build events like back-to-school and anniversary sales.

The store's weekly schedule runs from 20 one-minute spots to more than 30 one-minute and 16 20-second spots on WKY-TV and KOCO-TV, both Oklahoma City.

■ Foley's, Houston. TV is a "major factor" in the store's media budget, says Lee Dubow, publicity director. The store has been in TV since 1950 and Mr. Dubow says the

"real value of being on television every week . . . is that it is continuing."

Foley's sponsors the 10 p.m. news three times a week on KPRC-TV and often carries spot schedules on all three Houston stations: KPRC-TV, KHOU-TV and KTRK-TV.

■ R. H. Macy & Co., New York. Macy's began experimenting with TV in 1955, says John Blum, senior vice president. In 1959 the store went to TV on a regular basis using flights of spots, every week, two or more days a week, to sell large quantities of advertised goods on the following day. Mr. Blum feels that "advertisers have been buying less and less with their newspaper dollar. The long-term spiral in rate increases has been accompanied generally by losses in circulation and, as a result, cost per thousand has been going up and up and up."

The initial test of TV, he adds, showed the medium could do what

Macy's wanted, "that each dollar of our investment in the medium on the average, must be capable of returning \$10 and plus over normal sales of the advertised merchandise the very next day."

■ Rich's Inc., Atlanta. Rich's first used TV in 1949, but it has been recently that the TV ad expenditure has gone up. "Over the past five years," Loring Blackstone, publicity business manager, says, the TV ad budget has increased "rather dramatically, adding a year-round schedule of prime-time spots and news shows to the sporadic spot schedules we formerly used."

On Atlanta stations Rich's sponsors a five-minute newscast on WAGA-TV Sunday evening, and 10-minute 6 p.m. newscasts on WSB-TV Tuesday and Thursday. In addition 10-, 20-, 40- and 60-second spots are carried on WATL-TV, WAGA-TV and WSB-TV during the week. During a week as many as 32 commercials may be carried.

he merely inserts the 'meat' in the 'sandwich.'"

As one store learns from another, it joins the ranks of TV users. For TV, it means "a definite increase in retail television in 1966," Mr. Abrahams said. "And we have just begun to scratch the surface."

As the program goes, so go commercials

New proof that audience "liking" of a television program enhances the effectiveness of commercials on that TV show was offered last week.

Speaking to the New York chapter of the American Marketing Association last Thursday (Jan. 13), Henry Brenner, president of TVQ, supported his contention by citing a recent and previously undisclosed study by International Latex Corp. He said that this advertiser attempted to prove the relationship "in the best possible way—by measuring brand switching."

"The International Latex study shows those liking the program switching to the advertised brand about 40% more than people who feel the show is average in appeal and about 200% more than people who do not like the show, even if they do have it turned on," he reported.

Mr. Brenner, whose TVQ research

organization has been testing TV programs for eight years in terms of "liking" or "disliking" them, said he "stumbled on" the International Latex study. He noted he had received permission to report on the portion of the study that dealt with the question: "How good a measure of commercial effectiveness is program liking?"

The study was conducted over a period of a year by International Latex among 8,800 housewives in 13 cities. The respondents viewed 42 commercials for brands in four product categories (bras, girdles, gloves and Isodettes) on three daytime network programs. The study was originally designed to provide information to Latex on viewer reaction to the commercials and the question on "program liking" was added before the interviews began.

The respondents were interviewed before exposure to programs and commercials and after exposure to determine whether "program liking" had affected their attitude toward the commercial brands.

Mr. Brenner cited statistics to show a definite correlation between "liking a program" and brand switching, and said there was a variation—but not much—from one Latex product to another.

"Remember, the commercials and the program compared are the same," Mr. Brenner stressed. "The only difference is the program opinion of the respondent."

Retailers shown how TV sells to teen-agers

TV—"it's the oooonly way to sell," according to two representatives of the May Co., Los Angeles.

Cortland Peterson, vice president of sales promotion and publicity, and Toni Tacoma, fashion director, used the teenage vernacular, to describe the May Co.'s identification techniques behind a teen-age TV special, *Fashion-a-Go-Go*.

The May Co., they told the National Retail Merchants Association convention in New York last week, co-sponsored a one-hour show immediately after Sam Riddle's *Hollywood-a-Go-Go* program on a local TV station. The show featured Mr. Riddle in the store's own format but with different entertainment. The store's teen-age and college board members acted as audience and models wearing May products. In-store promotion and daily TV spots before the show helped attract attention, they said.

This experience directed to the teen-age market, they said, has helped "to identify with them in order to attract their buying power." They indicated that "unless there is a radical change in media appeal, we'll increasingly plan promotions for TV or radio, because these are the teen media."

Bristol-Myers backs ETV series

TV's second biggest advertiser grants \$250,000 to WNDT(TV) to produce 12 programs on the arts

The second biggest advertiser in commercial television is going to get its feet wet in educational TV.

Bristol-Myers Co., New York, which spent \$76.7 million in TV in 1965, according to *Television* magazine estimates (second only to Procter & Gamble's \$160 million), has earmarked \$250,000 for the production of 12 programs on the performing and fine arts.

The series, *Sunday Showcase*, begins March 6 on WNDT(TV) Newark, N. J.-New York, at 9 p.m. The Bristol-Myers grant will also cover the costs of mak-

ing by slide and voice-over that the program was "made possible" by the company.

Biggest Corporate Grant ■ WNDT hailed the grant last week as its biggest from corporate sources for a special program series.

Two other major TV advertisers—Phillip Morris and Shell Oil—have underwritten news programming on WNDT. Their participations have run out. According to WNDT, no special corporate financing of costs, other than B-M's, is now associated with the station.



Mr. MacBain



Mr. Frost



Mr. Kiermaier

ing the programs available to other non-commercial TV stations. ETV stations on the list to receive the tapes are: WGBH-TV Boston, WTTW Chicago, KCET Los Angeles, WHYI Philadelphia, WQED Pittsburgh, KQED San Francisco, and WETA-TV Washington. Other cities are expected to be added.

A Responsibility ■ In a formal announcement, Gavin B. MacBain, president of Bristol-Myers, said the company was convinced that "television advertisers particularly have a definite obligation in the development of educational television programming, with its pioneering and creative influences on other, more widely viewed television forms."

Don Frost, Bristol-Myers vice president, said the ETV allocation would be charged against corporate public relations. He said the series was not considered a "product-selling vehicle and it is not being charged to product advertising budgets."

Mr. Frost said the idea "originated with our own people and . . . we hope it will encourage other corporations to do the same." He said, however, that Bristol-Myers was not actively asking other corporations to underwrite ETV programs.

Bristol-Myers will receive the customary on-air credit of five seconds before and after each program, noting

that WNDT emphasized the grant was hardly a reprieve for its long-depressed financial status. Last year it received a special \$500,000 appropriation from the Ford Foundation to help it stay on the air.

John Kiermaier, president of WNDT, said, "Our need for support from the public and other recurring sources has not in any way lessened."

Each of the 12 programs will run 90 minutes to two hours. WNDT will repeat each program once during the week following its Sunday telecast. *Sunday Showcase* will mark a return of WNDT's Sunday operation (it's been dark on Sundays for the past two and one half years and recently also on Saturdays) with the station filling in with other programs from 5 p.m. until 9 p.m.

Mr. Kiermaier said three of the *Showcase* programs would deal with theatrical drama, three would be produced in association with Lincoln Center for the Performing Arts in New York, three would be devoted to the fine arts and three would appraise the status of the arts in the world.

Agency appointments . . .

■ Laddie Boy Dog Foods Inc., Glendale, N. Y., has appointed Firestone & Associates, Philadelphia. The com-

pany will use extensive TV in its major markets beginning this month.

■ Pretested Promotions, New York, has named Helitzer, Waring & Wayne, same city, as its agency. The firm, which will concentrate on product promotions for regional supermarket chains, plans to use local spot TV, newspapers and sales promotion aids.

■ Anheuser-Busch Inc., St. Louis, names D'Arcy Advertising there to handle table syrup advertising account that bills over \$1 million. Account moves from C. J. LaRoche, New York.

■ Loew's Theaters, for its New York chain of movie houses, has appointed Charles Schlaifer & Co., New York, as its agency replacing West, Weir & Bartel, New York, effective Jan. 31. The account bills approximately \$1 million, with about \$200,000 of this amount spent in radio-TV.

■ Case-Swayne Co., Montebello, Calif., names Davis, Johnson, Mogul & Colombatto Inc., Los Angeles, to handle its line of canned food products. Plans for advertiser include heavy use of broadcast media.

Business briefly . . .

The California Avocado Advisory Board, through McCann-Erickson Inc., Los Angeles, and the **Cling Peach Advisory Board**, division of the Cling Peach Industry of California, San Francisco, through BBDO, same city, will start a month-long coast-to-coast joint promotion in 12 major markets in February. There will be four-week schedules of spot radio in Boston, Philadelphia, Washington, Atlanta, Los Angeles, San Francisco, Chicago, Kansas City, Houston, Denver, Seattle, and Portland, Ore.

The Abbey of the Genesee, Piffard, N. Y., licensors of Monk's bread, through Cancilla, Gore & Knapp Inc., San Francisco, starts a five-month spot TV and radio campaign this week. First advertising will be in eight major markets in central and southern Florida where as many as 40 radio spots will be broadcast each week in each market. A schedule of from 6 to 10 spots weekly will run on TV in Miami. A similar campaign will begin about mid-February in 17 Eastern and Midwestern markets.

Santa Barbara Savings & Loan Association through Sachs, Finley & Kaye Inc., Beverly Hills, Calif., has started a major campaign with the theme of responsible financial management. Advertising expenditures primarily will be for spot radio on six AM radio stations in three California markets. The campaign includes 300 60-second spot

WFGA-TV won 10 major television news awards in 1965.

1. Sigma Delta Chi Distinguished Service Award for Television Reporting.
2. National Headliners Medal for Consistently Outstanding Local TV Coverage of News Events.
3. Green Eyeshade Award for Outstanding Performance in News, Editorial, and Pictorial Journalism (Southeastern Region) Presented by Atlanta Chapter, Sigma Delta Chi (Bob Henry, recipient).
4. Florida Sportscaster of the Year (Walt Dunbar, recipient) selected by Sportswriters and Sportscasters Association.
5. First Place in "News Specials" category, in competition sponsored by National Press Photographers Association, World Book Encyclopedia, and the University of Oklahoma.
6. First Place, News Category, selected by Florida Associated Press Broadcasters Association.
7. First Place, Sports Category, selected by Florida Associated Press Broadcasters Association.
8. First Place, Editorials Category, selected by Florida Associated Press Broadcasters Association.
9. First Place, Documentaries Category, selected by Florida Associated Press Broadcasters Association.
10. First Place, Features Category, selected by Florida Associated Press Broadcasters Association.

If there were an award for giving away color, we'd win that, too.

We're mighty proud to have won these awards. And we're proud of the fact that we're the Southeast's

most colorful station! A great combination! See your Peters, Griffin, Woodward "Colonel" for details.

 **WFGA-TV/JACKSONVILLE**

JACKSONVILLE'S AWARD-WINNING STATION—NATIONALLY, REGIONALLY, LOCALLY.



AN IMPORTANT ANNOUNCEMENT TO NATIONAL ADVERTISERS

from



A GOLDEN WEST TELEVISION
SERVICE FOR LOS ANGELES AND
ALL OF SOUTHERN CALIFORNIA
CWB

REPRESENTED NATIONALLY BY

PPETERS, **G**GRIFFIN, **W**OODWARD, INC.

Pioneer Station Representatives Since 1932

277 PARK AVENUE, NEW YORK 10017 • PHONE 826-6000

CHICAGO • DETROIT • PHILADELPHIA • ATLANTA • CHARLOTTE • MINNEAPOLIS
ST. LOUIS • DALLAS-FT. WORTH • LOS ANGELES • SAN FRANCISCO

Now on Channel **5**... in Color!



THE GEORGE PUTNAM NEWS

4:30 PM and 10:00 PM, MONDAY thru FRIDAY

with HUGH BRUNDAGE, HAL FISHMAN, DICK ENBERG
and the industry's largest fleet of mobile equipment for local news
coverage...including the KTLA Telecopters for live aerial coverage
and Los Angeles' only unit providing hot coverage en route.

**GOLDEN WEST TELEVISION BRINGS YOU ONE OF
AMERICA'S GREAT ADVERTISING PROPERTIES!**

YOUR **P G W** COLONEL HAS FULL DETAILS.

announcements per week on Santa Barbara radio stations KTMS, KIST and KDB; Ventura stations KUDU and KVEN and Port Hueneme station KACY.

Nationwide Insurance Co.'s, Columbus, Ohio, through Ogilvy, Benson & Mather, New York, will co-sponsor the Our Man Godfrey segments of CBS Radio's weekend *Dimension* program service throughout this year. The five-minute segments, featuring Arthur Godfrey, are scheduled five times each weekend.

Anheuser-Busch Inc., through Gardner Advertising, both St. Louis, for the 14th consecutive year will advertise Budweiser Beer on the Ivy Radio Network. A total of 600 one-minute spots will be broadcast nightly throughout the academic year on campus stations at Yale, Harvard, Princeton, Brown, Columbia and the University of Pennsylvania.

The Cudahy Packing Co., Phoenix, through Dancer-Fitzgerald-Sample, New York, will sponsor its second *Bar-S Jamboree* country and western special to a lineup of 32 stations, mostly in the West and Southwest, beginning Jan. 21. The one-hour program, starring Roy Acuff, Minnie Pearl and other performers will be taped live at KOCO-TV Oklahoma City. Cudahy's first *Bar-S Jamboree* was telecast in October 1965.

NBC Radio participations announced last week include **P. Lorillard Co.**, through Lennen & Newell, both New York, in *NBC News on the Hour*; **Coty**, through West, Weir & Bartel, both New York, in *NBC News on the Hour* and *Emphasis*, and **Martinizing Dry Cleaning Division of McGraw Edison Co.**, Elgin, Ill., through Ralph H. Jones Co., Cincinnati, in *Monitor*. Martinizing is using network radio for the first time.

Newly announced participations in NBC-TV programs include **Revlon Inc.**, through Grey Advertising, both New York, in *Tuesday Movies*, *Laredo*, *The Dean Martin Show*, *The Sammy Davis Show* and *Sunday Movies*; **Colgate-Palmolive Co.**, through Norman, Craig & Kummel, both New York, in 12 prime-time programs; **Rath Packing Co.**, Waterloo, Iowa, through Earle Ludgin & Co., Chicago, in *The Scherer-MacNeil Report*; **Dow Chemical Co.**, Midland, Mich., through Norman, Craig & Kummel, in seven prime-time shows and *The Frank McGee Report*, and **Champion Spark Plug Co.**, Toledo, Ohio, through J. Walter Thompson Co., New York, in *Run for Your Life*, *Tuesday Movies*, *Dean Martin*, *I Spy*, *Saturday Movies* and *The Wackiest Ship in the Army*.

3M Co., St. Paul, through BBDO Minneapolis, plans heavy use of radio-TV

spot in New York, Chicago and some New England markets starting late this month for new scouring pad, Rescue.

John Morrell & Co., meat packer, through Allen, Anderson, Niefeld & Paley, both Chicago, plans radio spot campaign in 42 major markets next month to promote its fifth annual "His and Her" sweepstakes featuring a long list of dual prizes led by his and her airplanes.

The Chemstrand Corp., Decatur, Ala., through Doyle Dane Bernbach, New York, will sponsor *Color Me Barbra*, a taped color special starring Barbra Streisand, on CBS-TV on March 30, 9-10 p.m. EST.

Transit strike impact slight

Many say it had no effect on radio-TV, but reps report traffic flow was down 40%

The impact of New York City's 12-day transit strike on TV-radio business appeared to be relatively light in terms of financial losses. But there was some divergence of opinion last week among advertising agency, network, station representative and station officials.

The predominant view was that if there was a decline in business placed it was a modest one and affected a small number of stations because of a special circumstance associated with the strike, such as the failure of a commercial to arrive on time or of a spot schedule to reach a station.

The overriding view of agencies was that the strike, which ended last Thursday (Jan. 13), had not slowed down the tempo of TV-radio placements. They claimed that with a high percentage of employees reporting for work, particularly key personnel in the TV-radio departments and with overtime duty, they were able to conduct their business with little or no displacement of scheduled commercials.

A check of members of the Station Representatives Association indicated that traffic flow in spot activity was off by an estimated 40% during the strike period, compared to the last four or five weeks of 1965. But it was also noted that an unascertainable amount of business was deferred and would be made up, rather than missed. These sources estimated that the strike might have a 7% to 10% negative effect on

January spot billings.

Some Delay - Some, but by no means all, station reps voiced the view that some schedules had been delayed and may be lost in the long run because agencies had been hit by absences at the clerical level.

"But that's something we probably never will know," one rep official said. "When we look over our books later, we may find that we're down 5% or about even with last year. But we have no way of determining if we would have placed more business or less business if there had not been a strike. But I personally have the feeling that the strike has had at least a slightly negative effect."

There was virtually unanimous acknowledgement that doing business was more complicated and more expensive. Some firms rented hotel rooms for some personnel and hired cars to carry others to and from work. Agencies, representatives and networks agreed there was a slow-down in paper work.

Film Picture - There were several reports that commercial schedules were impeded because of delays in delivery of filmed commercials from production houses to distribution centers. But Harold Klein, executive director of the Film Producers Association of New York, tended to discount these reports. A check of his member companies, which produce the large majority of filmed commercials in the New York area, revealed there were a few delays of minor importance, Mr. Klein said.

"In fact, January is a slow month for commercial producers and they reported that they were well staffed and could have used business," Mr. Klein added.

There were reports from station operators outside of New York that several agencies had sent personnel to various major markets to make sure their campaigns started on schedule, but these were said to be precautionary measures to guard against any possible delays.

TV-radio network officials reported they had not lost any contracts though day-to-day "mechanics" had moved slowly.

Calif. Angels' radio-TV bought for \$1.8 million

Three companies will sponsor the 1966 broadcasts of the California Angels baseball games on KTLA(TV) Los Angeles and a radio network of 19 Southern California stations.

Cost of the package buy is \$1.8 million.

The sponsors are: United California

The Great New Phoenician Series



NEW Solid-State, All-Band, Trunkline Amplifiers

Featuring unsurpassed serviceability and flexibility ■ Unique design for easy "fool-proof conversion" ■ Die-cast aluminum casing, all-weather and moisture-proof ■ Universal-type fittings to accommodate all popular sizes and types of cable.

THE OUTSIDE STORY

The new "Phoenician" series combines rugged construction, unusual serviceability, and dependable performance under all operating conditions. The 3 sealed access ports permit internal probe measurement in any weather without exposing the entire internal parts. Fittings of new design and moisture-proof seal are backed by Kaiser-Cox warranty. (Patent applied for) The new Kaiser-developed aluminum alloy used in fittings is impervious to corrosion.

The Kaiser-Cox Phoenician series is ready NOW. The SOLID products you can **DEPEND** on . . .!



THE INSIDE STORY of the Phoenician Amplifier series. Modular construction of the "plug-in" type allows complete interchangeability from trunkline amplifier to 2 and 4-output bridging amplifier — or combinations of trunkline and bridging amplifier (with or without AGC and automatic tilt). Built-in knob type controls eliminate the need for screwdrivers, plug-in pads or accessories.

SOLID PERFORMANCE! The new Kaiser-Cox "Phoenician" series works as well as it looks . . . CATV's finest all-band, "human-engineered" amplifier. The Phoenician series is your assurance that your CATV system (from head-end to tap-off) will deliver maximum signal quality with minimum degradation at all times. Low noise figure—minimum cross-modulation products — **CASCADEABILITY PLUS** — these are the results of Kaiser-Cox background in the exacting aerospace world of close tolerances, rigid specifications, quality control. An excess of 25,000 man-hours of engineering research and development, unrelenting purchasing standards and production know-how mean these Kaiser-Cox CATV products perform to published specifications.

Your inquiries are invited . . . write, phone or visit . . .

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CATV

KAISER-COX PRODUCES CATV EQUIPMENT
IT IS NOT IN THE FRANCHISE BUSINESS

KAISER-COX CORPORATION / P. O. Box 9728, Phoenix, Ariz. 85020, Phone (602) 944-4411

DEPEND ON KAISER-COX FOR CATV LEADERSHIP TODAY AND TOMORROW

Bank, through Erwin Wasey Inc., both Los Angeles; Busch Bavarian beer, St. Louis, through Gardner Advertising Co., Los Angeles, and Standard Oil Co. of California, through BBDO, both San Francisco.

Radio and television rights for the Angels first season in their new Anaheim stadium have been acquired by Golden West Broadcasters Stations. A total of 185 preseason and regular season games will be broadcast over Golden West-owned KMPC Los Angeles and a network of 18 other radio stations. Golden West's KTLA will televise 30 Angel games live and in color. Last year the same station televised 11 of these games.

ARF plans to publish Milwaukee Ad Lab study

The Advertising Research Foundation plans to publish results of experiments it is conducting with the Milwaukee Advertising Laboratory.

The plans were reported last week in an ARF "commentary" describing technical details of the formation and operation of the research laboratory, which is an experimental project for measuring advertising effectiveness. The project was created by the Journal Co., licensee of WTMJ-AM-FM-TV Milwaukee and publisher of the *Milwaukee Journal*. ARF assisted in the planning and

development.

The laboratory consists of two matched markets in the Milwaukee area and enables advertisers, through the use of signal-tripped muting devices on TV sets and split runs in the newspaper, to send different advertising messages into each. Consumer panels in the two markets keep records of their purchases, which indicate to the participating advertisers the effectiveness of the different messages (BROADCASTING, Dec. 16, 1963, et seq.).

The "commentary" was prepared by ARF's Committee on Improving the Measurements of Advertising (CIMA), which assisted in the formation of the laboratory.

THE MEDIA

Self-regulation held best path on ratings

Harris sees no reason to get the government further into policing of audience measurements

No new legislation is called for in the long-awaited report on the ratings hearing of the House Subcommittee on Investigations. The report does ask, however, that the Broadcast Rating Council and the audience-measurement firms work closely with the Office of Statistical Standards of the Budget Bureau to improve sampling techniques (CLOSED CIRCUIT, Jan. 10).

Representative Oren Harris (D-Ark.) issued the report last Thursday (Jan. 13) in his last official act as chairman of the House Commerce Committee. Chairman Harris then turned over the gavel to Representative Harley O. Staggers (D-W. Va.), who will serve as new chairman of the committee. (Representative Harris will resign from the Congress on Feb. 3 to become a federal judge in Arkansas [BROADCASTING, Jan. 3].)

Mr. Harris has long been an exponent of self-regulation as opposed to regulation by government agencies. The report says: "There is no reason at this time to force the burden of ratings regulation onto the shoulders of government."

On self-regulation the report says: "... broadcasters, networks and advertisers and their trade associations prior to the hearing did little if anything to ascertain whether or not the rating surveys on which they placed such heavy

reliance in conducting their business affairs were reasonably accurate. It must also be noted, however, that following the hearing [they] individually and collectively, rendered an outstanding service to their respective industries and to the public in initiating and carrying out a program of self-regulation.

"The program of self-regulation . . . undertaken with regard to broadcast measurement activities is rather unusual in this respect: It is self-regulation in the broadest meaning of the term. Actually it is regulation by the users of such services rather than by the services themselves. While the services have cooperated in the regulatory effort and have borne some of the expense, they have by no means demonstrated any initiative in bringing about these regulatory programs. On the contrary, it appears that even at the present time some of the services appear still unconvinced that the regulatory efforts constitute a significant contribution toward achieving more reliable rating results. In considering what steps should be taken to assure the continuing improvement of rating operations, it will be important for the subcommittee to be mindful of this attitude."

The report goes on to say that the ratings industry "might conceivably" be regulated by federal statute and a federal agency. But the subcommittee

feels that government regulation probably would not be any more effective than "a well-administered program of industry self-regulation." And it concludes that there is no federal agency now discharging functions closely related to those performed under the rating council's program and legislation calling for such regulation would not be in the public interest.

The report adds, however, that both the FCC and the Federal Trade Commission should vigorously enforce their rules governing certain aspects of the ratings industry. Whenever violations are uncovered, the guilty should be made to "suffer the consequences."

The report deals at length with the formation and the work of the Broadcast Rating Council, which it says was formed as a direct result of the 1963 hearing.

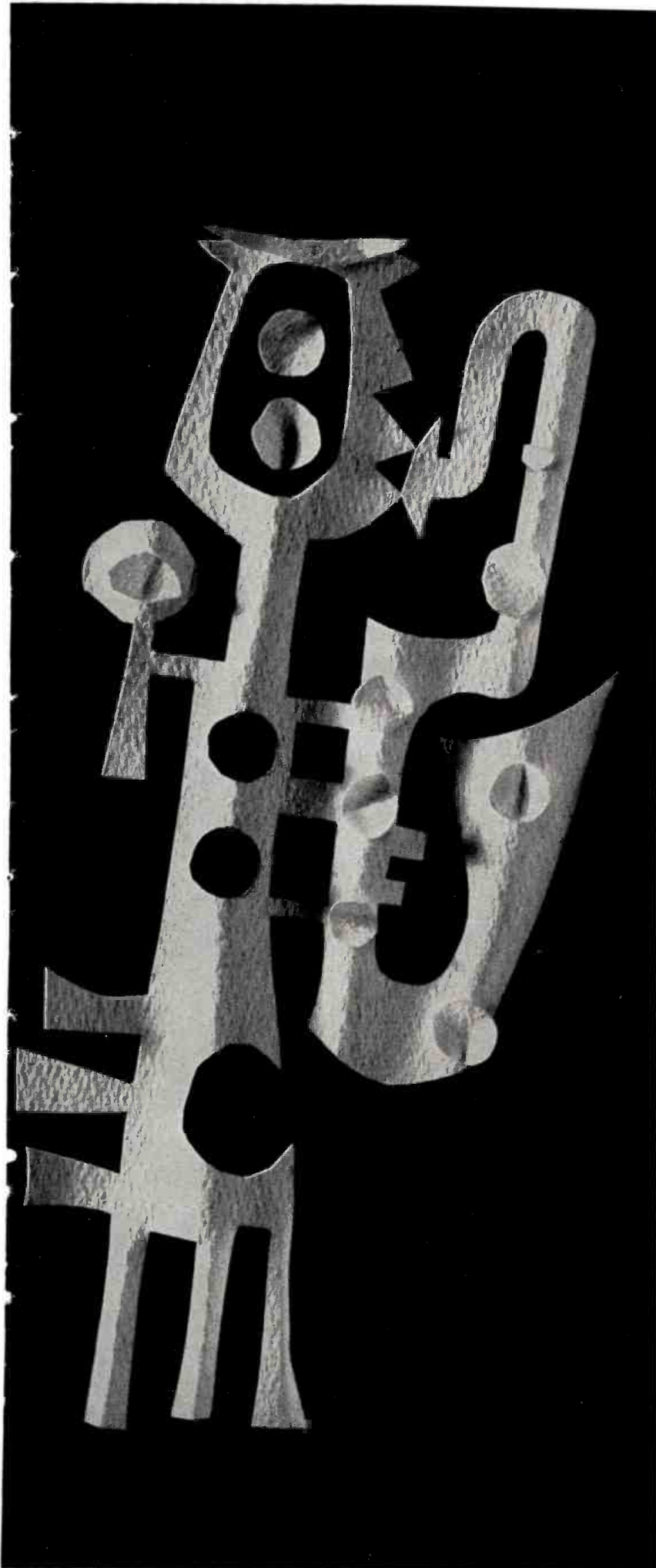
Continuing Surveillance ■ According to the report, the Congress will take a look at the ratings industry in the area of legislative oversight "on a continuing basis."

The report cautions broadcasters on the "quality of the rating tool that they use and the use they make of it." Broadcasters, the report states, "must become more sophisticated with regard to the rating tools which they employ."

Broadcasters are given a pat on the back for their "increased acceptance of this responsibility by some . . . even to the extent of promoting formal academic seminars especially designed to acquaint broadcasters and other users of ratings with the basic principles and limitations of rating procedures."

The Responsibility ■ And the subcommittee gives itself credit for "the improvements in the broadcast-rating picture which have been made in the last three years and which have been due primarily, if not entirely, to the investigations and proceedings conducted by this committee."

The report deals with the auditing of



Most Poll-Winning Jazz Composers license their music through BMI

BRUBECK, EVANS, LEWIS, MINGUS, MONK,
NELSON, RUSSELL and innumerable other
composers who make jazz an expression
of emotion and imagination have elected to
license their music through BMI.

We pay tribute to them and to the many
other poll-winning composers whose
talent brings credit to us and to thousands
of their fellow affiliated composers in
all fields of music.

All the worlds of music
for all of today's audience.



BROADCAST MUSIC, INC.

both radio and television market reports and says that the rating council has found a very close relationship in the TV reports of the various services, primarily in the reports of the A. C. Nielsen Co. and the American Research Bureau.

This, according to the report, speaks well for the ratings firms. But it mentions the possible errors inherent in the sampling techniques. Among these are "aging, when the report is taken from the same identical sample each time; the nonreturn factor in the use of the diary technique, and the failure of memory in the telephone-recall method."

The report also takes to task the size of the sample audience but finds that "there is very little improvement in the accuracy of the sample over 1,000" persons.

Ratings services for radio, according to the report, are most in need of improvements. And the subcommittee urges further research into this area so that "more reliable ratings can be produced."

The subcommittee states that much talent and money have been contributed to the research projects to eliminate defective procedures. It adds: "These efforts must not be permitted to be abandoned or reduced. On the contrary, they ought to be strengthened if

all aspects of radio and television are to be high quality."

The report concludes that some form of informal coordination must be achieved by the FCC, FTC and the rating council in the area of ratings. It says: "As a minimum the BRC and the two agencies should exchange information with regard to complaints received by them concerning ratings."

Stauffer acquires Amarillo stations

The sale of KGNC-AM-FM-TV Amarillo, Tex., to Stauffer Publications Inc. was approved by the FCC last week. The Amarillo facilities were sold to Stauffer by Roy N. and S. B. Whittenburg (BROADCASTING, Oct. 18, 1965), whose Plains Broadcasting Co. acquired the original AM station in 1935. Stauffer paid \$5.6 million for the stations plus \$300,000 for a five-year agreement not to compete. Chairman E. William Henry abstained from voting and Commissioner Robert T. Bartley did not participate.

Stauffer Publications, which publishes a chain of newspapers in Kansas, Missouri, Nebraska and Oklahoma as well as several national farm publications,

owns WIBW-AM-FM-TV Topeka, KSEK Pittsburgh and KSOK Arkansas City, all Kansas, and KGFF Shawnee, Okla. Stauffer entered the broadcast field in 1957 when it acquired the WIBW stations by buying Capper Publications.

In addition, Willard W. Garvey and family, who own 4.85% of Stauffer Publications, own KKAM Pueblo, KKFM (FM) and KKTv(TV) Colorado Springs, all Colorado.

The Whittenburgs, who are publishers of the *Amarillo News and Globe-Times* and *Lubbock (Tex.) Avalanche and Journal*, continue to own KFYO Lubbock.

KGNC, which originally went on the air in 1922, operates fulltime on 710 kc with 10 kw. KGNC-FM, on 93.1 mc with 14.1 kw, was added in 1958. The 12-year-old KGNC-TV operates on channel 4. All the stations are NBC affiliates.

WDIO to go on air Jan. 24 as ABC-TV affiliate

WDIO(TV) Duluth, Minn., will make its on-air debut Jan. 24 with 316 kw visual, 158 kw aural on channel 10. Affiliated with ABC-TV, the new outlet will be equipped for network, slide and film color.

Frank Befera, president and general manager of the station, said wdio will operate from a new studio-office building designed for TV. The main portion of the building is 68 feet by 139 feet and contains a 40 foot by 60 foot studio with drive-through facilities. A 27-foot by 41-foot wing houses the lobby and executive offices.

WDIO has an 838-foot tower and is represented by The Katz Agency.

Changing hands

ANNOUNCED - The following station sales were reported last week subject to FCC approval.

▪ WKFR-AM-FM Battle Creek, Mich.: Sold by Knorr Stations to Joseph A. Waldschmidt for \$375,000. Knorr Stations also owns WKNR-AM-FM Dearborn and WKHM-AM-FM Jackson, Mich. Mr. Waldschmidt is president of Page Communications Engineers, Washington, and owns Engineering Investment Corp., Potomac, Md. WKFR went on the air in 1925, operates on 1400 kc, with 1 kw daytime, and 250 w nighttime. WKFR-FM went on the air in June 1963 at 103.3 mc with 20 kw power. Broker was Hamilton-Landis & Associates.

▪ WHON Centerville, Ind.: Sold by Wayne County Broadcasting Corp. to James R. Brewer for \$150,000. Wayne County Broadcasting is owned by Pierce

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APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 86).*

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

■ **KYND Tempe, Ariz.:** Sold by Dick Gilbert to Rene Cote for \$341,250. Mr. Cote lives in Pawtucket, R. I., and has held interest in radio stations in Putnam and Willimantic, both Connecticut. Contract includes \$148,250 for station facilities and seven-year noncompetition agreement plus \$193,000 to Mr. Gilbert personally for 10-year consultation contract. KYND operates on 1580 kc with 50 kw day and 10 kw night. Broker was Hamilton-Landis & Associates.

■ **WFOX Milwaukee:** Sold by Marine Capital Corp. to Eugene W. Murphy and Herbert H. Lee for \$260,000. Mr. Murphy is vice-chairman of Gateway Transportation Co. Mr. Lee is 85% owner of WKTY La Crosse, Wis. WFOX was sold to Marine Capital and others in 1962 for \$385,000. In 1964 Marine Capital became 100% owner by buying out remaining stockholder for \$25,000. Station went on the air in August 1946 and operates daytime on 860 kc with 250 w.

Teleprompter CATV victory may be short

Teleprompter Transmission of Kansas Inc. has won its fight for a relatively unrestricted grant of microwave facilities to serve its community antenna television system in Liberal, Kan.

But the victory may be short-lived, since conditions may be attached when all microwave licenses come up for renewal on Feb. 1.

At issue are Teleprompter applications for renewals and modifications of licenses for microwave facilities used to relay signals of Amarillo, Tex., TV stations.

The commission by a 4 to 3 vote last week affirmed a review board decision granting the applications subject only to the condition that the CATV carry

the signal of KTVC(TV) Ensign, Kan., some 50 miles from Liberal.

The system had already been carrying the station's signal. But it had also been duplicating the station's CBS programming with that of KFDD-TV Amarillo, using a microwave obtained before the commission began attaching conditions.

KTVC had asked the commission to require Teleprompter to provide non-duplication protection as a condition for obtaining the new microwave facilities. The review board, however, held that the station had not demonstrated it would suffer economic injury.

After the commission adopted its

new CATV rules, an oral argument was held on whether they should be applied to Teleprompter, in view of the hearing.

The answer last week was no. The majority was composed of Commissioners Rosel H. Hyde, Lee Loevinger and James J. Wadsworth, with Commissioner Robert T. Bartley concurring in part and dissenting in part. Commissioner Kenneth A. Cox, in a dissenting statement in which Chairman E. William Henry and Commissioner Robert E. Lee joined, held that Teleprompter had failed to demonstrate a ground for waiver of the CATV rules.

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KTHS, Berryville, Arkansas **Sold**

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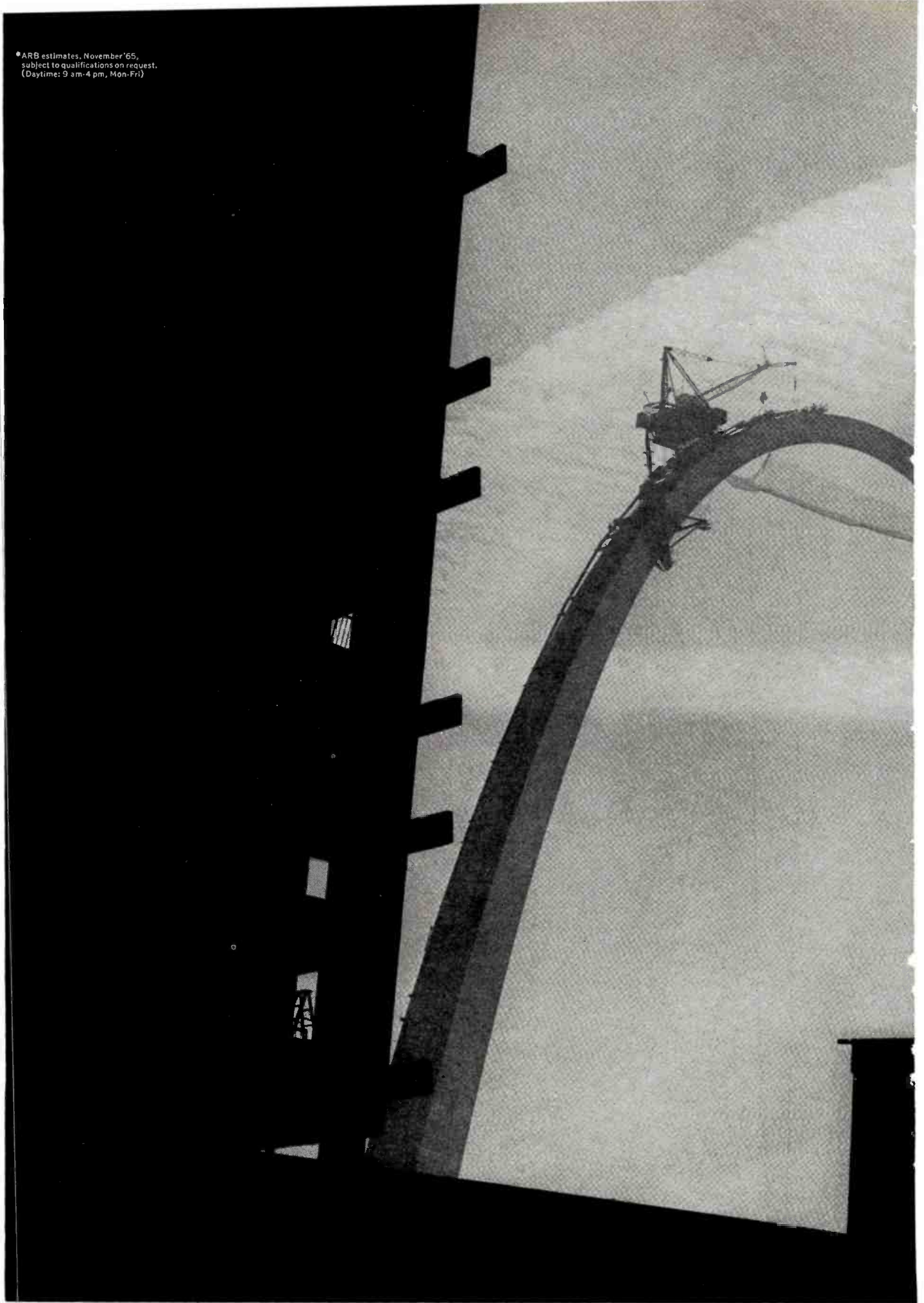
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Call to arms: FCC's coming

Commission's muscle-flexing prompts NCTA to send 23 board members on road

Alarmed community antenna operators and owners throughout the country were scheduled to meet last Friday and Saturday (Jan. 14-15) with a single purpose: Stop the FCC.

The crisis meetings, arranged by the National Community Television Association following a special NCTA board meeting in Washington on Sunday, Jan. 9, were scheduled for eight major cities.

The NCTA board met to determine strategy for the CATV industry in the light of reports that the FCC plans to establish its jurisdiction over all cable companies. The commission is expected to take up this subject on Feb. 7 (CLOSED CIRCUIT, Jan. 10).

At present, the FCC has imposed conditions on CATV operations under its authority to regulate the microwave relays that feed many cable systems. It had delayed the second phase of its CATV consideration—what to do about

those cable systems that do not use microwaves—until after the 89th Congress's first session. That ended Oct. 23, 1965 without any action by the Communications Subcommittee of the House Commerce Committee. The subcommittee, which is headed by Representative Walter Rogers (D-Tex.), held hearings last year on a bill (HR-7715) introduced by Representative Oren Harris (D-Ark.), chairman of the parent Commerce Committee, that would circumscribe FCC regulation of CATV (BROADCASTING, June 7, 1965).

One of the reports that jolted community antenna owners is that the commission is considering limiting the distance from which TV signals may be imported into a community. This would be in addition to the imposition of conditions similar to those now applied to CATV systems fed by microwave systems (carriage of the local station on the CATV lines and the prevention of CATV's from importing from distant stations any program duplicating a locally scheduled show for 15 days before or after local broadcast).

War Parties — At each of the eight "regional" meetings board members of the NCTA were to deliver the official line to CATV owners that Congress is the only agency authorized to spell out the FCC's jurisdiction over CATV. Cable operators were to be asked to so advise their own congressmen.

Here are the meetings: New York, with board members A. J. Malin, Albert J. Ricci, Robert J. Tarlton, D. D. Palmer, George J. Barco, Charles W. Fribley Jr., and Irving B. Kahn; Cincinnati, Archer S. Taylor and Buford Saville; Atlanta, Douglas B. Danser, Robert J. Jurnegan, and J. Leonard Reinsch.

Also Dallas, Ben J. Conroy Jr. and Jack R. Crosby; Kansas City, Mo., Robert L. Weir, John Morrissey and Robert M. Clark; Minneapolis-St. Paul, Frank P. Thompson; Portland, Ore., Mrs. Pat Hughes and Bob J. Magness; Los Angeles, Bruce Merrill and Harry C. Butcher.

Broadcaster sells paper

The *Kansas City Star* has acquired the *Great Bend (Kan.) Daily Tribune*, an evening newspaper with a circulation of 10,000 daily, 11,000 Sunday. Purchase price was not disclosed. The *Tribune* also has a morning edition, *Western Kansas Press*, with a circulation of 3,500.

Owners of the *Tribune*, Will L. and Russell T. Townsley, own 46% of KVGB Great Bend, Kan., and 100% of the *Russell (Kan.) News*. Neither the radio station nor the other newspaper was involved in the *Kansas City Star* purchase.



South Carolinians meet their representatives

Congress went back into session last week, but even before some legislators regained their Capitol bearings, a group from the South Carolina Broadcasters Association went to Washington to meet with members of their state's congressional delegation. Attending a luncheon

meeting in the Capitol building Thursday (Jan. 13) were 22 SCBA representatives, four legislators and four members of the National Association of Broadcasters.

Standing (l to r): Dr. Richard Uray, SCBA executive manager; Jim Rope, WYMB Manning; John Daven-

port, WESC Greenville; Clarence Jones, WQIZ St. George; William Arrington, WMRB Greenville; Douglas Anello, NAB general counsel; Wade Alley, WMYB Myrtle Beach; Bill Quinn, WBTW(TV) Florence; Edith Hilton, WCKM Winnsboro; Dwight Snyder, WCKM; Joe Martin, WSCD Dillion; Wayne Sawyer, WGCDChester; Paul Comstock, NAB vice president for government relations, and Alderman Duncan, SCBA executive secretary.

Seated (l to r): Frank Harden, WIS Columbia; Joe Wilder, WBAW Barnwell; Russ George, WOIC Columbia; Curtis Sigmon, WYCL York; Alvin King, NAB director of state association liaison; Cleatus O. Brazzell, WELP Easley; Vincent Wasilewski, NAB president; Hub Terry, WJOT Lake City, SCBA president; Senator Strom Thurmond (R); Senator Donald S. Russell (D); Representative Tom S. Gettys (D); Representative Albert Watson (R); Redd Reynolds, WBLR Batesburg; John M. Rivers, WSCC Charleston; Tom Richards, WACA Camden, and H. S. Bowden, WACA.

An uprising in the Black Hills

CATV subscribers protest FCC rule that denies them signals they were used to

FCC regulation of community antenna television systems is bringing in its wake protests from cable subscribers who suddenly find themselves looking at pictures of substandard quality or having viewing habits disturbed.

Twice in the past two weeks the commission, acting on urgent appeals from Black Hills Video Corp., modified orders requiring that company's CATV's to protect local television stations. The company, which also provides the microwave service, said the cable systems were losing subscribers by the score.

One order affecting the Rapid City, S. D., system came after a field engineer from the FCC Denver office was sent on an over-New-Year's-eve trip to check on allegations that a protected station was not putting out a usable signal. The CATV, which on its own responsibility had dropped the station from the cable and resumed carriage of a Denver outlet, was concerned about viewers missing their accustomed diet of New Year's Day football games.

The commission at the end of a bitterly contested hearing had granted Black Hills microwave licenses on condition the CATV's they serve protect the local stations (BROADCASTING, July 5, 1965). Black Hills complained this would impose an economic hardship on the systems, and has appealed the order to U. S. Court of Appeals (BROADCASTING, Nov. 1, 1965). The company's parent, Midwest Video Corp., has filed another suit, challenging the legality of the CATV rules (BROADCASTING, June 28, 1965).

Instant Trouble ■ Black Hills on Dec. 31 began carrying KOTA-TV (which broadcasts CBS and ABC programs) and KRSD-TV (which broadcasts NBC programs), both Rapid City, in nearby Ellsworth Air Force Base, and giving them 15-day before-and-after nonduplication protection. In Rapid City itself, the system was required to provide the stations simultaneous-only nonduplication and to carry only KRSD-TV.

"Within hours after the KRSD-TV channel was put on the cable," Black Hills counsel Max Paglin wrote the commission, "the CATV system received 110 telephone calls from subscribers demanding restoration of the Denver NBC signal or cancellation of

their service, and 15 notifications of cancellation."

On Jan. 6, the commission, acting on the letter and on the report of the field engineer who made the on-the-spot investigation, deferred "until further order" the requirement that the cable carry the KRSD-TV signal or protect it against duplication.

Then, on Jan. 11, Mr. Paglin sent a wire requesting relief for both the Poplar Bluff and Rapid City systems. He said KPOB-TV Poplar Bluff, Mo., which was being protected, was not putting out a usable signal and that "over 300 subscriber complaints" had been received in the four days since that station had been on the cable. He said many subscribers threatened to cancel.

Losses Mount ■ In Rapid City, he said, the loss of customers "continues alarmingly." He said cancellations totaled 125 in the first week after KOTA-TV had been put on the cable. Viewers, reportedly, were disturbed at the disruption of their viewing of CBS and ABC programs from Denver. Four hundred complaints, principally from Ellsworth Air Force Base, were reported.

A day after getting the wire, the commission granted until Jan. 27 a stay of the carriage and nonduplication protection previously ordered for KPOB-TV Poplar Bluff. But it denied the same relief requested for the system serving the Air Force base. It also required the system to continue giving KOTA-TV simultaneous nonduplication protection in Rapid City.

In other areas of the country hostile viewer reaction to commission CATV regulation is either developing or simmering. The commission has received scores of letters from viewers in Baker and LaGrande, both Oregon, complaining about the regulation to which the local CATV may be subjected when the common carrier feeding it has its license renewed on Feb. 1.

Taylor to address NAB

General Maxwell D. Taylor, special consultant to the President and former U. S. ambassador to South Vietnam, will be the luncheon speaker on the final day of the National Association of Broadcasters 44th annual convention in Chicago, March 27-30.

General Taylor, who was also chairman of the Joint Chiefs of Staff, will address the Wednesday management luncheon in the Conrad Hilton hotel. He was chairman of the joint chiefs from 1962 to 1964 and was an ambassador from 1964 to mid-1965.

NAB budget nears approval

Finance committee calls for \$2.4 million; joint board has final say

A 1966-67 budget of \$2,393,000 has been proposed for the National Association of Broadcasters. It will be put before the NAB joint board at its meeting in Palm Beach Shores, Fla., Jan. 24-28. The proposed budget, approved by the finance committee at a two-day meeting in Washington last week, calls for anticipated expenditures of \$2,253,000, leaving a surplus of about \$140,000.

This compares with \$2,275,000 income and \$2,205,000 expenses in the current fiscal year producing a surplus of \$70,000.

A major fiscal item on the committee's agenda included approval of the building committee's proposal to spend \$1.8 million for construction of a new NAB headquarters building on the present site and adjoining NAB-owned parking lot (CLOSED CIRCUIT, Jan. 3). The joint board will have the final say on the plans that call for a seven-story edifice with two below-ground levels. The building would have about 46,000 square feet of usable space and would have interior parking.

Included in the \$2,393,000 budget are recommended dues increases for the radio and television codes, which have had to dip into existing surpluses. The increases, according to one member of the finance committee, are "very few in dollars, although fairly big in percentage."

The changes would also call for slight increases in the maximum fee for radio code members (now \$216), and the minimum (\$300) and maximum (\$1,200) for TV code members. There is no radio minimum.

Surplus Dwindles ■ Code-fee increases have been sought for the past year by Howard Bell, director of the code, who brought the subject up prior to the 1965 winter board meeting.

At the end of the current fiscal year, March 31, the radio code will have used up its existing surplus for its \$16,008 budget. The TV code, although dipping into the surplus for \$78,778 of its \$405,344 budget this year, still has some in reserve.

The purpose of the raise is to make the codes self-sustaining and to increase services to members. The radio code has been a matter of some con-

cern since it is felt that increased work will be needed there, particularly in copy clearance. The increases for both codes should also allow for increased monitoring of stations.

It was understood that the requests of the public relations and research departments for increased funds for new programs had been held over until the board meeting. The research department's current budget is about \$200,000 and the PR budget is about \$57,000.

Lessons learned from blackout

More broadcasters should prepare themselves for emergency operations

Many radio broadcasters truly showed their professionalism during the massive power failure that blacked out the entire northeast section of the country the night of Nov. 9-10, 1965. They switched to emergency power and kept the public informed. But not all broadcasters were heroes. And for the future, more of them must shoulder the responsibility for preparations to cope with similar emergencies.

These are some of the conclusions and recommendations contained in a report on broadcasters' experience during the blackout, which a broadcasting services committee of the National Industry Advisory Committee has submitted to the FCC. NIAC is an industry group that advises the commission on defense-communications matters.

The report said that within two hours of the blackout's start, 187 signals—110 AM, 45 FM and 19 TV—were covering the affected areas with news and information. Of these, 55 had not been knocked out.

But 78—48 AM, 18 FM, and 12 TV—had been, and were able to resume operations with emergency power within 15 minutes. Of the 174 AM's licensed to operate at night, 64 reported they were disabled throughout the emergency. Thirty of the area's 51 TV stations and 96 of the FM's were off the air for the duration.

"By and large, stations which continued operating or which returned to the air within 15 minutes of the failure, performed a vital service for which they have received praise and commendation from officials and from the public," the committee said.

Many Unprepared ■ But, it continued, "too many broadcasters were un-

They're watching more

Daily viewing per TV home last year reached an average of 5 hours 29 minutes, a new high. According to Norman E. (Pete) Cash, president of the Television Bureau of Advertising, the figure represented an increase of four minutes over 1964's average and 16 minutes over 1963's.

TVB said the new annual average represented 290.7 million hours of time spent with TV per day by all U. S. households during 1965. In pointing up the color explosion of 1965, Mr. Cash said TVB's figures as of Jan. 1, 1966, showed 63% of all stations could originate color commercials in some form. He predicted that by the end of this year, color capability would climb to 80%.

prepared for the predicament in which they found themselves. Far too many were at a loss as to what to do and how to conduct themselves."

The group also recommended that at least one station in an area have additional auxiliary power. This was said to be particularly important in cases where a station holds a National Defense Emergency Authorization, which permits it to operate during a wartime emergency.

The report formed part of a larger report concerning all aspects of the blackout, which affected 30 million people in New York, Massachusetts, Connecticut, Rhode Island, New Hampshire, Vermont and several areas of Maine, Pennsylvania and New Jersey and into Canada. The commission released the report last week.

The report on broadcasting was based on a 90% response to questionnaires sent immediately after the blackout to 517 stations in the area—298 AM's, 168 FM's, and 51 TV's.

It concentrated on the impact on AM's, because of the lack of time for a wider study and because relatively few FM and TV battery-powered receivers are in the hands of the public.

The report also noted that radio and TV networks and wire press services were active in mobilizing their staffs and gathering important information on the power failure. Network news originations continued from New York or were switched to cities unaffected by the blackout. Network television operations were hardest hit.

The committee cited two examples of what it said were "many illustrations of exemplary operation" during the emergency. The stations were identified only

as "Station A" and "Station B."

Station A returned to the air 45 seconds after losing power through an automatic auxiliary-power generator which the station had maintained and regularly tested since acquiring it 20 years ago.

The station, which normally follows a music-and-news format, was giving the public news within minutes of the breakdown. In part its success was due to the cooperation of a nearby network affiliate, that was off the air. The affiliate made its network feeds available to Station A, which was able to carry national news.

Station B ■ Station B was on the air within three minutes of the power failure and its news department was providing news of the blackout within 30 minutes. For one period of six hours staff announcers and newsmen provided continuous news of the blackout. In the period, 40 separate broadcasts were aired from key points in the area, including the governor's office.

Complete facilities were made available to state and local officials, for broadcasting to the public. In many instances, the reports relayed by stations from mobile units were the first "authentic reports" officials received.

Suggestions ■ Broadcasters supplied a variety of suggestions for dealing with future emergencies.

The most ambitious called for a synchronous satellite for national coverage.

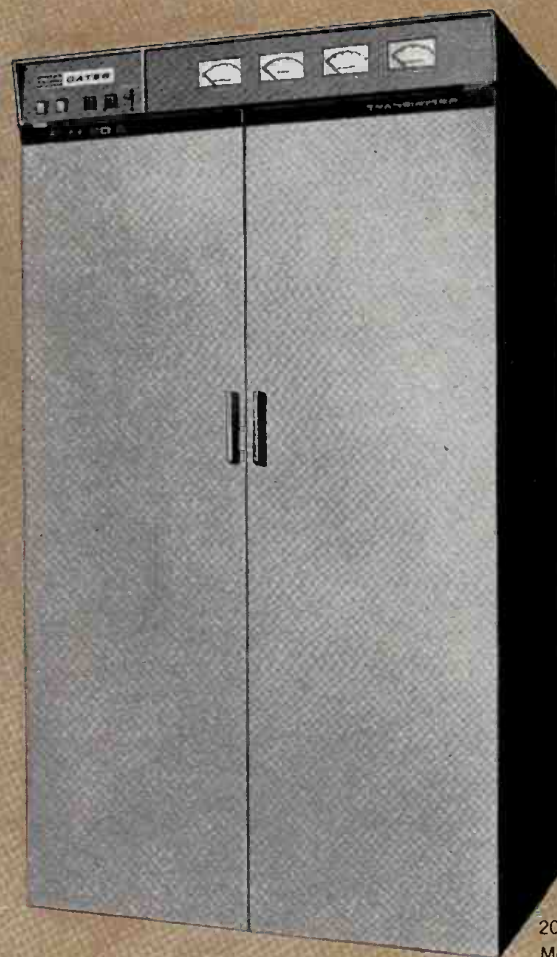
Daytimers used the occasion to recommend again that they be permitted to operate from 6 a.m. to 6 p.m., instead of from sunrise to sunset as at present. Other broadcasters recommended permitting stations using different day and night directional-antenna patterns to use the daytime patterns at night to reach a wider audience during an emergency.

Other recommendations: Install radio links to police, fire and civil defense headquarters. Establish state and/or regional networks using EBS facilities for local emergencies. Redesign EBS monitors for battery operation. Establish a single source of reliable information to feed all stations with information during an emergency.

The four-member committee which prepared the report on broadcast services: Earl B. Abrams, BROADCASTING magazine, chairman; Arthur Barriault, radio-TV networks; George Bartlett, National Association of Broadcasters, and Granville Klink, WTOP Washington.

Mr. Klink was also one of three co-chairmen of the NIAC group responsible for the overall report which was prepared under the supervision of Defense Commissioner Lee Loevinger. The other co-chairmen were Elmer Pothen, AT&T, for common carrier services, and Joseph M. Kittner, communications attorney, for safety and special radio services.

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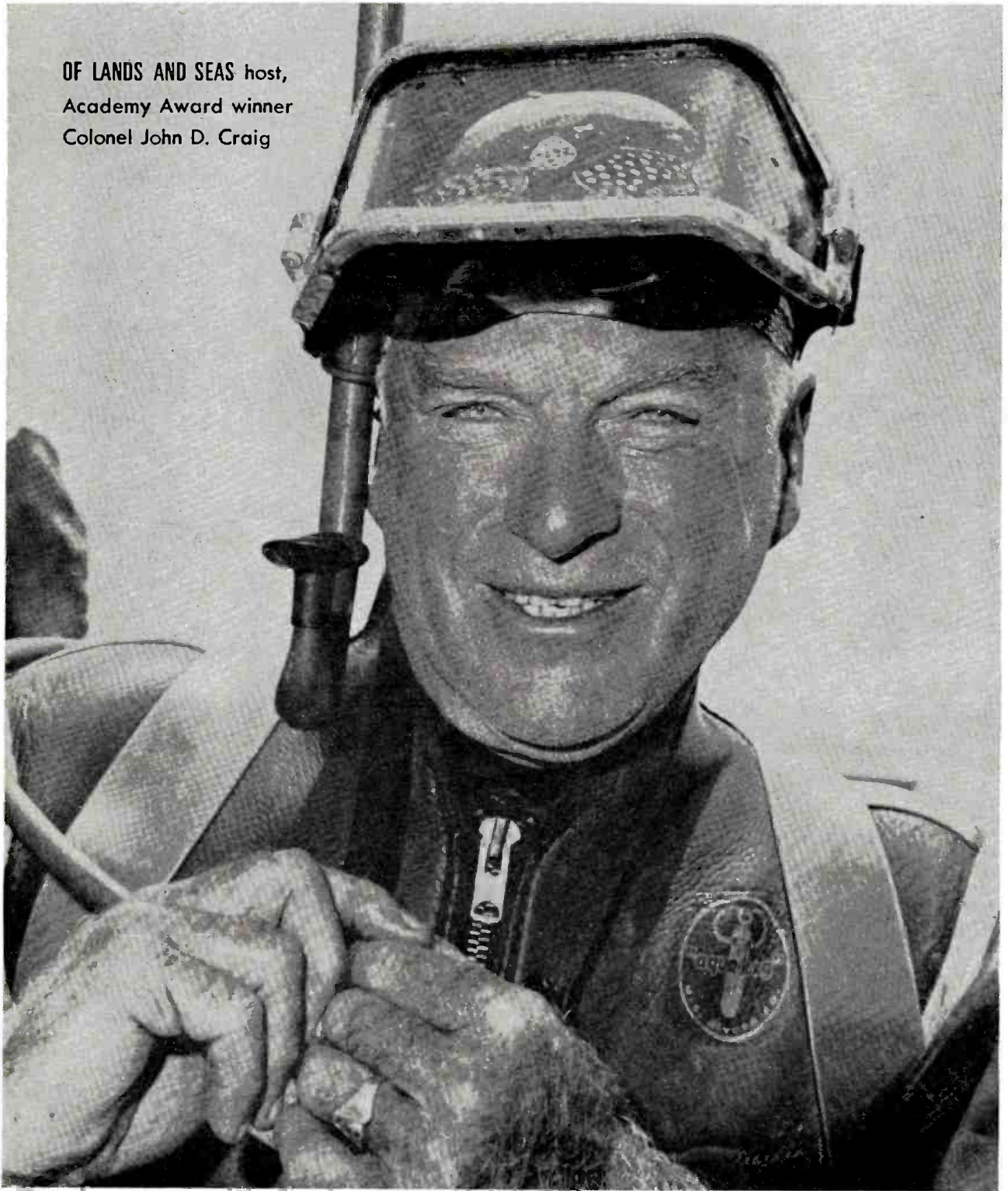
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A flurry of CATV activity in California

TWO COMPANIES ANNOUNCE EXPANSION, THIRD PLANNING

Three California community antenna television companies were active in three separate moves last week. Involved are local operations, out-of-state installations and a company that's just looking.

Malibu-Cable TV Inc., Malibu, Calif., has started a half-million-dollar modernization and rebuilding campaign in Los Angeles county. It's part of an overall \$1 million program which hopes to bring the biggest CATV system in the world to the Los Angeles area by next year. Projections call for as many as 25,000 subscribers in Malibu Beach alone.

Since last August the company has bought four existing small CATV systems operating in Bel Air, Beverly Hills, Malibu Beach and Hollywood. They were TV Master Antenna, Teletenna Corp., Community TV Reception and Malibu-Cable TV. It's now operating with a total of about 10,000 subscribers.

Malibu-Cable TV Inc. has interconnected ownership with both Ameco Inc. and American Cable TV Inc., both Phoenix. Ameco supplies equipment for the California systems and American Cable manages the operation. Bruce Merrill, president of Ameco, is majority owner of American Cable.

A short distance from Malibu Beach, in Pacific Palisades, Community Cablecasting Corp. announced a new addition to its growing operations. Purchase was made of a CATV system serving some 2,100 military and civilian personnel at Eglin Air Force Base in Florida. Reportedly the price paid for the property was less than \$500,000.

Coast to Coast — According to Leon N. Papernow, president of Community Cablecasting, the Eglin system will be linked to a contiguous system in Fort Walton Beach, Fla., previously acquired by the company. This would give Community Cablecasting about 6,000 subscribers in the area and create a subscriber potential in excess of 13,000 dwellings. Common-carrier microwave relay service bringing additional Alabama and Florida TV channels to subscribers of the systems is planned.

CCC was founded by Mr. Papernow in July 1965 shortly after he left H&B American Corp., where he was vice president in charge of operations. The company already has spent more than \$3.6 million for the acquisition and development of CATV and microwave facilities. In Mr. Papernow's folio so far in addition to the two Florida systems, are a CATV operation in Ohio and a microwave system which originates south of New York City and

serves dropoff points along the eastern seaboard. Already being served by this latter system are points in New Jersey and Delaware.

The California-based company has announced intentions to invest up to \$10 million for CATV and microwave facilities. It is now negotiating for whole or partial interests in big-city CATV operations.

Also hoping to buy CATV properties is Kaufman & Broad Building Co., Los Angeles.

Sanford Levine is in charge of Kaufman & Broad's CATV interests. The company is publicly owned and listed on the American Stock Exchange. It has experienced tremendous growth in the last seven years climbing from \$4.3 million in sales in 1958 to more than \$30 million in sales in 1964.

FCC gives tentative okay in Little Rock transfer

The FCC by a 4 to 3 vote has given tentative approval to the purchase of KARK-AM-FM-TV Little Rock, Ark., by Denver broadcaster John C. Mullins. In the process, the commission rejected a staff recommendation that some commissioners regarded as a "novel" approach to the overcommercialization issue.

Mr. Mullins, owner of KBTR and KBTW(TV) Denver, is seeking to buy the Little Rock stations for \$3.75 million. He intends to finance the purchase price with a \$7.5 million loan, some of which would be used to retire an existing debt of \$3.6 million.

Mr. Mullins says he will repay the debt out of earnings of the Little Rock and Denver stations, as well as from the revenues of an outdoor advertising business he owns.

But the staff had recommended the commission question Mr. Mullins on how he could pay off the debt and still make a "fair return" without violating his commercial proposal, which is to stay within the time standards in the National Association of Broadcasters' codes.

Chairman E. William Henry and Commissioners Lee Loevinger, Rosel H. Hyde and Robert E. Lee, however, reportedly felt that was not a desirable way of getting at the overcommercialization issue. They said it would be up to Mr. Mullins to keep his promise—and that the commission would be able to review his performance at license-

renewal time.

Accordingly, the staff was instructed to prepare an order dismissing a petition to set the application for hearing and providing for the grant. The petition, filed by the Arkansas Citizens and Advertisers Protest Committee, had opposed the sale on the ground the station would have to run a heavy schedule of commercials to pay off the debt (BROADCASTING, Oct. 11, 1965).

Newhouse moves into CATV cross ownership

Cross ownership of two major microwave relay systems serving community antenna systems in New York and portions of Pennsylvania is foreseen in the near future.

Key to the combination, which will run over 300 miles, is the purchase by Eastern Microwave Inc. (owned by Newhouse Broadcasting Corp.) of a 50% interest in New York Penn Microwave Corp. The Newhouse group, which already serves central and northern New York CATV's, paid in excess of \$75,000 for the half interest in the New York Penn system, which serves cable companies in southern and western New York state and northern and western Pennsylvania. New York Penn is owned by Warren L. Fribley Jr., who will retain the other 50%. Mr. Fribley owns the CATV system in Corning, N. Y.

An application for FCC approval, filed last month, is pending commission approval.

The Newhouse microwave relay runs from near Binghamton, N. Y., through Syracuse (where Newhouse owns WSYR-TV) to Ogdensburg, N. Y. It serves about 15 CATV systems.

The New York Penn route serves 18 CATV systems.

Two TV's, three AM's in new broadcast group

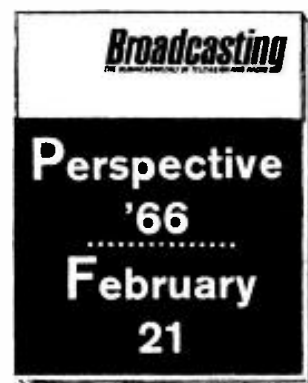
Formation of a new broadcasting group was announced last week.

Southern Broadcasting Co. combines group broadcaster Winston-Salem Broadcasting Co. and Southern Broadcasters Inc., licensee of WGHP-TV High Point, N. C. (channel 8).

Southern Broadcasting Co. will own the High Point TV station and the following Winston-Salem Broadcasting radio stations: WTOB Winston-Salem, N. C., KTHT Houston, and WSGN Birmingham. It takes over the 33 1/3% interest Winston-Salem Broadcasting had in WBMG(TV) Birmingham, Ala.

Winston-Salem Broadcasting formerly

get in, before it's out



here's why

Every year, **Broadcasting**, the television and radio newsweekly, analyzes the prospects for the industry during the coming year, and looks through fine, clear glass at the highlights of the previous year as well.

This year, **Broadcasting** features **Perspective 1966** in its February 21st issue—a must for every enlightened reader and advertiser.

Feature articles include:

1 A penetrating look at the year ahead. Will Vietnam affect broadcast advertising? What can new taxes do to advertising volume?

2 Broadcasting's own estimates of network, spot and local advertising billing during 1965.

3 Television 1966. How long can the boom last? Will there be a fourth network this year? What about CATV and

the big-market audience? Does pay-tv have a chance?

4 Radio 1966. Will research open up new horizons for radio this year? Is a crack appearing in the solid format programming system? Can radio justify increased advertising rates?

5 Washington 1966. A critical year in the making of broadcasting regulatory policy. Are big broadcasting advertiser discounts illegal? Will networks

lose program ownerships? Will the FCC cut back group station ownership? Will government tighten its grip on programming and commercialization?

6 Broadcasting's 12th annual look at station sales; past, present and future.

7 A detailed look at some advertising campaigns, large and small, that paid off in television and radio last year.

One would be hard put to find a broadcasting or advertising executive who's not interested in the features of this **Perspective** issue.

If you have something to say or sell to this important group, February 21st is the time to do it and the **Perspective** issue of **Broadcasting** is the place.



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owned 56.4% of WGHP-TV; an Erie, Pa., group, headed by John W. English and George J. Mead, owned 35.8% of the High Point TV station, and the remainder was owned by Greensboro, N. C., businessmen. Last summer the Winston-Salem group bought out the Erie group, paying over \$1.2 million for this interest. The FCC approved this transaction and the merger last September, but it was consummated Jan. 5. Mr. Mead is president of WSEE (TV) Erie, Pa. (channel 35).

James W. Coan was elected chairman of the new company. He also continues as general manager of WGHP-TV. John G. Johnson, who was president of the Winston-Salem Broadcasting Co., is president of Southern Broadcasting Co. Other officers of the new company: Adrian E. Cox, secretary-treasurer and controller; Bob Jones, vice president and general manager of WTOB, assistant secretary.

Directors are Earl F. Slick, Albert L. Butler Jr., Joe Rice, Gordon Hanes, Mr. Johnson, and Mrs. Katharine K. Bahnsen, all of Winston-Salem; L. P. McLendon, Greensboro, and Eugene B. Sydnor Jr., Richmond, Va.

Participants named for ad-government meeting

Four high-level government officials will participate in the eighth annual Washington conference on advertising-government relations, co-sponsored by

the Advertising Federation of America and the Advertising Association of the West. The conference will be held Feb. 7-9 in the Shoreham hotel, Washington.

Secretary of Commerce John T. Connor will speak at the concluding luncheon, Wednesday (Feb. 9). House Minority Leader Gerald R. Ford (R-Mich.) will take part in a Tuesday (Feb. 8) orientation session. Senator Warren G. Magnuson (D-Wash.) and Federal Trade Commission Chairman Paul Rand Dixon will be members of a Wednesday panel.

The conference will open Monday night (Feb. 7) with the Gold Medal award dinner honoring Norman H. Strouse, chairman of J. Walter Thompson Co., as advertising's 1965 man of the year.

The Tuesday morning orientation session will have talks on "How to Communicate with Government Bureaus" by Thomas Austern of the Washington law firm of Covington & Burling, and "How to Communicate with Congress" by Representative Ford. The annual reception for members of Congress will be held Tuesday evening.

The Wednesday agenda opens with a Television Bureau of Advertising breakfast and film presentation. At the general session, Daniel Peterkin Jr., president of Morton International Inc., Chicago, will talk on "Crisis in Understanding."

The subsequent panel session will be moderated by Frederick E. Baker, president of his own Seattle agency and general chairman of the conference.

In addition to Senator Magnuson and FTC Chairman Dixon, panelists will be: Donald H. McGannon, president, Westinghouse Broadcasting Co.; Dr. Richard H. Holton, chairman, President's Consumer Advisory Council; Charles Percy, chairman, Bell & Howell, Chicago, and Myra Janco, president Draper Daniels, Chicago.

Vanda recommended for Nevada VHF

The FCC's new comparative-hearing broadcast criteria were cited in a hearing examiner's initial decision on a TV case last week.

Hearing Examiner H. Gifford Irion recommended that channel 4 in Henderson, Nev., be granted to Charles Vanda. The opposing applicant was Boulder City Television Inc., which planned to locate in Boulder City, Nev., the city of assignment for the channel.

Mr. Irion said that the only comparative areas in which an appreciable difference had been found were those relating to diversification of ownership, broadcast experience coupled with integration of ownership into management and the efficient use of the channel.

The new broadcast criteria, adopted in July, emphasize those comparative areas. The guidelines represented an effort to clarify and provide consistency in the decision-making process in comparative hearings (BROADCASTING, Aug. 2, 1965).

In relation to diversification of ownership Examiner Irion found that Mike Gold, president of Boulder City, is already the licensee of KLUC-AM-FM Las Vegas. Mr. Vanda, he noted, has no other broadcast interests. He concluded that a grant of Mr. Vanda's application would result in greater diversification of ownership.

Concerning integration of ownership and management the examiner found that both men satisfied the criteria since both plan to assume full command of the proposed stations. The examiner found, however, that Mr. Vanda had a record of experience in television production and that this experience coupled with his plans to manage the station gave him an advantage. Mr. Vanda was program chief for CBS in Hollywood from 1935 to 1949. Since 1960 he has been president of his own TV production firm, Vanda of TVI Inc.

The examiner said that Boulder City Television had a slight advantage concerning the factor of efficient use of the channel but that it was not enough to offset the advantages in favor of Mr. Vanda. He stressed that the decision was "a very narrow one."

FCC proposal could reduce information flow

The FCC's proposed rulemaking relating to timely and truthful responses to commission inquiries could curtail the free flow of information between the commission and those it regulates.

This warning was contained in comments filed last week by CBS and the Federal Communications Bar Association.

The proposed rule, issued for comment on Sept. 22, 1965, is designed to make explicit the commission's authority to levy fines on licensees and permittees that fail to respond promptly and truthfully to commission inquiries.

The proposed rule would impose an absolute liability for misstatements of fact which are neither knowing or willful, CBS said.

CBS also expressed concern about the section which would authorize any representative of the FCC to specify mandatory time limits for

furnishing information to the commission. If mandatory time limits are to be set, they should be set by the FCC itself, according to CBS.

FCBA commented that the commission should, at the very least, fix a minimum time which would be allowed for response to any request.

The association said that provision should also be made for a right to contest both the substance of requests for information and the time limits imposed, with an automatic stay of the effectiveness of any time limit while a review is pending.

The FCBA said that those who knowingly make misrepresentations to the commission are already subject to criminal penalties under statutes enacted by Congress. The FCC, however, cannot change the intent of Congress and subject to criminal penalties those who unknowingly make misrepresentations to the commission, it concluded.

A shield for top-50 policy?

KCTO waiver hearing seen by many as move to keep planned rule inviolate

The FCC will hold an oral argument Feb. 14 in connection with the first request it has received for a waiver of its interim policy to limit expansion of multiple TV-station owners in the top-50 markets.

However, the argument, which will involve the proposed \$3.5-million purchase of KCTO(TV) Denver by WGN Inc., is generally regarded, inside the commission and out, as a device for enabling the agency to make the grant without throttling the infant policy.

The vote for the argument was unanimous. But there was said to have been a majority at the Wednesday meeting prepared to approve the transfer on the spot.

They reportedly were headed off by the argument that to approve the first application coming within the policy would have the effect of killing that policy. This is a point made by the staff in urging a denial of the request for waiver (BROADCASTING, Jan. 3).

Consequently, the procedure finally adopted is regarded as a compromise tactic, according to some officials. They predicted the application would eventually be approved without a hearing.

The commissioners who favored the grant were Rosel H. Hyde, Robert E. Lee, James J. Wadsworth and Robert T. Bartley. All but Commissioner Bartley had opposed adoption of the policy.

Rule Involved ■ The policy, which is to remain in effect pending conclusion of a rulemaking that would set similar limits on TV-station ownership, prohibits broadcasters from acquiring more than three stations (no more than two VHF) in the top-50 markets without a hearing. The policy provides for exceptions only for "compelling" public interest reasons.

There was conflicting speculation last week as to what effect the commission's order will have on the policy and the rule. One official predicted the entire concept of a limitation on top-50-market ownership "will fall on its face."

In any event, the entire industry is sure to watch the proceeding closely in an effort to divine future commission action. Two multiple owners that have a special interest are Metromedia Inc. and WKY Television Systems Inc. Metromedia has an option to acquire

KSAN-TV (ch. 32) San Francisco, and WKY has applied for the purchase of WUHF(TV) (ch. 18) Milwaukee. Both purchases would be barred by the interim policy.

The policy applies to the proposed KCTO purchase because WGN Inc. already owns WGN-TV Chicago, in the third market, and is under common ownership with WPIX(TV) New York, in the first; Denver is considered the 45th market.

The order providing for the argument had not yet been released as of Thursday. But it's understood the commission wants a discussion of two principal questions—what constitutes a "compelling" reason for granting exceptions to the policy; and what basis should be used for determining the top-50 markets.

Request for Waiver ■ WGN Inc., in requesting a waiver, attempted to demonstrate that it has the experience and resources to improve KCTO's programming and make the station, which is not affiliated with a network, more competitive with the three network-affiliated VHF's in Denver. For support of its contention, WGN points to its success in operating its independent stations in New York and Chicago.

WGN also argued that it would not have to ask for a waiver if the commission had chosen a different method of determining the top 50 markets. The commission uses net weekly circulation. But WGN said that, on the basis of either total homes or total TV homes, Denver is the 56th market. WGN also said that even in terms of net weekly circulation, Denver, with 382,700 homes, exceeds the 51st market, San Diego, by "a mere 49,000."

The commission's action in the KCTO

Coffee at White House

FCC commissioners had coffee at the White House and received briefings from the National Aeronautics and Space Administration and the Communications Satellite Corp. last week. The coffee was described as a social event, the briefings as business.

The commissioners said they were invited to the White House Monday for coffee only because presidential aides M. Marvin Watson and Jake Jacobsen, both Texas hands, wanted to meet them. The President did not appear.

The briefings by NASA and Comsat were in accordance with their practice of keeping the commission informed of their activities and plans.

transfer takes on added interest from the fact that Ward Quaal, president of WGN Inc., is also chairman of the Council for Television Development, the group of multiple owners formed to oppose the new multiple-ownership rule.

Mr. Quaal, J. Elroy McCaw, president of KCTO, and other principals will be asked to be present at the argument to answer questions.

WGN's interest in closing the deal has been mounting since Dec. 1. The sale contract calls for the addition of KCTO losses since that date to the purchase price.

Golden West to build new L.A. headquarters

Gene Autry will be breaking ground for Golden West Broadcasters' \$4.5 million headquarters building in the North Hollywood section of Los Angeles on Wednesday (Jan. 19). Mr. Autry is board chairman of the company.

The new building is scheduled for completion by April 1967. It will be a three-level structure encompassing some 100,000 square feet of space. Among its features will be two sound stages and a helicopter pad on the roof. The upper level of the building will house Golden West's executive offices. The station group's TV outlet in Los Angeles, KTLA, will occupy the remaining space.

The Del Webb Corp. is general constructor for the building and Welton Becket is architect. Also scheduled to take part in the groundbreaking ceremonies are Bob Reynolds, president and Loyd Sigmon, executive vice president, of Golden West Broadcasters and Arthur Mortensen, vice president and general manager of KTLA.

Media reports . . .

Colorful gift ■ An estimated \$25,000 worth of color equipment has been given to the Wayne State University Mass Communications Division by WWJ-TV Detroit. The color-film chain, film projector and related equipment will be used for closed-circuit work and programing on Detroit's noncommercial WTWS(TV).

Nationwide changes name ■ Nationwide Broadcast Services, Chicago, has changed its name to Nationwide Radio-TV Employment Agency. According to company officials, the name was changed to specifically identify the functions of the firm. Nationwide Radio-TV Employment Agency has offices in Chicago and Denver and plans to open additional offices in New York and Los Angeles.

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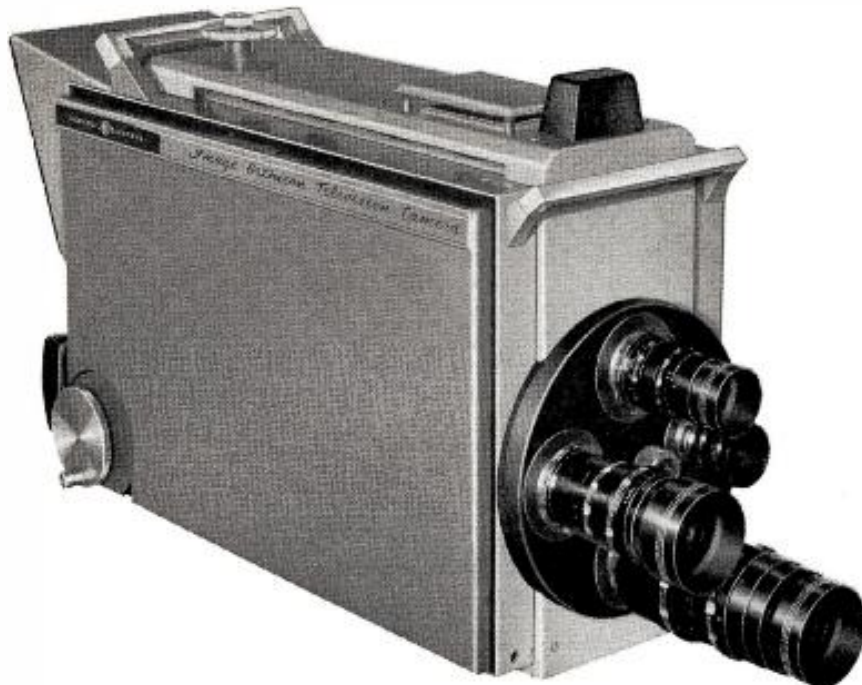
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RCA to extend into publishing

Plan to acquire Random House for \$37.7 million

subject to boards' approval; Cerf to join RCA board

RCA, interested for months in bringing a publishing company into its electronics empire, announced last week an "agreement in principle" to acquire Random House Inc., New York. The publisher would be purchased for RCA stock worth \$37.7 million.

The tentative deal provides that Random House would be a wholly owned RCA subsidiary but retain its autonomy of operation under present management headed by board chairman and co-founder, Bennett Cerf.

Electronics and the printed page are considered natural partners in the future dissemination of educational materials. However, past attempts of both RCA and CBS to merge publishing houses into their operations have failed.

An earlier plan of RCA to acquire the text-book publishing Prentice-Hall Co. was abandoned last April. CBS, which is still interested in obtaining a publisher, gave up on a plan to acquire Allyn & Bacon last December, saying it was unable to conclude an agreement.

RCA's planned merger with Random House was announced along with a 1966 spending program calling for a record outlay of \$195 million by RCA for expansion of production facilities with the emphasis on color-TV-tube and color-set plants (see page 71).

The Random House acquisition is subject to the approval of both companies' boards of directors and of Random House stockholders. According to the proposal, each of the publisher's 1,274,176 outstanding common shares would be exchanged for 0.62 share of RCA common. On the day the merger plan was made public, RCA shares closed at 47¾, making the transaction worth approximately \$37.7 million.

Stock Values ■ Random House, which closed at 27 on the New York Stock Exchange the same day, has a market capitalization of about \$34.4 million. The company established a sales record in its last fiscal year, when revenues reached \$32.8 million and profits were up 45% to \$973,189.

Random House divisions and subsidiaries include Alfred A. Knopf Inc., Pantheon Books, Beginner Books, L. W. Singer Co. (publisher of school texts), The Modern Library, The American College Dictionary, Vintage paperbacks and Random House school and library service. It also owns close



Brig. Gen. David Sarnoff (right), chairman of the board of RCA, and Mr. Cerf conclude the agreement in principle.

to 10% of Grosset & Dunlap, another publishing house.

Random House assets include its headquarters building at 457 Madison Avenue, New York, but no printing plant facilities.

Terms of the merger plan include the proposal of Mr. Cerf as a member of RCA's board of directors.

Richmond company buys Tampa operations

Richmond Newspapers Inc., Richmond, Va., acquired controlling interest in the Tribune Co., Tampa, Fla., last week and at the same time placed \$17.5 million in notes with institutional investors.

Both the Richmond publishing company and the Tampa newspaper own broadcast stations; the former, WRNL-AM-FM Richmond, and the latter WFLA-AM-FM-TV Tampa. The Richmond newspapers are the *Richmond Times-Dispatch* and *News Leader* and the Tampa newspaper is the *Tampa Tribune* and *Times*.

Although D. Tennant Bryan and family, the principal stockholders of the Richmond newspaper firm, already had

a controlling interest in the Tampa company through trusts, the move put Richmond Newspapers directly in 51% control. D. Tennant Bryan is majority stockholder of Richmond Newspapers. The \$17.5 million will be used to pay Tribune trusts. The entire transaction was caused by the death of J. Stewart Bryan.

The 20-year notes, taken principally by the John Hancock Mutual Life Insurance Co., Boston, carry 5½% interest. Lehman Brothers negotiated the loans.

C-E-I-R to issue additional stock

Stockholders of C-E-I-R Inc., Washington, parent company of the American Research Bureau, have voted overwhelmingly to increase authorized class A capital stock from 2 million shares to 2,750,000 shares.

The meeting last week also heard Chairman Herbert W. Robinson report that ARB will spend more than \$250,000 in the current fiscal year to improve its TV audience measurement service. Another \$500,000 is budgeted to enter radio measuring on a "decisive scale."

The money in the television field, it was explained by ARB officials, is for the establishment of its instant-spot-availabilities service (BROADCASTING, Dec. 27, 1965) and to add further demographic information to its monthly television rating reports.

ARB has only begun to cover the country with radio ratings. It started last fall and the second report came out last month. The radio service covers only 15 cities at the present time. ARB hopes to expand this soon to 30 cities then to more and more cities.

In its proxy statement to stockholders, C-E-I-R reported that George W. Dick, president of ARB and a director of the parent firm, owns 1,000 shares and holds options to purchase 29,500 shares. The options were granted in 1962 and 1963 at \$6.77 and \$6.69 per share and expire in 1968 and 1969. C-E-I-R stood at 14½ bid and 14¾ asked in the over-the-counter market last Thursday (Jan. 13).

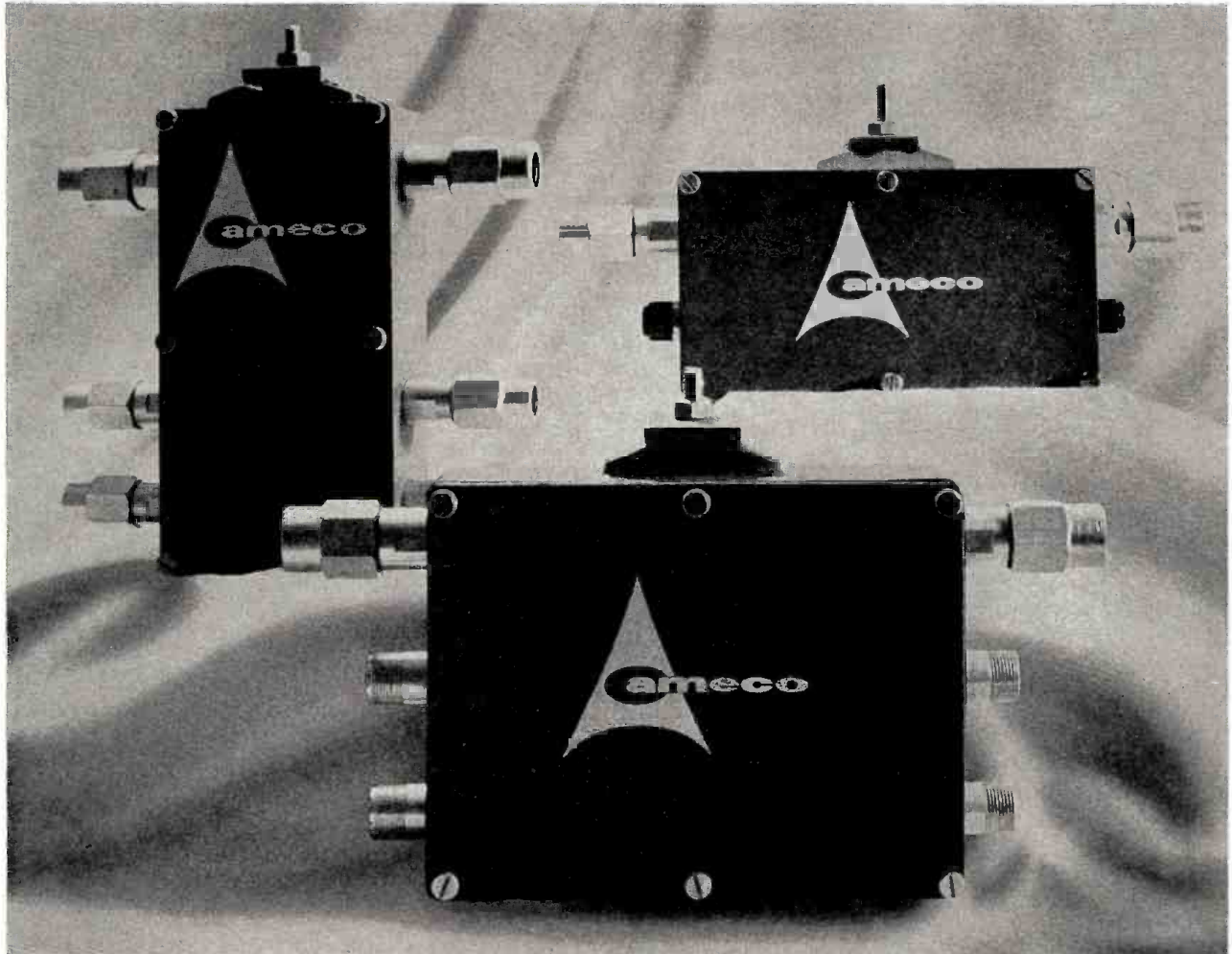
The report also shows that Mr. Dick, whose salary as ARB president is \$40,280 received \$52,606 as a bonus in the fiscal year ended Sept. 30, 1965. ARB's senior vice president, Rodney S. Erickson, received \$17,575 as a bonus for 1965. Mr. Erickson's salary was not disclosed.

Mr. Robinson said that C-E-I-R, on the basis of business for 1966, would be able to pay a stock or cash dividend after the end of the fiscal year.



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Stations to tell all to ASCAP?

That may be judge's ruling in a new turn of an old case; meanwhile CBS-TV settles for a new ASCAP deal on flat annual fee

U. S. District Court Judge Sylvester J. Ryan said last week he thought, at least tentatively, that television stations should be required to reveal their revenues and profits, plus detailed data on their use of music and what they pay for it, in current litigation over music-license rates.

He said he was "not making that ruling now," however, but that his current thinking was along that line. He said he would carefully study all the arguments pro and con before handing down a ruling, probably in a few weeks.

This was one of two major developments last week in the complicated chain of lawsuits over rates for broadcasters' use of the music of the American Society of Composers, Authors and Publishers.

In the other, it was learned that the CBS Television Network had reached agreement with ASCAP on a new contract under which CBS-TV will pay ASCAP fixed annual amounts over a five-year period, rather than on the traditional percentage-of-time-sales basis.

The amounts to be paid were not disclosed, but earlier court records show that in 1961 CBS-TV paid ASCAP \$3,256,412.85 and in mid-1962 was paying at an annual rate of about \$3.4 million. These were the most recent figures that observers could find last week in the bulging files of the various ASCAP music-license cases.

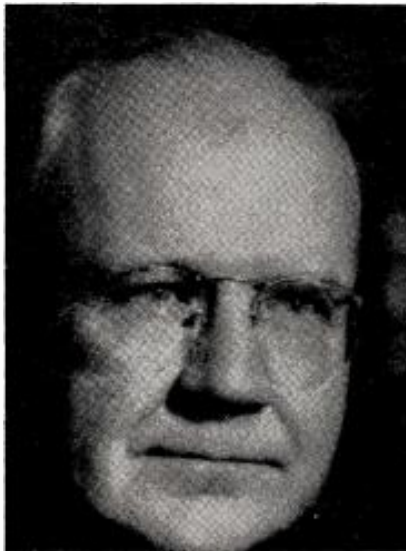
The new figures will become available for public inspection when filed with the court. Sources close to the negotiations said filing was being delayed until exact language of the new contract has been worked out, a process they hoped to complete in a few weeks.

Word Passed ■ CBS-TV notified its affiliates that the new agreement had been reached. A telegram sent by William B. Lodge, CBS-TV vice president for affiliate relations and engineering, noted that all three TV networks had reached an agreement in principle with ASCAP, covering music payments not only for the networks but also for their owned stations, some 14 months ago (BROADCASTING, Nov. 2, 1964).

But it had been possible since then

to reach agreement with ASCAP on what deductions would be permitted in arriving at the revenue base on which the ASCAP rate would be applied, he pointed out. The new flat-fee system, he noted, eliminates problems associated with ASCAP auditing of network books. This is a problem that many station operators have protested, in their own cases, as "harrassment by ASCAP."

Mr. Lodge also noted that the fixed-amount system applies only to CBS-TV's network license for ASCAP music.



Judge Ryan
May open the books

CBS owned-and-operated stations will pay according to the percentage-of-revenues formula worked out over a year ago (1.9% on revenues up to their 1963 levels and 1.325% on amounts over that, as compared to a flat 2.05% in the old contracts).

Court papers show that, in addition to the CBS-TV network payments, the CBS-owned television stations paid ASCAP \$786,500 in 1961 and were paying at an annual rate of about \$867,000 in 1962.

ASCAP authorities would not officially acknowledge that a flat-fee agreement had been reached with CBS-TV.

Other networks expected that they

would be approached with a similar arrangement. It seemed almost certain that they would insist on payments smaller than CBS-TV's if they consider the flat-fee basis, however.

This assumption was based on indications that CBS-TV's dollar payments to ASCAP under the old percentage-of-revenues system were higher than those of the other networks. CBS-TV's payments for its network and owned stations were said to represent 41% of ASCAP's 1961 revenues of \$9,806,591 from the three TV networks and their owned stations.

Tell All? ■ Judge Ryan's indication that he may require individual stations to disclose their revenues and profits and music-use and music-cost data was made Thursday during argument on an ASCAP motion in the local TV music case, which is separate from the network case.

The ASCAP motion asked Judge Ryan, who is chief judge of the U. S. Southern District Court in New York and presides over ASCAP music cases, to require subscribers to the All-Industry Television Station Music License Committee—close to 370 stations in all—to make available to ASCAP a wide range of financial and other data for the years since Jan. 1, 1959 (BROADCASTING, Dec. 20, 1965).

The all-industry group contended the individual station revenue and profits data—and most of the other information sought by ASCAP—is not relevant in setting a "reasonable" rate for TV stations' use of ASCAP music, which is the purpose of the lawsuit. The suit was filed by the committee almost four years ago when it was unable to come to terms with ASCAP on new rates.

ASCAP counsel indicated a willingness to "protect the anonymity" of stations that give confidential data.

Judge Ryan indicated that much of the information sought by ASCAP should not be allowed, in his present thinking. He specifically cited data relating to what ASCAP contends is a "conspiracy" among broadcasters to favor music licensed by Broadcast Music Inc. and "destroy" ASCAP.

He noted that a government anti-trust suit is pending, seeking to divest BMI from its broadcast ownership, and said he didn't want to bring that case into the music-rate litigation, or only "on a very limited basis," if at all.

He said it might be that ASCAP is entitled to see memos that station managers have sent to their disc jockeys—

an issue raised by ASCAP in its argument that broadcasters have favored BMI music over ASCAP music. But he said he was going to turn that question over very carefully in his mind before deciding.

Plea for Confidences ■ All-industry committee counsel contended that financial records of individual stations are irrelevant to a proceeding to set rates for an entire industry—that the FCC's financial reports for TV stations as a whole provide the necessary basis for that phase of the case.

Judge Ryan, however, injected the idea that a rate scale, rather than a flat rate, might be set "to take into account the smaller station." In that case, he said, revenue and profit figures would be needed on a station-by-station basis.

Committee counsel noted that this approach would represent a departure from past licensing, in which all stations have paid at the same rate but allowance for size of station is built in by having the rate apply in each case to the station's time-sale revenues.

Judge Ryan noted that radio station music licenses are scaled along lines he apparently was thinking of for TV. Without referring specifically to the CBS-ASCAP flat-fee arrangement, he also said the stations and ASCAP would save themselves a lot of trouble if they could work out some sort of system that would "eliminate auditing and constant friction."

All-industry committee counsel contended that if ASCAP needs to know the revenues of specific stations it has the right to get this information from the stations individually under the terms of its contracts with them. Profits, they contended, are irrelevant: ASCAP is a supplier of program materials, and stations want to pay a fair price for what they use, but do not wish to go into partnership with ASCAP.

Judge Ryan meanwhile indicated that the long-drawn case may come to trial soon—perhaps about May. He said he hoped ASCAP and the stations could work out a compromise agreement and avoid trial, but that the delays thus far obviously had not accomplished that result.

He said the case should be disposed of "one way or the other" and that if it comes to trial there will be "a minimum amount of judicial annoyance."

Giving it Thought ■ Judge Ryan assured both sides that he would study their arguments thoroughly before handing down a ruling on what, if anything, stations should be required to furnish in response to ASCAP's motion.

But, he said, "I don't see how you can get away from disclosure of [sta-

tions'] receipts, profits and [music] use." Later he indicated a present belief that stations should also show what they pay BMI and SESAC, "and dealers in similar commodities."

He also disagreed, at least for the time being, with the stations' contention that they should have to pay only for the ASCAP music they use, not for the entire ASCAP repertory.

ASCAP counsel contended that TV station profits have been "spectacular" and will increase even more with the advent of color TV. They maintained that music is one of the "key elements making up the value of these television stations," and that most of the music comes from the ASCAP repertory.

Counsel for the committee argued that most music used by TV stations is in filmed programs, that stations have no control over the selection of this music.

"It is absurd to suggest that the selection [of programs] is made on the basis of whether the films or tapes do or do not contain ASCAP music," the committee asserted in a memorandum answering ASCAP's motion.

A Ruse? ■ The memorandum charged that in seeking some of the data requested in its motion ASCAP is trying to "turn this industry-wide rate-making proceeding into separate audit enforcement proceedings against individual petitioners. ASCAP has ample contractual rights to audit separate stations, and this rate-making proceeding cannot properly be used for such a purpose."

ASCAP's request for revenue and profit data—not only for stations but also for any parent or subsidiary companies associated with them—"would require production of financial statements of hundreds, or perhaps thousands, of other entities having nothing whatever to do with the present proceeding," the committee contended.

Its memorandum also served notice that the committee will try to get a reduction in BMI rates. Answering ASCAP's request for information on station payments to BMI, the memorandum contended this data has little or no bearing on ASCAP rates, and added: "The local stations believe that the BMI fees are also excessive, [and] intend to seek an appropriate reduction in them."

The all-industry committee was represented by Donald Schapiro and Associates of the New York law firm of Root, Barrett, Cohen, Knapp & Smith. ASCAP was represented by Arthur H. Dean of Sullivan & Cromwell, also of New York, and Herman Finkelstein, ASCAP general counsel.

Lee hits again at off-color TV

Says First Amendment doesn't stretch as far for radio-TV as for press

Broadcasters who are tempted to present sex-laced motion pictures of the type currently titillating audiences in many motion-picture houses across the country should think twice, check the National Association of Broadcasters' code—then air something else. To succumb to temptation might "dilute" their chance of license renewal.

FCC Commissioner Robert E. Lee voiced the warning last week, as a contribution to the "dialogue" he is attempting to start within the broadcasting industry regarding the airing of obscene, profane or indecent material on radio or television—types of broadcast material that are banned by law.

In the process, he supported the view that the constitutional guarantee of freedom of press means something less when applied to broadcasting than when applied to the press. He spoke before the Maryland chapter of the American Women in Radio and Television, in Baltimore.

Commissioner Lee did not say any motion pictures currently on television were in violation of the law. But the commissioner, who has been expressing increasing concern with the broadcast of what he regards as improper material, was looking ahead to the day when the current stock of motion-pictures available for television is exhausted.

At that time, he said, the pressure will be on TV stations to present pictures recently produced in the U.S. and abroad. And, based on what he—a self-admitted movie fan—has seen in the local motion-picture theaters, he doesn't think the new crop of films will "come even close" to meeting the standards of the NAB code.

Code Provisions ■ NAB code, among other things, says that "violence and sex shall be presented without undue emphasis," that "profanity, obscenity smut and vulgarity are forbidden," that "illicit sex relations are not treated as commendable."

Code subscribers, he said, would be required to reject the new films. But a noncode member might decide to carry them—"at his own risk," the commissioner said, adding: "If that should hap-

pen, there is bound to be trouble."

He indicated the trouble he has in mind when he urged TV stations to live up to their code and not dilute or weaken their expectations of license renewals.

He also appeared surprised that not all elements of the television industry go along with the NAB code. He cited published reports quoting TV writers as referring to the code as an "anti-intellectual" straitjacket and as the product of "Bible-belt" mentality.

The commissioner made clear he was ready to defend his position against charges of censorship. He said broadcasters are responsible for their programming. But, he added, legal precedents and the legislative history of the Communications Act support the proposition that "if a broadcaster fails that responsibility by presenting programs that are bad legally, such as the broadcasting of obscene, indecent, or profane material . . . then the commission has the duty to concern itself with such programming."

Wants Courts to Help. — He expressed the hope the courts will soon distinguish between freedom of the press for the press and for broadcasting. "So far as I am concerned," he said, "the tolerance of sexual frankness such as would arouse lewd and lascivious thoughts is obviously less on the broadcast media than that which is acceptable in books."

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The new champion

The rags-to-riches comeback of 20th Century-Fox TV has reached a new zenith.

Last week, the film company, which three seasons back was batting zero, became television's number one producer of prime-time shows and also led all other producers in total of prime-time air hours to its credit.

At 1965-66 season's start, Fox was accounting for eight series, and seven-and-a-half program hours. This was a close second to MCA-Universal TV which also totaled seven-and-a-half program hours but had nine series on the air. Last week, however, two new Fox series made their debut on ABC-TV, *Blue Light* and *Batman*. The latter is a twice-a-week series.

Now Fox leads the producer pack with 10 prime-time shows on the air totaling nine hours for the second half of 1965-66.

He cited as an example "Lady Chatterly's Lover." The courts have held the book is not obscene, for purposes of mailing, despite its four-letter words and scenes of sexual activity. But, he said, "the utterance of such words or the depiction of such sexual activity over radio or television" would raise a question of programming contrary to the public interest, as well as a question of violation of the criminal code.

Commissioner Lee first attracted attention for his views on the subject when he expressed the view that late-night television was getting close to the line of indecency (BROADCASTING, Dec. 13, 1965).

Bartell Media plans TV sports special

Bartell Media Corp., New York, has completed negotiations with producers Robert Aller and Robert M. Fresco for a TV series of monthly one-hour sports specials in color based on material appearing in Bartell's *Sports Magazine*. The series, also named *Sports Magazine*, will feature detailed reports on personalities in every major spectator sport. Bartell Media will share in the series' profits with Mr. Aller and Mr. Fresco.

Bartell Media has a publishing division, Macfadden-Bartell and a broadcast division, Bartell Broadcasters Inc. (WADO New York, WOKY Milwaukee, KCBQ San Diego, Calif., and TeleCuracao and TeleAruba, both located in the Netherlands Antilles).

UPI to provide news for CATV systems

United Press International plans to provide a news channel for community antenna television systems. The news service last week said it has reached an agreement with Viking Industries, Hoboken, N. J., which will provide the equipment and sell the service.

The Associated Press is already offering such a service in association with Telemation, Salt Lake City.

UPI's CATV operation, to be called Video News Service, will allow automatic camera scanning of regular news feeds coming over a printer at 60 words per minute and, for information transmitted and later retrieved, at 120 words per minute.

Television screens will show several lines of copy at a time, each line containing up to 36 characters.

Additional equipment to be made available by Viking would enable the same CATV news channel to carry locally originated news while using the same UPI printer.

Viking said delivery of required equipment is expected within three or four months.

Friendly predicts more effort to manage news

As the power of television grows, the attempts of big government to manage the news of television will grow.



Mr. Friendly

Fred W. Friendly, president of the CBS News division, told the Broadcast Advertising Club of Chicago last week that broadcast journalists can fight city hall or the Pentagon and win. He indicated, however, that the road may often

be rocky as pressures are applied by officials involved. He cited instances of strong Washington displeasure over certain CBS News reports from Vietnam which although upsetting to the U.S. image subsequently proved true.

Mr. Friendly cited the great responsibility of broadcast news executives who must often make split-second decisions about whether to air exclusive news breaks that could cause repercussions. He admitted decisions are not always right but explained no one can second guess a war.

Controversy in all fields is now acceptable on the air not only to station management and listeners but also to

sponsors, Mr. Friendly noted. Ten years ago it was virtually impossible to find a sponsor for a hot topic, he said, and five years ago there were some minute participations. Today, he noted, sponsors are literally "waiting in the wings" to buy such soul-searching shows.

"This is a revolution," he said, "and I hope it spreads."

Corinthian forms special program arm

A special production unit has been formed by Corinthian Broadcasting Corp. Its first project will be a series of 16 one-hour collegiate musical programs. Southwestern Bell Telephone Co., St. Louis, will sponsor the series in major markets in Kansas, Oklahoma, Texas and Missouri.



Mr. Jones

Southwestern's agency is Gardner Advertising, St. Louis. C. Wrede Petersmeyer, president of Corinthian Broadcasting, announced details of the project last week. B. Calvin Jones has been named head of the new activity, Corinthian Special Productions. Mr. Jones resigned as program director of Corinthian's KHOU-TV Houston to become executive director of the new unit, which will have its headquarters in Houston.

The filmed programs will spotlight outstanding campus talent to be found in each state. Two one-hour black-and-white specials will be telecast in major markets in each state both in 1966 and 1967 in prime-time periods.

26 foreign films added to Official's portfolio

Official Films has acquired television and theatrical rights to a package of 26 foreign film features. Howard B. Koerner, vice president-operations, said 14 of the films are in color.

Titles include "On a Beautiful Summer's Morning," with Jean Paul Belmondo and Geraldine Chaplin; "The Fabiani Affair," with Charles Aznavour; "The 317 Section," dealing with the French war in Vietnam; "Rouge et Noir," with Gerard Philipe and "Monsieur Vincent," a biography of St. Vincent de Paul.

BROADCASTING, January 17, 1966

GOP wants TV-radio in House

Resolutions introduced by 10 representatives

would allow coverage in committees and on the floor

Twenty resolutions have been introduced in Congress to permit radio and television coverage of the House of Representatives.

The legislation was proposed last week by 10 Republican congressmen: Robert P. Ellsworth (Kan.); John B. Anderson, Donald Rumsfeld, Paul Findlay and Robert McClory (all Illinois); Laurence J. Burton (Wash.); James C. Cleveland (N.H.); Edward J. Gurney (Fla.); Robert C. McEwen (N.Y.), and Bob Wilson (Calif.)

Each congressman introduced two resolutions. One would allow TV and radio coverage of proceedings on a day-to-day basis in the main chamber of the House. The other would permit TV and radio coverage of open committee proceedings. All 20 were referred to the House Committee on Rules.

The proposals are supported by the GOP task force on congressional reform.

They would overthrow the so-called "Rayburn rule", which was instituted by former Speaker Sam Rayburn (D-Tex.). The Rayburn rule allows no cameras or recording equipment of any type in the House or in any of its committees while they are in session (BROADCASTING, Nov. 1, 1965).

Representative Ellsworth said: "There is about a 50-50 chance of passage."

The Kansas representative earlier told BROADCASTING: "We have been assured by the speaker (Representative John McCormack [D-Mass.]) that if we can get the resolutions out of the Rules Committee with a favorable vote, he will not oppose the legislation once on the floor of the House."

Speaker McCormack has reaffirmed

the Rayburn rule in his dealings with the broadcast industry inside the House.

The GOP leaders in the struggle to give broadcasters access to House proceedings hope for a "consensus of effort" and reiterate their position that they do not wish to make the legislation a partisan issue.

In his introduction of the legislation last week Representative Gurney charged that the American public is not aware of the deliberations in the House. He said: "I believe if the American public see this happening with their own eyes, they will demand that this lick-and-promise lawmaking end at once. They will demand that Congress do a thorough and fair job of legislating. The searching and all-seeing eye of the TV camera will do a good deal in straightening out and strengthening the legislative branch of government.

"My colleagues of the minority and I seek to bring to the American people the truth instead of the hodgepodge of consensus-culled information distorted by the bureaucracy's public relations departments."

'Lena' sold to 35 TV's

Independent Television Corp's new package of two one-hour musical specials, *Lena*, starring Lena Horne has been sold to 35 stations. Abe Mandell, ITC president, last week said stations which have bought the programs include WNEW-TV New York, KTTV(TV) Los Angeles, WNAC-TV Boston, KTVU (TV) Oakland-San Francisco, WFAA-TV Dallas, WTTG(TV) Washington, KING-TV Seattle and WTTV(TV) Indianapolis.

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A command performance at FCC

Learns little it didn't already know as Schreiber

brings five-year-old MCA documents as court ordered

A five-year-old silence was broken in Washington last week.

Taft B. Schreiber, vice president of MCA Inc., gave testimony to the FCC in a belated and anticlimatic postscript to commission hearings that led last year to a proposed rule to limit network control of programming.

Mr. Schreiber produced documents that were five years old and gave testimony that did little to support the proposed rule.

"I am not aware of any concrete instance" in which a network used its power to grant or withhold air time as a lever for gaining proprietary rights in programs of producers, such as MCA, he said.

Command Performance ■ Mr. Schreiber appeared before Chief Hearing Examiner James D. Cunningham under a court order that directed him to provide the cooperation he refused to give five years ago unless the commission received his information in confidence. The commission rejected the condition, and was upheld in that position by the Supreme Court last May.

The documents he produced contained lists of programs in which MCA had an interest, as a distributor or sales agent, or for which the company provided production facilities. The material was for the three seasons ending in 1960. Much of the information had been provided by staff investigators after Mr. Schreiber refused to testify.

In obtaining the data from Mr. Schreiber, however, the commission made a legal point. It also, in a sense, kept faith with other producers who had produced similar information in public hearings.

Proposed Rule ■ The questioning of

Mr. Schreiber last week was by Ashbrook P. Bryant, chief of the commission's network study staff and author of the proposed rule designed to break what has been alleged to be network domination over programming.

The proposed rule would prevent networks from controlling or owning more than 50% of their nonnews prime-time programming. It also would bar them from domestic syndication and from foreign distribution of independently produced programs.

Mr. Schreiber was aware of the growing trend to network financial participation in prime-time programming. The networks now have proprietary rights in 93% of such programming. But, he said, this results from producers' desire to "spread the risk."

Even a production company as large as MCA, one of the largest in the business, is unwilling to assume full risk for all the programs it develops. "We'd rather have a part of the risk and spread the profits than to take all of the risk and all of the gain," he said.

Network Rights ■ Networks obtain proprietary rights in syndications or foreign distribution, for instance, in return for shouldering part of the risk in producing and presenting new programs, he said.

In cases where a producer can bring what is considered a sure hit to a network, such as "a new *Dick Van Dyke* show," Mr. Schreiber said, "no questions will be asked. Prime time will be available."

MCA currently has eight shows on the networks in prime time, according to Mr. Schreiber. Networks have a financial interest and proprietary rights in six of them.



Taft B. Schreiber (center), vice president of MCA Inc., makes a belated appearance in the FCC's hearing on network program practices. Ashbrook

P. Bryant, chief of the commission's network study staff, questions him before Chief Hearing Examiner James D. Cunningham.

50-50 deadline extended

The FCC has extended from Jan. 31 to March 15 the deadline for comments in the rulemaking aimed at limiting network ownership and control of non-news prime-time programming. The new deadline for reply comments is May 16.

The extension was requested by the television networks to permit an independent research organization they have retained, Arthur D. Little Inc., to complete a study on television production and procurement and on TV program syndication.

The commission said the extension was granted on network representations that the study will be submitted for the record by Feb. 15.

AM-FM duplication gets another reprieve

The FCC has again extended the exemption it has granted AM-FM stations seeking a waiver of its rule limiting program duplication. The exemption, scheduled to expire Jan. 31, now runs to March 1.

The commission granted the extension to give itself time to devise liberal criteria for granting exemptions. One proposal under consideration would automatically exempt daytime-only stations which some commissioners feel need help in competing with full-time stations in large markets.

Some 120 broadcasters have requested waivers of the rule which prohibits FM stations from duplicating more than 50% of the programming of commonly owned AM stations in the same community. The rule became effective Oct. 15, 1965, but has been extended several times since then for the stations seeking waivers.

Radio series sales . . .

The Womanly Art of Self-Defense (ACA Recording Studios Inc.): WPIK Alexandria, Va.

The Sound of Christmas Around the World (ACA Recording Studios Inc.): WAPI Birmingham, Ala.; wwJB Brooksville and wJOE Port St. Joe, both Florida, and KOFL Roswell, N.M.

12 Hours of New Year's (Triangle): WQDC(FM) Midland, Mich., and KROC Prineville, Ore.

A color first on Capitol Hill

Technical challenges make LBJ address more complex, costly

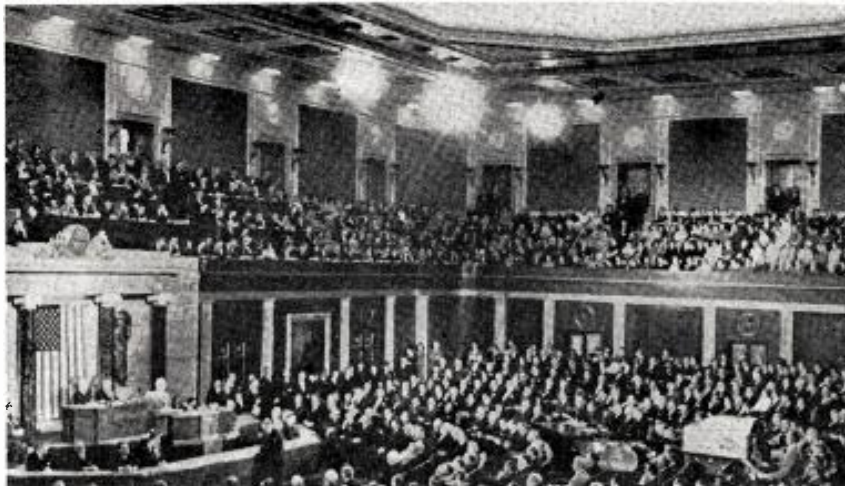
Television has scored another first. But the price was high and the headaches were many.

The first color television coverage of a President's State of the Union message to Congress last Wednesday night (Jan. 12) was not easy for the technicians or the cameramen.

Several problems arose. Among them: The additional lighting needed for color; how to cut down the heat and still get the necessary amount of light, and how to install the additional cables and wires necessary. All were compounded by the short amount of time available to the technical staff.

NBC-TV was in charge of the pool arrangement. The network flew lighting expert Walter O'Meara to Washington to supervise the lighting so that glare and "hot spots" could be eliminated while raising the foot-candles on President Johnson from 125 (which had previously been used in black-and-white coverage from the House) to some 260 foot-candles for the color transmission.

Mr. O'Meara said that the lighting



Color TV scored another first with its coverage of the President's State of the Union message to a joint session of Congress and a packed gallery

Jan. 12. For the event 16 additional fixtures had to be installed to increase the light on the podium for the color transmission.

arrangement "more than doubled the amount of light on the President, but did not cause any more heat than would be felt under the old lighting system." He also pointed out that the new lights—a total of 16—were concentrated so that the President was surrounded with a nine-foot radius of light. As long as he addressed himself directly to the microphones on the podium, however, he would experience no hot spot and subsequently no glare.

The additional labor and lighting increased production costs 10-fold, from some \$3,000 for the last black-and-white coverage from the House to more than \$30,000 this year. He said that

the three TV networks would share the additional costs.

The main area in which the costs were accrued was the installation of the new lighting equipment. Mr. O'Meara estimated that nearly 130 man-hours were used in placing, wiring, checking and shifting the lighting equipment. But, he said at air time, "as far as the lights on the podium are concerned, the setup is perfect."

Lighting on the audience was another story.

Because of the scarcity of color TV lighting equipment and a lack of time, the audience for the address was very poorly lighted. NBC-TV producer Robert Asman, who supervised pro-

Is live TV coverage of news conferences losing popularity?

The Presidential news conference with full coverage by television for direct, live broadcast to the American people may remain as a Washington institution, but it will never be what it was during the administration of the late President Kennedy. The Johnson administration isn't too keen about it.

This is the deduction to be made from comments made by White House News Secretary Bill Moyers last week.

Mr. Moyers made his remarks on National Educational Television's program, *The President's Men*, broadcast on NET's 100-odd educational, noncommercial affiliates.

Asked by Paul Niven, the program's commentator, if the President did not have an obligation to

present himself to newsmen at full-scale news conferences, including TV and radio coverage, Mr. Moyers replied:

"I don't know that there is an obligation to do this in a—the circus of a press conference, in the environment of a show, or a stage show, which is what these generally become . . . I think these televised extravaganzas are a poor substitute for these sessions [informal conversations with the President in his office], but they're with us, they're part of the scene, they've become almost sacred and I'm sure that they will continue. . ."

The President's last prescheduled televised news conference was Aug. 29, 1965.

Mr. Moyers said he felt that news

conferences should serve the "convenience of the President, not the convenience of the press." A more desirable method, Mr. Moyers said, "is for the President to call reporters into his office and have an informal conversation with them, at which they can present questions to him."

The White House news secretary acknowledged that he had "planted" some questions with newsmen at the President's Aug. 29 news conference to permit, he said, the President to make comments on certain subjects.

Mr. Moyers also repeated his remarks of last fall that the President prefers to talk directly to the people through television or radio, rather than to have his remarks interpreted by newspaper or magazine reporters (BROADCASTING, Nov. 8, 1965).

duction complained that it was difficult to televise members of Congress who were seated away from the very front of the chamber.

Mr. Asman was pleased, however, with the lighting on the President during the telecast.

From time to time during the speech, the President was seen to be perspiring profusely. This, however, was due in part to one of the largest audiences ever packed into the House chamber and should not be blamed for the additional lighting equipment used in the color coverage, it was said by both NBC-TV and House officers.

New 7 Arts group gets head

The establishment of a new department at Seven Arts Television to acquire already produced programs for network sales and international syndication was announced last week by W. Robert Rich, executive vice president and general manager. James S. Carbery will head the new department as director of program acquisition. Mr. Carbery has had extensive experience in the theatrical exhibition business. He most recently served as the executive administrator for the Grand Bahamas Development Corp.

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Another investigation of CATV

This time it's the NCAA which views cable football coverage with 'great concern'

An investigation of community antenna television "in all of its ramifications" was unanimously approved by the National Collegiate Athletic Association last week. The NCAA TV committee called CATV an area of "great concern." It got association approval to revise the 1966-67 TV plan to find a solution for the problem "in the event that there is no corrective governmental action."

The NCAA gave the green light to these plans at the Wednesday morning (Jan. 12) session of its 60th annual convention in Washington.

The 1965 TV committee report was given by its chairman, Herbert J. Dorricott of Western State College, Gunnison, Colo. He noted that the NCAA's long-standing procedures for granting exceptions for TV game coverage (outside network games) based on sellouts or the 400-mile rule are being made ineffective by CATV. The report noted that CATV transmission of TV game coverage has extended coverage areas so much it might become impossible to guarantee that exception telecasts will not hurt attendance at other contests. The committee concluded: "It may be necessary to lessen the number of exceptions granted, or even to eliminate them entirely, if the protective features of the NCAA TV plan are to be maintained and its basic concepts preserved."

Without specifically mentioning the difficulties that arose when Indiana CATV's picked up Notre Dame games that had been granted exemptions for carriage on WNDU-TV South Bend, Ind., the report noted that a special provision, added for the 1965 season, called CATV pickup of excepted games "a violation of the rights accorded." The provision was suspended in mid-season (BROADCASTING, Nov. 1, 1965).

FCC Interest ■ The suspension followed the FCC's show of "interest in possible solutions to the problem."

The committee cited NBC-TV's "highly effective" presentation of 1965 NCAA games and the negotiation with ABC-TV for a \$15.5 million 1966-67 package as highlights of the year.

In discussing the 1965 NBC-TV coverage, the committee noted that *Bud Wilkinson's NCAA Preview*, carried as a weekly pregame show, "was probably the best that has been presented on a regular series for the layman."

Without spelling it out, the committee implied it felt that collegiate football had been relegated to a back seat at NBC last season since "promotional

efforts by NBC were comprehensive and imaginative though not as concentrated as in 1964 when collegiate football was the network's first and foremost live sports package; nor did they cover as wide a range of activity during both daytime and night programming." It added that promotional support outside strictly sports shows "was not as great as in 1964."

Among other recommendations of the committee were:

- The need for a more specific set of guidelines to cover situations where commercial breaks may be taken. Officials "need more specific instruction in mechanics to prevent team action on the field from revealing the obvious delay for commercial."

- Rewriting of guidelines for announcers to emphasize "the unique aspects of the collegiate game which set it apart, make it more meaningful, more exciting, more dramatic and containing more color than the professional game. . . ."

- Holding down promotional material within the game "to more reasonable limits than in the past. With the advent of the instant replay and with the number of commercials now being granted, game audio has reached, perhaps passed, the saturation point."

AT&T, networks settle press-rate dispute

Two networks and AT&T have resolved their differences on use of private wire services at press rates.

AT&T, in a filing with the FCC, said it agrees that NBC does meet the standard for the generally lower rate service. The company also reported that ABC has agreed that it does not qualify.

AT&T notified the commission of the results of discussions it held with the networks in a motion requesting the termination of a hearing the commission ordered on the company's new press rates. NBC had requested the hearing.

AT&T also said it would clarify its press rate tariff if the hearing order is terminated.

CBS has not taken any formal action in seeking lower press rates. But the network has been conducting informal talks with AT&T and expects to be considered a press rate user.

An amendment to the AT&T tariff specifies that press rates apply to private lines on which 50% of the use is

for the collection and dissemination of general news for publication. Broadcasters are included under the term press.

AT&T said that, following its own study, it agrees with NBC that the network meets the 50% standard.

AT&T said that "substantially less than 50% of the information transmitted by ABC" is general news. ABC has withdrawn its previous request for press rates. However, it's understood that ABC's costs actually will be less as a nonpress user. Press-rate users employ their private line eight hours or less a day. ABC preferred a 24-hour rate.

AT&T has been charging NBC press rates since Nov. 1, 1965. AT&T and the network are now negotiating the amount NBC is to be reimbursed for overcharges from Oct. 1, 1964, when the press rates became effective, to Oct. 31, 1965. Three months ago NBC estimated that AT&T owed it \$100,000 as of Aug. 30 (BROADCASTING, Oct. 4, 1965). CBS is seeking reimbursement of a similar amount in its talks with AT&T.

Program notes . . .

ABC Films move ■ ABC Films has moved its Los Angeles office from Beverly Hills to 1313 North Vine Street, Hollywood 90028. Telephone: 663-3311.

Big bounce ■ WLAC-TV Nashville broadcast Vanderbilt University's basketball games from the Los Angeles Classic, Dec. 28-30, 1965. At a total cost of \$27,000, WLAC-TV officials claimed it was one of the most expensive broad-

casts in the history of the state. Sponsors were Southern Bell Telephone Co. and Nashville's Third National Bank.

Documentary films ■ Former Congressman Donald C. Bruce, (R-Ind.), and Fulton Lewis III have announced the creation of a company designed to produce documentary films on current issues for television use. The company, Newscope Inc., suite 410, 1010 Vermont Avenue, N.W. Washington, is to release its first film this month. Principals in the corporation are Mr. Bruce, chairman; Mr. Lewis, executive vice president, and Roy Burlew Jr., president.

Price jumps for NFL Playoff Bowl games

The trend to higher fees for TV football rights continued last week.

CBS-TV came to terms with the National Football League on rights for televising the Playoff Bowl games in 1966 and 1967, putting up an estimated \$350,000 for each game.

The new price represents a \$150,000 jump over the \$200,000 tag currently on the game.

The network has already presented advertisers with an NFL package for the next two years that contains all three of the league's postseason contests—Playoff Bowl, championship game and Pro Bowl (BROADCASTING, Jan. 10).

However, CBS has not reached final agreement with the NFL on rights payments for the championship game or Pro Bowl.

EQUIPMENT & ENGINEERING

RCA expands color production

Budgets \$195 million in '66 for new manufacturing facilities, product improvement

RCA is more than doubling its capital-improvement expenditures in 1966. The company announced last week that \$195 million has been allocated for expansion of major manufacturing facilities and product improvement. The allocation is \$100 million more than RCA spent in 1965.

Dr. Elmer W. Engstrom, executive committee chairman, and Robert W. Sarnoff, president, said over half of the funds would be spent on color TV, "the most dynamic growth industry of this decade."

RCA has already designated \$80.6 million of the 1966 program for expansion of major manufacturing facil-

ities—five new construction projects, two plant enlargements and one plant conversion. The remaining \$114.4 million will be for overall product improvement. Additional funds will be channeled to RCA's worldwide communications network.

Messrs. Engstrom and Sarnoff said the expenditure eventually would result in the addition of 15,000 new jobs to RCA's work force.

Supply vs. Demand ■ Color TV's "explosive" growth last year they said, caused the supply to lag behind public demand. "This unusual supply-demand situation is expected to persist well into 1967, at which time current expansion

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programs will start to narrow the gap."

They predicted color TV sales this year would jump ahead to 4.5 million sets, 2 million more than in 1965. By 1970, they said annual color sales will be over 7 million sets.

RCA's breakdown of the \$80.6 million outlay for specific expansion projects for 1966:

- A \$26 million color-TV-tube plant, with 300,000 square feet, at Scranton, Pa. The company has already reported a \$25 million outlay for a new color-TV-tube plant at the RCA Victor Co. Ltd., in Midland, Ont. (BROADCASTING, Dec. 27, 1965). It was indicated the Canadian subsidiary would be operational after mid-1967 with a capacity to turn out 300,000 color tubes per year.

Dr. Engstrom and Mr. Sarnoff indicated the Scranton color-tube plant would begin limited production late this year, to supplement present work at RCA plants in Lancaster, Pa., and Marion, Ind. (The Lancaster and Marion facilities are part of a \$50-million expansion program begun last June, which also affects color-receiver plants in Indianapolis and Bloomington, Ind.)

- A new \$20-million color and black-and-white TV-receiver plant in Memphis, with its 800,000 square feet devoted to receiver production, supplementing present facilities at Bloomington.

- A \$13.7 million factory in Indianapolis, manufacturing RCA Victor radios, Victrola phonographs and tape recorders. After completion of this 625,000-square-foot building, RCA's existing plant in that city will be converted at a cost of \$9.6 million for manufacture of TV components: yokes, high-voltage transformers and solid copper circuits.

- A \$4.1 million investment in Lewiston, Me., for a 116,000-square-foot site for semiconductor devices (silicon transistors) that will begin pilot production this June.

- A \$3.2 million enlargement of

Meyers to get NAB award

Carl J. Meyers, senior vice president and director of engineering for WGN Inc., Chicago, will be the recipient of the National Association of Broadcasters' annual Engineering Achievement Award. Mr.



Mr. Meyers

Meyers will receive the award at the Wednesday (March 30) concluding luncheon of the 20th annual Broadcast Engineering Conference—held in conjunction with the NAB convention—in Chicago, for his "pioneering and experimental efforts in color telecasting."

A veteran of more than 40 years in broadcasting, Mr. Meyers has experimented with high sensitivity tubes to permit color originations with low light levels.

RCA's semiconductor plant at Mountaintop, Pa., to meet demands for transistors, diodes, rectifiers and other solid-state electronic components (BROADCASTING, Dec. 13, 1965).

- A \$3 million computer plant in Palm Beach Gardens, Fla., for backlog orders on RCA's Spectra 70 electronic data processors.

- A \$1 million enlargement of Monticello, Ind., plant, RCA Victor cabinet facility.

All expenditures, the corporate executives said, would be financed directly from current RCA earnings and cash reserves.

ABC buys radio-TV gear from Gates

ABC has ordered \$523,000 worth of Gates Radio Co. equipment. The Quincy, Ill. subsidiary of Harris-Intertype Corp. reported last week that the order is for transistorized audio consoles for the network's mobile TV vans and audio systems for four major ABC radio facilities.

Included is Gates custom transistorized equipment for ABC West Coast Radio Network headquarters in Hollywood, studio equipment and a new AM broadcast transmitter for KABC Los Angeles, standard and custom facilities for WABC New York and for KGO San Francisco.

The equipment for ABC's television mobile units are compact custom audio consoles, developed by Gates and ABC-TV engineers.

Ampex sells four more VTR's to WKY TV Inc.

WKY Television Systems Inc. has ordered four VR-2000 Ampex high-band color videotape recorders. Ampex announced last week that the purchase involves an outlay of \$335,000, and raises to 10 the number of VR-2000's ordered by WKY Television. Delivery will be in mid-1966.

Three of the four tape machines are scheduled to go to KHTV(TV) Houston (channel 39), which is to resume operations this year. The fourth is ticketed for KTVT(TV) Fort Worth, bringing to five the number of VR-2000's there. WKY Television, which is owned by the Oklahoma Publishing Co. (Oklahoma City Oklahoman and Times and Farmer-Stockman) also owns WKY-TV Oklahoma City and WTVT(TV) Tampa, Fla.

FCC ponders relays for TV translators

The FCC has issued a notice of proposed rulemaking that would authorize TV translator operators to use microwave relays to bring in TV signals.

The commission said last week that in the proceeding that authorized 100-w translators on assigned but unoccupied channels, several parties had stated that a number of unused assignments are too far from any station to pick up signals off-the-air. Some form of relay system is needed if the 100-w translators are to be fully utilized, the commission said. The rule permitting 100-w translator stations to operate on unoccupied VHF or UHF channels went

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into effect on Aug. 16, 1965.

The commission said that since the rules governing high-power translators provide that regular TV station licenses may operate translators beyond the grade B contour of the originating station, there now appears to be a practical need for some form of relay system for translators.

The notice invites comments on the question of whether there is sufficient need and demand for microwave relays for use by translators. It also asks whether the 2,000 mc band of frequencies available for TV auxiliary broadcast stations can be shared with translators without depriving regular TV stations of sufficient channels.

In another action indicating its interest in TV translators the FCC earlier this month authorized a 1 kw UHF translator (BROADCASTING, Jan. 10).

Changes since '59 in coming NAB book

A sixth edition of the "NAB Engineering Handbook," encompassing technical developments and rules since 1959, is expected to be started by the National Association of Broadcasters.

The NAB Engineering Advisory Committee will recommend to the board that such a project be authorized and that work on it begin as soon as possible.

Since the fifth edition was published in 1960, many changes have occurred in broadcast engineering. Among the new developments: an FCC table of FM assignments, FCC establishment of three classes of FM, new FCC rules for FM stereo, new FCC rules for UHF translators, elimination of Conelrad and creation of the Emergency Broadcast Service.

First published in 1935, the "Handbook" has been revised four times—1938, 1946, 1949 and 1960. That fifth edition contains 1,616 pages plus a 35-page index and sells for \$27.50.

Logging rule amended

The FCC's broadcast logging rules have been amended to permit corrections after the log keeper has gone off duty.

The official making the correction, however, must initial the entry and explain why the change was made. The commission had proposed that a separate memorandum with the corrections be attached to the logs but decided against that idea after it received objections from the National Association of Broadcasters and others. In the same action the commission last week deferred consideration of the automatic logging proposals pending further study.

BROADCASTING, January 17, 1966

Overmyer signs for Visual, RCA gear

D. H. Overmyer Communications Co., New York, has contracted with Visual Electronics Corp., New York, and with RCA for equipment for the group of UHF stations Overmyer expects to operate. The first of these, WHDO-TV Toledo, Ohio, is slated to begin operating on April 1.

The contracts reportedly represent roughly \$1.5 million—split about evenly between the manufacturers—and include options on studio equipment from Visual. The RCA order covers film chains and projectors.

Ordered from Visual: Mark 10 zoom-lens image orthicon cameras; a vidicon film camera system; a custom preselect switcher for video, audio and transitions; McCurdy dual-channel audio consoles and all station terminal equipment.

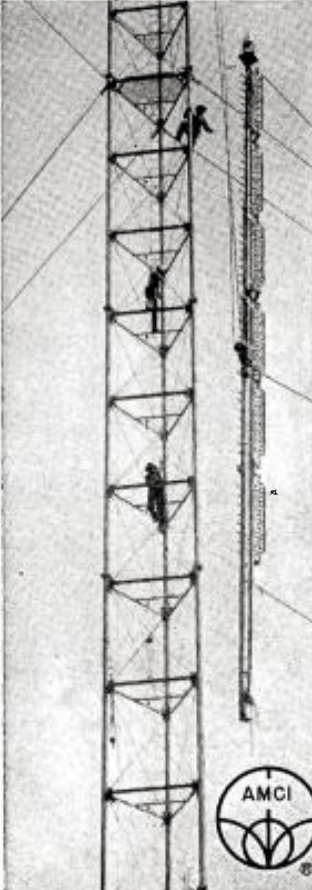
From RCA: TK-27 color film camera chain, TK-22 monochrome film camera chain, TP-66 16-mm projectors and TP-7 2 x 2 slide projector. All of this gear is for each of the stations.

Several months ago, Overmyer contracted with General Electric for five



Robert W. Rader, executive vice president of D. H. Overmyer Leasing Co. (seated-l), signs contract with James B. Tharpe, president of Visual Electronics Corp. (seated-r). Shown watching the contract signing are Morris A. Mayers, with Visual (r), and Arthur M. Dorfner, vice president of the Overmyer company.

UHF transmitters with color capability and with options to purchase up to nine more, representing an invest-



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ment in excess of \$1 million (BROADCASTING, Oct. 25, 1965).

Other Overmyer stations are proposed for Atlanta, Pittsburgh, Rosenberg-Houston, San Francisco and Newport, Ky.-Cincinnati.

Technical topics . . .

New amplifier ■ Cohu Electronics Inc., San Diego, has announced a solid-state

video amplifier for use in distribution and switching systems. The amplifier (\$195) plugs into a mounting frame (\$200) that can accommodate up to 10 amplifiers. Cohu also has a data sheet on 4:1 and 10:1 zoom lenses.

CATV cable ■ Viking Industries, Hoboken, N. J., has introduced ½-mile continuous length seamless aluminum sheathed coaxial cables for use as 75

ohm community antenna television transmission lines.

Attenuators ■ The Daven Division of McGraw-Edison Co., Manchester, N. H., has designed two new rotary coaxial RF attenuators for use in signal generators and transmitters and for calibration of audio and RF equipment. The two models are available in either 50 or 75 ohms impedance.

INTERNATIONAL

CBC sharpens ax for U.S. TV imports

Will trim outside programming to 40% maximum over next five years; decision follows Fowler conclusions

The Canadian Broadcasting Corp. has announced that the importing of U.S. television programs would be re-

duced more than 25% over the next five years to promote "Canadian identity."

The move was viewed by U.S. TV film distributors with some concern since Canada is a lucrative market in the estimated \$80 million foreign business. But several distributors in New York pointed out that it was reasonable to speculate that the Canadian industry might fail to achieve the Canadian Broadcasting Corp. objective within the specified time.

"A top-flight American show can be bought by CBC for \$6,000-\$7,000 per hour," one syndicator reported. "It's going to cost Canadians more—maybe 10 times that much—to put out a program of comparable value. Our experience has been that in other countries where similar restrictions have been put on U.S. imports—and Australia is a prime example—the TV industries there simply could not meet the quota because of economics and available talent."

The CBC's decision was announced in Ottawa last Wednesday (Jan. 12) by J. Alphonse Ouimet, CBC president, and was made in response to a report by a special government committee that found Canadian TV "overloaded" with programs from the U.S., especially Hollywood films (BROADCASTING, Sept. 13, 1965).

The Quota ■ The proposed reduction would still permit U.S. programs to fill 40% of the time on CBC. Currently, 55% of the time on CBC can be supplied by program producers out-

side of Canada.

It could not be ascertained if a timetable has been established to phase out the ratio of U.S. programs to 40%, but one U.S. syndicator said it could take the form of a certain reduction each year for the next five years.

Canadian taxpayers provide CBC with approximately \$888 million a year to telecast programs, and this income is increased by approximately \$25 million from advertising.

Mr. Ouimet said last week he agreed with the conclusions last fall of the investigating commission headed by Robert Fowler, a Montreal industrialist, that the CBC schedule has "too high a proportion of United States programs and light entertainment." He also said that the present "overdose" of Hollywood TV films shown on CBC "is not serving the national purpose."

The so-called Fowler Commission made other suggestions, according to Mr. Ouimet. One was that the network could increase its advertising by 50% and use the extra money to improve its Canadian programming. Mr. Ouimet labeled this "an impractical suggestion based on the erroneous assumption that quality and popularity always go together."


Canada's privately-owned CTV Network is not under the CBC.

CTV affiliates want to buy network

CTV Television Network Ltd., Toronto, may change hands in the near future. An offer for the purchase of the shares of nonbroadcasting shareholders of the network has been made by its 11 affiliated stations which now own an estimated 25% of CTV. The affiliates did not purchase another 24% of shares offered to them when the network began operations about four years ago.

The offer, if accepted, is subject to the approval of the Board of Broadcast Governors, the Canadian regulatory body. Dr. Andrew Stewart is BBG

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chairman and its only remaining permanent full-time member. The sale would not be subject to higher government approval, as are many BBG recommendations.

The affiliates formed the Independent Television Organization a few years ago. ITO buys filmed programs and exchanges programs produced by the individual stations. There is alleged to have been contention between the ITO and CTV, with the latter asking for more time from the affiliates for network programs, and the ITO using more filmed programs which could be shipped to the various stations by air express instead of being sent by the more costly microwave network.

The recent Fowler Commission report on broadcasting (BROADCASTING, Sept. 13, 1965), pointed out that the station operators "admit that CTV is a private company organized to make money, and that most of the investment in it is held by people not in the broadcasting industry. If there are any profits from private broadcasting, the stations want the profits themselves and are unwilling to let outsiders make money out of it."

Abroad in brief . . .

Canadian billings ■ Billings of Canadian advertising agencies in 1964 were up 5% from 1963, according to the Dominion Bureau of Statistics, Ottawa. Television was second to newspapers, with \$101,476,222, while newspaper

Spain gets GE tower

General Electric Co. (IGE export division) in its first major European order has begun equipping a 50-kw UHF TV transmitter in Madrid, under a contract involving more than \$250,000.

The installation is located on top of the 7,546-foot Navacerrada Peak in the Guadarrama Mountains north of the city. When transmission starts early this year, Madrid's TV capability will be doubled, according to GE. Further construction projects are being studied by Spain's Division of Radio and Television Communications for TV stations in Barcelona and Zaragoza. General Electric Espanola, acting as supervisor for construction, sold the equipment for the Madrid installation.

billings totaled \$154,478,714. Radio billings amounted to \$37,974,471, and billboards and other advertising media \$5,779,044.

NC&K adds ■ Norman, Craig & Kummel, New York has reported account acquisitions by two of its foreign offices. NC&K de Puerto Rico has acquired Sealy Inc., formerly handled by J. Walter Thompson Co. The initial

budget has a major part devoted to TV. Field & Crane, a division of NC&K Ltd., London, has begun handling the Scotch Wool Shops account in the United Kingdom. An extensive research program is to precede advertising plans.

New accounts ■ Societe Francaise de Pneu Englebert S. A. has appointed CPV/Kenyon & Eckhardt to handle advertising for all its products in France. At the same time, J. P. Lyons has appointed CPV Ltd., London, to handle advertising in Great Britain for its ground coffee and Bev instant hot beverage products.

Canadian agencies merge

Baker Advertising Ltd., Toronto, and Collyer Advertising Ltd., Montreal, have merged to form Baker-Collyer Advertising Ltd., with offices in both cities. Firms are employe-owned. Baker, formed in 1911, was one of the oldest advertising agencies in Canada. It handles such accounts as Canadian Kodak, Carnation Co., Yardley of Canada and Manufacturers Life Insurance Co. Collyer has BP Canada Ltd., Chrysler Canada Ltd., Quebec Provincial Tourist Department, and a number of shipping and airline companies.

Total billings for the merged agency are estimated at about \$10 million. Three large accounts dropped the merged concern because of conflicting accounts.

FATES & FORTUNES

Charles H. Gardner, president of Remington Advertising, Springfield, Mass., joins Chirug & Cairns, Hartford, Conn., as senior VP. **David H. Murray**, senior VP, and **Ronald P. Nelson**, VP and treasurer, both with Remington in Springfield, join C&C, Hartford, as VP's.

Lawrence K. Grossman, VP, advertising, NBC, New York, will leave that post in June to open his own advertising-promotion firm. Mr. Grossman joined NBC in August 1962 after six years as executive in advertising and sales promotion department at CBS-TV.

Daniel Stern, associate creative director, McCann-Erickson, New York, elected VP and deputy creative director and five other members of M-E creative division elected VP's. Mr. Stern joined agency in 1964 coming from position as copy supervisor at Ellington & Co. Other new VP's: **Bruce T. Barton**, with agency since 1956 and now group head on Coca-Cola; **Frank Broadhurst**, associate creative director, who joined agency in 1955 from Ted Bates; **Raymond**

Clark, copy group supervisor with M-E since 1963 after associations in Detroit with MacManus, John & Adams and Campbell-Ewald; **Robert Forgione**, TV group supervisor, who joined agency in 1963 from BBDO and **James A. Scully**, senior art director, with agency since 1963 coming from Bryan Houston, New York.



Mr. Silver

manager of ABC-TV network sales planning, that city. **William E. Breda, Jr.**, formerly account executive in international division, BBDO, New York, named account executive at ABC International Television there.

Hal Van Tassel, account executive

with WTOL-TV Toledo, Ohio, appointed VP of Bridges-Sharp & Associates, that city.

Leslie C. Bruce Jr., recently resigned VP for advertising and marketing research at Purex Corp., Lakewood, Calif., named VP and management supervisor on Schick Safety Razor Co. account at Compton Advertising, Los Angeles.



Mr. Bonner



Miss Conefrey

James V. Bonner, merchandising account supervisor, and **Eileen Conefrey**, personnel manager, both at Ted Bates & Co., New York, elected VP's.

Jack Spillman, VP at Foote, Cone & Belding, Los Angeles, joins Young

& Rubicam there to serve on Hunt Foods & Industries account.

Paul Pease, copy group supervisor at Hoefler, Dieterich & Brown, San Francisco, named account manager. **Don Cusenbery**, radio-TV director, and **Dan Bockman**, copywriter, both at HD&B, that city, named copy group supervisors.



Mr. Orne

Peter K. Orne, formerly account executive and sales supervisor, at WCBS-TV New York, named general sales manager of WTEN(TV) Vail Mills, N.Y.

Alan W. Fink, senior market research analyst with Chesebrough-Pond's, New York, joins Foote, Cone & Belding there as research supervisor.

Jim Field, account executive with BBDO, San Francisco, and **John Flemer**, account executive with Steedman, Cooper and Busse, that city, join McCann-Erickson there as account executives.

John J. Hokin, formerly sales manager of WEEF-AM-FM Highland Park, Ill., joins Edward Petry & Co., Chicago, as account executive.

Donald H. McFarlane, account executive with KEWB Oakland, Calif., joins KCBS-AM-FM San Francisco, as account executive.

Jack Magan, formerly account executive for ABC-TV sports department, New York, named account executive at WMCA, that city.

George J. Rapp, manager, national sales for WRC-TV Washington, appointed sales manager.

James J. Cremins, assistant sales manager of WBT-AM-FM Charlotte, N.C., appointed general sales manager succeeding **James G. Babb Jr.**, who becomes general sales manager of WBT

(TV) Charlotte.

Murray J. Green, VP and general manager of WBIC Islip, N.Y., joins WTHE Mineola, N.Y., as sales manager.

Van L. Rubenstein, account executive with CBS National Television Sales, New York, appointed television sales executive at RKO General Broadcasting/National Sales, that city.

Donald Hamlin, director of sales marketing and promotion at WXYZ-AM-FM Detroit, named account executive.

Edward Fisher, formerly with QXR Network in New York, named national account executive for Long Island Network. Mr. Fisher will work from network's New York office at 230 Park Avenue. Long Island Network is owned and operated by WGBB Freeport-Hempstead, WGSB Huntington and WGSB-FM Babylon, all New York.

John R. Boissy, account executive with WPKI Alexandria, Va., joins WQMR and WGAY(FM) Silver Spring, Md.-Washington, as account executive.

John McRae, national sales manager for WCKY Cincinnati, appointed sales manager of KRAK Sacramento, Calif.

Hal Knutson, local sales manager of KLAC-AM-FM Los Angeles, appointed general sales manager.

H. Scott Goings, formerly with WEMD Easton, and WGSB Bethesda, both Maryland, named sales manager of WAVA-AM-FM Arlington, Va.

John J. Kelly, formerly with NBC-TV sales department, New York, and **Timothy W. O'Sullivan**, formerly with Kee Lox Manufacturing Co., Rochester, N.Y., named account executives with WVOX-AM-FM New Rochelle, N.Y.

Mary Ellen VandeSande and **Patricia Recchia** join Chicago office of Kenyon & Eckhardt as media buyers. **Charles Bock**, account executive, transfers from San Francisco office to Chicago.

Charles M. White, formerly head of

own merchandising agency in Houston, joins Allen, Anderson, Niefeld & Paley, Chicago.

A. Thomas Hards, formerly with WAMM Flint, Mich., and **Thomas M. Wall Jr.**, formerly with Naegele Advertising there, named account executives of WDFW, that city.

David E. Edmunds, and **James N. Miho** join Needham, Harper & Steers, Chicago, as art supervisors. Mr. Edmunds was with N. W. Ayer & Son and Mr. Miho had own firm in Los Angeles. **Sylvia Schwarz**, formerly with Tatham-Laird & Kudner, joins NH&S as copywriter.

E. H. Rogers Jr., VP and manager of Hollywood office of N. W. Ayer & Son Inc., named operations consultant to West Coast management of Geyer, Morey, Ballard, Los Angeles.

William Watson, formerly executive producer at Needham, Harper & Steers, New York, joins Cunningham & Walsh there as television producer. **John Hood**, formerly copywriter at McCann-Erickson, New York, joins C&W, that city, in similar capacity.

Joseph A. Reilly, formerly program manager at WERA Plainfield, N.J., named commercial manager.

Bill Nash, general manager of KFMJ Tulsa, Okla., named head of advertising and PR department at National Bank of Tulsa.

MEDIA

Charles Stewart, formerly general sales manager of WCBM-AM-FM Baltimore, appointed VP and general manager of WDMV Pocomoke City, Md.

Frank R. Travalia, business manager of KTLA(TV) Los Angeles, appointed corporate controller at parent Golden West Broadcasters, that city.

James M. Patt, VP and general manager of WALL Middletown, N. Y., elected VP of Straus Broadcasting Group (WMCA New York, WGVA Geneva, WTLB Utica, all New York, and WALL). Mr. Patt has been general manager of WALL since 1950.

Burt Lambert, VP and general manager of KLAS-TV Las Vegas, named executive VP of KRAM, that city.

Jay Rayvid, program manager at noncommercial WQED(TV) and WQEX (TV), both Pittsburgh, named executive director of broadcasting operations.

Stewart Corbett, with Cox Cablevision Corp., Atlanta, named assistant secretary-treasurer. **John Campbell**, with Video Service Co., subsidiary of Cox Cablevision, named VP.

Carl Glick, general manager of WCIN Cincinnati, named general man-



GE Broadcasting changes

New organization structure for General Electric Broadcasting Co. (WGY, WGFN(FM) and WRGB(TV) Schenectady, N.Y.) has been announced by Reid L. Shaw, VP and general manager. Appointed to newly created positions are **Merl L. Galusha**, manager of public and stations relations; **Richard B. Belkin**, manager of programs; **Albert G. Zink**, manager of news, and **Charles B. King**, manager of operations.

Mrs. Galusha has served GE stations as farm director, manager of WGY and WRGB(TV) and since 1958 as manager of programming and production. Mr. Belkin, formerly with WSYR Syracuse, WAST(TV) Albany, both New York, and WTVM(TV) Columbus, Ga., joined WRGB(TV) in 1963 and has served as promotion specialist for both WGY and WRGB(TV). Mr. Zink has been manager of news and programming since 1961. Mr. King has been manager of production until his present appointment.

manager of WDAE-AM-FM Tampa, Fla. **Don Clark**, general manager of WVOL Berry Hill, Tenn., appointed general manager at WCIN. **Bill Salmon**, station manager at WVOL, appointed general manager.

Paul E. Cowley, formerly sales manager of WFIA Louisville, Ky., promoted to general manager of KPLS Santa Rosa, Calif.

PROGRAMMING

David Quaid, free-lance cameraman-director in New York, joins Video Pictures there as VP and chief cinematographer.



Mr. Brown, formerly with Wall Street investment banking firm of Carl M. Loeb, Rhoades & Co., elected VP of Filmways Inc., New York and Los Angeles. Mr. Brown will direct his efforts towards company diversification.

Harry R. Shriver, sports director at WFBR Baltimore, appointed program director.

Rusty Reynolds, formerly with WAKY Louisville, Ky., named director of program operations at KXOL Fort Worth.

Milton Hall, program director of KRLA Pasadena, Calif., resigns effective

Feb. 1. Future plans will be announced following short vacation.

Willard V. James, news director at WOKY Milwaukee, named program director. **Bob Betts**, editorial director, replaces Mr. James.

Carol Reed, elected 1966 president of New York local, American Federation of Television and Radio Artists. Miss Reed's daily *Talk of New York* is on WCBS New York.

Bob Finnegan, sports broadcaster for two decades, signed to do play-by-play of White Sox baseball on WCFL Chicago with Bob Elson. White Sox network covers more than 80 stations.

Rudy Bukich, quarterback of Chicago Bears professional football team, named sports director of WBKB-TV Chicago.

Gordon Baker, with WGLI Babylon, N. Y., appointed program director.

Kenneth A. Swanson, formerly with WTCN-TV Minneapolis-St. Paul, named production supervisor at WDIO(TV) Duluth, Minn.

Wallace M. Theodore, continuity director at WLTH Gary, Ind., appointed operations manager.

Larry Busse, with WLUK-TV Green Bay, Wis., named farm director.

Grahame Richards, formerly national director of programming for Storz stations, Miami, appointed director of programming for WFUN South Miami, and WDAE-AM-FM Tampa, both Florida. **Dick Starr**, with WFUN, named program director.

Sam C. Gale Jr., sales executive with Capital Film Laboratories, Washington, named sales manager at Capital, Miami.

NEWS

Martin Rubenstein, general attorney for ABC News, also named director of business affairs for ABC News, Special Events and Public Affairs, New York. **Jordan P. Davis**, attorney at ABC, promoted to assistant director of business affairs, and **Martin Remnitz**, also attorney at ABC, named assistant director of sales contracts.



Mr. Dennis, VP and manager of news for WGN-AM-TV Chicago, promoted to manager of news for WGN group stations now under expansion. **Gene Filip**, assistant news director, named director of news for WGN. **Robert E. Henley**, administrative assistant for WGN news, becomes news director for WGN-TV. Mr. Dennis joined *Chicago Tribune* in 1930 and moved to WGN in 1940. He is first VP of Radio-

Television News Directors Association.

Eric Rohde, free-lance news correspondent in Los Angeles, joins KRML Carmel, Calif., as news director.

FANFARE

Thomas S. Murphy, president of Capital Cities Broadcasting Corp., named chairman of 1966 broadcasters campaign for Radio Free Europe. **Donald H. McGannon**, president of Westinghouse Broadcasting Co., was chairman of last year's broadcasters drive for RFE. Organization's national fundraising campaign began Jan. 11 in Boston.



Mr. Levine

Michael B. Levine, with public information office of U. S. Navy, Little Creek, Va., named account executive with Richards Associates, Washington PR firm.

Arlene J. Strangio, with noncommercial KVIE(TV) Sacramento, Calif., appointed publicity director.

James R. Stevenson, program manager at WIN Atlanta, joins WSB there as promotion manager.

Herm Gardner, formerly VP at Cherry Hill Records, Cherry Hill, N.J.,

SPOTMASTER



PortaPak I Cartridge Playback Unit

Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

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Spotmaster
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Silver Spring, Maryland

appointed advertising-promotion director of WPEN-AM-FM Philadelphia.

Arlo D. Woolery, formerly general manager of KSUN Bisbee, Ariz., named PR director at Ameco Inc., Phoenix.

William Piecuch, formerly with *Detroit News*, appointed sales-promotion director of WDTM(FM), that city.

EQUIPMENT & ENGINEERING

Leonard W. Tuft, general attorney for RCA Communications, New York, elected VP and general attorney. Mr. Tuft joined RCA Communications in 1948 and was named assistant general attorney in 1960. He will serve as chief legal counsel with responsibility for company's regulatory relations with government agencies and departments.

Richard Kellerman, formerly manager, news planning, NBC News, New York, appointed manager, special projects, at RCA, that city.

Matthew Dorenbosch, and **Russell G. Pelton**, both VP's at North American Philips Co., New York, elected senior VP's.

Robert P. Johnson, chief engineer at WBEC Pittsfield, Mass., appointed chief engineer of WISN-AM-FM Milwaukee.

Filipe Cervantes, formerly with United Data Control, El Monte, Calif., named chief engineer of Magnasync Corp., North Hollywood, Calif.

Francis C. Healey, general manager of Revere-Mincom division of 3M Company, Camarillo, Calif., named director of advance projects for 3M's electrical products group.

Don Lincoln, engineering technical supervisor at KPIX(TV) San Francisco, named assistant chief engineer.

John C. Lory, with Memorex Corp.,

Orlando, Fla., named sales engineer.

Fred Hoffman, assistant purchasing agent at ABC, western division, Hollywood, named purchasing agent.

ALLIED FIELDS

Jerry Jackson, manager of Nationwide Broadcast Services, Denver, named manager at Chicago office. **Dave Martin**, formerly with WNUS-AM-FM Chicago, named director of placements at Nationwide, that city.

Jack C. Mazzei, American Telephone and Telegraph Co. sales supervisor at Chicago, retires early this year after 32 years service. He has been given silver plaque by Illinois Broadcasters Association, for his service to stations through years.

Prof. Donald E. Brown, author of *Careers in Radio and Television* and member of Council on Radio and Television Journalism, appointed chairman of department of mass communications at Arizona State University, Tempe, Ariz.

A. Harry Becker and **Nathan L. Silberberg** announce formation of Becker & Silberberg, Washington law firm. Mr. Becker was chief of FCC's litigation and administration law branch before he entered private practice in 1951. Mr. Silberberg has practiced administrative and general law in Washington for more than 25 years. Associated with firm is **Howard B. Silberberg**, 1963 Georgetown Law School graduate.

INTERNATIONAL

Ross McCreath, VP of television division of All-Canada Radio and Television Ltd., Toronto, named VP and general manager, succeeding **Reo Thompson** who died last month. **Bob Tait**, VP of organization, appointed assistant general manager. **Don Smith**,

TV sales director of All-Canada's major market stations, named to new post of Toronto television manager.

Jack Brooks, formerly of CFCF-AM-FM Montreal, appointed sales manager of CFMB, that city.

Fernand Girard, formerly in public relations with Quebec Hydro Power Commission, Montreal, appointed manager of newly opened Montreal office of Canadian Association of Broadcasters.

Anthony Gruner, former director of Commonwealth Film Festival in Britain, has joined Talbot Television, London, European representative of Fremantle International.

DEATHS

Kenneth A. Hamilton, 47, VP and treasurer of Hicks & Greist, New York, died Jan. 7 of heart attack in Greenwich hospital, Greenwich, Conn. He was formerly copywriter at J. M. Mathes agency, advertising manager of Fellows Gear Shaper Co., and publisher's representative for *American Girl* and *Boy's Life* magazines. He joined Hicks & Greist in 1945. Surviving are his wife, Beverly, and three daughters.

Karl Warren, 64, retired New York and Chicago newsmen, died at his home in Fort Lauderdale, Fla. Mr. Warren was Washington correspondent for *Chicago Tribune* and political science writer for *New York Daily News*. He had organized news and special events department at WPIX-FM New York.

Thomas A. Doyle, 58, senior media buyer at Dancer-Fitzgerald-Sample, New York, died Jan. 6 of heart attack while at work. He is survived by his wife, Veronica, and three children.

George D. Coleman, 65, director of regional sales for Triangle Publications, Philadelphia, died Jan. 7 in Scranton, Pa. Mr. Coleman had been general manager of WGBI and WGBI-TV (now WDAU-TV Scranton-Wilkes-Barre) for 25 years.

Roy F. Thompson, 74, mayor of Altoona, Pa., from 1960 to 1964 and former owner and manager of WRTA Altoona, died Jan. 4 in Altoona hospital after long illness. He entered broadcasting in 1924 and was chief announcer and managing director of WFBG Altoona for 25 years. Surviving are his wife and four children.

Edward J. Jansen, 59, founder of KBUB Sparks, Nev., died Dec. 17, 1965, in hospital in Reno. He started career with KVI Seattle and had been owner of KBNE Boulder City, Nev., station which moved to Las Vegas and was later known as KRAM. Surviving are his wife, Edith, four daughters and son.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 6 through Jan. 12 and based on filings, authorizations and other actions of the FCC during that period.

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. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTIONS BY FCC

*Honolulu—University of Hawaii. Granted CP for new educational TV on VHF channel 11 (198-204 mc); unl.; ERP 149 kw vis., 29.8 kw aur. Ant. height above average terrain 82.75 ft., above ground 436 ft. P.O. address c/o Thomas H. Hamilton, president, 1801 University Ave., Honolulu. Estimated construction cost \$233,060; first year operating cost \$183,208; revenue \$251,457. Studio and trans. locations both Honolulu. Geographic coordinates 21° 17' 45.7" north lat., 157° 50' 35.7" west long. Type trans. RCA TT-25DH, type ant. RCA TF-6AH. Legal counsel Cohn & Marks, Washington; consulting engineer, W. J. Kessler, Gainesville, Fla. Principals: Board of Regents, University of Hawaii. University is licensee of *KUOH(FM) Honolulu. Action Jan. 11.

Fort Worth—Trinity Broadcasting Co. Granted CP for new TV on UHF channel 40 (626-634 mc); ERP 483 kw vis., 242 kw aur. Ant. height above average terrain 1,119 ft., above ground 1,064 ft. P.O. address c/o W. C. Windsor Jr., 2212 E. 4th St., Ft. Worth. Estimated construction cost \$834,100; first year operating cost \$318,500; revenue \$325,000. Studio and trans. locations both Ft. Worth. Geographic coordinates 32° 45' 47" north lat., 97° 13' 07" west long. Type trans. RCA TTU-25B, type ant. RCA TFU-25G. Legal counsel Scharfeld, Bechhoefer, Baron & Stambler, consulting engineer Jules Cohen & Assoc., both Washington. W. C. Windsor Jr. is sole owner. Trinity is licensee of KJIM-AM-FM Ft. Worth. Action Jan. 6.

APPLICATIONS

Sarasota, Fla.—Sarasota-Bradenton Florida Television Co. UHF channel 47 668-674 mc; ERP 221 kw vis., 42.1 kw aur. Ant. height above average terrain 510.5 ft., above ground 518 ft. P.O. address c/o Robert S. Nelson, Box 940, Sarasota. Estimated construction cost \$178,000; first year operating cost \$120,000; revenue \$150,000. Studio

and trans. locations both SE of Sarasota. Geographic coordinates 27° 18' 15" north lat., 82° 28' 30" west long. Type trans. GE TT-25A, type ant. GE TY-25D. Consulting engineer W. J. Kessler, Gainesville, Fla.; legal counsel Daly and Joyce, Washington. Principals: Robert R. Nelson (51%), William F. Croom Jr., Rudolph C. Schonek, Wilbur E. Schonek, Theodore A. Zalles (each 12 1/4%). Mr. Nelson is majority stockholder of WBRD-AM-FM Bradenton, Fla. Mr. Croom is Sarasota mortgage broker, real estate and construction investor. Messrs. Schonek are automobile salesmen and Mr. Salles is director of advertising and sales for Food Fair Stores Inc., Miami. Ann. Jan. 10.

Reno—Washoe Empire. VHF channel 2 (54-60 mc); ERP 200 kw vis., 50.4 kw aur. Ant. height above average terrain 489 ft., above ground 145 ft. Estimated construction cost \$443,820; first year operating cost \$236,400; revenue \$338,400. P.O. address c/o Lee D. Hirshland, 300 South Virginia St., Reno. Studio located in Reno, trans. located 4 miles to north in Washoe. Geographic coordinates 39° 35' 00.5" north lat., 119° 47' 52" west long. Type trans. RCA TT-6AL, type ant. RCA TF-6AL. Legal counsel Cohn & Marks, consulting engineer Kear and Kennedy, both Washington. Principals: Lee D. Hirshland (24%), H. G. Wells, Robert A. Paisley, David McKay (each 16%), Robert L. Stoker, Robert L. Stoddard (each 8%), Frank N. Bender, Link Piazzo, Pediatric Clinic partnership (each 4%). Mr. Hirshland has been director, but holds no stock interest, in KORK Las Vegas and KOLO-TV Reno and has been involved in Reno real estate investment. Mr. Wells is 33 1/3% owner of KUTI Yakima, Wash. Mr. McKay also holds 33 1/3% interest in KUTI and has interest in CATV systems in Santa Cruz, Calif., and Fallon Nev. Mr. Stoker is Reno real estate developer. Mr. Stoddard is owner of KBET Reno. Mr. Bender is Reno warehouse owner. Mr. Piazzo is Reno real estate investor and part owner of sporting goods store. Ann. Jan. 6.

Canton, Ohio—Midway Television Inc. UHF channel 23 (524-530 mc); ERP 200 kw vis., 50.4 kw aur. Ant. height above average terrain 540 ft., above ground 456 ft. P.O. address c/o Harold Froelich, 2016 Birchwood Drive, Rockford, Ill. Estimated construction cost \$354,337; first year operating cost \$125,000; revenue \$125,000. Studio and trans. locations both Louisville, Ohio. Geographic coordinates 40° 51' 44" north lat., 81° 12' 38" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Robb, Porter, Kistler & Parkinson, Washington; consulting engineer Alfred J. Petzke, Rockford, Ill. Principals: Irwin Dubinsky, H. W. Dubinsky, Harold Froelich (each 33 1/3%). Messrs. Dubinsky have widespread theater holdings over Middle West, have ownership in WTVO Rockford, Ill., and WFLD Chicago. Mr. Froelich is stockholder in WTVO and WFLD. Ann. Jan. 6.

Lead, S. D.—Duhamel Broadcasting Enterprises. VHF channel 11 (198-204 mc); ERP 50 kw vis., 7.5 kw aur. Ant. height above

average terrain 1,946 ft., above ground 576 ft. P.O. address c/o Helen S. Duhamel, Box 1752, Rapid City, S. D. 57701. Estimated construction cost \$200,410; first year operating cost \$24,500; revenue not listed. Trans. location Lead; station to be satellite of KOTA-TV Rapid City, S. D. Geographic coordinates 44° 19' 40" north lat., 103° 50' 07" west long. Type trans. RCA TT-5EH, type ant. RCA TF-12AH. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Duhamel Broadcasting is owned 66.7% by Helen S. Duhamel and is licensee of KOTA-AM-TV Rapid City, S. D., and KDUH-TV Hay Springs, Neb. Ann. Jan. 3.

Galveston, Tex.—TVUE Associates Inc. UHF channel 18 (494-500 mc); ERP 32.4 kw aur. Ant. height above average terrain 604 ft., above ground 630 ft. P.O. address c/o Charles E. Macy, 1217 Prairie St., Houston 77002. Estimated construction cost \$573,300; first year operating cost \$360,000; revenue \$360,000. Trans. location near Dickinson, Tex., studio location not determined. Geographic coordinates 29° 26' 42" north lat., 95° 00' 47" west long. Type trans. RCA TTU-12A, type ant. RCA TFU-30J. Legal counsel Welch & Morgan, Washington; consulting engineers Serge Bergen, Fairfax, Va. Principals: Roy O. Beach Jr. (15.8%), Charles F. Macy, John K. Bremyer, Elmer C. Gardner, Elmer C. Moore, Tom Salter, Frank Kessler, Clare Miller (each 10.5%), Roy O. Beach Sr., Garret D. "Sonny" Look (each 5.3%). Mr. Beach Jr. is owner of World Markets Corp., Houston export-import firm. Mr. Macy is director of UHF applicant in Houston. Mr. Bremyer is law partner in McPherson, Kan. Mr. Gardner is Houston construction and banking investor, 10% owner of KRYS Corpus Christi, Tex. Mr. Moore is investor in small car promotion firms, Wichita Television Corp. (less than 5%) and is director of Cessna Aircraft Co. Mr. Kessler is Wichita, Kan., land developer and rental firm investor. Mr. Miller is one-third owner of McPherson, Kan., general contracting company. Mr. Look is Houston restaurateur. Ann. Jan. 10.

Rawlins, Wyo.—Frontier Broadcasting Co. VHF channel 11 (198-204 mc); ERP 12.58 kw vis., 2.51 kw aur. Ant. height above average terrain 4 ft., above ground 60 ft. P.O. address c/o William C. Grove, 2923 East Lincolnway, Cheyenne, Wyo. Estimated construction cost \$34,750; first year operating cost \$40,000; revenue \$20,000. Studio and trans. location both Rawlins. Geographic coordinates 41° 47' 51" north lat., 107° 14' 34" west long. Type trans. RCA TT-2 AH, type ant. RCA TF-6AH. Legal counsel Koteen and Burt, Washington; consulting engineer Robert C. Pfannenschmid, Pueblo, Colo. Applicant station will be operated as a satellite of KFBC-TV Cheyenne. Frontier Broadcasting Co. is licensee of KFBC-AM-TV Cheyenne, Wyo.; KSTF Scottsbluff, Neb., and KTVS Sterling, Colo. Ann. Jan. 6.

Existing TV stations

APPLICATION

WBTV-TV Danville, Va.—Seeks mod. of CP authorizing new TV to change from channel 24 (530-536 mc) to channel 14 (470-476 mc); ERP from 22.4 kw vis., 12 kw aur. to 209.3 kw vis., 41.86 kw aur.; type trans. to GE TT-25-A; type of ant. to GE TY-25-A; change trans. location to 710 Grove Street, Danville, Va. (same as studio); make changes in ant. structure and ant. height above average terrain to 339.5 ft.

New AM stations

APPLICATIONS


Sylacauga, Ala.—Heart of Dixie Broadcasting Co. 1090 kc, 10 kw, D. P.O. address c/o F. H. Craddock Jr., 106 Hillside Dr., Sylacauga 35150. Estimated construction cost \$60,351; first year operating cost \$48,324; revenue \$73,000. Principals: French Hood Craddock Jr. (25%), Charles H. Russell, Robert Creswell Rea, Myron N. Craddock, Walton E. Williams Jr., James Calhoun Rutledge, John D. Little Jr. (each 12 1/2%). Dr. Craddock is surgeon and partner in clinic in Sylacauga. Dr. Rea is pediatrician and partner with Dr. Craddock in clinic, part owner with Messrs. Russell, Lit-

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tle and others of electronic parts firm. Myron N. Craddock is announcer for WFEB Sylacauga. Mr. Rutledge is chief engineer for WFEB Selma, Ala. Mr. Williams announcer and salesman for WSGN Birmingham, Ala. Ann. Jan. 7.

Slidell, La.—Faulkner Radio Inc. 1190 kc. 5 kw. D. P.O. address c/o M. Thorburn, Box 569, Carrollton, Ga. 30117. Estimated construction cost \$59,683; first year operating cost \$35,000; revenue \$70,000. Principals: James H. Faulkner Sr. (73.33%), James H. Faulkner Jr. (5%), Robert M. Thorburn (16.67%). Faulkner Radio owns WBCA-AM-FM Bay Minette, Ala.; WLBB-AM-FM Carrollton, Ga., and is applicant for AM in Auburn-Opelika, Ala. Ann. Jan. 10.

Pittsfield, Mass.—Blue Ribbon Broadcasting Inc. 1110 kc. 1 kw. D. P.O. address: 417 Angel St., Providence, R. I. 02903. Estimated construction cost \$30,531; first year operating cost \$35,184; revenue \$42,000. Principals: Herbert M. Levin (53%), Marion Levin (15%), Debra Levin (11%), William E. Marco (10%), Norman T. Simpson, David C. Katz (each 4%), Ronald H. Glantz (3%). Herbert Levin is sales manager of WICE Providence; Debra Levin is school teacher; Mr. Glantz is Providence attorney and director of mortgage firm; Mr. Simpson is owner of Lee, Mass., advertising agency; Mr. Katz is Pittsfield, Mass., attorney. Ann. Jan. 7.

Jamestown, Tenn.—R. Gene Cravens and Denton E. Burden db/as Fentress County Broadcasting Co. 1500 kc. 1 kw. (500 w CH). D. P.O. address c/o Gene Cravens, 311 S. Main St., Crossville, Tenn. 38555. Estimated construction cost \$16,068; first year operating cost \$35,000; revenue \$38,500. Dr. Cravens is physician in Crossville, Tenn.; Mr. Burden is pharmacist in Jamestown, Tenn. Dr. Cravens is 50% owner of WLET-AM-FM Toccoa, Ga., and 50% owner with Mr. Burden of WDEB-FM Jamestown, Tenn. Ann. Jan. 7.

Existing AM stations

ACTION BY FCC

Commission gives notice that Nov. 17 initial decision which looked toward granting application of KUNO Radio Inc. to increase daytime power of KUNO Corpus Christi, Tex., on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions, and, in accordance with commission's hearing designation order, final decision in favor of applicant not to be made prior to determination by commission that problem of interference between applicant's proposal and station XEZD Ciudad Tamaulipas, Mexico, has been resolved, became effective Jan. 6 pursuant to Sec. 1.276 of the rules. Action Jan. 11.

New FM stations

ACTIONS BY FCC

Little Rock, Ark.—Victor Management Inc. Granted CP for new FM on 93.1 mc, channel 226, 26.5 kw. Ant. height above average terrain 297.5 ft. P.O. address 4015 West Capitol, Little Rock. Estimated construction cost \$24,319; first year operating cost \$18,000; revenue \$24,000. Principals: Victor Muscat (33.11%), United American Metals Corp. (47.27%) and Victor Industries Corp. (19.62%). Applicant is licensee of KYMO Little Rock. Action Dec. 30, 1965.

Louisville, Ky.—WHAS Inc. Granted CP for new FM on 97.5 mc, channel 248, ERP 100 kw. U. Ant. height above average terrain 505 ft. P.O. address 525 West Broadway, Louisville. Estimated construction cost \$79,550; first year operating cost \$139,000; revenue \$35,000. Principal: WHAS Inc. (100%). WHAS Inc. is licensee of WHAS-AM-TV Louisville. Action Dec. 30, 1965.

Aiken, S. C.—Soundcasting Inc. Granted CP for new FM on 95.9 mc, channel 240, 1.45 kw. Ant. height above average terrain 185 ft. P.O. address Box 2206, Aiken. Principals: Robert S. Taylor (52%), Klein B. Beach Jr., W. R. Davidson (each 22%), William M. Walton, Thomas B. Taylor (each 2%). Mr. Taylor owns 90% of WALD Walterboro, S. C.; 66 2/3% of WLOW Aiken, S. C. Mr. Beach owns 5% of WALD and 33 1/3% of WLOW. Messrs. Davidson and Walton are co-managers of WLOW. Action Jan. 7.

APPLICATIONS

Galesburg, Ill.—Galesburg Broadcasting Co. 94.9 mc, channel 235, 26.8 kw. Ant. height above average terrain 353 ft. P.O. address c/o Roger Coleman, 60 S. Kellogg St., Galesburg 61401. Estimated construction cost \$25,046; first year operating cost \$18,000; revenue \$18,000. Galesburg Broadcasting is licensee of WGIL Galesburg. Ann. Jan. 7.

Burlington, Iowa—RB Inc. 107.3 mc, channel 297, 75.85 kw. Ant. height above average terrain 362 ft. P.O. address c/o David H.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 13

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,031	20	77	388
FM	1,408	38	199	231
TV-VHF	472 ¹	21	20	163 ²
TV-UHF	92 ³	17	79

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 13

	VHF	UHF	Total
Commercial	513 ¹	188	701 ¹
Noncommercial	68	63	131

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30, 1965

	AM	FM	TV
Licensed (all on air)	4,018	1,391	562 ¹
CP's on air (new stations)	24	32	40
CP's not on air (new stations)	81	208	96
Total authorized stations	4,123	1,631	698
Applications for new stations (not in hearing)	284	185	132
Applications for new stations (in hearing)	70	45	63
Total applications for new stations	354	230	195
Applications for major changes (not in hearing)	201	51	34
Applications for major changes (in hearing)	38	1	8
Total applications for major changes	239	52	42
Licenses deleted	0	0	1
CP's deleted	0	2	0

¹ Includes two licensed VHF stations and one licensed UHF station off the air.

² Breakdown on UHF and VHF applications not available.

³ Includes three noncommercial stations operating on commercial channels.

Steinle, Box 70, Burlington 52602. Estimated construction cost \$45,500; first year operating cost \$12,000; revenue \$12,000. Principals: John P. Harris (56%), Virginia Harris Rayl (16%), Peter M. Macdonald (10%), Robert Wells (8%), William W. Hansen (7%), David H. Steinle (3%). RB Inc. is licensee of KBUR Burlington. Ann. Jan. 7.

Princeton, Ky.—Leslie Goodaker tr/as Princeton Broadcasting Co. 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 173 ft. P.O. address Box 478, Princeton 42445. Estimated construction cost \$11,513; first year operating cost \$3,000; revenue \$4,000. Mr. Goodaker is licensee of WPKY Princeton. Ann. Jan. 7.

Corpus Christi, Tex.—Corpus Christi Broadcasting Co. 93.9 mc, channel 230, 100 kw. Ant. height above average terrain 730 ft. P.O. address c/o Vann M. Kennedy, 533 N. Broadway, Corpus Christi 78401. Estimated construction cost \$40,598; first year operating cost \$8,000; revenue \$10,000. Principals: Vann M. Kennedy (51.66%), Cecil E. Burney (25.00%), Charles R. Manning

(11.66%), James H. Burney estate (8.33%), Mary L. Kennedy (3.33%). Mr. Kennedy is 10.39% stockholder of K-SIX Television Inc., licensee of KZTV(TV) Corpus Christi and 40% partner in state house reporting agency. Mr. Burney is 4.03% stockholder of KZTV(TV); oil, land, banking and land development investor. Burney estate has electronic equipment company holdings, 0.67% interest of KZTV(TV). Mrs. Kennedy holds 0.67% ownership in KZTV(TV). Corpus Christi Broadcasting Co. is licensee of KSIX Corpus Christi and holds majority interest in K-SIX Television Inc., licensee of KZTV(TV) Corpus Christi and applicant for CP for KVER-TV Laredo, Tex. Ann. Jan. 7.

Corpus Christi, Tex.—Broadcasting Corp. of Southwest. 93.9 mc, channel 230, 50.4 kw. Ant. height above average terrain 327 ft. P.O. address c/o Robert C. Kent, Box 898, Corpus Christi 78403. Estimated construction cost \$33,321; first year operating cost \$11,000; revenue \$20,000. Principals: W. D. York (47%), Robert C. Kent (26%), Agnes Bryant (9%), Beulah Kent (6%), Elton Bromberg



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new TV's to operate on channel 19 in Cleveland. Action Jan. 10.

■ Review board granted petition by Broadcast Bureau to extend time to Feb. 1 to file exceptions to supplemental initial decision in proceeding on application of Connecticut Coast Broadcasting Co. for new AM in Bridgeport, Conn. Action Jan. 10.

■ Review board scheduled oral argument for Feb. 3 in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev. Action Jan. 7.

■ By memorandum opinion and order in proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene Pendleton Broadcasting Co. (KUMA), Pendleton, both Oregon, and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., review board held in abeyance further consideration of joint request of KPIR and KDHI for approval of agreement pending receipt of affidavit by latter that it has complied with Sec. 1.525(b) of publication rules in order to afford other persons opportunity to apply for its proposed facilities. Member Nelson absent. Action Jan. 7.

■ By memorandum opinion and order in proceeding on applications of United Broadcasting Co. for renewal of license of WOOK Washington, and Bowie Broadcasting Corp., for new AM station in Bowie, Md., review board held in abeyance further consideration of their joint request for approval of agreement pending compliance by Bowie with Sec. 1.525(b) of publication rules in order to afford other persons opportunity to apply for its proposed facilities. Member Nelson absent. Action Jan. 7.

■ By memorandum opinion and order in Lebanon, Pa.-Catonsville, Md., AM proceeding in Doc. 15835 et. al., review board granted petition by Lebanon Valley Radio for review of examiner's action and denied Cedar Broadcasters petition for leave to amend its application. Member Nelson absent. Action Jan. 7.

Routine roundup

ACTIONS ON MOTIONS

By Office of Opinions and Review

■ Granted motion by North Central Video Inc. (KWEB), Rochester, Minn., to extend

time from Jan. 6 to Jan. 13 to file reply to opposition by Broadcast Bureau to its application for review of review board's action of Nov. 5, 1965. Action Jan. 7.

■ Granted petition by Ottawa Broadcasting Corp to extend time to Jan. 17 to file application for review of decision of review board which denied its application to change operation of WJBL Holland, Mich. Action Jan. 6.

By Chief Hearing Examiner

James D. Cunningham

■ Designated examiner Sol Schildhouse to preside at hearings in proceeding on applications of J. C. Stallings and Texan Broadcasting Co. for new FM's in Nacogdoches, Tex.; scheduled prehearing conference for Jan. 26 and hearing for Feb. 17. Action Jan. 5.

■ Continued further hearing from Jan. 6 to Jan. 20 in matter of liability for forfeiture of McLendon Pacific Corp. for station KABL Oakland, Calif. Action Jan. 5.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Ultravision Broadcasting Co. for leave to amend its application to reflect up-to-date terms on which technical equipment is to be supplied, but denied its petition for leave to amend to reflect new loan agreements from individuals not parties in proceeding on its application and that of WEBER Inc. for new TV's to operate on channel 29 in Buffalo. Action Jan. 7.

■ Granted motion by Fine Music Broadcasts Inc. and Belk Broadcasting Co. of Florida Inc. to continue further prehearing conference from Jan. 10 to Feb. 21 in proceeding on their applications for new FM's in Jacksonville, Fla. Action Jan. 7.

By Hearing Examiner James D. Cunningham

■ In proceeding on application of West Central Ohio Broadcasters Inc. for new AM in Xenia, Ohio, granted motion by parties and on own motion corrected in various respects transcript of record; dismissed as moot motion by Greene Information Center to correct transcript; and extended time from Jan. 17 to Jan. 20 to file proposed findings. Action Jan. 10.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreement reached at Jan. 4 prehearing conference, scheduled hearing for March 7, in proceeding on applications of Clay County Broadcasting Co. and Wilderness Road Broadcasting Co. for new FM's in Manchester, Ky. Action Jan. 5.

■ Quashed notice by Wilderness Road Broadcasting Co. to take depositions in proceeding on its application and that of Clay County Broadcasting Co. for new FM's in Manchester, Ky. Action Jan. 5.

■ Granted motion by Campbell and Sheftall to extend time from Dec. 27 to Jan. 5 to file proposed findings and from Jan. 10 to Jan. 24 for replies in proceeding on its application and that of Fort Campbell Broadcasting Co. for new FM's in Clarksville and Fort Campbell, both Kentucky, respectively. Action Jan. 4.

■ Granted motion by Television San Francisco and Jall Broadcasting Co. to extend time from Dec. 26 to Jan. 10 to file replies to proposed findings in proceeding on their applications for new TV's to operate on channel 26 in San Francisco. Action Jan. 4.

By Hearing Examiner Charles J. Frederick

■ Pursuant to commission's action of Dec. 27 which remanded to examiner proceeding on AM applications of Monroeville Broadcasting Co., Monroeville, and Miners Broadcasting Service Inc. (WMBA), Ambridge-Aliquippa, both Pennsylvania, reopened record and scheduled prehearing conference for Jan. 14. Action Jan. 6.

■ Upon request of Triple C Broadcasting Corp. (WLOR), Thomasville, Ga., continued hearing from Jan. 12 to Jan. 13 in proceeding on its AM application. Action Jan. 6.

■ In proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Co., Springfield, both Virginia, identified for record and received in evidence WINA's Exhibits 3 and 4. Action Jan. 4.

By Hearing Examiner Walther W. Guenther

■ On own motion, certified to review board for such action, if any, it may deem appropriate, certain questions raised by commission's policy on Sec. 307(b) in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, P. R. Action Jan. 10.

By Hearing Examiner Isadore A. Honig

■ Scheduled hearing conference for Jan. 13 in proceeding on application of Continental Broadcasting Inc. for renewal of license of WNJR Newark, N. J. Action Jan. 7.

■ Pursuant to agreements reached at Jan. 5 prehearing conference, scheduled certain procedural dates in proceeding on application of New South Broadcasting Corp. for new FM's in Meridian, Miss., and continued Jan. 19 hearing to Feb. 24. Action Jan. 5.

■ Granted motion by Continental Broadcasting Inc. to quash in part subpoena duces tecum directed to O. Wayne Rollins or his representative in proceeding on renewal of license of Continental's AM station WNJR Newark, N. J. Action Jan. 4.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of Tri-City Broadcasting Co. and Henryetta Radio Co. for new FM's in Eufaula and Henryetta, Okla., respectively, cancelled Jan. 12 hearing, scheduled further prehearing conference for Feb. 4, and hearing for March 14. Action Jan. 6.

■ Continued further prehearing conference from Jan. 7 to Jan. 28 in proceeding on applications of Keith L. Reising and Kentucky Central Broadcasting Inc. for new FM's in Louisville, Ky. Action Jan. 4.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Radio Marshall Inc. to dismiss without prejudice its application for new FM in Marshall, Tex.; and terminated proceeding in Doc. 16299. Action Jan. 7.

■ Issued order following Jan. 6 prehearing conference formalizing certain procedural dates in proceeding on AM applications of Edgefield-Saluda Radio Co. (WJES), Johnston, and WQIZ Inc. (WQIZ), Saint George, both South Carolina, and continued hearing to March 8 (Doc. 16340-1). By separate action, granted petition by WJES for leave to amend its application to supplement data contained in section I of FCC Form 301, correcting showings in section II, and setting forth its current financial proposals in section III. Action Jan. 6.

By Hearing Examiner Jay A. Kyle

■ Pursuant to commission's action of Dec. 27 which remanded to examiner proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM's in Matawan, Somerville, and Elizabeth, N. J., respectively, scheduled hearing conference for Jan. 18. Action Jan. 10.

By Hearing Examiner Forest L. McClenning

■ Granted request by Broadcast Bureau to extend time from Jan. 11 to Jan. 24 to file proposed findings in proceeding on AM application of Oklahoma Press Publishing Co. (KBIX), Muskogee, Okla. Action Jan. 7.

■ In Costa-Mesa-Newport Beach, Calif., AM proceedings in Doc. 15752 et al. cancelled Jan. 24 date for exchange of exhibits, Jan. 31 hearing and scheduled further hearing conference for Jan. 31. Action Jan. 6.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Granted request by Broadcast Bureau to continue prehearing conference from Jan. 7 to Jan. 25 in proceeding on applications of Seven League Productions Inc. for renewal of license of WIII Homestead, Fla., and applications of South Dade Broadcasting Co. and Redlands Broadcasting Co. for new stations in Homestead. Action Jan. 5.

By Hearing Examiner Sol Schildhouse

■ In proceeding on applications of United Broadcasting Co. for renewal of license of WOOK Washington and Bowie Broadcasting Corp. for new AM in Bowie Md., granted motion by WOOK to extend time to Feb. 25 to file proposed findings and replies to March 18. Action Jan. 10.

■ On motion by United Broadcasting Co. to extend dates for submitting proposed findings in proceeding on its application for renewal of license of WOOK Washington and Bowie Broadcasting Corp. for new AM in Bowie Md., cancelled Jan. 7 and 31 dates to submit findings and reply findings, reopened record for purpose of considering fixing of new dates, and scheduled hearing conference for Jan. 10 to consider justification for more delay. Action Jan. 4.

■ In Lebanon, Pa.-Catonsville, Md., AM consolidated proceeding, denied motion by Cedar Broadcasters to dismiss application of Lebanon Valley Radio. By separate action, granted petition by Lebanon Valley Radio for leave to amend its application as to its financial showing and redistribution of partnership interests. Action Jan. 4.

(Continued on page 97)

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RADIO

Help Wanted—Management

Manager—strong on sales, liberal commission. New station in small midwest market, some announcing, 1st desirable, stock option possible. Send resume, photo and tape. Box A-40, BROADCASTING.

Station manager work under general manager. Rapidly expanding South Florida gold coast area major network affiliate. Essential previous experience heavy sales and collections. State previous earnings, resume. Prefer above 35. Box A-115, BROADCASTING.

Young manager, under 35, with sales conscious mind—willing to work, preferably married—upper New York state market of 100,000. Grow with a young, progressive organization that is ready to expand—The right man can take hunk of profits as well as good salary open for negotiation. Station plays top 40 music in a market just waiting to be sold. If you like professional radio, security and \$\$\$—this is it. Box A-148, BROADCASTING.

Ohio small market daytimer needs working manager now! Salary plus percentage of net profit. Box A-207, BROADCASTING.

Selling manager—50 kw, St. Louis religious—country western daytimer, \$10,000 to start plus bonus on increase. Station in black, Assume complete control. Harold Schwartz, 1227 Loyala Ave., Chicago 26.

Sales

Leading good-music AM-FM station in major southwest market seeks top-notch salesman with sales management experience. Right man can earn up to \$30,000. Box M-29, BROADCASTING.

Salesman-newsman to manage branch studio, midwest. Creative, aggressive worker will earn big commission checks. Box A-153, BROADCASTING.

Needed immediately—qualified sales manager; excellent base plus strong incentive. Northeast within two hundred miles New York City. Box A-163, BROADCASTING.

East coast near NYC local sales division non competitive market, well established, prestige station, group owned. Outstanding opportunity for reliable man to make his "last" move. Age 25 to 35. Guarantee plus commission arrangement plus many company benefits. Send complete resume and recent photo to Sales Manager, Box A-175, BROADCASTING.

New Fla. Gold Coast (south of W. Palm). Need salesman-announcer. Emphasis on sales. 1000 watt daytimer; one station market, pop. 15,000. \$80 wk. plus 10%. Tape, resume, current billing, photo. Box A-176, BROADCASTING.

Fine opportunity in sales in midwest small market station. Call Manager, KLEX, 816-259-3232.

Experienced salesman \$400 month plus commission, good account list, management opportunity. Mr. Waters . . . KLTR, Blackwell, Okla.

Need stable radio salesman interested in permanent employment in good community. Send full details, salary and snapshot to Manager, KSWs, Roswell, New Mexico.

Sales-announcer for Magnolia, Arkansas, daytime. Ideal training on established accounts. Send tape to KVMA.

Experienced married salesman, immediately. \$100 plus commission. WJOE, Port St. Joe, Florida.

Sales—(Cont'd)

Toledo—Top 50 market—member of 7 station group—top 40 needs aggressive salesman to match aggressive programming of staff and management. Great future. Must be experienced. Write WTOP Radio, 3225 Arlington, Toledo, Ohio. Phone EVergreen 5-2507.

Need four salesmen to travel (already have one making \$800 week) to sell prestige promotion (proven) to Radio and Banks. Call on inquiries only. Write Randall, P.O. Box 2029, Tuscaloosa, Ala. Will call you long distance for interview.

Announcers

Announcer with experience for progressive group operated western Pennsylvania station. Forward tape, resume and photo. Box M-205, BROADCASTING.

Aggressive northern Virginia radio station looking for 2 experienced announcers. One should be a combo man with 1st phone. No maintenance required. Plenty of chance for advancement: this is a multiple ownership operation. If you bring enthusiasm to radio we're interested. Are you? These are immediate openings. Rush tape and resume to Box M-234, BROADCASTING.

Girls wanted for air work . . . must have good voice . . . in top 50 market area. Send photograph, resume and tape with salary requirements to Box A-5, BROADCASTING.

Announcer—Midwest radio-TV group looking for top talent. Announcers and newsmen. Fine opportunity and location. Inquire today, write Box A-11, BROADCASTING.

Experienced announcer-engineer with first phone needed for Maryland AM-FM operation. Join other dependable people in an excellent staff. Box A-53, BROADCASTING.

Announcer with pleasant, authoritative delivery for middle-music Texas station. Box A-90, BROADCASTING.

Morning man . . . must have first phone . . . part time deejay, full time salesman . . . must be exceptional at both . . . outstanding opportunity in major midwest market for right man . . . \$150.00 week plus commissions. Box A-93, BROADCASTING.

Announcer to train in time sales, some announcing. Top pay, good working conditions. Fine small market station in S. C. Send complete resume. Box A-142, BROADCASTING.

Straight announcer, tight board; good music station. Big Connecticut market; \$120.00. Send tape and resume. Box A-145, BROADCASTING.

Immediate opening for adult announcer with endorsed third. Grown-up central Florida established station has permanent position for mature man who wants to practice good radio and believes in top notch production. Send tape, snapshot, resume all in first letter to Box A-149, BROADCASTING.

N. E. top ten market has immediate opening for staff announcer . . . minimum 5 years experience . . . Union station . . . Middle of road . . . network affiliate . . . send tape and resume to Box A-158, BROADCASTING.

Personality deejay with sports background and 3rd endorsed for N'eastern Penna. Medium market. Send tape, resume, salary requirements to Box A-178, BROADCASTING.

Will pay up to \$150.00 weekly for an announcer. Send resume and tape to Box A-181, BROADCASTING.

Top flight afternoon top 40 jock, mature, personable, must be production whiz. Medium market, New York state. No beginners. Send non-returnable tape, resume and photo. Box A-187, BROADCASTING.

Announcers—(Cont'd)

New Jersey—if you are an experienced announcer, able to deliver news and commercials in a friendly relaxed manner, send tape and resume. Interview required. Box A-191, BROADCASTING.

Announcer for C&W station, Mid-Atlantic state. Mature, friendly voice. Must handle all phases well, especially news. Good salary, excellent staff equipment. Only sober, responsible people need apply. Two years experience minimum requirement. Tape, photo, resume 1st letter. All material will be returned. Box A-192, BROADCASTING.

Opportunity married staff announcer. Tape, resume. KFRO, Longview, Tex.

Alaska—Experienced, mature voice. Affection free delivery. High professional standards for news, production and short board shift. Excellent wage. Good music. Air mail tape, application references to: KHAR—Pouch 7-016, Anchorage.

Immediate opening for announcer who would also like sales. Good small midwest market. Near large city. Call manager, KLEX, 816-259-3232.

Immediate opening for experienced announcers and creative production man. Must be able to turn out top copy. Ideal spot to settle down in, a beautiful city, mild dry climate, near Kings Canyon National Park. Best of schools, submit air check, production commercials, complete resume, reference to KONG AM & FM, Visalia, Calif.

Need 1 more staff announcer for new 50,000 watt good music radio station. Send tape snapshot, salary & full details by airmail to Manager, KSWs, Roswell, New Mexico.

Experienced announcer for Magnolia, Ark. daytimer. Write copy and service established accounts. KVMA. Send tape.

Immediate opening—young, single announcer with 3rd phone, with broadcast endorsement. Housing available. Radio station. KVWN, AM/FM, Show Low, Arizona.

Immediate opening for Negro DJ R&B, need first class ticket but will accept other. Send tape, picture and details to KZEY, P.O. Box 1331, Tyler, Texas.

Opening for staff announcer. Send resume and tape to Leo Jylha, WBCM, Bay City, Michigan.

C&W jock—format country in station on the way up. Prefer first phone. Send tape and resume to Gary Woods, WEEB, Box 1300, Albany, N. Y.

We need a morning man . . . a lively self-starting personality who is aware of the importance of communicating with his audience on that important first shift. Good; popular music, no rock. 200,000 listeners. In our primary need stimulating from: 6 to 10 am. Start at \$100 weekly. WFIN, Findlay, Ohio. Send tape and resume or contact Program Director, Rick Rawlins.

Immediate opening for morning man with interest in production and sales. Good opportunity for bright personality, using middle of road format. Good starting salary. Must have third phone. Send photo, resume and tape. Material returned. No calls please. Write Preston Young, WHLF AM-FM, South Boston, Virginia.

Washington, D. C. metropolitan area is first ranked. WHMC, serves expanding region. Immediate opening for first phone, bright announcer. Quick, call 301-948-9400.

Announcers—(Cont'd)

WISM, Madison is looking for an air pro. A personality with imagination and ambition. A first class ticket is desirable but not required. We are number one in ratings, pay and working conditions. If you want action by us send tape and resume to Program Director WISM, Box 2058, Madison, Wisconsin.

Announcer with first phone. Some experience required. No maintenance. NBC affiliate, newspaper owned. Solid and well equipped. Send tape, resume, salary requirements and photo. WJPG, P.O. Box 520, Green Bay, Wisconsin 54305.

Immediate opening for experienced announcer top 100 format, award-winning news, all new equipment. Send tape, R. M. McKay, Jr., WKRM, P.O. Box 71, Columbia, Tennessee.

Announcer, for 5,000 watt, 580 kw station, require 1st phone. Good pay, many extra benefits. Write H. Lee, WKTY, LaCrosse, Wisconsin.

One top 40—One C&W announcer with top 40 delivery. 1st tickets. Send photo, tape, resume to Ted Hite, WKYX, Paducah, Ky.

Announcer, engineer with 1st phone for Albany, Georgia. No maintenance. Jim Rivers, WMJM, Cordele, Ga.

Middle of road Massachusetts station needs quality announcer. Experienced only! Contact WSRO, Marlboro, Massachusetts.

Opening available immediately for nite announcer. WTAP Parkersburg, W. Va. Phone Joe Rada, 304-485-4588.

Going FM and increasing power. Need announcer with minimum 1 year experience. \$90 start. Send 7 1/2 ips tape. WVSC, Somerset, Pa.

Young, bright, modern sounding disc jockey. Production man. Good pay, you will be heard in Washington, Baltimore area. Send tape & resume to Program Director WYRE Radio, Annapolis, Maryland.

Announcer—morning man for balanced programmed station, relaxed but alert. Ideal location in fast-growing community, many cultural and recreational advantages; home of Indiana University. Contact: E. M. Sears, Box 62, Bloomington, Indiana. We are an equal employment opportunities employer.

Technical

First class technical men wanted for Eastern AM expanding into CATV. Growth opportunity with a solid future. Liberal fringe benefits. Box A-4, BROADCASTING.

Excellent opportunity for Chief engineer: western Mass. Finest resort living. Experience with directional array necessary. Interview required. Box A-116, BROADCASTING.

New Fla. Gold Coast (south of W. Palm.) 1000 watt daytimer, non-directional. Need chief engineer-announcer. Must be able to maintain transmitter and studio equipment and handle good music show. \$80 wk start. Tape, resume, photo. Box A-177, BROADCASTING.

Alaska—Need chief to layout, install, maintain color TV. Studios-Xmtr of TV-AM-FM on site. Practical experience in color necessary. Excellent wage. Airmail application, references to KHAR—Pouch 7-016, Anchorage.

1st class engineer. No announcing. Contact: Leo Jylha, WBCM, Bay City, Michigan.

Chief engineer for non-directional modern music station—desire man strong on audio and tape equipment. Present chief promoted to TV. Excellent opportunity with growing group. Contact, Myron Jones—WJET, Erie, Pennsylvania.

Engineer wanted: stable, 1st phone with some experience, for transmitter shift, to take over transmitter maintenance when we go remote. Send references and background to Phil Graham, WJPS, Evansville, Indiana.

Technical—(cont'd)

First phone engineer needed immediately, at 24 hour 5 kw operation, 4 tower directional day & nite. Car required. Studios & transmitter at one location. Recent graduates of tech schools are acceptable. An equal opportunity employer. Contact Tom Kita, WLEE Radio, Richmond, Virginia, 6200 W. Broad Street.

First class engineer for FM station in Ohio vacationland. Announcing ability desirable but not necessary. Call Mr. Lane 419-734-3146.

News

Aggressive, young newsman wanted in 150,000 population midwest market. Capital city. Good training for the big ones. Send complete resume & tape to Dick Benedict, KLIN Radio, 400 S. 13th, Lincoln, Neb.

Wanted: Assistant news director for midwest station with established, award winning news department. Prefer journalism degree and experience. Salary open. Call Bert Freedman, News Director, WASK, Lafayette, Indiana 447-2186.

Experienced radio newsman ready for fast company as part of 11-man radio-TV news department. Must have good voice plus delivery to match pace format. To replace man with us five years leaving for Group "W". Rush news tape, newscopy samples, resume to Ron Russell, WHYN, Springfield, Mass.

Newsman for number one station. Action oriented news department with emphasis on actualities, must have rewrite ability and be a digger. Send tape and resume to News Director, WISM, Madison, Wisconsin. Box 2058.

Newsman, experienced, dig and write local news. Must be strong on air work. Good pay and fringe benefits. Near Philadelphia. Call 215-696-3690.

Production—Programing. Others

Opportunity for talented assistant program director in radio station on Texas golf coast. Box A-91, BROADCASTING.

Accountant—Major Washington, D. C. network radio-TV station. Send resume indicating salary level required to Box A-172, BROADCASTING.

Opening for copywriter. Experienced. Send resume to Leo Jylha, WBCM, Bay City, Michigan.

Professional broadcaster for Program director and personality air work. Station has bright middle of road music, creative commercial production, local news and special events emphasis. Dominant station in growing city of 50,000. Job opens Jan. 30th. Applicant will be checked closely. Send tape and resume to Andy Hilger, WJON, St. Cloud, Minnesota.

RADIO

Situations Wanted—Management

General manager—Crack broadcaster, 17 years experience, seeks solid operation opportunity, stock, interest options, medium to large market. Family man, first rate reputation, all around creative sales, programming, operation success. Box A-120, BROADCASTING.

Young, aggressive manager of one of nation's most respected stations desires change. Excellent background, references. Experience in all phases of radio. Box A-125, BROADCASTING.

Experienced broadcaster with highly successful management and sales record seeks position as manager of radio station in top 50 market. Family man, 42 years old. Box A-147, BROADCASTING.

California, here I come. Looking for an opportunity in management, sales management or sales . . . experience in all three on the small and medium market level. Sellingest salesman you ever saw. Box A-157, BROADCASTING.

FM program director, medium market, experienced, looking for advancement. Presently employed. This is not a panic ad. Box A-167, BROADCASTING.

Management—(cont'd)

Experienced manager, sales, engineer, sober, dependable, references. 774-5414, Chillicothe, Ohio.

Sales

Sales manager—eight years industrial experience, eight years N. Y. C. broadcast technician desires opportunity combine experience for broadcasting sales marketing. Box A-119, BROADCASTING.

Money hungry, aggressive, creative salesman who can sell is available. I believe the name of the game is sales, and sales mean dollars to both of us. Now working in competitive radio market with very promotion minded top 40 station within the top 70 markets. Want to move to major market. If you have the ratings, but not the sales, let's get together and "turn on" your market. Have interesting background and good track record. Box A-166, BROADCASTING.

Announcers

Personality—any format, 23, family, third, sells, production. Box A-70, BROADCASTING.

Beginner, married, 3rd end. broadcast school grad., prefer southwest. Box A-140, BROADCASTING.

First phone—10 years all formats—relaxed style. Available immediately. Box A-144, BROADCASTING.

Married country music personality, six years experience, looking for opportunity with modern country station. Currently employed, top ratings in major market. Looking for security, chance for advancement. In return, and air personality well versed in growing field of country music. Box A-150, BROADCASTING.

Negro lady dj/announcer; graduate of top New York announcing school. Seeks position in R&B, Jazz or Gospel. Third class endorsement. Will relocate. Box A-151, BROADCASTING.

Hold it: Bright morning man, program director, radio personality in top ten markets. Excellent ratings in middle of the road and top forty programming. Highly creative, professional production, authoritative newscast and top rate play by play, 15 years experience, for details phone 212-526-5989. New York City or write Box A-154, BROADCASTING.

Well trained newscaster/dj. Tight board, endorsed third phone. Family man will relocate. Box A-155, BROADCASTING.

Staff announcer, family man, third phone. One year middle of the road experience. Will try anything. Prefer south. Box A-156, BROADCASTING.

Announcer 17 yrs network. "Old School" but can swing. Box A-161, BROADCASTING.

Announcer—1st phone—excellent references, experienced, will relocate. Box A-169, BROADCASTING.

Young sportscaster with college degree and 5 years experience interested in play-by-play job in small or medium market. Box A-171, BROADCASTING.

Sports director. Top play by play. Third phone. Eager to please. Steady, reliable, friendly. Basketball, football, auto racing a specialty. Box A-182, BROADCASTING.

Are you a top 40 station in a top 50 market? Do you plan to stick with your current format? Are you looking for a "personality" dj that's willing to start at the bottom and work to the top? If you can answer yes to these, this could be the beginning of a beautiful relationship!! Box A-188, BROADCASTING.

Announcer: Seven years experience. 25. Married. \$95 week. Box A-190, BROADCASTING.

Attention: top talk show star of radio and TV is available. Major markets only. Highest references. Call 212-KI-3-3498 or write Box A-194, BROADCASTING.

First phone—experience: sports, news, dj. Prefer southwest or midwest. Box A-195, BROADCASTING.

Announcers—(Cont'd)

First phone—dj/news—interviews—telephone show—mopic cameraman—service completed—family—west coast. Box A-196, BROADCASTING.

Disc-jockey announcer, adapt to any format. Married, 3rd phone endorsed, newscaster. Box A-197, BROADCASTING.

Announcer-newsman-first phone: currently news director metro station—good pay gets you good hardworking man. Box A-198, BROADCASTING.

Baseball announcing position wanted. Experienced sportscaster. Tape available. Box A-201, BROADCASTING.

Experienced sportscaster-teacher wants New York state part-time sportscasting, including baseball. Tape available. Box A-202, BROADCASTING.

Bright—alert—happy sound morning man excellent references—first phone—no maintenance. Iowa or Minnesota. Box A-204, BROADCASTING.

Are you ready? Me, too! Personality top 40 six years. 3rd endorsed. Box A-206, BROADCASTING.

DJ, tight board, prefer N. Y., N. J. good music. Box A-208, BROADCASTING.

Go go go with the go success story that can go with you! Young, lively, pop personality wants to join a swinger that's not a swingin' door. Pulse rated 9 to 22 in six months, including 154% rise in teens in major market. Presently employed, family, stable, 6 years experience, (air, promotion & sales work). Can we go-go-go together? Box A-210, BROADCASTING.

Top "40" only—experienced, first phone, married, college graduate—wants permanent position with progressive production minded station. Call 615-877-4992, Rick Sharpe, 3614 Pickering Avenue, Chattanooga, Tennessee.

Now booking relief announcer, newsman, copywriter? Available Feb. 1, 1966 through Dec. 15, 1966. Call Ron 803-833-1625 or 803-833-2501. Will consider relief with possible permanent future.

Top 40 jock, have beard, will travel. 4 years experience. Hit with young and old. Personality that swings, is different, 3rd class. Call 707-462-3635 or write 164 Eastwood Drive, San Francisco.

Top jock, good ratings, McLendon, first phone, ideas. Take P.D. or jock. Texas area. Jay Lindsay, OL 5-4749, San Antonio.

I'm looking for a station that is hotter than a two dollar pistol loaded for bear. Let's get together and go go go. Have worked 250 to 10,000 watts . . . 22,000 market . . . rock, midroad, C&W. Tight airwork, production . . . award winning newsman. Dave Eberle, Vernon, Florida.

Combo-top 40 currently music director & rated #1 by Hooper 7-12 midnight in million market area—would like to move to East or Gulf Coast—Available in February. A.C. 512-MI 8-0780.

Announcer, family, six months experience. Sales, copy. \$75.00. Don Morton, 788-6136, Macon, Georgia.

Now available — knowledgeable, modern country jock, 1st phone, excellent references. Would prefer PD or MD position. Contact Box 34, Chester Heights, Pa., 215-GL9-4870.

Technical

First phone Christian, broadcast inexperienced but with three years electronics experience and technical school. Eager to learn. Box A-143, BROADCASTING.

Chief engineer. Twenty five years experience in construction, installation and maintenance, AM, FM, remote control directional. No announcing, prefer mid-west. Now employed as CE. Box A-152, BROADCASTING.

First phone engineer. Network experienced. Radio-Television production. College graduate. Reliable. N.Y.C. area. Box A-211, BROADCASTING.

Production—Programming, Others

Sportscaster, married, looking for a sports minded station . . . experienced play by play in any sport & news coverage . . . would consider a share of TV work also . . . Box A-168, BROADCASTING.

Traffic manager. Can write copy. Do production—and hold 1st class ticket. Left previous station because of ownership change. P.S. Don't faint—I'm Female! Box A-170, BROADCASTING.

Hark!! Fair-haired, mild-mannered production genius with experience in metropolitan markets, including Philadelphia and suburbs. desires stable position where talents are needed. College grad's specialty—humorous, adult-oriented morning show; also TV and sales experience. Box A-173, BROADCASTING.

Rally your ratings and revenue!! First class P.D./DJ with first ticket can make your outlet #1 with contemporary-personality format. Full responsibility for all interior operations from announcing to traffic. Box A-185, BROADCASTING.

Award winning documentary writer-director-producer available for temporary assignment. Box A-186, BROADCASTING.

6 years announcing experience. Ready for Program director position. Thorough knowledge music. Good overall radio know-how. Box A-193, BROADCASTING.

Professional sportscaster seeking heavy play-by-play schedule, excellent references. Box A-205, BROADCASTING.

Creative writer-producer-director. Six years international radio abroad. Strong on documentation, European politics, commentary and narration. Authoritative presentation. Married, BA journalism. Box A-213, BROADCASTING.

Automated stations! "Biff Collie's Corner" taped country personality show with 25 cycle tone ins. Can be two, three, four hours. Seven days \$35.00. Tape, brochure write, 1041 Pine Avenue, Long Beach, Calif.

TELEVISION—Help Wanted

Management

Strong number 2 man for group-operated VHF station to backstop and supplement general manager. Must have solid experience in all phases of operations, sales and administration. Good opportunity to move up for savvy general sales manager, or small market station manager. Submit full resume, references, recent snapshot and salary requirement first letter. Box A-139, BROADCASTING.

Five-radio, two-TV southern base chain looking for ambitious, sales oriented assistant managers to move up. Send full particulars to Harry Ladas, Exec. Vice-Pres. & General Manager, Wagenvoord Broadcasting Company, 614 North Rampart, New Orleans, La.

Announcers

Excellent opportunity for versatile announcer-director. Permanent job for cooperative staff announcer who is willing to work. Send audio tape, snapshot, salary, and full details by air mail to Manager, KSWB TV, Roswell, New Mexico.

Sportsman. Middle-sized, mid-west television station needs aggressive commercial announcer with sports background. Must be capable of handling sports desk as well as being strong on commercials. Must be able to shoot own 16mm. Contact Program Manager, WICS, Springfield, Illinois, 217-528-0465.

Technical

TV Technician with 1st phone for small but expanding eastern market. Outstanding opportunity to gain TV experience in scenic vacation area. Box M-125, BROADCASTING.

Assistant chief engineer for midwestern VHF. EE degree and field experience with TV transmitters, proofs, VTR, color, strong on maintenance and supervision. Salary commensurate with background. Pension plan, excellent schools, residential areas. Box A-50, BROADCASTING.

Technical—(Cont'd)

Engineer of good character, best technical qualifications for South Texas VHF. Box A-92, BROADCASTING.

Studio technician operations/maintenance. Contact Bob Latham, KNTV, 645 Park Ave., San Jose, California.

Experienced chief engineer needed immediately for full color, southwestern station. Send full file, graphical information to/or call A. Cowan, KTAL-TV, Shreveport, Louisiana.

Studio technician with 1st class license for studio and microwave maintenance. Also some routine switching. Station installing color film, slide and video tape equipment. Write Director of Engineering, KSOO-TV & AM, 205 N. Phillips Ave., Sloux Falls, S. Dak. or call collect 605-336-1300.

Chief engineer wanted for WFEA, Manchester to maintain 2 tower stable directional array and handle station maintenance. Good salary. Stable and responsible position for right man. Please call or send resume to Charles Shoe, WFEA, Box 149, Manchester.

Wanted: Experienced TV studio engineer immediately to fill permanent position in progressive full color operation. Studio color experience highly desirable. Liberal benefits and salary commensurate with ability. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Ground floor opportunity for first phone technicians interested in operating. New ABC network station, new modern equipment, now assembling best staff in television. Contact Dick Zahnizer, Chief Engineer, WJET-TV, Erie, Pennsylvania.

Florida television station, going full color, has immediate opening for first class licensed studio engineer. Only those experienced in VTR maintenance need apply. Interested applicants submit complete resume, including salary and availability to Lew Evenden, Chief Engineer, WPTV, P.O. Box 510, Palm Beach, Florida.

Immediate: need Chief Engineer, Television station WPTZ, NBC, Channel 5, Plattsburgh, N. Y. Group owned, company benefits, salary open. Contact David Milligan, Gen. Mgr., or Harry Bowen, present C. E., phone Plattsburgh, 518-JO 1-5555.

WTOC-AM, FM & TV, Savannah, Georgia, has opening for first class engineer. Write for our application form.

Sparkes Tarzian broadcasting stations need television technicians with 1st phone—experience desirable. Locations are Indianapolis or Fort Wayne. Contact Elmer C. Snow, Director of Engineering, Broadcast station WTTV, 3490 Bluff Road, Indianapolis, Indiana.

Engineers, experienced. For new multi-million dollar transmitter/studio installation operating maximum power VHF and UHF. Salary to \$10,000. Excellent benefits, superb working conditions and location. Contact Director of Engineering WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

1st class engineer-technician for university closed circuit TV and radio. Two or three years experience with cable, VTR, and latest audio and video broadcast equipment desirable. 40 hour week; paid vacation. New installation in new building. Send resume to and or contact Thomas J. Aylward, Director of Radio/TV Division, Department of Speech and Dramatic Art, University of Maryland, College Park, Maryland. Phone: WA 7-3800, ext. 7555.

News

Newsman wanted immediately to join staff at midwestern combined radio & television operation. Prefer midwest applicants. Will provide advanced training in news work. Send full resume to Box A-129, BROADCASTING.

News director needed immediately by Virginia VHF. Experienced only apply. Harry Abbott, Operations Manager, WLEX-TV, Petersburg, Va.

Production—Programing, Others

E.T.V. — Producer — director — Large beginning, private school, 2500 megacycle E.T.V. system in New York City. Position requires creative experienced director, preferably with filming background and willing to grow with a challenging program. Resume to Box A-118, BROADCASTING.

Production manager—experienced, college, some announcing. Need imaginative, creative, self-starter. VTR's. Rocky Mountain NBC. VHF. Salary open. Box A-160, BROADCASTING.

WANTED: Creative TV producer-director with at least five (5) years experience. Major group station located in northeast. Excellent opportunity for directing with ability plus experience. Box A-162, BROADCASTING.

Experienced television director. Immediate opening. Please contact Cecil Ruffin, Operations Manager, WIRL-TV, Peoria, Ill.

Producer/director—Immediate opening for a young person with at least two years experience directing a variety of live entertainment programing. Good starting salary, fringe benefits and opportunity for advancement. Send confidential resume of experience, education, etc. to Personnel Department, WLW-T, Crosley Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Promotion/publicity writer: Immediate opening in Cincinnati for a recent college graduate. Position involves copywriting for on-air, newspaper and trades, and a variety of related publicity activities at the station level. Good starting salary with excellent opportunity for advancement with our expanding organization. Send confidential resume to Personnel Department, WLW-T, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer. (M/F)

Administrative assistant. Secretarial skills, radio-TV-film experience, writing ability. Apply: Daniel Rose, University Relations, State University of New York, Buffalo.

Commercial copywriter needed for AM-FM-TV facility. Send resume to David Hoyle, Time-Life Broadcast, Inc., 120 College, S.E., Grand Rapids, Michigan 49502.

Graduate fellowships in communication available. Persons with communications experience and outstanding undergraduate records. Details before January 20 to Chairman, Mass communications, Indiana University, Bloomington, Indiana.

Situations Wanted

Management

Somewhere, a television operator needs experienced station manager who believes a modest staff of capable, imaginative people, treated like human beings, can earn money and prestige for station. If so, I'm not priced out of reason. Confidential only. Box A-174, BROADCASTING.

Technical

ETV assistant chief engineer desires position as chief engineer in new ETV station. For complete resume reply Box A-77, BROADCASTING.

New station or going color? I am chief engineer—supervisor material. Experienced in operation and maintenance of live, film and tape color equipment, including color remotes. Some college, RCA equipment school and management training. Employed at full time color operation. Box A-200, BROADCASTING.

NEWS

TV news—emphasis on-air and writing. Many years of experience in news including filming and editing—General reporting. \$15,000. Box A-87, BROADCASTING.

Really want a professional journalist? Good news director is looking. Box A-180, BROADCASTING.

Unique situation makes available a talented on the air news director. Extensive administrative experience, strong delivery and solid reportorial ability. Box A-184, BROADCASTING.

Production—Programing, Others

News photographer-heavy photo background processing. Director of photography capabilities. Box A-28, BROADCASTING.

Have communications Master's degree (emphasis on production). Seek job bottom of production ladder. N.Y. or vicinity: working on communications PHD at NYU. Have experience writing for trade press. Box A-189, BROADCASTING.

Production assistant: Experienced/educated; for TV/film: Call-write; Harold Weismann, 1257 Unruh Street, Phila. 11, Pa. 215-FI 2-2198.

WANTED TO BUY

Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Auricon or other 16mm professional magnetic sound on film camera with 400 to 1200 foot capacity. KOLN-TV, 40th & W Sts., Lincoln, Nebraska. Phone 434-8251.

Wanted, used microphones. State make model, age, condition, price. Box A-159, BROADCASTING.

Wanted 2 GE RPX-046 cartridges. New or good condition. Box A-203, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Tub, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete. Tuned to 950 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets, Oakland, Calif.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Need equipment? Get our listings. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Write, call or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corporation, Box 8723, Sacramento, California. 95822, 916-421-2070.

Almost all models ATC and ATC/Collins available re-conditioned and guaranteed. Play backs priced from \$225 to \$450. Cartridge tape delay units at \$550. Used Equipment Dept., ATC, Bloomington, Illinois. 309-829-7006.

For sale: 30,000 ft. new SD #10 Copper-wire. Contact WGTN—Georgetown, S.C.

Copper strap—two inch, in 200 pound mill coils. \$1.00/pound, F.O.B. Telephone 219-495-5165; Swager Tower Corporation, Fremont, Indiana.

Ampex PR-10. Two available. Will sell individually or as a package. Contact Mr. Richard Euben, WALI, Adelphi University, Garden City, N.Y.

Ampex 350—2 portable. Perfect condition. Used in office to check tapes, \$1,250.00 Write or call J. D. Cloughessy, 301 Belmont Place, Munster, Indiana, 219-386-8298.

Gates dualux M5236A console—still in use—5 years old. Best offer. Write Box A-179, BROADCASTING.

For sale: By owner; 5 kw radio transmitter RCA model BTASH. Excellent condition. Some spare parts available. Price—\$5,000. Ready for shipment, F.O.B. Maryland. Box A-212, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog, Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry. No. Hollywood, Calif. 91605.

Anyone knowing whereabouts of a Jack Payne, formerly in Army-P.I., '60-61' reply Box A-146, BROADCASTING.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 6-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting March 16. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Feb. 7—Mar. 14—Apr. 18—May 23—June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

INSTRUCTIONS—(Cont'd)

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered eves, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: Feb. 7, May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

RADIO

Help Wanted

Sales

**SALES ENGINEER
BROADCAST EQUIPMENT**

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal-opportunity employer. Send resume to Box A-52, BROADCASTING.

Help Wanted—Announcers

DOMINANT STATION in growth market is looking for the best radio personality around. Good five figure salary for the right man. Television work available. Top professional performers only. Send tapes, resumes to:

Box A-108, Broadcasting

News

NEWS—SPORTS

Independent radio station in major eastern market considering adding man to do news and sports commentary (No play-by-play). If you have experience in both, send resume, tape and salary requirements to:

Box A-135, BROADCASTING

Production—Programing, Others

PROGRAM DIRECTOR

Needed for midwest metropolitan market no. 1 top 40 station. Move up to fine operation where your goals are only limit. Salary open. Send resume and tape to

Box A-73, BROADCASTING

FM Program Director

New FM Station in large midwestern city to begin FM service as part of complete TV and AM service needs experienced FM Program Director. Substantial capital available to make FM successful with right man directing. Give evidence of experience by writing complete facts to

Box A-128, BROADCASTING

TELEVISION

Help Wanted—Management

**TELEVISION
STATION MANAGER**

Communications company operating six stations nationally seeks a fully qualified Television Station Manager for one of their mid-western stations.

Candidates must have complete station operation & management exp. Operating experience in this geographic area is desirable but not required.

No contact will be made with current or previous employers until a personal interview is arranged at your convenience. Please send resume of experience and earnings in complete confidence to:

Box A-136, BROADCASTING

*Our Employees Know of
this advertisement.*

STATION MANAGER

Prestige, Southeastern market. Must be strong on sales production and administration. Prefer experienced in sales, forecasting and financial control. Great opportunity for second man ready to move up. Replies completely confidential.

Box A-209, Broadcasting

Sales

**TELEVISION
SALES DIRECTOR**

Television Sales Director fully qualified for national sales effort is sought by major broadcasting company operating stations in the southwest, midwest and westcoast.

Applicants must have a full range of sales experience including direct supervision of national, regional and local sales programs. Reply in complete confidence detailing experience & earnings to:

Box A-137, BROADCASTING

Technical

Want to get into color? We've been full color for 4½ years! We need technicians who are interested in working at a modern all-color station. There are no state licenses, fee requirements or payments to be made to a third party in connection with this position. Contact the Chief Engineer, KSTP-TV, 3415 University Avenue, St. Paul, Minn. or call collect 612-645-2724.

SENIOR TELEVISION ENGINEER

State Education Department, Albany, New York. To provide advice and consultation to the local schools in New York State on problems of construction and design of facilities for educational television. Bachelor's degree and specialization in electronics, television or electrical engineering; five years of broadcasting or closed-circuit TV operations experience or two years of professional experience designing TV stations or closed-circuit installations; and FCC first-class license. Salary range \$10,090 to \$12,110 in five annual increments with salary increase anticipated later in 1966. Non-contributory pension plan, health insurance, and other excellent fringe benefits. Send resume to Bureau of Personnel, State Education Department, Albany, New York.

TELEVISION—Help Wanted

Production—Programing, Others

PROGRAM-PRODUCTION DIRECTOR

a key management position in established expanding Midwest TV station. Necessary qualifications include practical program and production experience in commercial or educational (or both) TV stations; advanced academic degree; capability of organizing and if necessary personally producing live documentary programs. Position offers creative opportunities, relative job permanency and chance to grow plus very pleasant living environment. Acting on behalf of client, we will screen applicants. Send full biographical and vocational resume, picture and list of references.

Richard P. Doherty, TV-Radio Management Corp., 1735 DeSales Street, N.W., Washington, D. C. 20036

Production—Programing, Others

Continued

PROGRAM DIRECTOR

National television broadcasting company seeks a Program Director for it's Corporate staff capable of holding complete responsibility for national and local programing.

All replies will be treated confidentially and should include complete details of experience.

Box A-138, BROADCASTING

TELEVISION

Situations Wanted
Management

N. CALIFORNIA CATV

I have 11 years of Radio-TV & CATV Management experience. I can build or operate your system quickly and smoothly to its best success & profit, from franchise talks thru head-end and home hook-ups. Now CATV Manager, fine record, but wish better climate. B.S. degree. Photo and resume on request.

Box A-67, BROADCASTING

AVAILABLE

V.P.-General Manager of top 50 VHF TV station. In-depth experience at all levels of operation, particularly Sales and Administration. Impeccable references from top industry figures. Reason for seeking change: Family health and climate don't agree. Employer not aware of situation. Availability depends upon job opportunities.

Box A-141, Broadcasting

EMPLOYMENT SERVICE



PLACEMENTS

Stations and Applicants use our service with confidence
1615 California St., (303) 292-3730
Denver, Colorado 80202

INSTRUCTIONS

LEARN MORE
EARN MORE
Radio & TV
Announcing & Production
DON MARTIN SCHOOL
OF RADIO & TV
1653 N. Cherokee HO 2-3218
Hollywood, Calif. 90028

WRITE! WIRE! PHONE!

IF YOU ARE A DISC JOCKEY, ANNOUNCER NEWS-MAN, ENGINEER OR COPYWRITER, WE CAN PLACE YOU IN A BETTER POSITION WITH AN INCREASE IN SALARY! NO FEE TILL PLACED.

NATIONWIDE RADIO-TV EMPLOYMENT AGENCY

645 North Michigan Ave., Chicago, Ill.
Phone area code 312 337-7075



FOR SALE—Equipment

USED TOWERS FOR SALE

One 300 ft. Blaw-Knox microwave with two reflectors (ten by fifteen ft.). Two parabolic antennas (eight ft.)
We have a large stock of CATV cable towers.

U. S. Towers
249 Bartow Lane
Petersburg, Va.

WANTED TO BUY

CATV

CATV

LISTED COMPANY (ASE)

WANTS INVESTMENT
OPPORTUNITIES IN CATV
WILL PURCHASE JOINT
VENTURE OR FINANCE
EXISTING SYSTEMS OR
UNDEVELOPED FRANCHISE

Box A-165, Broadcasting

WANTED TO BUY

Stations

AM Station in South or Southeast. All inquiries answered promptly on confidential basis. Send complete details.

Box A-71, BROADCASTING

EXPERIENCED BROADCASTER

wishes to buy AM or FM Station in \$100,000 to \$300,000 class. Cash or terms. All areas, size markets and propositions seriously considered in the strictest confidence.

Box A-183, Broadcasting

CASH or TRADE

Major outdoor advertising company will pay cash or trade commercial and industrial real estate for radio or television station. Real estate leased to national tenants. Good rental income and growth potential. Will also consider part cash and part real estate trade for broadcast property.

Write Donald J. Hewitt, Stone System, 1900 Delaware Avenue, Des Moines, Iowa.

FOR SALE

Stations

HAVE YOUR 7 AM's YET?

5 KW, Northwest, top 100 cities, priced to show fine return. Airmail simple evidence of ability to meet FCC financial requirements. We'll rush full information.

Box A-164, Broadcasting

SAN JUAN

5 KW Fulltime Station

Booming San Juan is one of the very best radio markets under the U. S. flag, with FCC reported radio earnings in excess of \$1,000,000. We offer a fine modern facility with spectacular studios. \$850,000 with favorable terms. This station has recently increased power and is ready for good operator. Write Box 6F, RFD 2, Rio Piedras, P.R. or call San Juan 724-6866 (days) or 766-3832 (evenings).

GUNZENDORFER

CALIFORNIA FULLTIMER \$15,000 down. Owns real estate asking \$65,000. Exclusive.

CALIFORNIA NORTH Powerful daytime asking \$250,000. 29% down easy payout. Exclusive.

CALIFORNIA SOUTH daytime 29% down. 10 year payout. Growing mkt. Asking \$125,000.

F.M.'s \$80,000, \$200,000 and \$340,000.

WILT GUNZENDORFER AND ASSOCIATES

APPRAISALS PHONE OL 2-8800
864 SO. ROBERTSON LOS ANGELES 35, CALIF.

Station For Sale

Fulltime facility in famous old southern city. High growth area, medium size market, growing fast! Making money! Real estate included, valued at near \$150,000 . . . Priced \$300,000. Send proof financial ability.

Box A-199, Broadcasting

etta, Okla., and assigning latter channel to Eufaula. Change was requested by Henryetta Radio Co. to eliminate need for comparative hearing for present channel assigned Henryetta-Eufaula area and to provide Henryetta with wide-coverage assignment. Commissioner Cox dissented. Action Jan. 12.

■ Commission invited comments on amending part 74 of its auxiliary broadcast rules to permit repeater microwave relay equipment to be used in TV translator operations. Proponents contend that form of microwave relay, such as now used for auxiliary purposes by regular TV broadcast stations, should also be available for translators, especially when community served is far from TV broadcast stations whose signals are picked up. Notice asks for com-

ments on translator use of heterodyne repeater microwave equipment of type employed for auxiliary TV broadcast services (intercity relay, studio-transmitter link and remote pickup). Such translator use would be on secondary basis to present TV auxiliary operations. Action Jan. 12.

PETITIONS FOR RULEMAKING FILED

Lexington, Ky.—Kentucky Authority for Educational Television. Requests amendment of rules so as to assign and reserve channel for noncommercial educational use in Owenton, Ky. Ann. Jan. 7.

New call letters requested

Vernon, Ala.—Through a typographical error Broadcasting Jan. 3 incorrectly re-

ported Lamar County Broadcasting Co. as requesting call letters WWSA, which are owned by Gilmore Broadcasting Corp. of Virginia, Harrisonburg, Va. The correct call letters requested by Lamar Broadcasting are WWSA.

KSWB (TV) Elk City, Okla.—Bass Broadcasting Co. Requests KFDO-TV.

WMBM-FM Miami Beach—Community Service Broadcasters Inc. Requests WGOS. Mason, Mich.—M. H. Wirth. Requests WMSN.

WAEO-TV Rhinelander, Wis.—Northland Television Inc. Requests WFCS.

Rochester, N. Y.—U. of R. Broadcasting Corp. Requests WRUR-FM.

Edmond, Okla.—Central State College. Requests KCSC.

Tazewell, Va.—Garland A. Hess, William H. Bowen, Fred Cox. Request WTZE.

COMMUNITY ANTENNA FACILITIES ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Jan. 12. 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.

Savannah, Ga.—Savannah TV Cable Co. has been sold to Bruce Merrill and associates (principal owner of American Cable Television Inc.). The system, which now has about 350 subscribers, brings in nine TV signals from Savannah, Augusta and Pembroke, all Georgia; Charleston, S. C., and Jacksonville, Fla., as well as FM and a time

and weather channel. The system, now managed by John V. Burke, will be operated by American Cable Television Inc., which plans to add about 200 miles of facilities to the existing 50 miles, to serve the entire city of Savannah.

Centralia, Ill.—James K. Donahue and associates, Boston, have applied for a franchise, bringing the total number of applicants to seven. The others are Top Vision Cable TV Co., L. R. Young Construction Co., Egyptian Cable TV, Mt. Vernon Cable TV, Tele-Cable Inc., and former Centralia Councilman Charles Gross.

■ Huntington, Ind.—A franchise has been granted to Community Teleception Inc., Indianapolis (Bruce R. Storm, president). The company, a group owner, will provide subscribers with 12 channels, FM channels and a weather channel. Installation fee will be \$14.90 with a \$4.90 monthly service charge. The city will receive 3% of the gross revenue for the first five years and 4½% annually thereafter. There were three other applicants—Telesis Corp., Citicom Inc. and Tele Trend Inc.

Elizabethtown, Ky.—Cable-Vista Inc., serving 650 subscribers, has been purchased by American Cable Television Inc. (group CATV owner). Purchase price not given. Mary Elizabeth Kinder will be in charge of the Elizabethtown CATV. ACT plans to build an office, replace sections of the cable systems and expand facilities to serve a potential 2,500 homes. Elizabethtown CATV brings in TV signals from Louisville and Bowling Green, both Kentucky; Nashville and Evansville, Ind. The system also carries a time-weather signal.

■ Owensboro, Ky.—Top Vision Cable Co., Portsmouth, Ohio, has been granted a franchise. Under the agreement the firm will pay the city 28% of gross annual income. Multi-Channel Cable Co., Portsmouth, also was an applicant.

■ Mackinaw City, Mich.—Tahquamenon Cable Vision Inc. has been granted a franchise. The firm also has applied in Cheboygan, Mich.

■ Ringwood, N. J.—Ringwood TV Cable Corp., that city, has been granted a 25-year franchise. The firm will charge a \$15 installation fee and a \$5 monthly service rate. Tele-Mark Communications Co. was also an applicant.

■ Camden, N. Y.—A six-month conditional franchise has been granted Lewneida Cable TV Inc., represented by Robert Helmer, Whitesboro, and Frank Gruenwald, Utica, both New York. If within six months the board is not satisfied with progress, the franchise can be revoked.

Morris, N. Y.—Nell Leonard, Mt. Upton, and Edward Miller, Otego, both New York, jointly have applied for a franchise. Morris Video, represented by John Olmstead and Gordon Ripley, also applied at the same time. The Leonard-Miller proposal set the installation fee at \$30 with a \$3.75 monthly service fee; while Morris Video proposed a \$29.50 installation fee with a \$4.50 monthly rental charge.

Bucyrus, Ohio.—The James K. Donahue Co., Boston, and Crawford County Cablevision Co. (Thomas Moore, president) have both applied for franchises. For details of the Crawford County Cablevision Co.'s offer see Galion, Ohio.

■ Conneaut, Ohio.—Conneaut Associates Television Inc. has been granted a franchise. The installation fee will not exceed \$10 with a monthly service charge of no more than \$5 residential and \$7 commercial. Video-

sonics Inc., Cleveland, also had an application pending.

Crestline, Ohio.—Crawford County Cablevision Co. (Thomas P. Moore, president), has applied for a franchise. The company also has applications pending in Bucyrus and Galion, both Ohio. (For details see Galion, Ohio).

Eastlake, Ohio.—James K. Donahue Co., Boston, has applied for a franchise. The company is also applying for franchises in Bucyrus, Ohio, and Aliquippa, Pennsylvania.

Galion, Ohio.—A newly formed company, Crawford County Cablevision Co. (Thomas P. Moore, president), has applied for a franchise. The company will offer 12 American and Canadian television stations. Multi-Channel Cable Co., Portsmouth, Ohio has also applied for a franchise. Crawford County has two other franchise applications pending in Bucyrus and Crestline, both Ohio.

Solon, Ohio.—An application for a franchise has been received from Terelama Inc., Cleveland, a group owner. Installation fee would be between \$10-\$15 with a \$4-\$5 monthly service fee. Terelama Inc. already has franchises in Warrensville Heights and Shaker Heights, both Ohio.

Aliquippa borough, Pa.—James K. Donahue Co., Boston, and Daniel M. Rooney, Pittsburgh, have both applied for franchises. Other applicants are Gateway Broadcasting Enterprises Inc., New Kensington and Westinghouse Broadcasting Co., Pittsburgh. Allegheny Area CATV already has a non-exclusive franchise.

■ Clairton, Pa.—Steel Valley Cablevision Inc., a subsidiary of Centre Video, State College, Pa. (Robert E. Tudek, VP) has been granted a 15-year nonexclusive franchise. The company agreed to pay the city \$3,400 for the franchise rights. First outlet connections will be free with a \$4.50 monthly service charge. The company also holds franchises in Liberty, Port Vue, Lincoln and Glassport, all Pennsylvania.

■ East Deer township, Pa.—Westmoreland Cable Co., New Kensington, Pennsylvania, has been granted a franchise. Installation fee will be \$10 with a monthly rental charge of \$4.50. However, during the first 90 days there will be no installation fee. The township will receive 2% of the gross revenue.

■ East Pennsboro township, Pa.—Perfect TV, Harrisburg, has been granted a non-exclusive franchise. Connections to public buildings and schools will be free and the township will receive a percentage of the collected fees.

Nashville—Gregg Cablevision Inc., Nashville has applied for a franchise. The firm holds franchises in Huntingdon, McKenzie and Martin, all Tennessee. Other firms seeking franchises are Nashville Community TV Inc., WLAC-TV Inc. and WSM-TV Inc., all Nashville.

New Braunfels, Tex.—James K. Donahue Co., Boston, has applied for a franchise.

Columbus, Wis.—Columbus Community Television Co. has applied for a franchise. Principals in the firm are Charles Dickhoff, owner of WEAQ Eau Claire, Tom Faile, president and general manager of WBEV Beaver Dam and Tom Wells, attorney, Beaver Dam, all Wisconsin.

Menasha, Wis.—Marcus Theatres CATV Systems Inc., Milwaukee, has applied for a franchise.

Two Rivers, Wis.—Two Rivers All-Channel Cablevision Inc. has applied for a franchise.

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THERE HAS always been plenty of work in broadcasting for Gordon Keeble ever since he started in freelance acting and singing roles as a teenager. Today he is busier than ever getting the CTV Television Network of 11 Canadian stations and their satellites across the country ready for color telecasting in October.

Tall, debonaire and calm, Mr. Keeble has come through all phases of broadcasting to head Canada's second national television network. He was elected to the post early in October 1965, succeeding Spencer W. Caldwell. He and Mr. Caldwell started the network four and a half years ago. They have worked together since 1950 in a variety of enterprises related to broadcasting, from selling equipment to producing commercials.

Mr. Keeble's goal is to have the network's 25 hours of weekly programming entirely in color by Jan. 1, 1967. That's when color television officially begins in Canada. It will be only one facet of the country's centennial celebration as a continentwide nation. To get the bugs out of production, stations will be allowed to start color programming in October.

U. S. Could Grab Lead ■ Canadian stations must make themselves ready to satisfy the growing demand for color programming or lose viewers to U. S. border stations. Mr. Keeble feels that Canadian stations cannot afford to fall behind the U. S. stations. So his network plans to take the lead in developing network color programs in Canada. This, he feels, is the most economical method for bringing tint programs to the country.

From the broadcasters' and advertisers' viewpoint, he explains, it is obvious that a central color-origination facility, plus a simultaneous national microwave distribution system, will cut conversion and operation costs of color television to the minimum.

The network's stations either already have color equipment installed or will have it ready by summer. The 11 stations now own an estimated 25% of the CTV network. They made an offer earlier this month to purchase the shares owned by nonbroadcasters.

All programs from the U. S. next season will be in color. And all CTV stations producing shows for the network will have color production facilities. National network news, originating at CJOH-TV Ottawa, will be in full color. And so will daytime programs from CFCF-TV Montreal.

CTV plans to charge the same rates for color as for black and white, at least in the first full year of color telecasting.

These and other problems are occupying Gordon Keeble at present. But

He's planning color TV's start in Canada

he is used to many problems.

Busy Beginning ■ He recalls that he probably worked harder on his first full-time job in radio at CFCH North Bay, Ont. He answered an advertisement for an announcer's job at that station in 1940. He not only announced for 10 hours a day, but wrote all continuity and conducted classes in broadcasting technique for the sons and daughters of local sponsors for the big salary of \$75 a month.

He then moved to CKGB Timmons, Ont., a gold-mining town. His first task there was to write 13 half-hour spook dramas, which had already been sold, script unseen, to an enthusiastic sponsor. He also produced, directed and starred in the series with other staff members forming the cast. He next

went for a short time to CHEX Peterborough, Ont., a station which was operated by the same management as that of CFCH and CKGB.

Familiar Script ■ At the suggestion of Canadian Broadcasting Corp. announcer Midge Ellis (whom he later married) he auditioned for the CBC in 1942. Given a script for the audition, he found it to be the same one he had used at CFCH to teach announcing. He was spectacularly successful on the audition and became a CBC staff announcer. He soon moved as chief announcer to the key station of CBC's Dominion Network, CJBC Toronto.

Mr. Keeble switched to a new field in 1946, when he joined F. H. Hayhurst Ltd., Toronto and Montreal advertising agency, as radio director.

Two years later, he took over as station manager of CFCF Montreal, which claims to be Canada's oldest radio station. One of his major accomplishments at CFCF was the beginning of separate programming for its FM affiliate, the first separate FM broadcast service in Canada.

In 1950, Mr. Keeble joined Spence Caldwell as executive vice president of the Caldwell operations. They had both devoted their business careers to the broadcasting field. While Mr. Caldwell started on the engineering side, he held many posts similar to those Mr. Keeble used on his climb up the industry's ladder.

TV's Start ■ TV hadn't started yet in Canada, but Mr. Keeble was soon working in every phase of the new medium as the country began preparing for the 1952 licensing of TV stations.

Mr. Caldwell fought for several years to set up a second Canadian TV network. When he was successful in 1961, Mr. Keeble became executive vice president of CTV.

He has long been interested in radio-television industry problems in Canada. He is director of the Canadian Association of Broadcasters and immediate past president of the Central Canada Broadcasters Association. Mr. Keeble is one of the original members of the Association of Canadian Radio and Television Artists, the Canadian union.

As a youth, Mr. Keeble had planned on a career as an accountant. But his high school English teacher interested him in acting and stagecraft. After leaving school, he was soon in freelance acting on several Toronto radio stations.

His wife, Majorie, is a public-school teacher in Toronto's North York section. When he has time to relax from planning for color TV, he plays the piano, reads, plays some tennis and golf, occasionally fences and collects Canadian stamps.

WEEK'S PROFILE



Gordon Frederic Keeble—pres. of CTV Television Network Ltd., Toronto; b. July 23, 1917, at Toronto; announcer CFCH North Bay, Ont., 1940; chief announcer CJBC Toronto, 1942; radio director, F. H. Hayhurst Co. Ltd., Toronto, 1946; manager CFCF Montreal, Que., 1948; exec. VP of S. W. Caldwell Ltd., Toronto, 1950; exec. VP of CTV Television Network Ltd., Toronto, 1961; pres. Central Canada Broadcasters Association 1964; m. Majorie (Midge) Ellis, three children; hobbies—golf, tennis, stamps, woodworking.

The best way out

SEVERAL broadcasters, including two of prominence whose letters are published in this week's "Open Mike" beginning on page 22, have questioned a Dec. 27, 1965, editorial that restated this publication's views on the regulation of community antenna television. Evidently we failed to make our position clear on Dec. 27. This is another attempt.

As we have been saying for years, CATV constitutes unfair competition to broadcasting as long as it is permitted to use any broadcast programming it desires without obtaining the consent of the originating station and as long as broadcasters have no means of preserving the exclusivity of their shows in markets where they have a legitimate claim to exclusivity. There is, we have also said repeatedly, a way to correct this fundamental injustice without invocation of a federal policy of protectionism that would lead to undesirable restraints on both CATV and broadcasting.

A minor amendment to an existing law, Section 325(a) of the Communications Act, would provide the legal basis for the elimination of the unfair competition that CATV now represents. Section 325(a) now prohibits one station from rebroadcasting the programs of another without the originating station's consent. It should be amplified to apply the same conditions to retransmission by wire.

The argument is advanced by our "Open Mike" contributors and others that an amendment of Section 325(a) would grant no protection to local stations against the importation of distant signals by CATV. We suggest that protection of considerable measure would ensue from the business arrangements that would logically flow from an amendment of the section.

Under an amplified Section 325 stations would be in a position to say whether any program they had produced for themselves or had acquired from a network or other supplier could be carried on a CATV within their coverage area. Their title to their programming would be clear. They would need only to make sure that their contracts with networks and other program sources guaranteed territorial exclusivity, a condition that is implied if not specified in many contracts now in force.

Any station could deny a CATV permission to import from distant stations any program or program schedule that duplicated programming to which the local station held exhibition rights. The combination of an amended Section 325 and of territorial exclusivity in program contracts would establish fair conditions for negotiations between broadcasters and CATV operators. The natural forces of a free market would be brought into play.

Can Congress be persuaded to amend Section 325? Easily—if broadcasters will unite in a campaign of persuasion, and especially if influential owners of CATV systems can be made to see that this is a better approach to regulation than others that have been advanced.

By one means or another CATV will eventually be subjected to restraints. For CATV there are many threats of federal, state and local regulation that could add up to obstacles of fatal consequence. Wise CATV owners must certainly be aware that their days of carefree signal poaching are numbered.

Circumstances may be ripe for a rapprochement between broadcasting and CATV. If significant elements in both camps will begin considering the realities of the times, they will also see the need for a sensible accommodation in which each element can prosper according to the merits of the service each provides.

For starters we suggest an amendment of Section 325(a)

to put wire transmissions under the same conditions that apply now to rebroadcasts and to install the FCC as a court of arbitration in case either broadcaster or CATV feels aggrieved in an application of the amended section. That kind of amendment can be brought in, and fast, if significant support emerges from both sides of the existing controversy.

The alternatives that are now under consideration would in the end be certain to debilitate both broadcaster and cable operator.

The Fly years

IN nearly four decades of communications regulation 17 chairmen have served the Federal Radio Commission and its successor FCC. The toughest was James Lawrence Fly, who practically controlled the FCC from 1939 until 1944. Larry Fly died Jan. 6, four years after he had retired from active law practice.

Larry Fly was appointed to the FCC by President Franklin D. Roosevelt. Mr. Roosevelt was in his second term and had established the radio fireside chat as an FDR trademark. Although there is no clear record, it was understood that Mr. Fly was instructed to prevent radio from being swallowed up by newspapers which FDR regarded as shot through with "half-truths and innuendoes" against his New Deal. He had no love for the then networks—NBC's Red and Blue (the latter now ABC) and CBS.

Whether Chairman Fly personally held the views of his chief was never revealed. He had his orders. While he failed in the effort to force divorcement of newspaper ownership of stations, he did arrest the trend. And he did spearhead regulation of networks and the forced sale of NBC's Blue.

Mr. Fly was the first of the hard-line chairmen. Many of the FCC's existing procedures had their origin during his tenure. He was radio's hair shirt. Broadcasters were able to stave off his most violent thrusts, but in the process they did much soul-searching and self-disciplining that probably prevented more serious consequences.



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