

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ITT-ABC merger: what it did, what it may bring. p21
 30-second spots: Will it be a new trend in '67? p32
 Ahead on Capitol Hill: a rash of radio-TV bills. p37
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The day of the FM amateur is over.

*Carl D. Iv. Baker
Moorhead, Minn.
1/5/67*

We salute the passing of a pioneer. The FM pioneer.

He knew so much about radio engineering, he could have built his station with his bare hands. Sometimes he did. Trouble was, he didn't know much about the people. How to interest, entertain, persuade the people.

And suddenly for him and for all the rest of those wonderful amateurs, the FM pioneers, it was either learn — or leave.

Because almost overnight, FM has grown up.

Today Americans own 30,000,000 FM sets. And over 51% of FM listeners never turn on AM radio at all.

Today FM means big audiences, big advertisers, big business. Amateurs can't play in this league. It's for professionals only.

Professionals like the people who have built the fastest-growing exclusively FM network in America:

The Century Broadcasting Corporation.

In Chicago, Century's WFMF, the 24-hour music station, has more acceptance, more advertisers than any other FM station in the city.

In Detroit, Century's WABX is the most provocative FM voice in Michigan.

In St. Louis, Century's KSHE is the most modern facility in Missouri, and the only FM station in America to win AP awards for radio journalism.

In Dallas-Ft. Worth, Century's KMAP has attracted thousands of new listeners with a timely yet unexpected programming concept: "The good old days of radio are back."

Advertisers on Century sell in four major markets with a buying population of 15,000,000.

They get one rate on one order.

And they deal with professionals.

Call for the Century Professional

Century

Broadcasting Corporation

111 W. Washington • Chicago, Illinois 60602

WFMF
Chicago
(QMI)

WABX
Detroit
(PRO)

KSHE
St. Louis
(Jack Masla)

KMAP
Dallas-
Ft. Worth



WJR gets to the heart of Detroit's business community

To the men who make the decisions WJR is part of the daily routine. In fact, a lot of businessmen listen to WJR more than they listen to their wives. (About one and one-half hours a day.)

The reason? WJR has the type of programming that businessmen sit up and listen to. Comprehensive world, national, and business news. Adult music.

Sports. You know, radio for grownups.

A lot of companies have made WJR their business. That's because they've found it the most effective way to reach purchasing agents and design engineers in the Detroit area. Maybe you ought to make WJR your business, too. Just contact your Henry I. Christal Co. Representative.



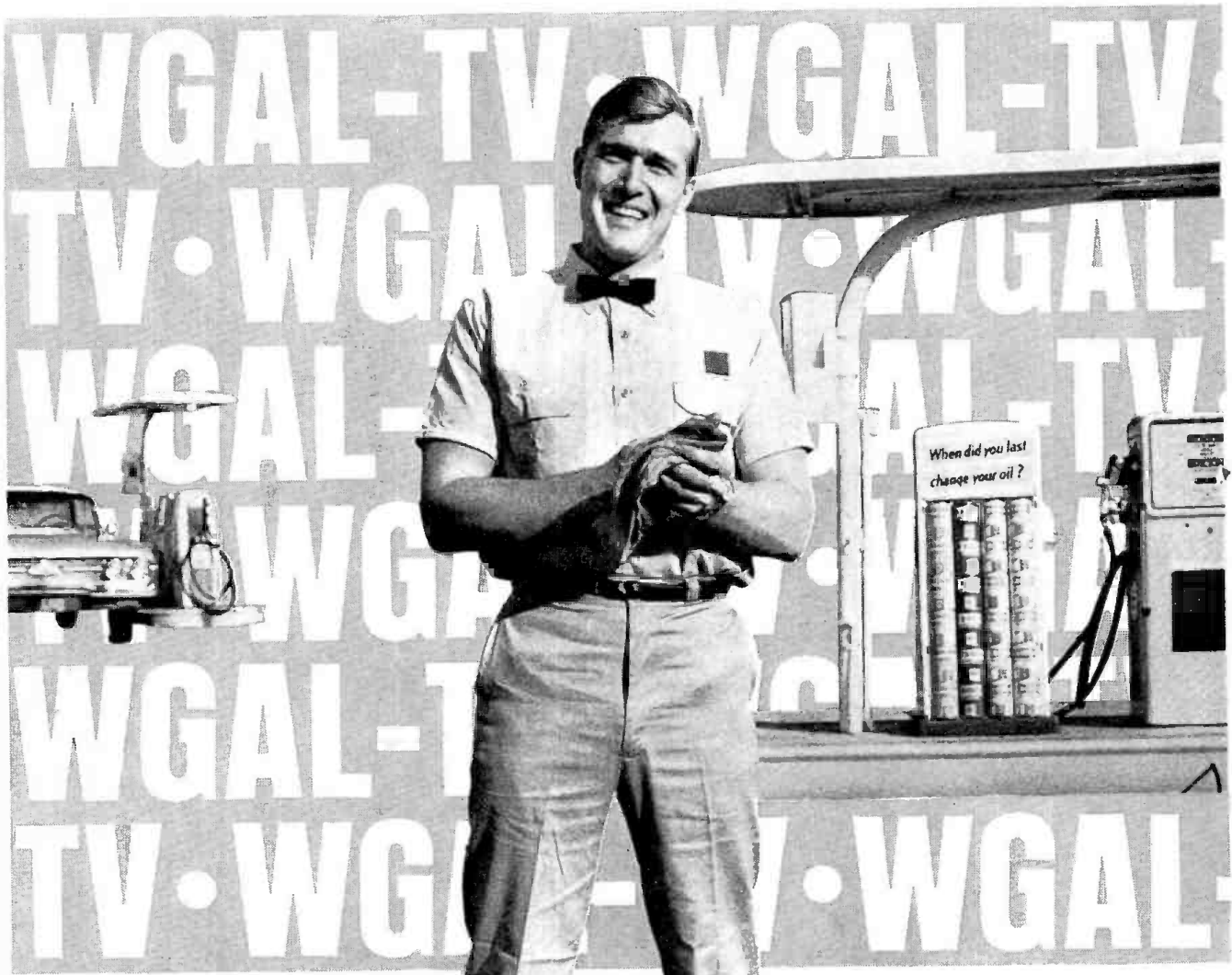
1967

★ DEC. ★ 1966

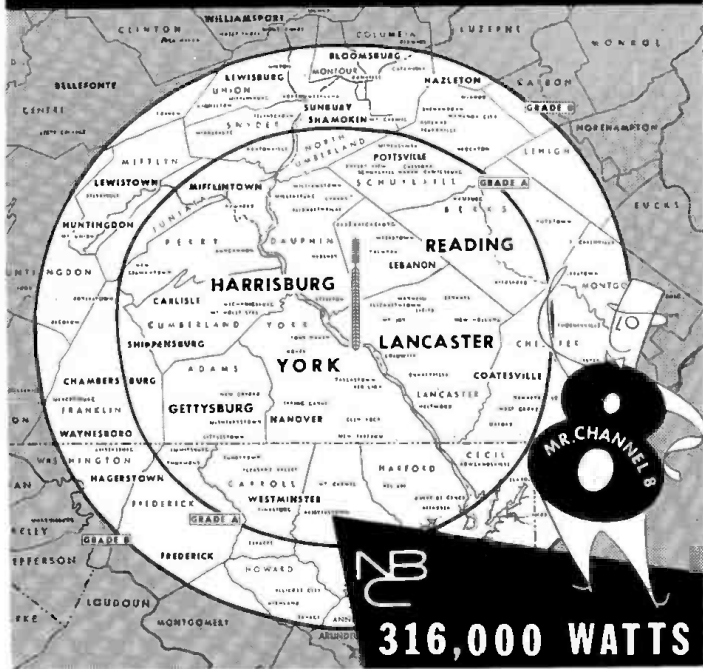
TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3
	14	15	16	17
19	20	21	22	23
28	27	28	29	30

On the Go!

KTRK-TV  HOUSTON



MULTI-CITY TV MARKET



Your business: Gasoline

\$339,734,000 filling station sales—With top-audience reach in Lancaster, Harrisburg, and York—Channel 8 delivers a great purchasing-power audience. Another plus factor is 19%* color penetration for its all-color local telecasts and NBC full-color programs. Whatever your product, WGAL-TV delivers more sales action per dollar. *Based on June 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

WGAL-TV
LANCASTER, PA.

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

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
WTEV New Bedford-Fall River, Mass./Providence, R.I. • KVOA-TV Tucson, Ariz.

New agreement between networks and American Federation of Television and Radio Artists, reached last month after threats of AFTRA strike, may come unglued. Newsmen members of AFTRA have balked at deal union officials made for them. Newsmen wanted five-day week with high overtime payments for sixth or seventh day (BROADCASTING, Nov. 14). They didn't get it in deal made by their AFTRA officers (BROADCASTING, Nov. 28).

Faced with revolt in key locals by newsmen working for networks and owned-and-operated stations, AFTRA officers have asked networks to reopen negotiations. Networks reportedly feel that their fees are big enough to compensate newsmen for time they put in. New network-AFTRA talks are set to begin in New York Jan. 2.

Early tickets

Who will be NAB's next joint-board chairman? It's wide open according to those who watch such things closest: NAB's executive echelon. John F. Dille Jr., Communicana Stations, Elkhart-Terre Haute, Ind., incumbent chairman (resident in Washington for at least one week each month under present structure), will serve until close of June 1967 full board meeting. His successor will be selected by 44-man board at that meeting.

While there's no open campaigning, these are among names mentioned, rather gingerly at this stage: Mr. Dille himself, if drafted to serve third stint; Clair McCollough, Steinman Stations, who has served two separate terms as chairman, likewise if drafted; incumbent radio and television board chairman, Grover C. Cobb, KVGB Great Bend, Kan., and Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Jack W. Lee, of Capital Cities' WSAZ-AM-FM-TV Huntington-Charleston, W. Va., who was aspirant year ago; John T. Murphy, president, Avco Broadcasting, and vice chairman of TV board; and Charles H. Tower, executive vice president, Corinthian Broadcasting and former NAB vice president.

Rep speaks up

Advertising campaign unusual in business of broadcasting will be launched in 1967 by agency station representative. Katz Agency will institute trade series editorializing on current issues of importance to broadcast advertising. First ad. to break

next week, takes stand on color premium issue. Objective of Eugene Katz, head of firm, is to stimulate discussion of broadcasting's problems. Lawrance K. Grossman Inc., New York, is producing campaign, being placed by Fladell, Winston, Pennette Inc., also New York.

ETV on command

Significant section of forthcoming report by Carnegie Commission on Educational TV is expected to deal with noncommercial TV networking, but not in same terms as commercial broadcasting. Sense of commission is said to lean toward interconnection of ETV stations for purposes of information retrieval, freeing teachers from straitjacket of specific program schedule but opening up vast resources of national educational institutions. Report is still closely guarded secret, but is expected to be announced after middle of next month.

Retaliation?

Now that FCC approval of ITT-ABC merger has emerged (by 4 to 3 vote as indicated) insiders are still speculating on who tried to blow whistle, delaying action that was practically set weeks ago. It's freely hinted that one of ITT's competitors in domestic independent telephone and manufacturing end wasn't unhappy when Department of Justice raised antitrust questions. And, without naming names, story is that ITT several years ago didn't discourage antitrust inquiry into acquisitions by same competitor.

Free ride

Some radio stations are questioning distribution by McCann-Erickson of recording of theme music developed for its client, International Coffee Organization. Recording, called "There's Nothing Like Coffee," went out to stations in top 15 markets along with suggestion that they play it if they liked it. Also distributed was return card, asking for comment on record and whether it would be played.

Agency says music was developed as possible accompaniment to coffee organization's TV commercials but hasn't been used as such and won't be. Idea that TV campaign could promote popular song and vice versa got wide publicity with Alka-Seltzer's "No

Matter What Shape" commercial, whose music became hit record. One recording company has approached M-E for rights to coffee song, which belongs to client, according to agency.

Black's choice

One loose and remaining to be disposed of in merger of ABC and International Telephone & Telegraph Corp. is decision on part of one ITT director as to which of two boards of directors he should leave. Eugene R. Black is director of ITT and of *New York Times*, owner of WQXR-AM-FM New York. Since ABC owns WABC-AM-FM New York, he cannot remain with both boards without running afoul of commission duopoly rule forbidding cross-ownership or management of two or more broadcasting stations of same service in same city.

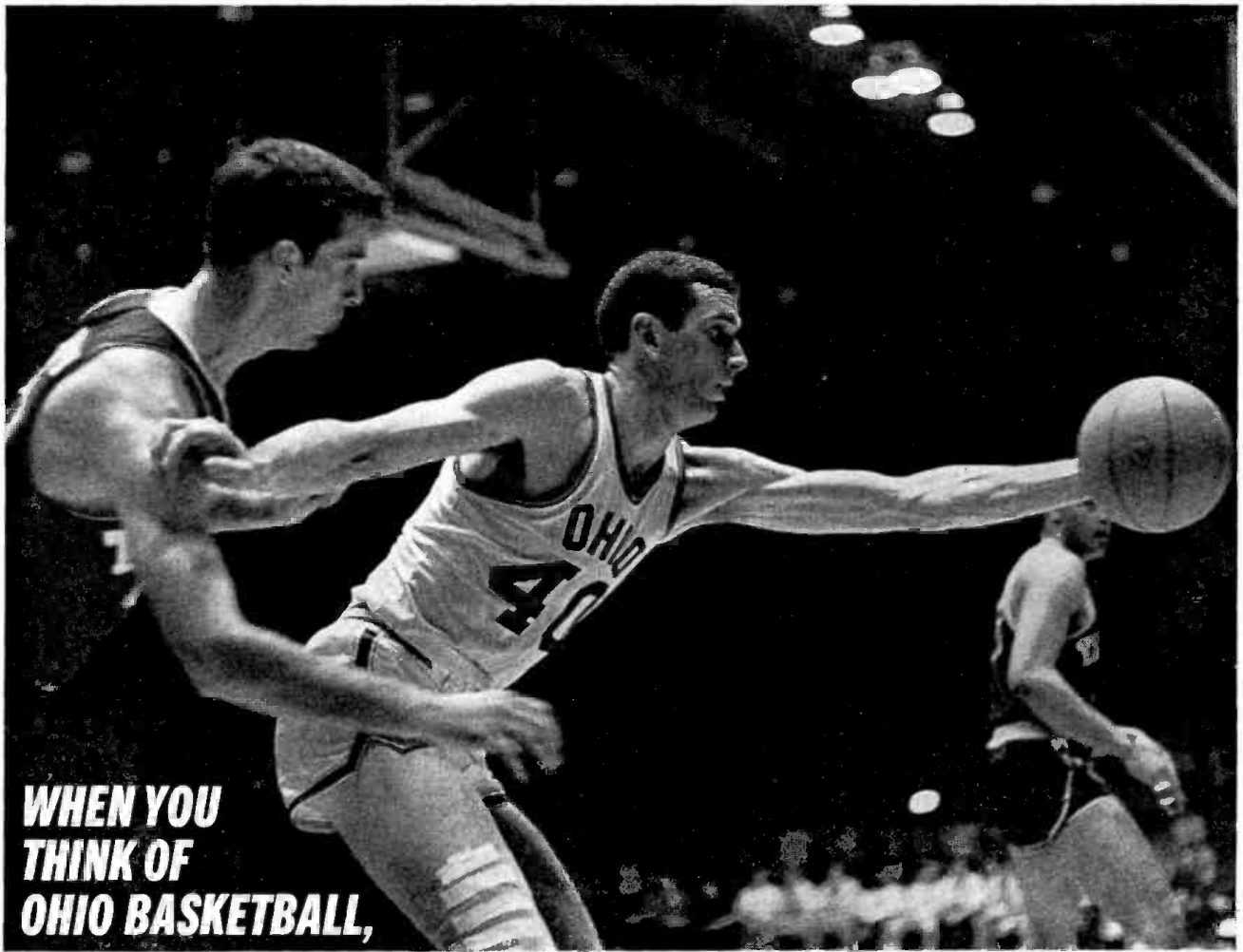
Those code changes

If National Association of Broadcasters' television code board develops "substantive" amendments to commercial time standards at its February meeting, special meeting of parent TV board will be called, President Vincent Wasilewski has informed TV code board members. Several code members favoring revisions were concerned that TV board would not act until June meeting, and because of necessary lead-in time amendments would not become affective until 1968-69 season.

One item likely to be revised is cigarette advertising. Code's authority issued guidelines in October with generally favorable acceptance. Brown & Williamson and its agency, Ted Bates, however, have taken issue with code's opinion on three of 27 new commercials and have asked that guidelines be reconsidered, since no effective date has been set.

Tape on TV

New "readout" system of continuous ticker-tape presentation of stock-price quotations via TV, which was introduced by KWHY-TV Los Angeles (BROADCASTING, Nov. 7), is being leased to TV stations and community antenna television systems by Trans-Lux Corp., New York, entertainment-communications complex. In addition to KWHY-TV, CATV systems in Palm Springs, Calif., and Sidona, Ariz., reportedly are set to install system.



**WHEN YOU
THINK OF
OHIO BASKETBALL,
DO YOU
THINK OF
NBC?**



Few annual sports events evoke the interest that the Mid-American Conference basketball rivalry arouses in Ohio. In Cleveland, fans turn to NBC Owned Television Station WKYC-TV for weekly live coverage, just as they do for complete coverage of most other community events.

It's that way in New York, Washington, Chicago and Los Angeles, as well as Cleveland. In each of these cities, the NBC Owned Television Station stands alone in its range of programming and service. No wonder viewers look first to their NBC Owned Tele-

vision Stations—broadcasting almost exclusively in color—for news, entertainment, sports and coverage of community activities.

And broadcasting responsive to community interests keeps viewers looking first to NBC's Owned Television Stations. Something to think about...when you think of NBC.

Represented by NBC Television Spot Sales.



WNBC-TV, New York
WRC-TV, Washington, D.C.
WKYC-TV, Cleveland
WMAQ-TV, Chicago
KNBC, Los Angeles

WEEK IN BRIEF

By 4 to 3 vote accompanied by 72-page scathing dissent from Commissioner Johnson, FCC approves merger of ABC with ITT. Bartley and Cox join in opposing merger. Morse demands congressional hearing. See . . .

NEW BROADCASTING GIANT . . . 21

Justice Department view of ABC-ITT merger finds possibility of anticompetitive results, but agency contemplates no action to block deal. Letter asked FCC to weigh such factors, also cited 4th network potential. See . . .

FCC GETS JUSTICE NOD . . . 27

With piggybacks accepted facts of television commercial life, major station representatives are moving toward establishing separate rates for 30-second spots. Move could mean extinction of 20-second spots. See . . .

NEW TREND? . . . 32

Seven markets have more than 20% color penetration; 18 cities have better than 90% UHF penetration. Those are figures from ARB's November sweep of more than 230 TV markets. See . . .

ARB LISTS COLOR, UHF . . . 36

1966 was year of Henry's resignation and Hyde's appointment as FCC chairman. Both radio and television increased their revenues again, and FCC took CATV industry under its federal wing. See . . .

UPTRENDS CONTINUE . . . 44

National Association of Educational Broadcasters takes look to 1971 and sees need for 364 ETV stations on air by then. It estimates operating costs for stations and networks will be \$285 million annually. See . . .

WHAT PRICE ETV? . . . 38

Election coverage, editorializing, political endorsements and fairness policies will be discussed in upcoming 90th Congress. Newest item on Hill agenda: vote predictions before polls close. See . . .

READYING BILLS . . . 37

Ford Foundation \$10 million gift for ETV may go toward creation of intercollegiate public affairs-cultural programs spearheaded by Columbia Journalism School. Would be staffed by newsmen, sent on ETV network. See . . .

FORD'S \$10 MILLION . . . 43

TV Information Office to present three-day program screenings at Speech Association convention to stress value of TV as teaching aid. TV discussion sessions also scheduled during parley. See . . .

TV SYMPOSIUM SET . . . 40

NBC cameramen's, technicians' union protests single network pickup by CBS of football's Super Bowl game to be carried on both. Only CBS crews scheduled to work game. Union files complaint with FCC. See . . .

SUPER BOWL PROTESTS . . . 43

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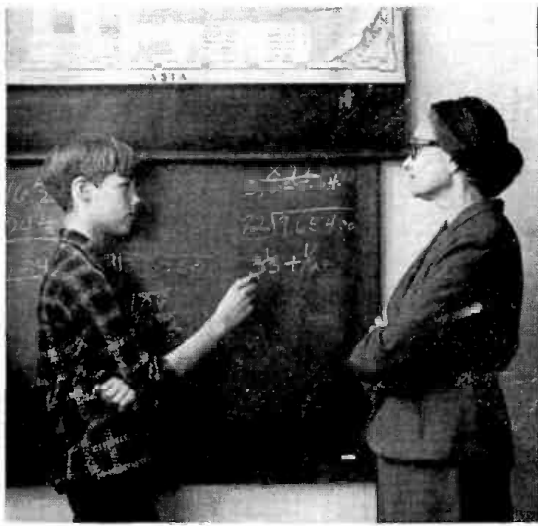
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**A science-fiction buff with straight "A" in math...
now Blair Tyson plots a course to the moon.**



From simple addition to analytical geometry, math was a snap for Blair Tyson. He was not only a whiz kid at mathematics, but he had an absorbing interest in any and all types of science fiction.

Graduating from the Milwaukee School of Engineering in 1958,

Blair began working with computers for an electronics company. Here is where his background in science fiction and his aptitude for mathematics merged and were given direction. This combination of interests led him one way . . . to the AC Electronics Division of

General Motors in Milwaukee.

Now he works on airborne digital computers. It is AC's job to integrate these computers into the guidance systems for space project, Apollo.

The goal is the moon, and GM's Blair Tyson helps chart the way.

General Motors is people making better things for you.



KTTV(TV) personality off for N. Vietnam

Louis Lomax, who conducts twice weekly late night talk show for KTTV(TV) Los Angeles, was set to fly to North Vietnam over weekend for interviews with country's leaders.

According to station announcement Friday (Dec. 23), Negro commentator plans to film his interviews and also provide live radio coverage of his trip for all Metromedia-owned radio-TV stations and possibly syndication.

Mr. Lomax met with State Department officials in Washington and reported afterwards agency had no objection to visit. He added he had been promised by North Vietnamese he could meet and talk with American war prisoners and Viet chief of state Ho Chi Minh.

WGN-TV upsets Chicago news hour with no news

Format fidgeting has been name of game for 10 p.m. news among Chicago's TV stations during past year as major outlets jockey with multiple personalities and other embellishments to capture audience share. But starting Jan. 9 WGN-TV is giving viewers choice: no news. Instead it is slotting *The Name Game*, quarter-hour color telephone quiz and entertainment package of Walter Schwimmer Co., pushing *Park-Ruddle News* to 10:15 p.m. and movies to 10:30 p.m. Experiment is bound to attract wide attention as viewers have option other than traditional news saturation.

Taft taking over H-B

Taft Broadcasting's acquisition of Hanna-Barbera Productions formally takes place in Cincinnati on Wednesday (Dec. 28). Deal calls for partners Joe Barbera and William Hanna to turn over their 78% of animation film company in return for some \$12 million in cash and 60,000 Taft shares of common stock. Initial cash payment will be \$2 million. Stock will be divided among Hanna-Barbera relatives. It's believed that producer George Sidney, who owns remaining 22% of production company, will be paid off exclusively in cash. H-B will expand its operations as subsidiary of broadcasting company (see page 42).

Domination of sports by TV nets attacked by MBS

MBS is determined to prevent "domination" of sports broadcasting by TV networks and if voluntary agreement by all parties fail, Mutual will seek "appropriate action" through FCC and Justice Department.

Matthew J. Culligan, Mutual president, reported Friday (Dec. 23) that he has written heads of three TV networks and to Commissioner Pete Rozelle of National and American Football leagues, asking that bids for rights to games be made separately for radio and for TV. Mr. Culligan claimed that MBS was not given opportunity to bid for radio rights of Super Bowl (see page 32) though it had made written request that TV and radio rights be offered separately (CBS and NBC were granted both TV and radio rights to Super Bowl at a cost to each of \$1 million).

Mr. Culligan stressed he would seek voluntary agreements before taking legal action, but made it clear that he would "jump in and fight, if necessary." He said there is "public interest" involved in that Mutual, for example, serves more than 100 cities that are not covered by other networks.

Short term renewal

Commission wrath descended on WEEP-AM-FM Pittsburgh last week as FCC granted stations one-year license renewals, expiring Jan. 1, 1968.

FCC found stations guilty of violating operator, technical and logging requirements, airing 30 advertisements without identifying sponsors, and failing to protect facilities against improper use

Better than cookies

More than 2,700 wives and children of servicemen aboard aircraft carrier U.S.S. Franklin D. Roosevelt and with 306th Bomb Wing had indirect opportunity to wish their husbands and fathers a merry Christmas. Families were recorded by WFTV(TV) and WFGA-TV, both Orlando, Fla., and shows were flown to carrier, off Vietnam, and bomb wing, stationed in western Pacific.

because one WEEP disk jockey was permitted "to participate in decisions to place his own record on the station's play list."

FCC approves transfers of KAIL-TV and WCAN-TV

FCC approval of sales of two UHF stations, one in Fresno, Calif., other in Milwaukee, were announced Friday (Dec. 23).

KAIL-TV (ch. 53) Fresno was sold to Tel-America Corp. for \$236,500. WCAN-TV (ch. 24) Milwaukee, dark since 1955, was sold to Field Communications Corp. for \$35,000.

Commission also denied petition to designate KAIL-TV sale for hearing filed by Anti-Defamation League of B'nai B'rith. ADL had previously charged Tel-America's KTYM Inglewood, Calif., aired "blatantly anti-semitic" broadcasts, which made proposed licensee, according to ADL, unfit to be licensee.

Field also announced that its other UHF, WFLD(TV) (ch. 32) Chicago, will open New York sales office at 485 Lexington Ave., effective Jan. 3 (phone 682-9100). Manager will be Frank Daly, formerly with Television Bureau of Advertising and CBS-TV.

Sterling (Red) Quinlan, Field president, plans to use new Milwaukee outlet as part of interconnecting network with WFLD(TV) to broadcast Chicago White Sox baseball during 1968 season.

Auto sponsor is nervous about drinking sequence

American Motors Corp., Detroit, is getting edgy over drinking sequence in *Your Show of Shows* special scheduled by CBS-TV April 5 (8:30-9:30 p.m. NYT). Bernard Kanner, senior vice president in charge of media management, Benton & Bowles, New York, agency for auto firm, said Friday (Dec. 23) that he thought issue was being "blown up out of proportion" and that he believed it could be resolved. He said advertiser and agency concern was based on script but that if played so that scene comes off as broad farce or "ludicrous" as often had been case in original series there wouldn't be any problem. Tape or show, he said, should be available this week for screening.

Problem appeared to be American Motors reticence to be associated with

program that makes point of excessive drinking in face of auto industry's desire to stress safety in driving. American Motors is sole sponsor of special that re-casts stars Sid Caesar, Imogene Coca, Howard Morris and Carl Reiner, all former regulars in show when it was weekly fare on NBC in TV's early years. Scene in question apparently parodies heavy-drinking episode in "Who's Afraid of Virginia Woolf."

Again seeks FCC approval to expand CATV service

Telerama, CATV system involved in court fight with FCC over its right to provide distant signals to Cleveland suburbs, has asked commission for declaratory ruling permitting such service.

Telerama made request to meet condition of U. S. Court of Appeals for temporarily staying commission order barring service in Euclid, Ohio.

At issue is commission interpretation of its rule requiring CATV's to obtain commission approval before relaying distant signals into new geographical areas. Commission said Telerama was moving into new area, if it obtained new franchise from new community, even if extended service remained within established engineering plans (BROADCASTING, May 2). Telerama disagreed, and took appeal.

Court last month restrained effectiveness of commission order as it applied to Euclid, where CATV had done substantial work on system, but conditioned order on Telerama requesting commission approval of existing or proposed operations in communities it proposes to serve.

Telerama request applies to 15 Cleveland suburbs, where it proposes to deliver signals of 19 stations, 13 of them distant ones.

Telerama also asked for waiver of distant-signal rule in event it is denied declaratory order.

Long-term financing

Viking Industries Inc., Hoboken, N. J., has arranged for loan totaling \$3 million of 17 year notes with institutional investors. Company said two thirds of proceeds will be used for general business and acquisition and construction of CATV systems. One million dollars remaining will be used to prepay existing long-term indebtedness.

Viking makes coaxial cable, transistorized amplifiers and other CATV electronic components. It also owns CATV systems and manufactures cable and equipment for communications industry.

WEEK'S HEADLINER



Mr. Beckwith

Aaron Beckwith, director of planning and business development for RKO Pictures since last September, elected VP in charge of sales with responsibility for network, syndicated and sports sales for new entertainment division of RKO General Inc. Mr. Beckwith formerly was assistant to board chairman of Schwerin Research Corp.; VP and television account executive at BBDO, New York, and program sales manager of ABC-TV.

Jack Fritz, VP and general manager of Blair Television, named to board of directors of John Blair & Co., as part of several top-level changes in radio and TV at company. Kevin McDermott, New York sales manager, Blair Television market division, elected VP; Don Saraceno, assistant general manager, Blair Television, Chicago, elected VP sales, Blair Television stations division, Chicago; Bob Dwyer, account executive, Blair Radio division, New York, and John White, account executive, Blair Television station division, elected VP's.

For other personnel changes of the week see FATES & FORTUNES

Filmways set to provide Shakespeare for CBS-TV

Filmways Inc., New York, in association with Royal Shakespeare Co. of England will film three plays, "King Lear," "Macbeth" and "A Midsummer Night's Dream." They will be shown on CBS-TV and then released for worldwide theatrical distribution.

Disclosure was made during Filmway's annual stockholders meeting. Business included election of eight company directors, approval of amendment to increase number of common shares from 1 million to 1.5 million, and review of fiscal 1966 in which company achieved 58% increase in net income (BROADCASTING, Dec. 5).

Filmways spokesmen said first two plays would be ready for CBS-TV's 1967-68 season, and third for season following. Filmways' other TV activity for networks includes new comedy series, *Doc*, for CBS next fall, and

two pilot projects, also for CBS, *Dundee and the Culhane*, one-hour western, and *Lassiter*, on journalism. Filmways said *The Pruitts of Southampton* that it produces for ABC-TV will be renamed *The Phyllis Diller Show*.

NBC-TV by three points in NMA report for week

NBC-TV was ahead by almost three points in Nielsen multi-network area ratings reports distributed Friday (Dec. 23) covering 7:30-11 p.m. EST periods for week ended Dec. 18. Average nighttime rating of 19.5, against CBS-TV's 16.6 and ABC-TV's 15.0, gave NBC its eleventh win in 14 MNA's thus far this season.

Doomsday Flight, made-for-NBC movie about airplane sabotage that stirred controversy when rash of bomb threats against airlines followed its Dec. 13 presentation (BROADCASTING, Dec. 19), was highest-rated program of that week, with 30.9, followed by *Andy Williams Show* with 29.5 and *Bonanza* with 29.4. NBC had seven of report's top ten programs, CBS two. ABC one.

Another call for probe

Expressing "deep regret and disappointment at FCC approval of ABC-ITT merger, Representative Silvio O. Conte (R-Mass.) Friday called on chairmen of both House Commerce Committee and House Small Business Committee to institute full investigation of action.

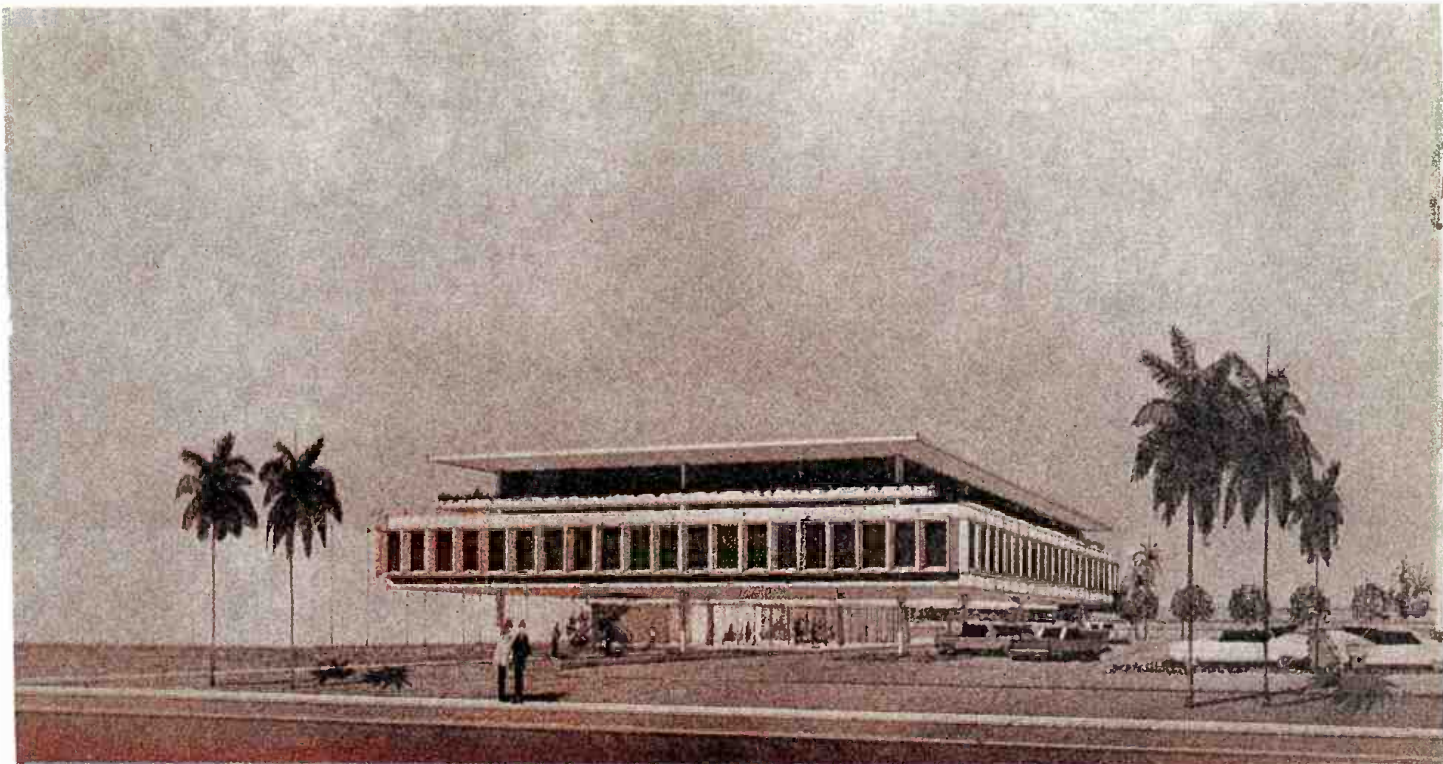
Representative Conte had earlier questioned merger (see page 24). He noted "precipitate manner" in which FCC approved deal and said majority showed "utter disregard for the very valid questions" raised over merger.

He noted merger might have serious impact on small business.

Edits own movie for TV

In what could be TV first, Olympia Brewing Co., Tumwater, Wash., sought director John Ford's advice on how best to preserve continuity of his *Quiet Man* movie that it is sponsoring in its entirety over stations in three West Coast markets.

Brewer's advertising agency, Botsford, Constantine & McCarty disclosed Friday (Dec. 23), that Mr. Ford suggested seven breaks for commercials, but advertiser reduced these to four, plus billboard at opening and close of film. Movie will be shown on KRON-TV San Francisco, KING-TV Seattle and KGW-TV Portland, Ore., evening of Jan. 2.



South Florida's Christmas present

10
COLORVISION

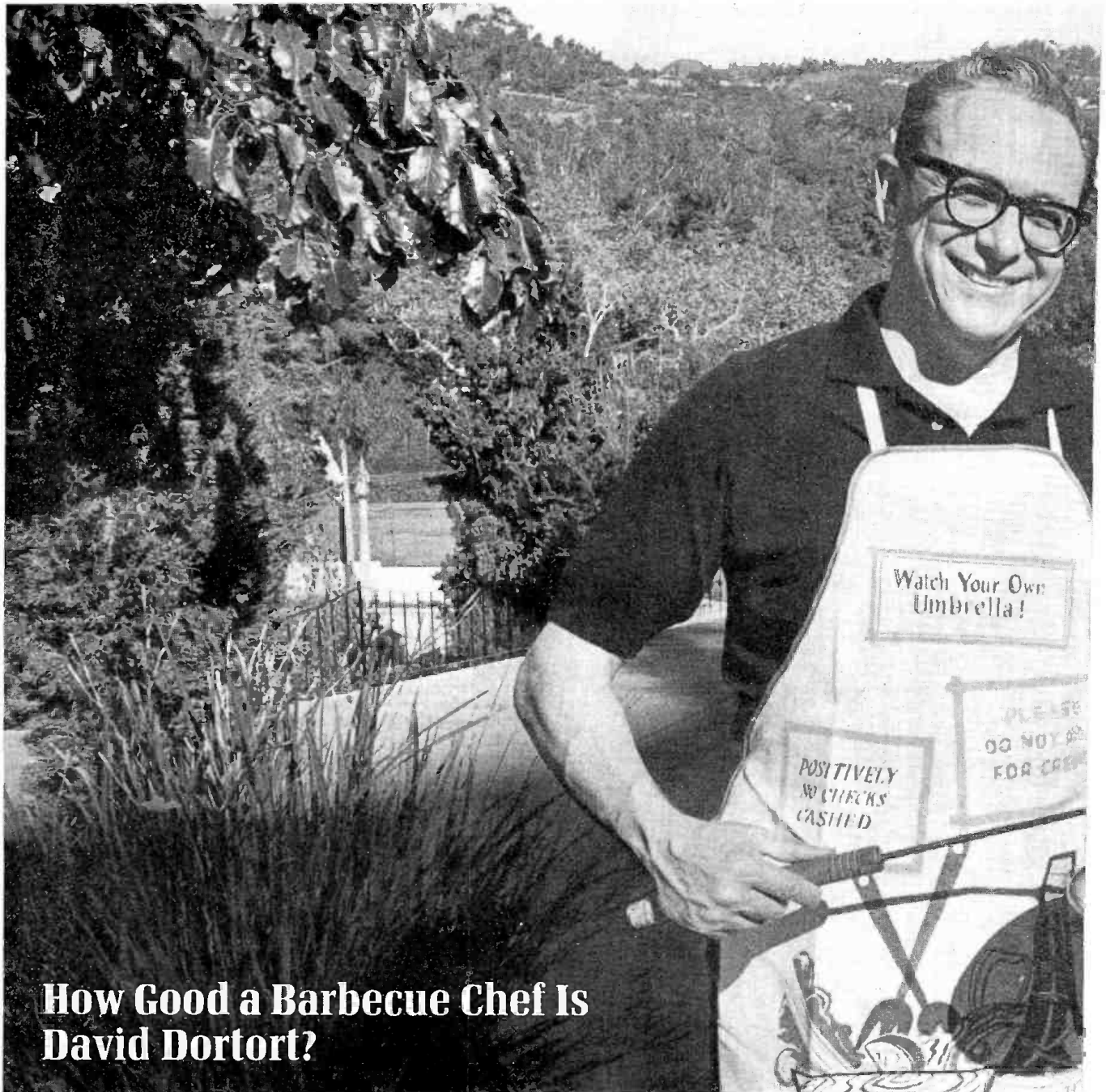
Miami's new color television facility.
Newest and finest in the country!

WLBW-TV

MIAMI, FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO





How Good a Barbecue Chef Is David Dortort?

If you're ever invited to a barbecue at David Dortort's, there's one thing you should remember to do before leaving your house.

Eat.

Now, don't get us wrong. Mr. Dortort is the most gracious and most bountiful of hosts. But as a chef, he shouldn't be permitted within miles of a barbecue grill.

Under David's guidance (if that's the word), the finest steaks get scorched to a fare-thee-well; the choicest of chickens emerge tough as hardtack; and overdone marshmallows flow limply from their skewer onto the coals beneath. Things like that.

Does the NBC Television Network care that Mr. Dortort is a hopeless chef? Not on your shishkabob. Far more meaningful to us is his record as the originator and producer of a television series called "Bonanza."

That's why, earlier this year, we signed him to a long term contract for the development of new programs.

Without question, Mr. Dortort is the creative force most responsible for "Bonanza's" long reign as television's most popular show. It's largely because of his unflinching attention to every detail of the series' production that "Bonanza," now in its eighth season, attracts 350 million viewers in 62 countries around the globe.



It was as a writer that David came to Hollywood originally. His best-selling novel, "Burial of the Fruit," had sold more than two million copies, and David was called to the film capital to write the screen play. There followed a long, highly successful stretch of authoring scripts for motion pictures and television. (Today, despite his exalted reputation as the production genius behind "Bonanza," he prefers to think of himself as a writer.)

Mr. Dortort is one of four front rank producers whose exclusive services have recently been committed to the NBC Television Network. The other three: comedy-and-action wizard Sheldon Leonard; drama master

Norman Felton; and variety specialist Bob Finkel.

Together, they are a key element of our continuous interest in program development. We're confident that, starting with the 1967-68 season, all four will bring important additions to our schedule.

As for Mr. Dortort's difficulties as an outdoor chef, we're afraid that he (and his guests) may be fighting a losing battle.

Isn't it strange that a man so inept with a barbecue can be so successful with a range?

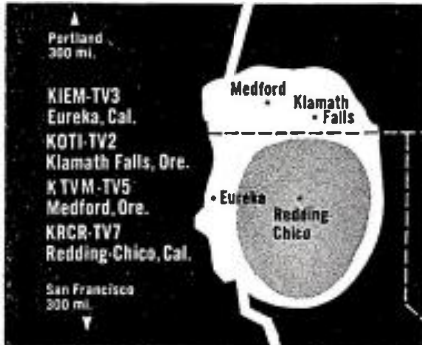
NBC Television Network



More selling opportunities for you on the West Coast

CAL-ORE TRIO TELEVISION STATIONS

EUREKA—Ch. 3 MEDFORD—Ch. 5
KLAMATH FALLS—Ch. 2



A \$873,826,000 EBI market on the California-Oregon border reached only from within

THE CAL-ORE TRIO

adam young inc.
New York, Chicago, Atlanta, Boston, Dallas, Detroit, Los Angeles, St. Louis, San Francisco

(Advertisement)

Color camera obsolete?

A major manufacturer of color television equipment warns broadcasters their costly color cameras could suddenly become obsolete as new, improved image pickup tubes are developed.

Only one color camera on the market has the flexibility of accommodating any present or contemplated pickup tube—the Polychrome camera manufactured by Sarkes Tarzian, Inc. of Bloomington, Indiana.

Exclusively in the Sarkes Tarzian, Inc. color camera will you find:

Complete image tube versatility;

Wide band colorimetry;

Large aperture optics from lens to pickup tube;

Choice of either IO/VID combination, or four Plumbicon tubes.

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

■Indicates first or revised listing.

Dec. 30—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).

JANUARY

Jan. 3-4—Executive committee, National Community Television Assn. Madison hotel, Washington.

Jan. 10—Closing date for 1966 entries for George Foster Peabody Radio and Television Awards. Entries will be considered in the following categories: news; entertainment; education; youth or children's programs; promotion of international understanding; and public service. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens, Ga.

Jan. 10-12 — 1967 Reliability Symposium sponsored by the Institute of Electrical and Electronics Engineers. Reliability education panel includes H. C. Jones, Westinghouse Electric Corp.; S. R. Calabro, Aerospace Technology Corp.; Dimetri Kececioglu, University of Arizona; Charles Lipson, University of Michigan; and W. H. Von Alven, ARINC Research Corp. Sheraton-Park hotel, Washington.

■Jan. 11—Annual meeting of the stockholders of C-E-I-R Inc. to elect eight directors and to transact other business. Marriott Twin Bridges motor hotel, Arlington, Va.

Jan. 14—New deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Jan. 14—Annual midwinter meeting of Florida Association of Broadcasters. Far Horizons, Sarasota.

Jan. 14-15—15th Annual Retail Advertising Conference sponsored by the Retail Advertising Conference Inc. A session on electronic advertising is included in the program. Hotel Knickerbocker. Chicago.

■Jan. 15—Deadline for entries for the 1967 Ohio State Awards sponsored by the institute for education by radio and television of the telecommunications center, Ohio State University. The awards are open to all radio and television broadcasters producing programs whose primary intent is to educate or inform rather than to entertain. For information and entry materials write: Institute for Education by Radio-Television, 2470 North Star Road, Columbus, Ohio 43221.

■Jan. 15-17—Annual winter meeting and election of officers of the Oklahoma Broadcasters Association. Speakers include Robert Cahill, legal assistant to FCC Chairman Rosel H. Hyde. Skrivin hotel, Oklahoma City.

Jan. 16—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 through 91.9 mc).

Jan. 16—Annual winter meeting and election of officers of Idaho Broadcasters Association. Downtowner motel, Boise.

Jan. 16-17 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Toronto.

Jan. 17—Annual winter meeting of the Utah-Idaho AP Broadcasters Association. Downtowner motel, Boise, Idaho.

■Jan. 17—Luncheon meeting of the New York City chapter of the American Women in Radio and Television. Program will be on "The Sex Syndrome." Plaza hotel, New York.

Jan. 18—Annual winter meeting of Colorado Broadcasters Association. Brown Palace hotel, Denver.

■Jan. 19—Broadcasters day in North Dakota. Vincent Waslewski, president of National Association of Broadcasters, will address joint legislative session. Legislative reception to be sponsored by North Dakota Broadcasters Association. Bismarck.

Jan. 19-20 — First annual winter meeting of Virginia Association of Broadcasters. Sheraton Motor Inn, Richmond.

Jan. 19-20—Meeting of National Association of Broadcasters radio code board. Century Plaza hotel, Los Angeles.

Jan. 23-27—National Association of Broadcasters joint board meeting. Continental Hilton, Mexico City.

Jan. 24-26—22d Georgia Radio-TV Institute sponsored by Georgia Association of Broadcasters and University of Georgia. Speakers include Fred Friendly, professor of journalism, Columbia University; Peter Jennings, ABC News, New York; Admiral Wallace McDonald, chief of Naval Operations. University of Georgia, Athens.

Jan. 26—First annual dinner dance of Pacific Pioneer Broadcasters, featuring installation of officers. Beverly Hilton hotel, Beverly Hills, Calif.

■Jan. 26-29—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

Jan. 27—Annual awards dinner of the UPI Broadcasters Association of Massachusetts. Sheraton-Boston hotel, Boston.

Jan. 27-28—Technical conference on color television broadcasting sponsored by the Detroit, Toronto, Rochester (N.Y.) and Chicago sections of the Society of Motion Picture & Television Engineers in cooperation with the University of Michigan. Rackham Memorial Building, Detroit. For further information contact Howard W. Town, NET Inc., 2715 Packard Road, Ann Arbor, Mich.

Jan. 27-29 — Midwinter conference of the Advertising Association of the West. Sahara hotel, Los Vegas.

Jan. 30-Feb. 2—24th annual convention of the National Religious Broadcasters. Speakers include Paul Comstock, vice president for government affairs of the National Association of Broadcasters. Palmer House, Chicago.

FEBRUARY

Feb. 1—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

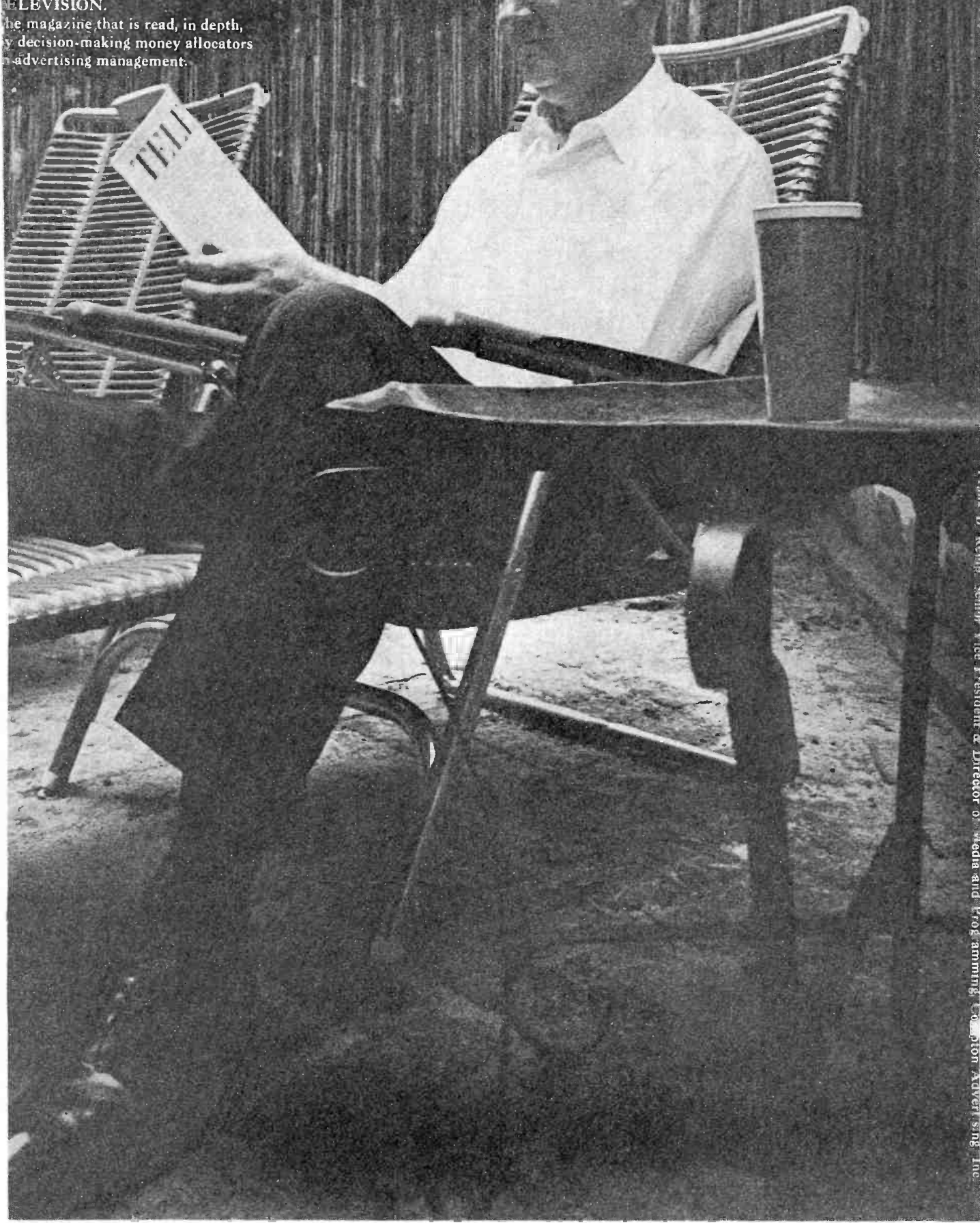
Feb. 1—Deadline for 1966 entries, including radio and TV, in the George Polk Memorial Awards sponsored by the department of journalism, Long Island University. Applicants send letters containing background descriptions. Radio and TV program entries require disk, sound tape or film supplemented when possible with scripts. Material should be submitted to Professor Jacob H. Jaffee, curator of the awards. Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 33d annual Headliner Awards for outstanding achievement in news reporting and writing, news photography, feature writing and pictures, and radio and television reporting sponsored by the National Headliners Club. Awards are included for broadcast editorials and public service by a station or network. For rules, regulations and entry blanks write: Mall Dodson, executive secretary,

Frank Kemp takes it home to read.

TELEVISION.

the magazine that is read, in depth,
by decision-making money allocators
in advertising management.



FRANK KEMP, SENIOR VICE PRESIDENT & DIRECTOR OF MEDIA AND PROGRAMMING, CAMPION ADVERTISING, INC.

HAPPY

NEW

National Headliners Club, Convention Hall, Atlantic City 08401.

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

Feb. 1—Deadline for receipt of entries for 1966 Medical Journalism Awards sponsored by the American Medical Association. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 2—Annual winter convention of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

Feb. 2—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Park Motor Inn, Madison.

Feb. 3-4—19th annual radio-TV news seminar sponsored by the Northwest Broadcast News Association and the school of journalism and mass communication, University of Minnesota. Speakers include Bruce Dennis, WGN-TV Chicago and president, Radio-Television News Directors Association; Dr. Donald Gillmor, author of *Free Press and Fair Trial*; and Wisconsin attorney general Bronson La Follette. University of Minnesota, Minneapolis.

Feb. 6-7 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Vancouver, B.C.

Feb. 6-8—Meeting of National Community Television Association board of directors. Jack Tar hotel, Clearwater, Fla.

Feb. 6-8—Ninth annual Conference on Advertising/Government Relations, sponsored by the Advertising Federation of America and Advertising Association of the West. Shoreham hotel, Washington.

Feb. 13—Mike Award Dinner of Broadcast Pioneers and Broadcasters Foundation, honoring WOR New York. Hotel Pierre, New York.

Feb. 15—New deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Feb. 16—Radio workshop sponsored by the Radio Advertising Bureau and the Association of National Advertisers. St. Regis hotel, New York.

Feb. 17-18—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Wasilewski, National Association of Broadcasters president. White Winrock motel, Albuquerque.

■Feb. 17-19—Fifteenth annual meeting of the New England chapter of the American Women in Radio and Television. Hotel Statler-Hilton, Boston.

Feb. 21-23—20th annual conference of the Western Radio and Television Association. Disneyland hotel, Anaheim, Calif.

■Feb. 22-23—Meeting of National Association of Broadcasters television code board. Phoenix.

MARCH

March 1-3—Annual National Association of Broadcasters state presidents conference. Sheraton-Park hotel, Washington.

March 2-4—Region II conference of the Na-

tional Association of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.

March 6-7—Executive committee, National Community Television Association. Madison hotel, Washington.

March 9 — International Radio and Television Society awards its Gold Medal for 1967 to Robert W. Sarnoff, RCA president. Waldorf-Astoria hotel, New York.

March 17—Annual spring meeting of Indiana Broadcasters Association. Marriott hotel, Indianapolis.

■March 25—Deadline for entries for awards for the best use of radio, television and film productions to make known on-going programs in library radio-television-film public relations, sponsored by the American Library Association. Five awards will be offered: radio spot, radio program, television spot, television program, and film. Rules and entry blanks may be obtained from, and entries should be submitted to: Miss Kathleen Molz, c/o Television Information Office, 745 Fifth Avenue, New York 10022.

APRIL

April 2-5—45th annual convention of National Association of Broadcasters. Conrad Hilton, Chicago.

April 2-5—Annual convention of the Television Film Exhibit organization. Conrad Hilton hotel, Chicago.

■April 7-8—Meeting of the Alabama AP Broadcasters Association. Carriage Inn motor hotel, Huntsville.

April 7-13—Third annual MIP-TV International Television Program Market. Palais des Festivals, Cannes, France. For information contact Mr. Charles Michelson, 45 West 45th St., New York 36. Telephone PLaza 7-0695.

April 15—National convention of the eastern section of the Intercollegiate Broadcasting System. Bronx campus of New York University, New York.

April 15-16—Annual national convention of the western section of the Intercollegiate Broadcasting System. University of California, Berkeley.

April 17-18—Program meeting sponsored by National Educational Television. Statler Hilton hotel, New York.

April 18-20—Fifth instructional radio television conference sponsored by the instructional division of the National Association of Education Broadcasters, the Electronics Industries Association and the Educational Media Council. New York.

April 19—Educational Television Stations division meeting of the National Association of Educational Broadcasters. Statler Hilton hotel, New York.

April 20—Peabody Awards Luncheon. Hotel Pierre, New York.

April 20-21—Annual spring meeting of Oregon Association of Broadcasters. Maverick hotel, Bend.

April 20-23—Annual spring meeting of Mississippi Broadcasters Association. Edgewater Beach hotel, Biloxi.

April 21-22—Annual spring meeting of West Virginia Broadcasters Association. Holiday Inn, Huntington.

April 24-27—32d national convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Hollywood.

MAY

May 2-3—Annual spring meeting of Missouri Broadcasters Association. Speakers include Sherril Taylor, vice president for radio of National Association of Broadcasters. University of Missouri, Columbia.

May 3-7—16th annual national convention of the American Women in Radio and Television. Marriott hotel, Atlanta.

■Indicates first or revised listing.

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OPEN MIKE ®

Coffee break

EDITOR: Many, many thanks for the
fine two-column-box story on our most
recent Spot Television Industry Study—
the one on coffee classification (BROAD-
CASTING, Dec. 12).

It was handled in a most interesting
manner, and, as always happens after
a story of this nature appears in BROAD-
CASTING, our telephones started ringing
and the requests for copies of the re-
port poured in. . . . —Robert L. Hut-
ton Jr., vice president, Edward Petry &
Co., New York.

Calling all sheriffs

EDITOR: May we have permission to
reprint a news item appearing in
BROADCASTING, Dec. 19, concerning an
arson conviction based on a voice from
a TV program?

Rather than try to rewrite it or
"dress it up," I'd prefer to reprint the
item with credit to BROADCASTING if
this meets with your approval.

As one who only recently came to
my present position as managing editor
of the nation's leading journal of
law enforcement after almost a quarter
of a century in broadcasting (radio
and TV), I want to do whatever I can
to promote a closer understanding be-
tween law enforcement and the news
media.

There are many instances of one call-
ing the other names purely because of
a lack of understanding.

Reprinting of the news item will also
provide an opportunity to let our 22,-
000 members know there is a journal
of the electronic world, namely, the
bible of broadcasters—BROADCASTING.
—Truman Walrod, managing editor,
The National Sheriff, National Sheriffs'
Association, Washington.

Spreading the word

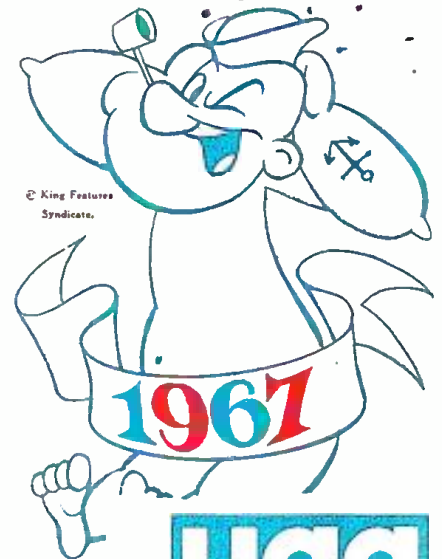
EDITOR: Would it be possible to re-
print from time to time in our Sunday
supplement, Iowa TV Magazine, arti-
cles as they appear in BROADCAST-
ING? . . .

My desire in making this request is
to try to provide our readers, who in
the aggregate are viewers of 27 tele-
vision stations, material that is better
and more significant than the customary
fan-magazine [or] star-publicity stories
. . . . —Ogden G. Dwight, editor, Iowa
TV Magazine, Des Moines Register
and Tribune, Des Moines, Iowa.

(Permission has been granted for both re-
quests.)



OF
PROFITABLE
PROGRAMMING
WITH



© King Features
Syndicate.



Radio puts charge in battery marketing

Radio has provided a big pay-off for the Mallory Battery Co. The story:

Needham, Harper & Steers a little over a year ago was appointed to handle advertising and product publicity for the Mallory Battery Co. Our assignment was two-fold: to introduce a relatively new product (Duracell batteries) and to project the company into the consumer market on a national scale.

The battery company is a division of P. R. Mallory & Co., an old-line, established firm which has been making and selling electronic components exclusively to industry for the past 50 years.

Mallory had set out to establish a dominant position in the consumer market. We were aware that the goal would call for all our resources—in marketing, research, media, creativity, etc. But we knew that we had an excellent product to work with: Mallory's Duracell batteries (mercury and alkaline) are quality items—high in performance and also higher in price than the popular zinc-carbon batteries but vastly superior in terms of longer service and greater dependability.

Our emphasis was going to be on quality and high performance based on "the long distance power cell" theme that we had developed.

Key Markets ■ We decided to employ a market-by-market approach and to concentrate on five key markets in strategic locations across the country. Media use was divided about equally between spot radio and newspapers.

Radio, we figured, would give us the kind of broad, low-cost coverage we were after—newspapers would provide the visual identification and recognition for the product itself.

Weighing the results, we found that radio had done an outstanding job for us. A check of 1,000 consumers in the test markets before the campaign started revealed only about 10% had heard of Mallory and/or Duracell batteries.

Six months after the campaign, in a recheck, 33%, or more than triple the previous number, said they were aware of the company and its products. And, of this number, more than 60% said they became aware of Mallory Duracell batteries from radio commercials.

Similarly, we had made a pre-campaign survey among 700 retailers. From this group we also got about a 10% awareness check. But six months later another check revealed that 46% knew about Mallory—with over 50% attributing it to radio.

What made radio pay off so big?

It's my feeling that credit should go to the total involvement we were able to develop with the 19 stations participating in the campaign. Their cooperation was outstanding and was reflected in the merchandising-sales promotion support we received.

Equally important, I think, was the fact that we visited every one of the five cities and talked personally with station managers and promotion personnel. This on-the-scene activity enabled us to outline our plans in detail, sketch out our strategies, and establish a good working relationship at the local level.

Not only did we visit with the radio stations and newspapers, but we also called on the trade to get its viewpoint and advice. We were able to assure the trade that we were in its market to stay, our advertising scheduled on a continuing and sustained basis throughout the year.

Station Loyalty ■ The fact that we would be on the air with a 52-week schedule also impressed the radio stations and helped develop station loyalty for our client and its products. At the same time, our commitment to a long-term schedule assured us of best time availabilities and, of course, built up continuity for the campaign.

As a result of this heavy programing, the consumer was exposed to our advertising message with a high degree of frequency—so much so that when he needed a replacement battery the chances were he'd get the Mallory sales pitch at some time within 48 hours of the time he was ready to buy.

In further support of the advertising campaign, a "radio rally" publicity program was developed, built around the theme of "a transistor radio in every home" for use in time of emergency.

A sweepstakes contest was also arranged as part of the promotion, in which several hundred transistor radios were given away to lucky winners. In addition, two college youths were assigned to call on the mayor in each of 21 cities to obtain official support at the local level.

Another promotion conducted this year in our five key markets was the "dollar an hour" contest. A transistor radio equipped with Duracell batteries was set to play continuously 24 hours around the clock—and the public was invited to guess the number of hours the transistor would play before the battery ran down. (Tests had showed that Duracell batteries were capable of performing for more than 1,000 hours.)

Again we had excellent support from radio stations in each of the five cities. Contacts were made with personal calls and conferences, with station personnel working out all promotion and publicity angles.

Expansion ■ Based on the success of this year's program, our plans for 1967 call for an expansion of the market-by-market strategy, backed by an increased budget.

More recently, our agency has been appointed to handle the advertising for the Mallory Battery Co. of Canada, Ltd. Radio will undoubtedly come in for a substantial share of the Canadian advertising effort.

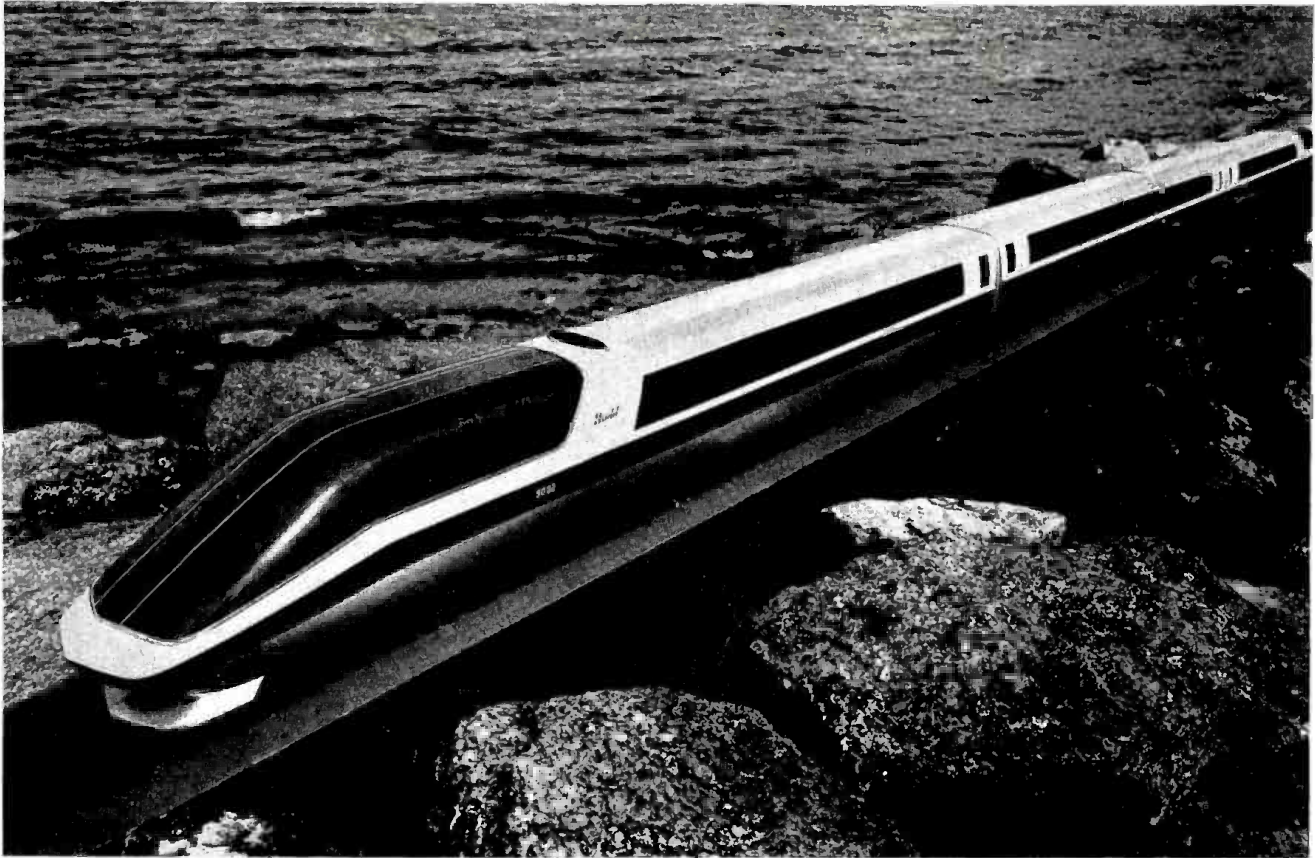
And with good reason.

Experience has shown that radio can be a powerful selling medium, and that coupled with total-involvement sales and promotional support of local stations, it can be a *super* selling medium.

I'll take the grass roots operation every time. With it, half the battle is won.



Robert H. Reis is vice president and senior director of Needham, Harper & Steers, New York. His background includes a stint as director of media and broadcast programing, also at NH&S, and, prior to the merger of Needham, Louis & Brorby with Doherty, Clifford, Steers & Shenfield, Mr. Reis held the same position with DCS&S. Mr. Reis previously served as general manager, special projects division, United Artists Television. He has personally visited most marketing areas in the U. S.



Supertrain proposed by The Budd Co. will travel 160 mph.

Republic anticipates needs of drastically new mass transportation systems— with modern steels

Radically faster public transportation systems are among the most urgent needs of American society. Hundreds of miles of almost continuous metropolitan areas are rapidly becoming grand-scale traffic jams.

To overcome these massive traffic jams, many major Republic customers are developing a variety of fantastically high-speed special systems for the future—on the ground, above the ground, and underground—on rails, cushions of air, and even in pneumatic tubes.

Republic is aware that rapidly changing markets—like transportation—are creating rapidly changing problems and opportunities for customers. Basic suppliers, like Republic, must, for the national welfare, anticipate customer needs and build far in advance of demands to be able to meet the changing metals requirements of the future.

That's why Republic Steel Corporation is investing hundreds of millions of dollars in new and improved facilities. These funds are available as internally generated cash and as bank loans which have been or may be extended to us by financial institutions. But these huge sums are available to us only because we have conducted our business profitably in the past. They are further evidence that industrial profits, resulting from efficient operation, aggressive research, and alert management, serve the needs of the whole nation and provide the sinews for its growth.

You Can Take the Pulse of Progress at
REPUBLIC STEEL

CLEVELAND, OHIO 44101



This STEELMARK of the American Steel Industry on a product assures you it is modern, versatile, economical Steel. Look for it on products you buy.

The Communicana Group Television Stations appoint Blair Television effective December 5, 1966

WSJV-TV

SOUTH BEND-
ELKHART **28** ABC

Don Fuller
General Manager

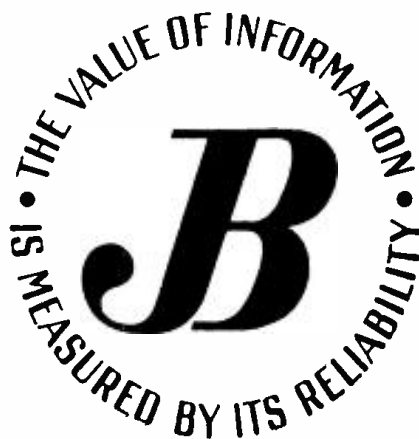


WKJG-TV

FORT WAYNE **33** NBC

Hilliard Gates
General Manager

JOHN F. DILLE, JR., PRESIDENT
PAUL C. BRINES, EXECUTIVE VICE PRESIDENT



New giant in broadcasting

ABC-ITT merger squeaks through FCC to create biggest corporation in networking; dissents are sharp, and there's flak from critics on Hill

By vote of the FCC last week, ABC was transformed from a network forced to scramble to stay in sight of its competitors, CBS and NBC, into one with the financial resources to compete with them on equal terms. When the merger is completed, ABC will be part of a corporation bigger than the parent of either of its rival networks.

The vote—4-to-3—was taken on an order approving the merger of ABC into the International Telephone & Telegraph Corp., one of the giants of the communications industry, in the largest transfer ever to go before the commission.

But the action, while paving the way for consummation of the merger on which the two companies had reached

agreement last year (BROADCASTING, Dec. 13, 1965), doesn't end the controversy that has blown up over the proceeding.

Several members of Congress who have been urging the commission to delay action until Congress convenes criticized the commission's action. And one of them, Senator Wayne Morse (D-Ore.), asked the Senate Small Business Committee, of which he is a member, to investigate the commission's handling of the case (see story page 24).

In addition, the strong language of the dissenting statements—particularly that of Commissioner Nicholas Johnson—is likely to rankle members of the majority for a long time to come.

"The majority's treatment of this case, in my judgment, makes a mockery of the public responsibility of a regulatory commission that is perhaps unparalleled in the history of American administrative processes," Commissioner Johnson said.

"From the outset, the outcome of this case has been a foregone conclusion," he added. He also said the majority opinion leads one "to ask if they even believed the merits relevant to their decision." It's understood that the published text is a "toned-down" version of the original draft that Commissioner Johnson circulated among his colleagues.

Commissioner Robert T. Bartley, in a separate statement, labelled the hear-

Two at the top of a new corporate team

Broadcasting has a new Mr. Big, and his name is Harold S. Geneen. He is chairman and president of International Telephone & Telegraph Corp., whose acquisition of ABC was approved by the FCC last week. Leonard H. Goldenson, president of ABC before the merger, stays on as head of ITT's newest wholly owned subsidiary.

Under the merger agreement, ABC will operate as a "substantially autonomous unit under substantially the same charter and by-laws" as the independent corporation.

It also provides for interlocking boards of directors. Mr. Geneen along with Hart Perry, executive vice president—finance and treasurer of ITT, will sit on the ABC board, while Mr. Goldenson, Simon B. Siegel, executive vice president of ABC and two other ABC directors not yet named will sit on the ITT



Mr. Goldenson (l) and Mr. Geneen

board of directors.

In addition, Mr. Goldenson and the two ABC directors still to be named will be named to the execu-

tive committee of ITT's board. The contract assures ABC representation on the parent board and executive committee for at least three years.

ing that was held on the case—an unusual two-day oral hearing at which the commissioners questioned the principals in the case and their representatives—“legally defective.” He also called on Congress to define national policy on licensing broadcast stations to “corporate conglomerates” like ITT.

Cox Holding His Fire ■ The third dissenter, Kenneth A. Cox, said only that he concurs substantially in the views of Commissioners Bartley and Johnson and will issue a statement of his position on the case at a later date.

The majority was composed of Chairman Rosel H. Hyde and Commissioners Lee Loevinger, Robert E. Lee and James J. Wadsworth. They said the merger would provide ABC—historically the third network—with the economic muscle it needs to compete with CBS and NBC and, therefore, would enhance rather than diminish competition in the communications field.

The majority also saw the merger resulting in two more benefits: With a sounder financial base, the majority said, ABC will be able to improve its programming service; expanded news and public affairs services were forecast. And UHF broadcasting will be aided, both through “programming improve-

ments” that can be expected to strengthen ABC’s UHF affiliates, and through ITT’s declared interest in advancing UHF technology.

Harold S. Geneen, chairman and president of ITT, and Leonard Goldenson, president of ABC, issued statements expressing pleasure with the commission action. “We shall do our utmost,” said Mr. Goldenson, “now and in the future, to live up to the vote of confidence given to us by the majority of the commission. We believe the merger will make it possible for ABC, in the public interest, to bring to the people of the nation the best of programming in entertainment, in sports and in news and public information.”

Mr. Geneen said the companies can now “move forward to complete the merger . . .” This is not scheduled to occur before the expiration of a 30-day period beginning on the date of the commission decision, Wednesday, Dec. 21.

Justice Letter ■ The way for commission action was cleared Tuesday evening with the receipt of a letter from the Justice Department stating that it would not attempt to block the merger. Donald F. Turner, chief of the department’s antitrust division, said that

although anticompetitive consequences may flow from the merger, the possibilities of such consequences “are too speculative to warrant action by the department” (see page 27).

Commissioners Bartley and Johnson chided their colleagues for what they characterized as undue haste in acting on the merger Wednesday. Commissioner Bartley said the commission had “rushed into approval” of the proposal with no more than superficial attention to the Turner letter.

Commissioner Johnson, who submitted his views in an 85-page (including a 13-page introduction) statement, said he was “simply stunned and bewildered that the majority of this commission could receive such a letter after 6 p.m. one evening and resolve a case of this magnitude before 10 a.m. the next morning.”

Actually, although the commissioners were explicit Wednesday morning as to their intentions in the case, Chairman Hyde didn’t call for a vote until mid-afternoon, after what was said to have been several hours of heated debate. Officials also pointed out that the commission had had the matter under consideration since March, when the applications for transfer and assignment were filed, and had been prodding Justice periodically for its views ever since.

A majority of the commission had been prepared to act weeks ago, but held off only because of a request from Mr. Turner early in November that the commission defer action until his division had completed a study of the antitrust aspects of the case. Thus, when the letter was received—containing the message that Justice saw no basis on which to seek injunction against the merger—the effect on the commission was like releasing a spring.

The majority, in a swift drafting job, included in the order which had already been drafted several passages disposing of the points raised by the department. It noted that it had already considered matters discussed in the letter and had concluded on the basis of its own experience and expertise that the merger would enhance rather than lessen competition and, in addition, “serve the public interest and the purpose of the Communications Act.”

Long Consideration ■ One observer close to the case said the speed of the commission’s action should not be surprising. “Once Justice said it had no grounds for action, the commission was ready to pass on matters under its jurisdiction. It had been considering this case for a year, and it’s supposed to be the expert; if they hadn’t been prepared to move, that really would have been grounds for concern.”

(In a puzzling development Thursday, however, a Justice Department

A rise in individual fortunes

Since last December when the news of ABC’s merger with ITT was first reported, ABC stock has moved upward in price with a closing 86½ the New York Stock Exchange on Thursday, Dec. 22, the day after the FCC announced its decision to allow the combination.

During this period, major ABC stockholders have, of course, been the recipients of handsome gains.

Before the ABC-ITT, talks were acknowledged, ABC stood at 54. On Dec. 1, 1965, the day the merger plans were confirmed, ABC moved up eight points to 62. On Dec. 9, 1965, the day the merger plans were announced officially, ABC stock reached 74.

To the upper echelon of ABC management, the increment has been substantial.

As of March 1, according to ABC’s proxy statement announcing its annual stockholders meeting, these were the holdings of top management:

Leonard H. Goldenson, president 97,061 common shares; Simon B.

Siegel, executive vice president, 18,937 shares; Everett H. Erlick, vice president and general counsel, 107 shares, and Thomas W. Moore, president of ABC-TV, 8,659.

Messrs. Siegel, Erlick and Moore also hold options, at \$60 per share, for 10,000, 5,000 and 8,500 respectively. In addition, Mr. Erlick holds an option for 7,959 shares at \$43.309 a share.

The increment between Thursday’s value and the pre merger price of 54 amounts to \$3,142,835 for Mr. Goldenson, \$876,980 for Mr. Siegel, \$478,127 for Mr. Erlick, and \$504,608 for Mr. Moore.

Under the agreement between ITT and ABC, Mr. Goldenson continues as president of ABC at an annual salary of \$125,000, Mr. Siegel as executive vice president at \$100,000, Mr. Erlick as vice president and general counsel at \$65,000 and Mr. Moore as president of ABC-TV at \$72,500. All also are given rights in deferred compensation and pension. Mr. Goldenson and Mr. Siegel also receive options on ITT stock.

FCC approval brings market reaction to ABC-ITT merger

ABC stock took a moderate hop upward last week on news of FCC approval of its merger with ITT.

ABC shares closed at 85 on Wednesday, the day of approval. Trading in the company's shares that day was suspended on the New York Stock Exchange until the final bell when a 17,800 share block crossed the tape at 85, up 4 $\frac{3}{8}$ points.

Actually that large block represented a number of smaller buy and

sell orders that had been held up until the moment before the exchange closed.

By merger terms—and based on ITT's Thursday price of 75 $\frac{1}{8}$ —each share of ABC would be worth 91, about 6% above ABC's Thursday price of 86 $\frac{3}{8}$. The difference represented the slim chance the merger might be upset and the time required to close the deal.

Last week's closing prices, net

changes and volumes traded for ABC common stock:

	Volume	Close	Change
Mon.	8,600	82 $\frac{3}{8}$	+ $\frac{1}{8}$
Tues.	7,400	80 $\frac{3}{8}$	- 2 $\frac{1}{8}$
Wed.	17,800	85	+ 4 $\frac{3}{8}$
Thur.	59,200	86 $\frac{3}{8}$	+ 1 $\frac{1}{8}$

For ITT common:

	Volume	Close	Change
Mon.	23,900	77 $\frac{3}{8}$	+ $\frac{1}{8}$
Tues.	5,600	76 $\frac{3}{8}$	- 1 $\frac{1}{8}$
Wed.	22,500	76 $\frac{3}{8}$	No change
Thurs.	10,300	75 $\frac{3}{8}$	- $\frac{3}{8}$

spokesman said the case was still under investigation, presumably in connection with possible antitrust law violations. The spokesman declined to elaborate, but said only that he had been instructed by his superiors to make the statement in response to a number of calls the department had received on the case since the commission's decision.)

The merger results in the emergence on the broadcasting scene of a conglomerate company with worldwide holdings having combined assets of some \$2.3 billion—which makes it the 20th largest corporation in the country. ITT alone, with assets of some \$2 billion as of Dec. 31, 1965, was ranked 30th.

It will be the largest of the three network-owning companies. RCA, parent of NBC, had assets of \$1.269 billion as of Dec. 31, 1965, and CBS \$469 million. In terms of revenues, ITT and ABC combined last year had \$2.259 billion, compared with \$2.057 billion for RCA and \$700 million for CBS.

Compared to such figures, those of ABC's last year look puny. ABC's total assets were \$263 million, and its revenues, \$476 million. It was against the background of these figures that the commission said the merger would enable ABC to compete with NBC and CBS on more equal terms. In this connection the majority also cited ABC's stated need of \$140 million for conversion of equipment to color broadcasting, for purchasing and equipping new studio complexes and for meeting soaring programming costs. The majority also pointed out that the ABC television network lost money over the last three years while NBC and CBS showed profits. (ABC's owned stations, however, have been profitable.)

"In the absence of the financial assistance that it will receive from the proposed merger," the FCC majority said, "it appears that ABC will be at a substantial competitive disadvantage and will be handicapped in its efforts to provide the programs and services

to the public that it seeks to provide." The majority noted that Mr. Geneen committed ITT to providing ABC with up to \$50 million in capital over the next three years.

Dissenters ■ Commissioners Johnson and Bartley, however, disputed the majority both on the question of competition and on ABC's need for ITT assistance. With ABC on a par with the other networks, Commissioner Johnson said, "what little price competition" that presently exists among the networks would disappear. Furthermore, he said, the merger would remove ITT as a potential owner of a new network and would make more difficult the entry into the business of a fourth network.

Both Commissioners Bartley and Johnson also saw ABC in good financial condition, able to get along without ITT. Commissioner Bartley said that there "is no persuasive showing that ABC, with a working capital of \$90 million in 1965, could not secure an additional \$50 million over a three-year period through other means"—possibly a merger with a company which doesn't pose the same problems as ITT, or through stock issue, debentures or another loan.

The two commissioners said the network's chief difficulty in catching up with CBS and NBC is lack of affiliates in the major markets—and the merger, they said, won't solve that problem.

Technically, all that was before the commission were applications for the transfer of ABC's six AM, six FM and five TV stations. But what was involved, also, were ABC's television network of 138 primary affiliates and 132 secondary affiliates, and its radio network of 348 basic affiliates, as well as a variety of other holdings, including 400 theaters, a record company (ABC-Paramount Records Inc.), three farm newspapers, and a TV-film distribution company (see details page 28).

This organization will be geared into a corporation with more than 105 principal divisions and subsidiaries

around the world making and selling telecommunications equipment, operating telephone companies and international common carriers and, recently running a rent-a-car company (Avis).

The sheer size and diversity of ITT, particularly in view of its considerable foreign holdings—60% of its revenues are earned abroad—constituted a major cause of concern among those opposed to the merger. Members of Congress as well as the dissenting commissioners expressed doubt that ABC News could operate independently of the business interests of ITT, at home and abroad.

Size No Drawback ■ The majority expressed no fear so far as the merged company's size is concerned.

Although the merger will help ABC increase its share of national television revenues, the majority said, there is "no visible prospect that it would enable ABC to dominate the market." Besides, the majority added, "television networks exist in a world of economic giants. The largest television advertiser [Procter & Gamble] spends almost as much annually on television advertising" as ABC Television network takes in during a year. (The network averaged \$232.7 million annually over the 1962-65 period).

The majority also said it is placing reliance on the statements of ITT and ABC officials in concluding that ABC News could be insulated from the other business interests of ITT. Messrs. Geneen and Goldenson have repeatedly stated that the news operation would be autonomous within ABC, which itself is to be a wholly owned subsidiary of ITT. However, the majority added that the matter "will receive our continuing scrutiny for any indication that our reliance upon the assurances and safeguards . . . was not warranted."

Commissioner Johnson made clear he remains unconvinced by the protestations of the ITT and ABC officials. Reliance cannot be placed "on assurances, albeit sincere, of interested parties who may be gone tomorrow,"

he said. He added that the kinds of decision which the merger "will encourage are not susceptible to scrutiny even by the most vigilant agency. And the Federal Communications Commission," he added, "has the well-earned reputation of being less than a vigilant agency."

One aspect of the proceeding that the majority discussed at length—and one that any congressional hearing on the merger is likely to focus on—was the procedure used in considering the case.

Members of Congress who have criticized the commission for not holding a full-dress evidentiary hearing received considerable support from the dissenting statements of Commissioners Bartley and Johnson. Commissioner Bartley said the commission violated the Communications Act provision requiring a full hearing in the event that the commission cannot determine that a grant of an application would be in the public interest.

And Commissioner Johnson, who had voted for the oral hearing in which the commissioners presided denounced the manner in which it was conducted. He said that it was only through the questioning of three commissioners (presumably those now in the minority) that the hearing was extended to "a scant two days." He also said that one commissioner's questioning [he presumably had Commissioner Loevinger in mind] was directed principally toward discrediting an FCC staff member, and assisting ITT counsel's effort to demonstrate the absence of any possible antitrust implications of the merger."

'Absence' ■ He said the "most notable peculiarity of the 'oral hearing' was the total absence of any party whatsoever representing the public."

The commission majority, however, defended the procedure as "extraordinarily painstaking and thorough and the most adequate in the circumstances of this case that our ingenuity could devise."

The majority said it decided against "a laborious and time-consuming hearing" because there was no substantial question of fact involved, and, despite the wide publicity given the case, no adversary party. The majority also said that "voluminous data" was already available in the formal documentation accompanying the applications and in the staff's analysis of the submissions.

"What was needed was not a hearing record of factual data already available to us, but an effective means for critical review of its legal and policy implications," the majority said.

Accordingly, the commission decided

against a conventional hearing that would question the principals and their representatives.

None Came ■ It also invited anyone with objections to come forward. "None did," the majority noted, and added: The invitation to "any party" wishing to offer evidence to do so went "considerably beyond the normal commission procedure in inviting and permitting intervention without requiring any showing of standing."

What the majority described as "another departure from routine practice" was assigning to a staff member the job of making an independent determination and public presentation of all questions of law and policy involved in the case. The majority said this afforded "maximum opportunity for consideration of every pertinent fact."

VHF Limit ■ Almost lost sight of in the attention given the broader implications of the merger was the fact that the commission's action involved the first application of the policy requiring hearings on applications which would result in an individual acquiring more than three TV stations (or more than two VHF's) in the top 50 markets.

The commission majority said the policy applies to the merger proposal, which involves five VHF stations in the top 10 markets. "We believe that the requirement for a hearing . . . has been satisfied by the procedures herein," the majority said. The commission has granted exceptions to the policy in the only four other cases in which it has come into play since being enunciated on June 21, 1965.

One possible obstacle to consummation of the historic merger loomed unexpectedly Thursday, but was quickly removed, at least temporarily. Hubbard Broadcasting Co., which is engaged in a 25-year-old dispute with ABC concerning the 770 kc frequency which Hubbard's KOB Albuquerque, N. M., shares with WABC New York, asked the U. S. Court of Appeals in Washington to stay the effect of the commission's order approving the merger. Hubbard said it intends to appeal the commission's order.

Hubbard has filed an application for WABC's facilities in competition with ABC's renewal application, and contends that the merger would deny it the opportunity of competing with ABC as it now exists. Hubbard went into court after the commission, in its order, rejected Hubbard's request that it deny the WABC assignment. The commission said it was approving the assignment without prejudice to Hubbard's rights or to the issues in the case.

However, Hubbard withdrew his request for a stay on Friday, after being

assured by lawyers for the parties that the merger would not be consummated for 30 days. This would afford time for the filing of an appeal and of a petition for stay pending a decision on the appeal.

But there was speculation that the issue would be settled out of court. Observers felt that ITT might be more willing to compromise the old dispute than ABC had been, particularly if the controversy threatens to hold up a closing on the merger. At issue is KOB's request that WABC's I-A station protect its signal at night.

The merger agreement provides for a stock transfer and thus no precise dollar value, but based on Thursday's closing price of ITT stock of 75½, holders of ABC's 4,681,896 would receive ITT shares valued at about \$406,349,010. The merger agreement calls for ABC stockholders to receive .5719 of a share of ITT common and .5719 of convertible preference stock for each share of ABC common.

Senate critics threaten probe

Morse leads attack on FCC approval of ABC-ITT merger

Congressional critics of the way the FCC has handled the merger of ABC and International Telephone & Telegraph Corp. immediately protested the commission's approval of the union last week, and the angry reaction indicated the last has not been heard from the small but determined band of lawmakers.

Charges of subservience to the industry, disregard for the public, political coverups and lack of diligence reverberated around the Capitol hours after word came that the FCC had decided in favor of the marriage Wednesday.

In the most vehement challenge, Senator Wayne Morse (D-Ore.) quickly requested a "thorough congressional investigation" by the Senate Small Business Committee, of which he is a member. He went on to say the "precipitate action by the FCC on the most important merger ever to come before it has not served the public interest. It can only suggest," he continued, "that the bigger the corporate interest, the fewer the questions, and the faster the FCC moves to oblige it. Surely no small-scale merger of local stations would have been handled with so little inquiry and so much disregard for normal FCC

PITTSBURGH IS THE COLORFUL GOLDEN TRIANGLE AND FULL COLOR WIIC-TV 11



Caley Augustine, WIIC-TV Director of Public Relations and Promotion, discusses the development of historic Point State Park with Pittsburgh Mayor, Joseph M. Barr.

no smoke. plenty of fire.

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

A bonus for 'Television' subscribers

A comprehensive directory of community antenna television systems is in preparation by the staff of Broadcasting Publications Inc. and will be published in *Television* magazine. The issue of *Television* containing the CATV directory will be distributed to all of the magazine's subscribers at no extra charge.

The directory is being compiled from reports on file at the FCC. Under the FCC's new CATV rules, all cable systems must submit detailed information on their operations.

The *Television* directory will list for all CATV systems in the U.S. the following data: location; name of system; address; principal officers and stockholders; population of community served; number of subscribers; date the system was started; channel

capacity; television stations carried on the system, together with their originating channel number, the channel of their CATV carriage, and method of pickup (microwave or off the air); nature of additional services provided by the CATV and time per week devoted to each.

In addition the *Television* directory will include a complete list of multiple CATV owners and of CATV owners who also have interests in radio or television broadcasting and in microwave services.

The *Television* directory is being compiled by the same staff experts who prepare the editorial content of the BROADCASTING YEARBOOK and BROADCASTING magazine. The CATV directory will appear in an early issue of *Television*.

procedures."

Competency Questioned ■ Noting the strong minority views on the FCC decision, Senator Morse said the dissent by the three commissioners "should cause the American people grave concern as to the judicial competency of the majority of the commission." He also criticized the Justice Department's part in the case, saying: "I am satisfied that the political history of this case emits an offensive odor which the Department of Justice has tried to deodorize." He was referring to charges he recalled the week before (BROADCASTING, Dec. 19) alleging that ITT had made political contributions in violation of federal statutes.

He also charged that in the past "the FCC lost the confidence of the public by its easy compliance with industry demands and the failure of Congress to exercise appropriate supervision over one of its agents. I hope Congress will not again allow the FCC to fall to such low estate by allowing the public airways to be disposed of with only cursory and superficial investigation," he concluded.

He was joined in his indictment of the FCC by Senator Gaylord Nelson (D-Wis.), who is also a member of the Small Business Committee and has also kept up a steady flow of statements urging the commission to look further in the ITT-ABC transaction. Senator Nelson said he was "shocked and saddened" by Wednesday's commission action. He added he had been reluctant to judge the merits of the merger and had limited himself to raising questions concerning public interest in the past because he felt the FCC would handle the case fairly. But he noted that three of the commissioners had leveled

serious charges concerning the handling of the merger.

Dissents Noted ■ He said it was incredible the commission should be so bitterly divided on fundamental procedures. In view of the magnitude of the merger, he said, the commission would have been expected to proceed slowly and deliberately. But instead "a one-vote majority of the commission elected to ram this case through without even satisfying the procedural objections of three FCC members.

"The willingness and ability of the FCC to consider the public interest in such cases has been thrown open to serious question," he concluded. "It would appear that this is just another regulatory agency that has become the willing tool of the industry it is supposed to regulate."

The other member of the Senate trio of critics, Senator Philip A. Hart (D-Mich.), chairman of the Antitrust and Monopoly Subcommittee, said it was "particularly disturbing to learn that the commission majority was unwilling to take time to study closely the many serious public interest questions raised by the Department of Justice." He said he hoped the department would re-examine the matter and consider carefully whether court action is warranted. He added it was inconceivable that an agency could approve such an important merger after a proceeding labelled as an "unprecedented, bobtailed oral hearing," by one of its members (Nicholas Johnson).

Shortly before the announcement of the FCC merger approval, Representative Silvio O. Conte (R-Mass.) of the House Small Business Committee, became the first in the House to publicly

criticize the handling of the case. He urged the FCC to schedule additional hearings. No matter how well-intentioned the September hearing was, he said, it "exhibited an indifference" to the public to be served. He said the record to date has not upheld whether the public interest, convenience and necessity will be served by either approval or disapproval of the merger. He said that thanks only to the senators, minority commissioners and the press has testimony critical to the issue been made part of the unofficial public record. He noted such issues as the competitive aspects of the merger, the impact of ITT's far-flung foreign interests, and ITT officials' membership in the President's Club were unanswered questions needing an answer.

Charges Renewed ■ Also in advance of the FCC approval was a previous statement by Senator Morse in which he urged the commission to consider charges made in 1964 during the course of the Bobby Baker controversy asserting ITT had reimbursed top officers ordered to make contributions to political campaigns in 1960. Senator Morse said that although the Justice Department found no illegal campaign activity and a grand jury took no action (BROADCASTING, Dec. 19), the FCC or Congress had an obligation to consider the charges. He also noted that since the FCC had not asked to see the charges, he was making them public.

The document contained observations of J. T. Naylor, former vice president of ITT. He said he was told to contribute \$1,200 to the "Texas Business and Professional Men's Committee for Johnson for Vice President." He was told top officers of the firm had been advised to contribute to "butter both sides so we'll be in a good position whoever wins." He was informed the program was "very important to political protection and business development," and that his personal contribution would be reimbursed by the company through adjustment in Mr. Naylor's expense account. He said the check was then handed to Bobby Baker, former Senate majority secretary, who, he recalls, was described to him as "Johnson's man and Washington representative of the Johnson Committee."

It is unlawful for corporations to make direct financial contributions to political campaigns. It is also illegal for any person or firm doing business with the federal government to make, promise or solicit political contributions.

Mr. Naylor quit his post with ITT after the incident. The Justice Department earlier last week said it had found no evidence to support the allegation. An ITT official, who Mr. Naylor said asked for his contribution, branded the accusation as false, and said he had never solicited campaign funds.

FCC gets Justice go-ahead

Commission acts quickly after receipt of letter from antitrust chief

The possibilities of anticompetitive consequences exist and the FCC should consider them. But the Justice Department—at present—finds the possibilities so speculative that it does not contemplate an effort to block the merger.

That, in essence, is the Justice Department's view of the merger of International Telephone & Telegraph Corp. and ABC.

The department's position was outlined to the FCC in a letter which, among other things, suggested that—but for the merger—ITT might have entered broadcasting through the creation of a new CATV or broadcasting network.

The letter, written by Donald F. Turner, chief of the department's antitrust division, was delivered to the commission after the close of business on Tuesday. Less than 24 hours later, the commission acted on the applications providing for assignment of the network's 17 AM, FM and TV licenses to ITT.

In its file when the commission acted was a letter from Marcus Cohn, counsel

for ITT, challenging the accuracy of Mr. Turner's major assertions. Mr. Cohn's letter was filed at noon Wednesday.

The commission itself commented swiftly on the letter. The majority in its decision said it had considered the factors mentioned in the letter but had concluded that the merger would enhance rather than lessen competition. The dissenting commissioners, however, took a contrary view.

Long Wait • The commission majority, which had been ready to act for months, had been holding off since Nov. 3 when Mr. Turner asked the commission to defer action pending completion of a study by his staff of the anticompetitive aspects of the case. Justice had been kept informed since the applications for assignment were filed last March (BROADCASTING, April 4).

Mr. Turner indicated the department was concerned chiefly with the merger resulting in a diminution of independent ITT activities in broadcasting as well as "in CATV and other fields competitive with broadcasting," and in the development of technology that might open the broadcasting field to others.

He also questioned the validity of the claim made by the applicants that ABC needs ITT's financial support to compete successfully with CBS and NBC.

"So far as we are aware," Mr. Turner said, "the commission has not had before it" information on those matters. But, he added, "because of uncertainties inherent in predicting developments . . . we cannot conclude on the basis of the facts presently available to us" that a suit to block the merger should be filed.

"We suggest, however," said Mr. Turner, "that these anticompetitive possibilities warrant serious consideration by the commission in its pending proceeding since in applying the public interest standards of the Communications Act, the commission is obliged to consider the competitive aspects along other public interest issues."

Mr. Cohn, like the commission majority, said the Turner letter contained nothing new. ITT's interest in CATV was discussed during the two-day oral argument the commission held on the merger in September, he noted. He also said the commission is well aware of the technological developments which are taking place in the various communications fields. The information, he added, has been filed in innumerable commission proceedings, and was referred to in the September hearing.

And over the past decade, Mr. Cohn said, ABC has frequently told the commission and Congress its views concerning the allocation of television channels and the effect those and related developments would have on ABC's "pros-

We get channels you can't get anywhere else.

ITT's \$7 million in CATV

The reference to ITT's \$7 million investment in CATV, made by Donald F. Turner, Department of Justice antitrust chief, in his letter to the FCC refers to ITT's subsidiary, Federal Electric Corp., a company spokesman said last week. Federal has interests, some substantial, in eight CATV systems—Brownsville, McAllen and Mission-Phar, all Texas; Oswego, N. Y.; Hammonton and Vineland, both New Jersey; Seattle, Wash., and San Juan, P. R.

The Texas and New Jersey systems are owned by multiple CATV owners—Southwest CATV Inc. and Garden State TV Cable Corp. respectively.

These interests, it was explained, stem from Federal's financing of these systems, including stock holdings as payment for the company's construction of these cable systems.



In January. Salvador Dali on the tube; are viewers ready for this trip? The growing importance to advertisers of the mushrooming young-adult audience. A guided tour of the networks' executive suites. Hertz talks back to Avis's "We try harder" campaign in the TV battle of the year. How the networks cover Washington, the news capital of the world. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago, Hollywood.

The pieces of a new ABC-ITT

The merger of ABC and ITT joins a relatively specialized company that is principally interested in broadcasting and movie exhibition with a broadly diversified corporation that is engaged in many kinds of enterprise, though heavily oriented toward communications and electronics, throughout the world.

ABC owns a string of valuable radio and television stations: WABC-AM-FM-TV New York, WLS-AM-FM Chicago, WBKB-TV Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit and KQV-AM-FM Pittsburgh.

The ABC television network comprises 138 primary affiliates covering, according to ABC's calculations, 93% of all U. S. television homes. It has secondary affiliations with other stations that extend its coverage.

The ABC radio network has 348 basic affiliates.

The company owns some 400 motion-picture theaters, concentrated mostly in southern and midwestern states.

ABC is in the phonograph record business with ABC-Paramount Records Inc. and subsidiaries which produce under the labels ABC-Paramount, ABC, Impulse, Apt, Command, Grand Award, Westminster, Music Guild and Whitehall.

It owns *Prairie Farmer*, *Wallaces Farmer* and the *Wisconsin Agriculturist*, farm publications primarily distributed in the Midwest. ABC subsidiaries operate two Florida tourist centers, Weeki Wachee Spring and Silver Springs.

ABC Films Inc., a subsidiary, distributes film programs to television

stations in this country and abroad. ABC International acts as purchasing and sales representative for a group of foreign television stations and holds minority interests in a number of foreign television enterprises.

ABC and Madison Square Garden Corp. have half-interests each in MSG-ABC Productions which has an 80% interest in two American and two European productions of "Holiday on Ice," an ice show.

ABC has minority interests in Microwave Associates (12%), manufacturer of electronic components; Technical Operations (19%), a research and development firm, and Visual Electronics (preferred stock with rights to convert into 20% of common), sales and engineering company specializing in television equipment.

ITT, with headquarters in New York, operates a wide range of businesses throughout the world. Following are its principal divisions and subsidiaries as listed in its latest annual report:

NORTH AMERICA

Manufacturing—Sales—Service

CANADA

Barton Instruments Ltd. (Canada), Calgary, Alta.; Cannon Electric (Canada) Ltd., Toronto, Ont.; General Controls Co. (Canada) Ltd., Guelph, Ont.; ITT Canada Limited, Montreal, P.Q.; Royal Electric Co. (Quebec) Ltd., Pointe Claire, P.Q.; Wakefield Lighting Ltd., (Canada), London, Ont.

JAMAICA

ITT Standard Electric of Jamaica Ltd., Yallahs.

MEXICO

ITT de México, S. A. de C. V., Mexico City; Industria de Telecomunicación, S. A. de C. V., San Bartolo Naucalpan; Industrias Ocelco de México, S. A., Monterrey; Materiales de Telecomunicación, S. A., Toluca; McClellan, S. A., Mexico

City; Standard Eléctrica de México, S. A., Mexico City; Wyatt de México, S. A. de C. V., Tlalnepantla.

PANAMA

ITT Standard Electric of Panama, S. A., Panama City.

PUERTO RICO

ITT Caribbean Manufacturing, Inc., Rio Piedras; ITT Caribbean Sales and Service, Inc., Rio Piedras.

UNITED STATES

Documat Inc., Waltham, Mass.; Federal Electric Corp., Paramus, N. J.; Intellex Systems, Paramus, N. J.; International Standard Engineering, Paramus, N. J.; ITT Technical Services, Paramus, N. J.; International Standard Electric Corp., New York, N. Y.; International Telephone & Telegraph Corp., Sud America, New York; ITT Arkansas Division, Camden, Ark.

ITT Cannon Electric (division), Los Angeles; ITT Controls and Instruments Division, Glendale, Calif.; Barton Instrument Corp., Monterey Park, Calif.; General Controls, Glendale, Calif.; Hammel-Dahl, Warwick, R. I.; Henze Valve Service, Hoboken, N. J.; ITT Data Services (division), Paramus, N.J.; ITT Electron Tube Division, Easton, Pa.; ITT Electro-Physics Laboratories, Hyattsville, Md.

ITT Environmental Products Division, Philadelphia; Nesbitt, Philadelphia, Pa.; Hayes, Torrance, Calif.; Norman, Columbus, Ohio; Reznor, Mercer, Pa.; ITT Export Corp., New York; ITT Farnsworth Research Corp., Fort Wayne, Ind.; ITT Federal Laboratories (division), Nutley, N. J.; ITT Federal Support Services, Richland Wash.; ITT Fluid Handling Division, Morton Grove, Ill.; Bell & Gossett Hydronics, Morton Grove, Ill.; Marlow, Midland Park, N. J.; Stover, Freeport, Ill.

ITT Gilfillan Inc., Los Angeles; ITT Industrial Laboratories Division, Fort Wayne, Ind.; ITT Industrial Products Division, San Fernando, Calif.; ITT Industries Inc., New York; ITT Jabsco Inc., Costa Mesa, Calif.; ITT Mackay Marine (division), Clark, N. J.; ITT Microwave Inc., Mountainview, Calif.; ITT Mobile Telephone, Inc., Burbank, Calif.; ITT Semiconductors (division), West Palm Beach, Fla., and Lawrence, Mass.; ITT Telecommunications (division), New York; Corinth, Miss.; Milan, Tenn.; Raleigh, N. C.; ITT Terryphone Corp., Harrisburg, Pa.; ITT Wakefield Corp., Detroit, Mich.

ITT Wire and Cable Division, Pawtucket, R. I.; Royal, Pawtucket, R. I.; Surprenant, Clinton, Mass.; Jennings Radio Manufacturing Corp., San Jose, Calif.

Telephone Operations

PUERTO RICO

Puerto Rico Telephone Co., San Juan.

VIRGIN ISLANDS

Virgin Islands Telephone Corp., Charlotte Amalie.

pects." There are also "innumerable references" to the matter throughout the hearing record, Mr. Cohn said.

Eliminates Fourth Network ■ A key point in the Turner letter was the observation that the merger would eliminate the possibility of ITT launching a new network. And "the concentration of control in three networks over access to the principal stations and their audiences places a high premium on possible developments which would dilute network power," he wrote.

Mr. Turner said that ITT had considered buying one or another of the networks, various television station groups, and individual stations. If ITT

had bought stations, Mr. Turner said, it would have had "a base for subsequent independent entry into the network business."

He also noted that ITT had invested almost \$7 million in the construction and ownership of CATV systems since 1965. He said that the possibilities "contemplated" included expanding the investment, pay-TV operations, "and creation of a network linking whole areas of local CATV franchises." Mr. Turner said ITT's interests in these matters "apparently ceased after it agreed on merger with ABC—a sequence which indicates a possible cause and effect relationship" (see page 27).

Mr. Turner did not give the source of his information regarding ITT's possible plans in networking. But it's known his staff has questioned ITT officials on several occasions since the close of the oral argument.

Mr. Cohn, however, denied that ITT ever entertained such thoughts as these Mr. Turner attributed to it. ITT "never intended nor did it ever have any plans or studies prepared on the possibility of its entry into nationwide radio or television networking—whether by broadcasting or CATV, through internal growth or new construction," he said in his letter.

In challenging the validity of the

SOUTH AMERICA

Manufacturing—Sales—Service

ARGENTINA
Cimpañía Standard Electric Agrentia, S. A. I. C., Buenos Aires.

BRAZIL
Standard Eléctrica, S. A., Rio de Janeiro; Eletrónica Industrial S. A., São Paulo.

CHILE
Compañía Standard Electric, S. A. C., Santiago.

COLOMBIA
ITT Standard Electric de Colombia, S. A., Bogotá.

ECUADOR
International Standard Electric of New York Ltd. (branch), Quito.

EL SALVADOR
International Standard Electric of New York Ltd. (branch), San Salvador.

VENEZUELA
Standard Telecommunications C. A., Caracas.

Telephone Operations

BRAZIL
Companhia Telefônica Nacional, Curitiba.

CHILE
Compañía de Teléfonos de Chile, Santiago.

PERU
Compañía Peruana de Teléfonos Limitada, Lima.

EUROPE, MIDDLE EAST, AFRICA

Manufacturing—Sales—Service

ALGERIA
Société Algérienne de Constructions Téléphoniques, Algiers.

AUSTRIA
Standard Telefon und Telegraphen Aktiengesellschaft, Czeija, Nissl & Co., Vienna.

BELGIUM
Bell Telephone Manufacturing Co., Antwerp; ITT Europe, Inc., (branch), Brussels; ITT Standard S. A. (branch), Brussels (offices in several countries).

DENMARK
Standard Electric Aktieselskab, Copenhagen.

FINLAND
Standard Electric Puhelinteollisuus Oy, Helsinki.

FRANCE
Cannon Electric France S. A., Toulouse and Paris; CFRO/SEDE, Paris; Compagnie Générale de Constructions Téléphoniques, Paris; Les Téléimprimeurs, Paris; Compagnie Générale de Métrologie, Anney; International Standard Engineering Inc. (branch), Paris; Laboratoire Central de Télécommunications, Paris; Le Matériel Technique Industriel, Paris; Le Matériel Téléphonique, Paris; Océanic-Radio, Paris and Chartres; Société des Produits Industriels ITT, Paris;

Société Industrielle de Composants pour l'Electronique, Courbevoie.

GERMANY

Deutsche ITT Industries G.m.b.H., Freiburg; Standard Elektrik Lorenz Aktiengesellschaft, Stuttgart; Graetz G.m.b.H., Stuttgart, and other subsidiaries.

GREECE

ITT Hellas A. E., Athens.

IRAN

Standard Electric Iran AG, Tehran.

ITALY

Fabbrica Apparecchiature per Comunicazioni Elettriche Standard S.p.A., Milan; Società Impianti Elettrici Telefonici Telegrafici e Costruzioni Edili S.p.A., Florence; ITT Domel Italiana S.p.A., Milan.

NETHERLANDS

Internationale Gas Apparaten N. V., Utrecht; Nederlandsche Standard Electric Maatschappij N.V., The Hague.

NIGERIA

ITT Nigeria Ltd., Lagos.

NORWAY

Standard Telefon og Kabelfabrik A/S, Oslo.

PORTUGAL

Standard Eléctrica, S. A. R. L., Lisbon

REPUBLIC OF SOUTH AFRICA
Standard Telephones and Cables (South Africa) (Proprietary) Ltd., Boksburg East, Transvaal.

RHODESIA

Supersonic Africa (Pty) Ltd., Bulawayo.

SPAIN

Compañía Internacional de Telecomunicación y Electrónica, S. A., Madrid; Compañía Radio Aérea Marítima Española, S. A., Madrid; Standard Eléctrica, S. A., Madrid.

SWEDEN

ITT Norden AB, Solna; Standard Radio & Telefon AB, Barkarby.

SWITZERLAND

Intel S. A., Basle; ITT Standard S. A., Basle; Standard Téléphone et Radio S. A., Zurich; Müller-Barbieri AG, Wettswil; Steiner S. A., Berne.

TURKEY

Standard Elektrik ve Telekomunikasyon Ltd., Sirketi, Ankara.

UNITED KINGDOM

Cannon Electric (Great Britain) Ltd., Basingstoke; Creed and Co., Brighton; ITT Industries Ltd., London; Maclaren Controls Ltd, Glasgow, and other subsidiaries; Standard Telephones and Cables Ltd., London; Standard Telecommunication Laboratories Ltd., London, and other subsidiaries.

ZAMBIA

Supersonic Radio Zambia Ltd., Livingstone.

FAR EAST AND PACIFIC

Manufacturing—Sales—Service

AUSTRALIA

Cannon Electric (Australia) Pty. Ltd. (50% interest), Melbourne; Standard Telephones and Cables Pty. Ltd., Sydney;

ITT Australia Pty. Ltd., Brisbane and other cities.

HONG KONG

ITT Far East and Pacific Inc. (branch), Hong Kong; ITT Far East Ltd., Hong Kong; Transelectronics Ltd., Hong Kong.

INDIA

ITT Far East and Pacific Inc. (branch), New Delhi.

JAPAN

ITT Far East and Pacific Inc. (branch), Tokyo.

NEW ZEALAND

Standard Telephones and Cables Pty. Ltd., (branch), Upper Hutt, Wellington.

PHILIPPINES

Globe-Mackay Cable and Radio Corp., Manila (unit of ICO Group, below); ITT Philippines Inc., Makati, Rizal.

INTERNATIONAL COMMUNICATIONS

American Cable & Radio Corp., New York; All America Cables and Radio Inc.; Commercial Cable Company; Globe-Mackay Cable and Radio Corp.; ITT All America Communications—Caribbean Inc.; ITT Cable and Radio Inc.—Puerto Rico; ITT Communications Inc.—Virgin Islands; ITT World Communications Inc. Press Wireless, Inc.; Companhia Rádio Internacional do Brasil, Rio de Janeiro; Compañía Internacional de Radio Boliviana, La Paz; Compañía Internacional de Radio, S. A., Buenos Aires; Compañía Internacional de Radio, S. A., Santiago; Cuban American Telephone and Telegraph Co. (50% interest), Havana; Radio Corp. of Cuba, Havana.

FINANCIAL AND OTHER SERVICES

Alexander Hamilton Life Insurance Co., Denver; American Universal Life Insurance Co., St. Louis, Mo.; Hamilton Management Corp., Denver; ISE Finance Holdings S. A., Luxembourg; ITT Avis, Inc., Garden City, N. Y.; ITT Financial Services Inc., New York; Great International Life Insurance Co. (50% interest), Atlanta; International Telephone & Telegraph Credit Corp., New York; ITT Aetna Finance Co., St. Louis; Kellogg Credit Corp., New York.

INTERESTS (minority and other) AND

ASSOCIATE LICENSEES

AUSTRALIA

Austral Standard Cables Pty. Ltd., Melbourne.

FRANCE

Lignes Télégraphiques et Téléphoniques, Paris.

ITALY

Società Italiana Reti Telefoniche Interurbane, Milan.

JAPAN

Nippon Electric Co., Tokyo; Sumitomo Electric Industries, Osaka.

SPAIN

Marconi Española, S. A., Madrid.

claim that ABC needs ITT's resources in order to compete, Mr. Turner said that ABC hasn't attempted to obtain financing elsewhere. He also said that although the network has been the weakest of the three, it has steadily narrowed the gap, and its overall broadcasting operations have been quite profitable.

ITT's estimates, he said, indicate that ABC's earnings growth rate over the next five years would be 16%. "More importantly," he added, ABC was expected to yield a cash flow approaching \$100 million between 1966 and 1970, almost all of which was "thought by ITT to be available for reinvestment

in other fields than the television business.

Besides eliminating any chance ITT would participate in broadcasting independently of ABC, the merger might have three anticompetitive effects, according to Mr. Turner.

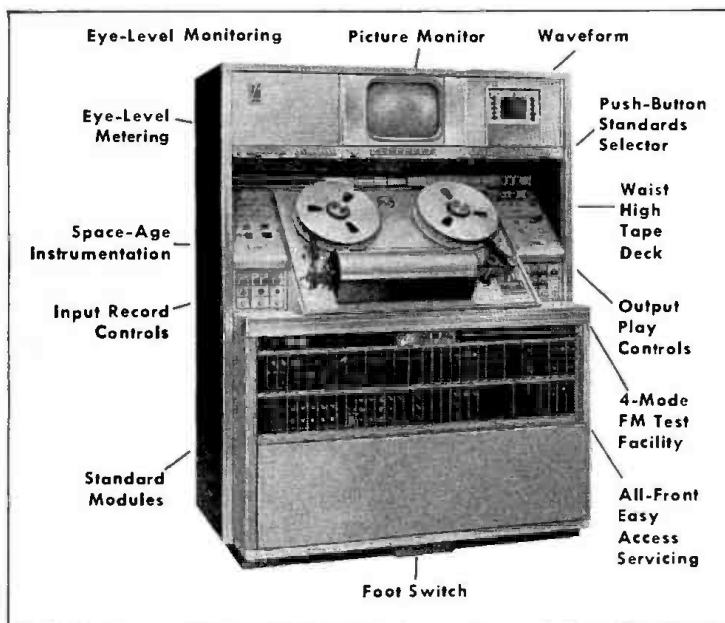
One stems from the integration of a large communications technology and equipment firm, like ITT, with an existing network. Heavy investments in the existing broadcasting structure, Mr. Turner said, might "blunt" ITT's efforts to develop technology of competitive systems. Nationwide CATV and direct satellite-to-home broadcasting are two such systems he mentioned.

A second possibility involves the assumption that networks "unintegrated with common carriers or equipment manufacturers are most likely to bargain down the price of transshipment services and equipment." The effect of such bargaining, he said, may be to reduce barriers to entry for other potential networks.

The third involves the possibility that the "acquisition of a network by a large, diversified industrial concern may have an adverse economic impact on new networks "because of placement of the firm's own advertising and because of the possibility of reciprocal dealings and leverage on other advertisers."

Here Come the TR-70's!

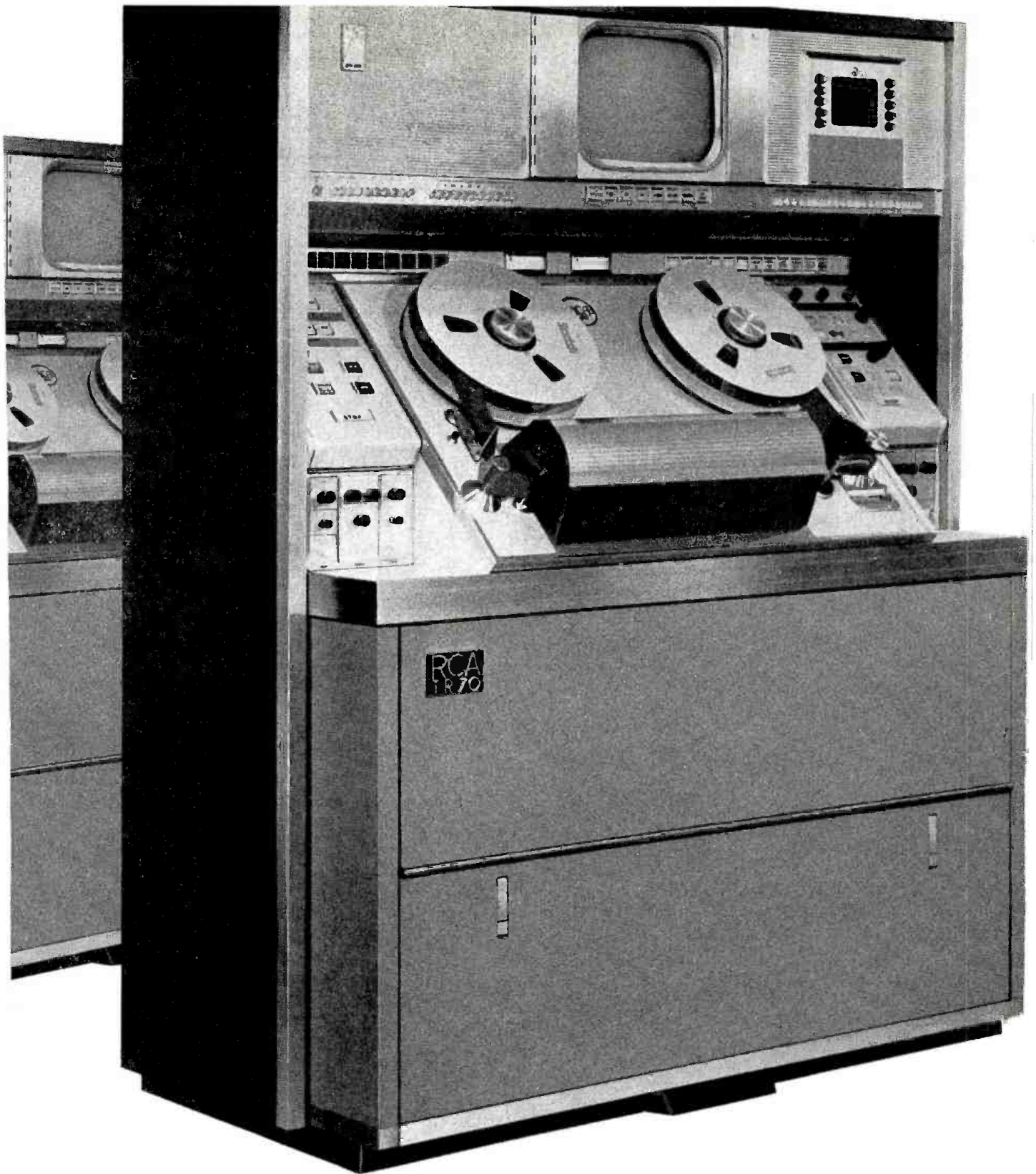
Top-Performance
High Band Color Recorder
Now Rolls to Customers



UNMATCHED CONVENIENCE—With the TR-70's unexcelled features for error-proof operation the best pictures snap in most readily and stay in without varying from day to day.

The one that leap-frogged all other designs is now taking another important leap . . . to users! Scores of these top-performance Tape Recorders with unmatched design features are coming off production lines as fast as we can make them, destined for users in United States, Canada, Australia and Europe . . . now.

Those who have waited will be glad they did. If you want operating ease that makes even the beginner a pro—you've got it. If you want performance that means tapes of increased brilliance and realism at all times—you've got it. If you want innovations that you expect the most trusted name in electronics to provide—error-proof controls, standardized modules, switchable FM standards (all modes built-in)—you've got every one and a lot of others, too.



If you're not yet on the list to receive one of these truly amazing recorders we suggest you see your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.



The Most Trusted Name in Electronics

PERSPECTIVE ON THE NEWS

30-second spots: new trend for '67?

REPS AND STATIONS MOVE TO SET SEPARATE RATES FOR HALVES

The 30-second commercial segment, an accepted member of the spot-television family since the general adoption of piggyback announcements two years ago is beginning to shake its attachment to its one-minute parent and stand on its own feet.

The implications for the whole television business are far-reaching in terms of revenues to be generated and the number of commercial segments that the medium will eventually absorb.

Major representation companies and their stations, recognizing the growing dependence of big advertisers on the piggyback commercial (back-to-back 30-second units), are moving toward establishment of separate rates for 30-second announcements.

The reasons are manifold, but major among them is that the half-minute commercial length, no matter what it's called or how it appears on the screen, is here to stay as far as sponsors are concerned.

The piggyback commercial has cost stations and their representatives plenty in scheduling and book-keeping difficulty while netting them nothing extra in revenues although, when unintegrated, these announce-

ments must be counted as two commercial units, thus reducing the available inventory of those sticking to the commercial limitations of the NAB television code.

Price Tag ■ A number of station representatives feel the time has come to give the 30-second commercial a price tag of its own and this is frequently more than half of the minute rate.

At the same time stations and their representatives have acknowledged the lack of interest by national advertisers in 20-second announcements by pricing them considerably above half-minutes and above half the cost of 60-second units.

The net effect would apparently be encouragement of the half-minute unit and speedy extinction for the 20-second announcement. In long-range terms this pattern, should it advance, seems to suggest more commercial segments in the spot-TV spectrum and greater revenues for the medium.

Last week two more large representation organizations reported their attitudes on the half-minute question, both indicating increasing stature for this length of announcement. Earlier, Blair Television re-

ported a test under way at 13 of the stations it represents in which the 30-second price became the base figure in their rate cards. According to this plan the sponsor now finds single 30-second units available. But for 60-second piggybacks he must pay 160% of that half-minute price and for a single minute spot he's charged 140% of the half-minute base.

Piggyback Premium ■ Admittedly, says the rep, the plan puts a premium on the piggyback commercial but at the same time it notes these increases can now be balanced by the use of single 30-second announcements—previously unavailable—which precludes the need for piggybacks in instances where both halves of the commercial are not compatible with the program vehicle used to carry them or the time period in which they appear. In spite of the rep's rationale, sponsors are reported balking at the idea of a piggyback surcharge, a concept that they beat down successfully two years ago.

Last week The Katz Agency, another major representation company, announced that one of its list, WKRC-TV, the Taft Broadcasting Co. station in Cincinnati, has adopted a

Sponsors sign for Super Bowl TV

Super Bowl coverage was reported last week to be 100% sold to advertisers at NBC-TV and 75% sold at CBS-TV in what will be the first professional football simulcast on two networks Jan. 15 (BROADCASTING, Dec. 19).

The game was made possible by the merger of the National Football League and the American Football League.

In the dual-TV-network coverage (4-7 p.m. EST) from the Los Angeles Coliseum, each network will carry 18 minutes of commercial time, with NBC-TV pricing its commercials at \$75,000 a minute and CBS-TV at \$85,000 a minute. NBC-TV has signed seven national and four regional sponsors.

CBS-TV said it has contracts with three national advertisers, and that negotiations are underway with two other national and a number of regional sponsors.

NBC Radio, it was announced last week, will carry the Super Bowl in addition to CBS Radio, which had already announced its coverage plans.

The Line-Up ■ CBS Radio, which is charging \$1,500 per minute, was reported to have committed all of its coverage to four advertisers—Plymouth (through Young & Rubicam); Anheuser-Busch (D'Arcy); P. Lorillard (Grey), and American Express (through Ogilvy & Mather).

NBC-TV's national advertisers are: Chrysler Corp. (Young & Rubicam); R. J. Reynolds Tobacco (William Esty); RCA (J. Walter Thompson); American Airlines (Doyle Dane Bernbach); Schick Safety Razor Division of Eversharp

(Compton); Kellogg Co. (Leo Burnett); and McDonalds Corp. (D'Arcy). It was noted that Chrysler, Reynolds and RCA are also regular-season advertisers on AFL telecasts on NBC.

NBC-TV's regional lineup includes: Sun Oil Co. (Esty); Wilson & Co. (Campbell-Mithun); Haggard Slacks (Tracy-Locke), and Lone Star Brewing Co. (Glenn Advertising). Regular AFL advertisers in this group are Sun Oil and Lone Star Brewing.

CBS-TV reported deals with McDonalds Corp. (D'Arcy), for two minutes; Philip Morris (Burnett), for two or three minutes, and Trans World Airlines (Foote, Cone & Belding), for three minutes. Negotiations as of last Thursday (Dec. 22) were being held with Ford (JWT), for three minutes. Another national advertiser was also being considered. CBS-TV said it also has six regional minutes available for sponsor-

new card that offers advertisers specific rates for 30-second announcements in all parts of its schedule.

The Katz organization drew back from a general endorsement of the plan for all its stations, but did not attempt to disguise its enthusiasm in the instant case or deny that it would be in favor of the plan for other outlets it handles.

In a letter covering the new card Katz said: "It's no secret that piggyback announcements are unwieldy. . . . The servicing of piggybacks—scheduling instructions, copy changes, late arrival of film—are continuing problems."

An Option ■ This card differs from the new Blair plan in that sponsors still have the option of purchasing one-minute single spots or piggybacks at regular one-minute rates. It's difficult to compare the new WKRC-TV card (effective Jan. 1) with the old one because coincident with the introduction of half-minute prices there was a regular seasonal adjustment of the station's rates based on recent audience rating information. However, with its new structure the station offers only 30's, 20's and 10's in prime time, and, outside of prime-time, 20's and 30's carry precisely the same price, further indication of the moribund state of 20-second announcements.

Outside of prime-time on the WKRC-TV card all 30-second prices are more than half of minute rates

although this ratio changes slightly throughout the schedule. The one-time rate for a minute of class A time (7:30-8 p.m.) is \$330 while twice the 30-second rate is \$364, or approximately 10% above the minute fee.

Katz says the new card isn't designed to discourage piggybacks, rather to encourage 30's.

Still another big rep, Peters, Griffin, Woodward, put its word in on the subject last week. PGW advised its stations to review their price structures with an eye to establishment of half-minute rates. PGW President Lloyd Griffin said he doubts 30's will ever overtake minute announcements as the dominant spot unit but went on to say piggybacks have gone a long way toward establishing the value of 30 TV seconds and that now this length of time ought to be pegged at a "realistic" price.

PGW is suggesting that its stations charge between 50% and 65% of minute rates for 30-second announcements in fringe time depending on schedule position, pre-emptibility and local market conditions.

Time Eater ■ Asserting that the expanding use of piggybacks has been attended by lost time in handling problems at agency, station and rep, PGW also said that present commercial practices of most major advertisers and the commercial formats of stations and networks are

not synchronized.

While suggesting that its stations institute half-minute rates, the rep firm advised that it be done on an ad hoc basis, not with a blanket formula.

Eastman TV puts itself at the forefront of those fighting for new status for the half-minute announcement. Al Shepard, president of the organization, says letters went out to agency media departments two weeks ago proclaiming the availability of 30-second units in all time categories on 15 of the 27 TV stations that Eastman represents. The half-minute commercials are priced at 20-second rates, according to Mr. Shepard.

There has been some speculation that networks may soon be offering half-minute units for sale in their prime-time schedules. And this change, if it materializes, would likely have side affects on the spot-television business. It is remembered that piggyback commercials were taken in network front doors before a reluctant spot industry let them in its back door.

Much of the talk of network half-minute pricing has centered around CBS-TV. Officials there have denied imminent plans for half-minute sales, but responsible sources inside CBS have predicted that 30-second network pricing is inevitable at CBS-TV, certainly within several years, probably much sooner.

ship, with negotiations also continuing in this area. Philip Morris is a regular CBS sponsor on NFL season games.

Katz upholds idea of color charges

The Katz Agency, which sells time for the first TV station to announce a color rate card, last week came to the defense of higher charges for color but professed distaste for the term "premium" to describe such increases.

A color-based rate card was introduced last October at the Katz-represented WHEN-TV Syracuse, N. Y., asking a 5% increase for all commercials running in color. The new card drew protests and threats of business can-

cellations from a number of major advertising agencies (BROADCASTING, Dec. 5).

The Katz statement last week suggested that color TV gives sponsors "a new sales medium of unparalleled value."

"The time has come," said Katz, "for advertising agencies to accept new cost-per-thousand guidelines for color television that reflect its added value. The old cost-per-thousand standards for black-and-white TV no longer apply."

Kenneth Donnellon, Katz director of advertising and public relations, said the company was taking a stand on the issue now because penetration of color sets has reached a significant level in many markets and continues to grow quickly.

"Establishing the point at which penetration is sufficient to justify rate increases has to be determined market

by market," he said.

The Katz announcement said: "This is not to suggest premiums for color. It simply suggests that buyers pay for value received. In fact, as color viewing becomes more commonplace, stations may be giving discounts to old-fashioned black-and-white advertisers."

Guidelines set for banks, S&L ads

Advertising by banks and savings-and-loan associations concerning the interest they pay to depositors was the subject of a new set of guidelines issued by the federal agencies that regulate these financial institutions last week.

The new guides were laid down in letters to presidents of all such firms

Network TV-radio is formula for more sales

Formula 409 Inc., Westport, Conn., intends to double its advertising billing in 1967 to \$3 million from \$1.5 million this year as the company places its Formula 409 household spray cleaner in network television and radio for the first time, starting Jan. 2.

An estimated 95% of the spending for Formula 409 is in TV-radio with the product advertised heretofore by 150 local personalities. With its entry into national distribution in 1967, Formula 409 will be advertised by Art Linkletter on three CBS-TV programs, *House Party*, *Password* and *To Tell The Truth* and on CBS Radio's *House Party*.

Until February 1965, Formula 409 was sold exclusively at various military installations throughout the world. At that time it was placed on the civilian market and advertised almost exclusively by local TV and radio personalities, who improvised commercials from a fact sheet supplied by Wilson Harrell & Co., Westport, marketing agency for the product. Sales in 1966 rose to an estimated \$5.6 million wholesale, up from \$1.6 million in 1965, according to Mr. Harrell.

Mr. Harrell reported that a new Formula 409 spot dry cleaner has been developed by the company and voiced the view that it will be the second product to be placed on the market.



TV-radio personality Art Linkletter (l) discusses Formula 409 advertising plans with Wilson Harrell, president of Formula 409 Inc. and Wilson Harrell & Co. The household spray cleaner goes national on Jan. 2 and will be advertised by Mr. Linkletter on various programs.

whose deposits are insured by the federal government. The statements stressed the guides were merely "principles" but the threat of legal action for failure to comply was also implied.

The four principles outlined were as a result of some "flamboyant" types of advertising during the interest-rate war between banks and S&L's earlier this

year, one agency official noted. However, it was also acknowledged that there had been a lessening of such advertising recently. Some of these advertising practices were deemed to be misleading or "detrimental to the public's attitude toward the nation's financial system."

The new advertising requirements

stressed that only the simple annual interest rate can be stated in the ads, that the ads cannot imply that more than the \$15,000 deposit ceiling will be covered by federal insurance, that the word "profit" may not be used to describe the interest on deposits and that the ads will have to declare any minimum time or size requirements for deposits.

The principles were issued jointly by the Securities and Exchange Commission, the Federal Deposit Insurance Corp., the Federal Home Loan Bank Board and the Federal Reserve Board. Prosecution for violations would fall under the antifraud provisions of the securities act.

Nielsen moves up dates for all-market reports

Agencies can move ahead faster now with their planning of new spot TV schedules, A. C. Nielsen Co. said last week in announcing a more-rapid production and distribution of its NSI all-market measurement reports. The report cycle presently in distribution will beat last year by some two weeks with top markets already moving a week earlier.

Nielsen's fall measurement of all 226 TV markets ended Nov. 23 and by Dec. 7 the first reports were mailed for Chicago, Indianapolis, Milwaukee and Cincinnati. Others followed daily with New York moving Dec. 20. Nielsen said reports for 25 of the top 30 markets already have been delivered.

Business briefly . . .

P. Lorillard Co., for True cigarettes, through Foote, Cone & Belding, both New York, has purchased 35-week sponsorship in NBC Radio's *News on the Hour*. Wynn Oil Co., Azusa, Calif., through Erwin Wasey, Los Angeles, has purchased sponsorship in the network's *Monitor*. American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, both New York, has renewed sponsorship in *David Brinkley Reports*, also on NBC Radio.

The American Gas Association, through J. Walter Thompson Co., both New York, will sponsor the special color production of Irving Berlin's *Annie Get Your Gun*, starring Ethel Merman, on NBC-TV Sunday, March 19 (8:30-10 p.m. EST).

Austin, Nichols & Co., Maspeth, N. Y., through Alfred Lilly Co., New York, has doubled its advertising budget for Campari (an aperitif) to \$50,000. About half of that will go into radio. The company plans to use WQXR New York, WDVR Philadelphia, KPAT San Francisco,

**BUYING TIME
IN
JACKSONVILLE?**

.....**SWING WITH WJKS-TV abc 17...**

R A RUST CRAFT STATION
Represented by Edward Petry, Inc.

and stations in Washington, Boston, and New Orleans.

General Foods Corp., Maxwell House Division, White Plains, N. Y., through Benton & Bowles, New York, is using radio and television in expanding its markets for freeze-dried Maxim concentrated instant coffee. Product now moves into Ohio area of Akron-Canton-Cleveland-Youngstown. It's already in Indiana, Arizona and in New York, with the exception of New York City.

Thos. Leeming & Co., division of Chas. Pfizer & Co., New York, through LaRoche, McCaffrey and McCall Inc., that city, has begun heavy selling campaign for new Ben-Gay penetrating heat lotion. Advertising includes continued sponsorship through March 1967 on nine CBS-TV shows: *Ed Sullivan Show*, *Mission: Impossible*, *Gunsnake*, *Thursday and Friday Movies*, and in daytime shows, *Secret Storm*, *Andy of Mayberry*, *Dick Van Dyke*, and *To Tell the Truth*, and on five NBC-TV nighttime programs, *Run For Your Life*, *The Virginians*, *Laredo*, *Star Trek*, and *Tuesday Movies*.

Schlitz Brewing Co., Milwaukee, through Leo Burnett Co., Chicago, has purchased sponsorship in six NBC-TV nighttime shows: *Run For Your Life*, *The Girl From U.N.C.L.E.*, *Tuesday Movies*, *I Spy*, *Star Trek* and *Saturday Movies*.

Rep appointments . . .

- WLBW-TV Miami: Storer Television Sales, New York (CLOSED CIRCUIT, Dec. 19).
- WNBE-TV New Bern, N. C.: National Television Sales, New York.
- KMYO Little Rock, Ark.: Raymer Radio Co., New York.
- WIXX Fort Lauderdale, Fla.: Venard, Torbet & McConnell, New York.

Agency appointments . . .

- Vita Pakt Citrus Products Co., Covina, Calif., has assigned Geyer, Morey, Ballard Inc., Los Angeles, to prepare its marketing and advertising for all Vita-Pakt products, effective February 1967. Max W. Becker Advertising, Long Beach, Calif., relinquishes the account.
- The Hartford Insurance Group, Hartford, Conn., has named LaRoche, McCaffrey and McCall Inc., New York, to handle its national advertising, effective March 8, 1967. The account is now with The Marschalk Co., New York.
- Mrs. Smith's Pie Co., Pottstown, Pa., has named J. M. Korn & Son, Philadelphia, to handle advertising and public relations for its Ready-Baked Division,

CBS researchers hit 'Life' study

CBS-TV Network researchers drew a bead last week on a *Life* magazine promotion that sought to show that the number of homes actually using television is substantially below the totals indicated by the A. C. Nielsen Co.'s national reports.

Life's promotion, they said, was based on figures compiled by Alfred Politz Media Studies that showed 41% of all households were tuned to TV during the average minute during the 6:30-10 p.m. interview period. *Life* then compared this 41% figure to a 56% figure derived from the Nielsen Television Index (NTI).

CBS-TV researchers said the Nielsen figures, normally expressed as percentages of TV homes, actually translated out to 55% of all homes, not 56%. But they concentrated their fire on the techniques and conclusions of the Politz study.

Almost 70% of the difference between the Politz and Nielsen figures, they said, could be accounted for by Politz's finding that 35% of the households contacted were "not at home" because nobody answered the interviewer's ringing of the doorbell.

Households that responded to Politz's bell-ringing but refused to be interviewed were classified as viewing or not viewing in the same proportion indicated by households that cooperated. These and other considerations resulted in an understatement of viewing, according to CBS-TV researchers.

The CBS researchers concluded that "several aspects" of the Politz study lead them to disregard its findings, and neither the study nor the conclusions that *Life* drew from it "give us [any] reason to question Nielsen evening homes-using-television figures."

Pulse affirms intent to do '67 radio study

Dr. Sydney Roslow director of The Pulse Inc., has written to radio stations to answer what he called "scuttlebutt" and to assure them that Pulse has "every intention" of proceeding with its radio coverage study in 1967 and will start field work in January.

Actually, he said, Pulse's original plan has been expanded to include field work for three months in summer as well as three months in winter, which he said is "the only adequate basis" to give "year-around" circulation figures. This expansion was decided upon, he said, in response to "legitimate reac-

tions" of broadcasters who felt a winter-only survey would not give a true measure of year-around circulation.

"As a result," he continued, "we have been put at a disadvantage because our competitors will survey only the spring months and consequently have the report available toward the end of the year. Why hasn't the radio industry expressed the same reaction to our competitor?"

Of the "scuttlebutt," Dr. Roslow said: "Apparently our competitors have succeeded in creating the idea that we are not doing our CP '67. As a result, we understand that the major reps are advising their stations to purchase the coverage study that is being planned by our competitors.

"I want you to know that, as of this moment, we have every intention of executing the circulation study in 1967. We go into the field with our survey work in January 1967."

Dr. Roslow's letter did not identify his "competitors," but the American Research Bureau plans a radio coverage study with station circulation information to be gathered between April 13 and May 10, 1967, and with the results promised for distribution to clients early next fall. Two weeks ago ARB reported that 28 advertising agencies, which is described as a record number, had agreed to buy the full study (BROADCASTING, Dec. 19).

SPOTMASTER

RS-25



Tape Cartridge Racks

RM-100



... from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount wood racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); \$40.00 per rack. SPOTMASTER Lazy Susan revolving cartridge wire rack holds 200 cartridges. Price \$145.50. Extra rack sections available at \$12.90.

Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

ARB lists color and UHF sets

Report finds seven markets with over 20% color penetration; 18 cities have over 90% UHF coverage

The American Research Bureau last week released its first figures on color TV and UHF set penetration in major markets in the United States, based on its November research.

The ARB report showed that seven U. S. markets stand at 20% or higher penetration of color TV, and, since the research firm is releasing color only as its surveys are verified, this doesn't include such major markets as New York, Chicago, Los Angeles, Philadelphia and Washington. ARB said that it would release these color percentages sometime this week.

According to the Beltsville, Md., research organization, these are the leading markets in color TV receivers: Santa Barbara, Calif., 25% of all homes; South Bend-Elkhart, Ind., 24%; Dayton, Ohio, 23%; Fort Wayne, Ind., 22%;

Youngstown, Ohio, 21%; Peoria, Ill., and Salinas-Monterey, Calif., tied at 20%.

And, the leading cities (metro market only) in the UHF sweepstakes, with 90% or more penetration: Fresno Calif., and South Bend-Elkhart, 100%; Evansville, Ind., Fort Wayne, Lexington, Ky., Youngstown, each 99%; Wilkes Barre-Scranton, Pa., and Yakima, Wash., 98%; Bakersfield, Calif., Madison, Wis., Rockford, Ill., Springfield-Holyoke, Mass., each 97%; Champaign-Decatur-Springfield, Ill., Harrisburg, Pa., and Montgomery, Ala., each 96%; Binghamton, N. Y., and Peoria, Ill., each 94%; and Erie, Pa., 93%.

The color and UHF listings come from ARB's November sweep of more than 230 TV markets. The UHF penetration figures are complete; the color

listings are only being released as they are confirmed.

Here are the complete listings as released by ARB last week:

UHF penetration: as percent of TV homes, by metro markets:

Atlanta, 36%; Austin, Tex., 64%; Bakersfield, Calif., 97%; Baltimore, 38%; Binghamton, N.Y., 94%; Birmingham, Ala., 45%; Boston, 34%; Buffalo, N.Y., 49%; Champaign-Decatur-Springfield, Ill., 96%; Charlotte, 50%; Chicago, 45%; Cincinnati, 33%; Cleveland, 39%; Columbia, S.C., 89%; Columbus, Ohio, 44%.

And Dallas-Fort Worth, 40%; Dayton, 52%; Detroit, 52%; Erie, Pa., 93%; Evansville, 99%; Flint-Saginaw-Bay City, 48%; Fort Wayne, 100%; Fresno, Calif., 99%; Greenville-Spartanburg-Asheville, 24%; Harrisburg, 96%; Harrisburg-Lancaster-Lebanon-York, Pa., 80%; Hartford-New Haven, Conn., 69%; Houston, 41%.

And Indianapolis, 41%; Jacksonville, 85%; Johnstown-Altoona, 50%; Kansas City, 30%; Knoxville, Tenn., 79%; Lexington, Ky., 99%; Los Angeles, 46%; Louisville, Ky., 84%; Madison, 97%; Miami, 36%; Milwaukee, 81%; Minneapolis-St. Paul, 35%; Montgomery, Ala., 96%; New York, 30%; Oklahoma City, 36%; Peoria, 94%; Philadelphia, 58%; Pittsburgh, 35%; Roanoke, Va., 18%; Rockford, 97%; St. Louis, 54%.

And San Antonio, 46%; San Diego, 38%; San Francisco, 35%; Seattle-Tacoma, 27%; South Bend-Elkhart, 100%; Springfield-Holyoke, 97%; Tampa-St. Petersburg, Fla., 78%; Toledo, 40%; Washington, 54%; Wilkes Barre-Scranton, 98%; Yakima, Wash., 98%; Youngstown, 99%.

Color TV set penetration: Biloxi, Miss., 12%; Binghamton, N. Y., 15%; Bluefield, W. Va., 10%; Bristol, Va.-Johnston City, Tenn., 11%; Cedar Rapids-Waterloo, Iowa, 16%; Charlotte, N. C., 12%; Dayton, Ohio, 23%; Des Moines, 13%; Detroit, 17%; Duluth, Minn.-Superior, Wis., 10%; Ensign, Kan., 13%; Eugene, Ore., 19%; Flint-Saginaw-Bay City, Mich., 18%; Fort Wayne, 22%; Grand Rapids-Kalamazoo, Mich., 18%; Green Bay, Wis., 13%; Greenville-Spartanburg, S. C.-Asheville, N. C., 13%.

And Greenville-Washington-New Bern, N. C. 12%; Harrisburg-Lancaster-Lebanon-York, Pa., 17%; Hattiesburg-Laurel, Miss., 11%; Hays, Kan., 10%; Huntsville-Decatur-Florence, Ala., 8%; Jacksonville, Fla., 16%; Johnstown-Altoona, Pa., 13%; Lima, Ohio, 18%; Madison, 16%; Manchester, N. H., 13%; Mankato, Minn., 12%; Medford, Ore., 17%; Meridian, Miss., 9%; Miami, 19%.

And Norfolk-Portsmouth-Newport News-Hampton, Va., 12%; Omaha, 13%; Peoria, Ill., 20%; Phoenix, 14%; Pittsburgh, 13%; Davenport-Rock Island-Moline-East Moline, Ill., 17%; Raleigh-Durham, N. C., 11%; Richmond, 11%; Rochester, N. Y., 14%; Rockford, Ill., 17%; Salinas-Monterey, Calif., 20%; Salisbury, Md., 12%; Salt Lake City-Ogden-Provo, 18%; San Antonio, 10%; Santa Barbara, Calif., 25%; South Bend-Elkhart, 24%; Springfield-Holyoke, 13%; Toledo, Ohio, 17%.

And Topeka, 12%; Tulsa, 14%; West Palm Beach, Fla., 19%; Wheeling-Steubenville, W. Va., 14%; Wichita-Hutchinson, Kan., 14%; Wilkes-Barre-Scranton, 18%; Youngstown, 21%; Yuma-El Centro, Calif., 15%.



They forgot the FCC

In the true spirit of Christmas, brotherhood, ABC's Washington news bureau decided to try harder. The

decoration on its window calls for "Peace on earth—goodwill to NBC and CBS."

Takes full ownership

Purchase of 100% ownership of WJHF(TV) Raleigh, N.C. by Springfield Television Broadcasting Co. has been reported. Springfield, which already owns 50% of the channel 28 station, is aiming to begin programing next spring.

The transaction, made public Friday (Dec. 16), calls for Terry Sanford, William H. White and Hugh Cannon to sell their interests to Springfield Television. Payment will be in stock with value estimated between \$100,000 and \$150,000.

Springfield Television is headed by William Putnam. It is group broadcaster.

Readying bills for the hopper

Congress's interest mounts
in election-coverage laws;
fairness procedures hit

Broadcasters last week were assured they will be the subject of much congressional attention when the lawmakers return to Washington early next year. At that time members of Congress have forewarned that they will again scrutinize broadcasting practices concerning editorials, political endorsements, election coverage and fairness policies.

Already on tap are the Senate Communications Subcommittee's fact-finding into public affairs programing and the fairness question and the House Commerce Committee's proposed scrutiny of broadcaster endorsement of political candidates.

However, last week came confirmation that other parties would bring up the issue of broadcasting election returns and the making of vote predictions before polls have closed. A lot of words were spilled and much time spent on these subjects before and after the 1964 elections but nothing was resolved at that time.

Last week Representative Lionel Van Deerlin (D-Calif.), a former broadcaster who is a member of the Communications Subcommittee, said he would introduce legislation forbidding the broadcast of state or local election results while any polls in the area remain open. The Senate Communications Subcommittee also confirmed it planned to back Senator Vance Hartke's call for it to probe radio-TV vote predictions made while the polls are still open. The Indiana Democrat had been particularly concerned about the influence such predictions might have on intentions to vote and the impact this might have in close races.

Prediction Hearing ■ The Senate unit reportedly is planning to make this one of its first orders of business after the next session of Congress opens Jan. 10. Officials of the networks and FCC

Chairman Rosel Hyde are certain to be called when the subcommittee begins drafting plans for the inquiry after the holidays.

Representative Van Deerlin told a gathering of Triangle Stations personnel in New York that he and probably other congressmen would introduce bills to prohibit the broadcasting of results until after voting stops. He noted that in the California race, one network had announced a winner 27 minutes before the close of city polls and that 13 people told a precinct worker they were not going to bother voting. Admitting the suggested bill would bring up questions of speech infringement, he said, however, that the measure would protect the sanctity of the ballot and could stand any court test.

He said that although his measure would be confined to reporting of results, he knew that other congressmen are considering bills to prohibit vote predictions. Another Communications Subcommittee member, John Moss (D-Calif.) and Representative John M. Slack Jr. (D-W.Va.) are reported considering such action.

The former San Diego-area newspaper and commentator also outlined other areas of interest to broadcasting he felt Congress would study in the upcoming session.

Focus on Extremists ■ Among these he mentioned an examination of the fairness doctrine with emphasis on the use of broadcasting by extremist organizations and the possibility of mandatory suspension of licenses of any broadcaster who is in willful violation of the doctrine. Although he said he was prepared to defend the endorsement of political candidates within the confines of the fairness doctrine, he predicted that bills probably would be introduced to ban the practice. He cited outcries by House Speaker John W. McCormack (D-Mass.), House Commerce Committee Chairman Harley O. Staggers (D-W.Va.), House Judiciary Committee Chairman Emanuel Celler (D-N.Y.) and complaints about broadcasters in North Carolina and California campaigns.

It is also expected there may be some backing for legislation to require radio and TV stations to keep better records on how they are meeting the fairness doctrine's equal-time provision. Some congressional observers see the stations as not bothering to keep records or tapes and feel that the doctrine is being taken too lightly.

Representative Van Deerlin also said there will probably be a congressional inquiry into the subject of quick license transfers. He said this would focus on "short-haul ownership" whereby purchasers build up station evaluations for quick resale of the property.

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What price national ETV?

NAEB group sees \$392 million needed by 1971 for capital expenditures, \$285 million yearly for operating costs

Planning ahead for the forthcoming report on educational television by the Carnegie Commission and the subsequent Senate hearing, educational broadcasters have taken a look toward what they will need by 1971 to provide a truly national ETV service.

The Educational Television Stations division of the National Association of Educational Broadcasters said there must be "at least 364" operating ETV's in 1971 compared to the 118 on the air as of Sept. 1, 1966. These stations should be operating seven days a week, with optimum power and antenna height and be capable of color broadcasting, the report said.

After a four-month study, ETS offered a five-year projection for ETV. It estimated \$392 million would be required for construction and modernization and \$285 million annually in operating costs.

It said that capital funds needed to construct the 246 new stations would be \$246,750,000; to update the existing

118 stations would cost \$120,587,500, and to construct intrastate interconnection systems would cost \$25 million. The total five-year capital needs would be \$392,437,500.

On an annual basis, it estimated station operating budgets at \$153 million; national and regional instruction and noninstructional program service at \$125 million (a Ford Foundation estimate); interconnection costs at \$7.2 million. The total annual operating costs would be \$285,200,000. This figure is based, the study said, on the assumption "there will be no ETV capital cost for use of a satellite system."

As envisioned by the ETS study, the 364 stations would cover about 90% of the country. It broke the stations down into five categories: AA, A, B, C and D.

Of the 246 new stations needed by 1971, ETS said 143 (58%) would be in the D category, primarily satellite stations with possible future "minimal one-camera capability, equipped with

minimum video-tape and film playback capability." There are now 21 D stations on the air.

It said an additional 54 stations (22%) would be required in the C category, small-city outlets with basic one-studio production capability. There are now 24 C stations on the air.

ETS said another 25 B category stations (10%) would be needed. These are middle-sized city operations with two-studio and mobile production facilities. At present 27 are on the air.

In the A category, the study saw 24 stations (10%) being added to the 34 now in operation. These are major-city stations with complete multiple-studio and mobile-unit production capabilities.

The AA category now has 12 outlets on the air and ETS does not see any more necessary by 1971. The AA's are very large regional and national broadcast and production facilities equipped with large multiple-studio TV and film production facilities, mobile units, and all attendant studio and broadcast services.

The study, termed by ETS as a "model" of "realistic goals" for ETV within five years, noted that operating funds are more critically needed than are capital funds. "We must achieve a suitable and stable operations base,"

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We don't know but . . .

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the study said, "allowing for total use of the ETV facilities or the multi-million-dollar capital investment will represent a considerable waste of public and private funds."

A 1964 ETS study showed ETV's average operating budgets were about \$370,000 annually. The five-year plan calls for an average annual budget of \$390,000. This ranges from a \$2 million budget for AA stations to \$100,000 annually for D category outlets. These were termed "most conservative" by Chalmers H. Marquis, ETS executive director.

He noted the figures were simply an ETS appraisal of what would be needed. "It is by no means a list of how you get there," he added, saying he hoped the Carnegie Commission report "will speak to when and how" these goals can be reached.

New Formula ■ He noted that the \$32 million in federal money allocated as matching funds under the ETV Facilities Act of 1962 is now totally committed to operating stations, permittees and those whose applications have been accepted by the FCC. The current formula for the matching grants is 50% for new operations and up to 75% federal funds for updating existing stations.

However, he felt the same formula

won't work with the influx of new stations, and that possibly some new formula will be an outgrowth of the forthcoming hearings planned by Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

The ETS report noted that local matching funds "are already exhausted in many states." It said a new program providing at least 75% federal funds or 90%, similar to the highway support program, would be needed.

NAEB 'hopeful' of NAB support

The National Association of Educational Broadcasters, which is seeking \$100,000 to bolster its Washington staff (CLOSED CIRCUIT, Dec. 5)—a big portion of it from commercial broadcasters—is on the verge of getting some of the money. William Harley, NAEB president, said he has received "assurances of some imminent" fiscal support from foundations and electronics firms. How much they are giving is not known.

NAEB officials met with National Association of Broadcasters officials

two weeks ago in an attempt to find common interests between the associations. Mr. Harley said the session produced "a good deal of agreement in general exploratory discussions." He said there would probably be additional meetings with NAB.

NAEB is hopeful of getting \$15,000—either directly from NAB, or from broadcasters with NAB's assistance.

The meeting with NAB was initiated in part by NBC after NAEB had approached the network for \$25,000. It requested a similar sum from CBS. ABC was also asked for financial aid.

NBC suggested that NAEB confer with NAB to see if commercial broadcasting and educational broadcasting had common ground so that any money contributed would not be going into research that would be detrimental to commercial broadcasting positions.

Mr. Harley said one major area of agreement was that both commercial and educational broadcasting can "exist as complementary parts of the total broadcast service." He said that the NAEB representatives pointed out the fear of "creeping commercialism"—advertisers underwriting ETV programs—represents "no more than 1% to 1½% of the total funds going into ETV."

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Speech association set for TV symposiums

TIO PROVIDES FILMS FOR THREE DAYS OF SCREENINGS

A three-day series of television program screenings will be presented by the Television Information Office as a major feature of the Speech Association of America's annual convention this week in Chicago.

Morning screenings on Wednesday, Thursday and Friday (Dec. 28-30) will be followed in each case by an afternoon symposium pointing up television's potential as a teaching tool for the 3,500 teachers expected to attend the convention.

Dr. Donald W. MacLennan of Brooklyn College Television Center, New York, who is the SAA coordinator of television symposiums, said the screenings and TV discussion sessions represent an important advance for teachers.

"They can help us give the young viewers we teach valuable yardsticks for appreciating, understanding and criticizing television," Dr. MacLennan said. "The programs the public sees on home screens reflect, in the last analysis, the public's taste. Thus, as we give our students a deeper understanding of what makes good and bad television, we will shape this powerful medium."

TIO obtained the films scheduled for the SAA screenings, cooperated in arranging for symposium participants and prepared a program folder for distribution to the teachers.

The screenings and symposiums will be held at the Conrad Hilton hotel and will be divided into three categories. Wednesday's will be devoted to television in elementary speech education, Thursday's to TV in college speech education, Friday's to TV in secondary speech education.

Films to be screened at the elementary school level are NBC's *The First Look—At Words, Wild Kingdom—“Voyage to Raza”* and *Exploring—The Constitution*; CBS's *Juggler of Our Lady* and ABC's *Directions: “Wilderness of Walden”* and *Discovery Goes to Hong Kong*.

Screenings set for the college-level session Thursday are WCBS-TV New York's *College Counterpoint*, "Noon Wine" from the *ABC Stage '67* series and the Eastern Educational Network's *Broadcasting: Is the Viewer Remembered?* Films to be shown at the secondary-level screening Friday are "Vol-

pone" from NTA's *Play of the Week* and CBS's *A Dickens Chronicle*.

Symposium participants include Hubbell Robinson, executive producer of *ABC Stage '67*; Richard Reinauer of Don Meier Productions, producer of *Wild Kingdom*, and a number of prominent educators.

TIO Busy ■ The SAA's will be the second major educational convention in which TIO has participated in a little more than a month. Late in November it cooperated in staging another program of screenings for the National Council of Teachers of English convention and also prepared a folder describing the programs for the 7,000 NCTE delegates (BROADCASTING, Nov. 28).

In the program folder being distributed at this week's sessions, Dr. MacLennan calls TIO's "the most extensive library and information center covering the cultural and sociological aspects of television" and suggests that teachers may use it with profit.

Harcourt, Brace gets CP for Denver channel 20

Harcourt, Brace & World Inc., New York, which applied earlier this year for five UHF licenses, last week received its first construction permit for channel 20 in Denver.

The book-publishing company still has applications pending for Augusta, Ga. (channel 54); Salt Lake City (channel 14); Portland, Ore. (channel 24), and Phoenix (channel 15) and has also said that it will seek commission approval of a sixth UHF outlet in an undisclosed eastern city (BROADCASTING, Oct. 10).

The Denver CP is for 627 kw visual, 125 kw aural and an antenna 930 feet above average terrain.

HB&W is owned by 1,937 stockholders. Hastings Harcourt owns 9.9% of the corporation's stock, Katharine Brace, 7.8% and Donna Brace Ogilvie, 7.7%.

Changing hands . . .

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

■ KBLU-AM-TV Yuma, Ariz.: Sold by Robert W. Crites and associates to Eller Telecasting Co. for \$470,000. Buyers are headed by Karl Eller, outdoor advertising, and will include Mr. Crites who becomes president. No changes in personnel are contemplated. KBLU is 500 w daytimer on 1320 kc. KBLU-TV, on channel 13, is affiliated with CBS.

■ KEAP Fresno, Calif.: Sold by KEAP

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Broadcasting Co., principally owned since 1958 by Herbert J. Edelman, Howard L. Tullis, Mortimer Hall and Morton Sidley, to HBC Broadcasters Inc., headed by John M. Hooker, for \$260,000. Mr. Hooker is with Los Angeles office of Katz Agency. Other stockholders are J. Donald Cena, account executive for KBLA Burbank, and John H. Burrows, motion picture and TV producer. KEAP operates daytime only on 980 kc, 500 w. Broker: Hogan-Feldmann Inc.

▪ WGLC-AM-FM Mendota, Ill.: Sold by Mrs. Jeanne V. Morgan to John F. Hurlbut and group for \$125,000. Hurlbut group also owns wvmc Mt. Carmel, Ill. WGLC operates daytime only on 1090 kc with 250 w; WGLC-FM is on 100.9 mc with 3 kw. Broker: Hamilton-Landis & Associates.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, page 64).

▪ KPRL Paso Robles, Calif.: Sold by Arthur C. Youngberg Jr. to F. Ray and Nancy L. Bryant for \$210,000, including \$20,000 for noncompeting covenant. Mr. Bryant owns auto-parts firm in Paso Robles. KPRL is on 1230 kc with 1 kw days and 250 w nights.

▪ KKR Pomona, Calif.: Sold by Harriscop Broadcasting group and others to Leonard Walk and Armand Kovitz for \$160,000. Mr. Walk has substantial interests in WAMO-AM-FM Pittsburgh, WILD Boston, WUFO Amherst, N. Y., and W0AH Miami. Harriscop stations retain KTWO-AM-TV Casper, Wyo.; KFBB-AM-TV Great Falls, Mont.; KLFM(FM) Long Beach, Calif., and KBAK-TV Bakersfield, Calif. KKR is 250 w daytimer on 1220 kc.

▪ WJJJ Christianburg and wvvv Blacksburg, both Virginia: Sold by A. Hundley Griffith to Suburban Radio Group and others for \$115,000 plus \$12,000 for agreement not to compete. Suburban Radio Group, principally owned by Robert R. Hilker and James B. Keel, owns wgc Belmont, WGO-AM-FM Concord, wsvm Valdese, WFCM Winston-Salem and wzky Albemarle, all North Carolina. FCC Commissioners Kenneth A. Cox and Nicholas Johnson abstained from voting. WJJJ is daytime only on 1260 kc with 1 kw; wvvv is 5 kw daytimer on 1440 kc.

COMMUNITY TELEVISION

▪ Newport-Orleans, Vt.: Sold by Arthur H. Jones and associates to Frank Nowaczek and associates. No price was disclosed. Mr. Nowaczek formerly was with Telesystems Corp., Glenside, Pa. (multiple CATV owner). Newport system has about 1,000 subscribers. Broker: Edwin Tornberg & Co.

No dues due, but he pays

A year ago, when James Gerity Jr., president and general manager, WNEM-FM-TV Flint-Bay-City-Saginaw, Mich., was made an honorary member of Local 48 of the National Association of Broadcast Employees and Technicians, he took it literally. Testimony of this has come in a telegram to Mr. Gerity saluting his efforts on behalf of good relations between labor and management. The wire noted that although no financial requirement is made of honorary members, Mr. Gerity has consistently made regular dues payments.

No hidden deals, says French bank

A French bank which owns 20% of Columbia Pictures Corp. and plans to acquire another 18% says it has no agreement concerning the stock with any of the financial institutions or the stockholder group with which it has

become involved in its Columbia Pictures dealings.

The Banque de Paris et des Pays Bas responded last week to a series of FCC questions apparently designed to determine whether the new acquisition would enable the bank to wield effective control of Columbia Pictures. The commission is concerned because of Columbia's control, through a subsidiary, of six broadcast stations.

The bank proposes to acquire the additional shares—340,000—from a group of dissident stockholders, headed by N. M. Clairmont of New York, who had originally sought to acquire control of the company. The purchase is subject to commission approval. The bank says it will place the additional shares in trust, with the U.S. Trust Co., to avoid a commission rule permitting the commission to revoke or refuse renewal of the license of a station whose parent company is 25% owned by aliens.

In its letter to the commission last week, the bank said there are no agreements or understandings concerning the Columbia stock between it and the Clairmont group, the trust company or the Madison Fund Inc. and the Dreyfus Fund Inc. The bank in November assigned to the two funds 14% of the 34% of Columbia stock it had originally purchased through a tender offer in October.

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NBC-TV claims 1.3 lead in Niensens

For NBC-TV last week, the latest Nielsen numbers were good news. The network had won handily its fourth national ratings report in the six issued this season.

In the 7:30-11 p.m. period in the two weeks ended Dec. 4, NBC-TV had 20.2, CBS-TV 18.9 and ABC-TV 16.9.

NBC-TV claimed its win as "the biggest of the season," its 1.3 lead over CBS-TV, representing a clean margin as compared to past reports of the season in which the two networks have usually been only a fraction apart. CBS-TV has come up on top in two of the six reports, while ABC-TV has yet to capture the lead spot.

In computing the figures, NBC-TV entered another claim: It said it had become the first network this season "whose average evening program topped 11 million homes per minute."

The report gave NBC-TV dominance in wins by half-hour periods and nights of the week: NBC-TV 26 and Wednesday, Thursday, Saturday and Sunday; CBS-TV 17 and Tuesday and Friday, and ABC-TV six and Monday.

National Nielsen TV ranking
(two weeks ending Dec. 4, 1966)
Nielsen average audience†

Rank	Program	Percent U.S. TV households
1.	Bonanza (NBC)	34.3
2.	Red Skelton (CBS)	28.9
3.	Lucy Show (CBS)	28.5

4.	Andy Griffith (CBS)	26.3
5.	Jack Benny (S) (NBC)	26.2
6.	Saturday Movie (NBC)	25.1
7.	Jackie Gleason (CBS)	25.0
8.	Green Acres (CBS)	24.3
9.	Ed Sullivan (CBS)	24.2
10.	Walt Disney—Color (NBC)	23.3
11.	The Virginian (NBC)	23.1
12.	Gomer Pyle (CBS)	23.0
13.	Daktari (CBS)	22.4
14.	Get Smart (NBC)	22.3
15.	Lassie** (CBS)	22.2
16.	Lawrence Welk (ABC)	22.1
17.	Family Affair (CBS)	21.5
18.	Daniel Boone* (NBC)	21.2
18.	G.E. Fantasy Hour (S) (NBC)	21.2
20.	Hogan's Heroes (CBS)	21.1
21.	It's A Dog's World (S) (NBC)	20.9
21.	Petticoat Junction (CBS)	20.9
21.	Rat Patrol (ABC)	20.9
21.	Tuesday Movie (NBC)	20.9

*Telecast only one week of this report.

**Telecast, Sunday, 7-7:30 p.m.

(S) Special or pre-empting program.

†Households reached during the average minute of the program.

Taft moves to clear dispute on H-B purchase

Litigation that threatened to block the proposed \$26.4 million sale of Hanna-Barbera Productions Inc. to Taft Broadcasting Co. apparently was cleared in a Los Angeles court last week. In superior court proceedings, Taft interests guaranteed that no prejudicial disposition would be made of 264,000 shares of stock claimed by John and Harry Cohn Jr. until a suit brought by the two sons of the late president of Columbia Pictures Corp. against Hanna-Barbera principals is decided.

The sons, in a suit filed last year, complain that in 1959 their mother,

Mrs. Joan Cohn, then acting as their guardian, was induced to sell their stock in the Los Angeles-based production company, then known as H-B Enterprises, for \$65,000 when it was really worth more than \$200,000 (BROADCASTING, Dec. 20, 1965). The sons demand return of the stock, and \$3 million punitive damages from William Hanna, Joseph R. Barbera and George Sidney, major stockholders in the animation company. The defendants claim that the Cohn boys were paid a fair price for their stock under conditions then existing and have no right to it now.

In last week's court action, the Cohn sons sought an injunction to prevent the sale to Taft Broadcasting pending trial of their suit. It was revealed that Taft will pay \$24 a share for the Hanna-Barbera purchase. Nearly half of the purchase price will be in cash and the rest in Taft stock.

The Hanna-Barbera stock is closely held. Mr. Hanna owns 204,000 shares, while his two children own 132,000 shares each. Mr. Sidney owns 264,000 shares and Mr. Barbera owns 351,000 shares. Mr. Barbera's former wife, Mrs. Dorothy E. Barbera, owns 117,000 shares.

Taft Broadcasting has agreed to buy all of the 1 million shares outstanding in Hanna-Barbera Productions (BROADCASTING, Oct. 31).

World rights to Thomas series go to CBS Films

The acquisition by CBS Films of the worldwide syndication rights to the *Make Room For Daddy* series, starring Danny Thomas, was announced last week by Sam Cook Digges, administrative vice president, CBS Films.

Available to stations are 195 black-and-white episodes of the series, originally telecast on CBS-TV from 1958-64 under the title of *The Danny Thomas Show*. The films were purchased from Mr. Thomas' production organization, which was represented in negotiations by the William Morris Agency.

AM-FM separation stays denied for 3 stations

The FCC last week denied petitions filed by WRKO-FM Boston, WROC-FM Rochester, New York, and WTOP-FM Washington for reconsideration of earlier commission actions that denied the stations' requests for long-term exemption from the AM-FM nonduplication rule.

The commission's rule states that

Jewish group lashes out at 'big lies' on radio-TV

The broadcast industry has been urged by the American Jewish Committee to police itself against abuses of "talk-back" radio-TV programs that provide bigots an opportunity to exploit "big-lie" techniques. In a *Newsletter* editorial titled "New Kind of Air Pollution" the AJC charged the industry to follow its own program codes in choosing responsible persons for public-affairs broadcasts.

Citing producer desires for "ever more sensational guests" with "audience response the be-all and end-all," the editorial stated: "AJC bows to no one in its dedication to free speech. But is freedom of speech at stake here? We bar the airwaves to frauds,

slanderers and pornographers. Why, then, open them to bigots, who often represent no one but their own warped selves, and whose invited appearances on certain programs are meant only to irritate, not educate?"

The editorial refuted David Susskind's recent comment that "kooks and bigots" quickly expose themselves under the camera's clinical eye. "Too often, guests on these programs are masters of the 'big-lie' technique," the AJC commented, "and frequently neither the moderator, no matter how angry he pretends to become, nor questioners from the studio audience are equipped to nail the lies. Yet we know only too well what tragedy big lies can beget."

FM stations in cities of over 100,000 persons can devote no more than 50% of their broadcast time to duplicating the programs of commonly-owned AM's in the same area. The effective date of the rule was Oct. 15, 1965, but it was extended to Dec. 31, 1966, for stations that requested exemptions.

The commission said that the above stations and 10 others have until April 1, 1967, to comply with the rule.

The commission, in another order, gave the chief of the Broadcast bureau authority to grant exemptions to the rule for periods up to three months after the final deadline.

NBC engineers protest Super Bowl

The National Association of Broadcast Employees and Technicians filed a complaint last Thursday (Dec. 22) with the FCC, protesting plans for a single network pickup by CBS-TV of next month's Super Bowl football game which would be fed also to NBC-TV (see page 32). Copies were sent to the Federal Trade Commission, the Justice Department, and the House and Senate Judiciary committees.

Woody Schlegel, director of network affairs for NABET, which has jurisdiction over cameramen and technicians at NBC, said the complaint was filed after Pete Rozelle, commissioner of the American and National Football Leagues, turned down the union's appeal to be allowed to handle the pickup for NBC-TV. (CBS technicians belong to the International Brotherhood of Electrical Workers.)

Mr. Schlegel told BROADCASTING the intent of the complaint was to seek an investigation by the government into what he called "Mr. Rozelle's attempt to control the telecasting of pro football games."

One Interest ■ Mr. Rozelle issued a statement Thursday saying the decision to limit accessibility for TV camera locations was based on "a single interest—the viewing public at home and in the stands."

NBC and CBS each paid \$1 million in rights fees to telecast the game between the champions of the AFL and the NFL, which will be held on Jan. 15 in the Los Angeles Coliseum (BROADCASTING, Dec. 19).

NABET's letter to the FCC pointed out that NBC had advised Mr. Rozelle there was sufficient room at the Coliseum for three or more camera crews, but the leagues' commissioner insisted that only one camera crew could be accommodated. NABET also claimed that NBC offered to pool the cameras and said this arrangement has "worked well"

TV in court would need no 'interpretation'

Adverse newspaper influence might not have occurred, Dr. Sam Sheppard has said on WBBM-TV Chicago, if the first trial for the murder of his wife in Cleveland had been covered by television. On a retrial he recently won an acquittal.

Talking on the WBBM-TV *At Random* conversation show in the early hours of Dec. 17, Dr. Sheppard advocated using television in the courtroom to report the facts of a case rather than relying upon newspaper interpretation of the proceedings.

"I wish there had been television

cameras just like these in the courtroom during the first trial," Dr. Sheppard said, "so that the newspaper people would not have 'interpreted' the facts."

Describing his dislike of the manner in which the press handled his case and for pretrial publicity in general, Dr. Sheppard felt that from arrest to trial no statements should be made by the defense or prosecution to newsmen. At the time of trial also, he said, "the prosecutor has no right to make any statement to the press outside of the courtroom."

for more than a year at White House telecasts.

NABET charged CBS with "apparent collusion" with the leagues' office.

The complaint asserted that Mr. Rozelle chose CBS to produce the game because of "his greater personal familiarity with CBS" leaving NBC to take a video feed but using its own announcers. It contended that CBS "obviously would benefit from the prestige of having the exclusive right to pick up the game and feed it not only to its own network stations but also to the NBC stations."

A CBS Sports spokesman declined to comment on the NABET complaint, stating he had not seen it.

Mutual gets rights for Clay-Terrell bout

Mutual last week said it has purchased exclusive U. S. and Canadian radio rights to the scheduled heavyweight championship fight between Cassius Clay and challenger Ernie Terrell on Feb. 6, 1967 (10 p.m. EST). Mutual's price was estimated by one source at \$125,000.

Mutual plans to feed the bout to its 523 affiliates and to other stations in noncompeting markets. Four sponsors will be signed, according to Mutual.

Ancillary radio-TV rights to all of Clay's fights are owned by Main Bout Inc., New York. A company spokesman indicated the bout may also be carried live to Hawaii and Japan by Lani Bird II, if that satellite is launched successfully on Jan. 11 (CLOSED CIRCUIT, Dec. 19). Satellite transmissions are also being arranged on Early Bird to the United Kingdom where Main Bout has made closed-circuit TV deals with Viewsport and with BBC for live and delayed coverage in Britain and Europe.

Ford's \$10 million may go to Columbia

A silence at the Ford Foundation, which has made its recently announced grant to noncommercial television seem like \$10 million in search of a taker, was partially broken last week although not officially.

Ford Foundation officials have been in negotiations with representatives of the Columbia University School of Journalism looking toward formation of a TV program source that would present a weekly review of national and world affairs and the arts.

Creation of a staff of professional journalists and installation of new studio equipment were said to be part of the plan that would bring together colleges throughout the country in a nonprofit TV service.

Presumably professional newsmen from the television industry and newspapers would be asked to join the project on leave from their commercial employers.

The idea of a weekly TV program that would "speak directly to the great issues of the day in every field of action" was mentioned with the original announcement of the new Ford grant. Who would receive and administer the funds has not been disclosed.

Nothing Definite ■ Dean Edward Barrett of the Columbia School of Journalism acknowledged last week that negotiations between the foundation and Columbia about such a project were indeed under way but that plans were still tentative and nothing had been approved by the university's board.

The weekly two- or three-hour program would be presented to a national hookup of close to 100 educational stations.

Best news: Uptrends continue

Year churns out changes as industry grows:
new jobs, new people; FCC gets new head,
takes on CATV; ITT-ABC merger caps the climax

It was a year of change and a year of stability. The changes made the news, but radio and TV continued their upward climb, encompassing the changes without much of a tremor in their business nerve centers.

It was the year that saw CATV come under full FCC regulation, color TV move so quickly to the forefront that virtually all network programs are now broadcast in color and color TV receivers account for more than one-third of all set sales to retailers.

It was the year that saw the country's first all-advertising radio station; the announcement of a fourth TV network, the beginning of commercial space relays over the Pacific.

It was the year that saw the multi-million-dollar merger of ABC with giant, international telecommunications firm, ITT, and the ownership of MBS change once again.

And it was the year that saw a one-time House Commerce Committee ratings investigator sued by A. C. Nielsen Co. for attempting to rig a CBS special and finally sign a consent order admitting the attempt and promising not to do it again.

Television undoubtedly went over the \$2 billion mark in revenues this year, since total revenues reached \$1.9 billion in 1965. Radio on the other hand is inching toward its first billion mark; last year radio's total revenues came to \$792.5 million. Based on financial data reported to the FCC in 1966, TV's net income before taxes was \$447.9 million in 1965; radio's \$77.8 million.

Continuing as TV's top spot buyer is Procter & Gamble, which in the third quarter of this year had spent over \$19.5 million in the medium. Total TV spot billings for the third quarter amounted to \$270.6 million, compared to \$248.3 million for the same nine-month period in 1965.

Ford Motor Co. led in radio spot buying at the six-month mark. It spent \$13.5 million on spot radio, and \$160.6 million on all radio, up 11.5% over the same period last year.

J. Walter Thompson stayed at the top of the list of broadcast agencies, spending an estimated \$225 million in

both radio and TV, principally TV. BBDO led the list in top radio billing, with \$32.7 million spent in that medium.

Hyde for Henry ■ As in all years, broadcasting saw a lot of people change jobs. At the top of the list this year was the name of Republican Commissioner Rosel H. Hyde, a long-time FCC career official, who was named chairman by President Johnson. He succeeded E. William Henry who resigned to help his friend John Jay Hooker Jr. in the Tennessee Democratic gubernatorial primary, but was back in Washington following Mr. Hooker's defeat. Mr. Henry has joined the Washington law firm of Arnold and Porter.

For Mr. Hyde's full seven-year term, President Johnson named Nicholas Johnson (no relation), firebrand Maritime Commission executive officer.

Mr. Hyde's assumption of the FCC chairmanship, heralding a more conservative attitude toward broadcast regulation, was underlined when a new Broadcast Bureau chief was appointed to succeed the controversial James B. Sheridan. The new chief: George Smith, previously legal assistant to Commissioner Robert E. Lee, and before that in private practice in Washington.

Also in government switches, Oren Harris, long-time chairman of the House Commerce Committee, resigned to assume a federal judgeship in Arkansas, and Representative Harley O. Staggers (D-W. Va.) became the new committee chairman.

And, in the industry at large, the year saw Robert E. Kintner resign as chairman of NBC, and a few months later accept appointment as an assistant to President Johnson as secretary of the cabinet; Walter D. Scott named chairman of NBC, and Julian Goodman, president.

John A. Schneider, who took over after James T. Aubrey was deposed, as president of CBS-TV, became president of the new CBS/Broadcast Group; and Thomas H. Dawson became president of CBS-TV after John T. Reynolds resigned. Earlier Fred Friendly, hypercharged president of CBS News, resigned because the network wouldn't carry full testimony before the Senate Foreign Relations Committee hearing on the Vietnam War.

And as the year drew to a close, Larry H. Israel, executive vice president of Westinghouse Broadcasting Co., was named president of the new WBC Station Group; and George B. Storer Jr., heir to the Storer Broadcasting-Northeast Airline empire, resigned as vice chairman of both companies. He remains on the Northeast board, however. J. Alphonse Ouimet resigned as president of the Canadian Broadcasting



With the giant ratings garnered in September by 'The Bridge on the River Kwai' tucked neatly beneath its audience-measurement belt, ABC-TV announced it had another blockbuster film ready for showing in 1971. It had spent \$5 million to acquire rights for two showings of 'Cleopatra' from 20th Century-Fox.

Corp. and Thomas S. Murphy was elected chairman and chief executive officer of Capital Cities Broadcasting Co. following the death of Frank Smith.

Movies, Movies, Movies ■ Movies became the staple of TV during the year. Every network and virtually every station had at least one movie on during the week, and moviegoers could, without stirring from their homes and hearths, see a movie every night.

The correctness of program managers in embracing motion pictures for TV was never more underscored than by ABC's three-hour, gangbuster presentation of *Bridge on the River Kwai*. It zapped all competition and estimates of its audience ran as high as 66 million. ABC paid \$2 million to Columbia Pictures for the rights to two showings; and Ford Motor Co. sponsored the first at \$1.8 million.

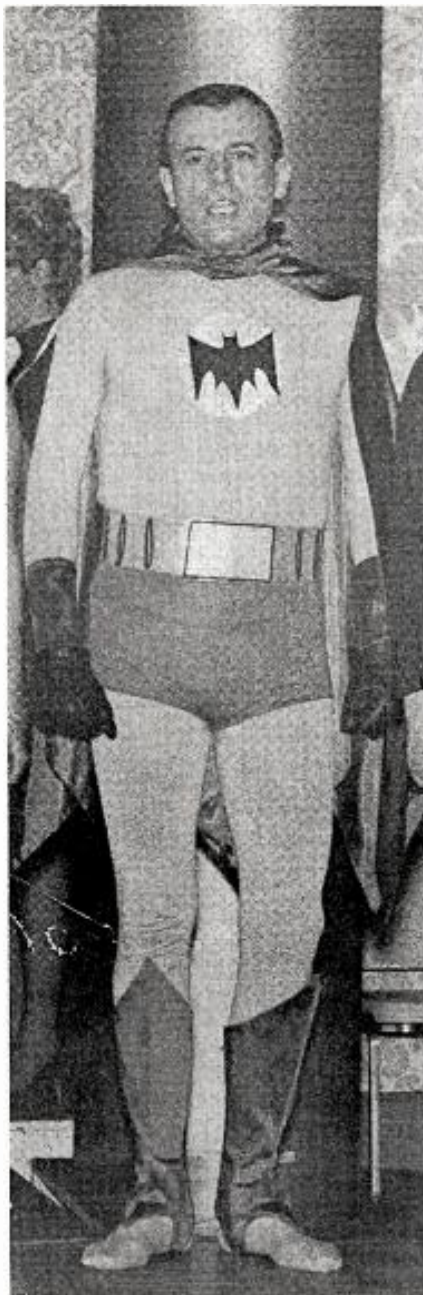
The blitz galvanized the TV industry. ABC signed with two major Hollywood producers for about 50 feature films laying out almost \$40 million for the rights. It acquired 17 Twentieth-Century Fox films for \$19.5 million, including *Cleopatra* which it can't release until 1971. ABC also paid almost \$20 million for 32 Paramount Picture features. And CBS-TV signed for 63 MGM features at cost estimated at \$52.8 million.

CATV and FCC ■ CATV operators, not exactly happy but resigned, came under FCC jurisdiction; the move being the second step in the commission's assumption of authority over all CATV. Previously it had asserted jurisdiction over only those cable systems fed by FCC-licensed microwave relays. Legal challenges immediately were filed, but no definitive decision has yet been handed down.

In its Second Report and Order the commission told CATV systems that they must carry local stations, provide duplication protection to local stations, and, for the top-100 markets, keep out distant stations that do not provide a Grade B signal in the CATV-served city.

But the cable operators' national association heard its president, Frederick W. Ford, urge CATV's to begin originating local programs. A few began moving in this direction, but the great bulk were still considering action, the main barrier being expense. Nevertheless, a firm known as Dal-Worth in Dallas-Fort Worth proposed to furnish programming to CATV systems in the Southwest and asked the FCC for permission to link up through microwaves a substantial number of CATV systems in that area.

On the legislative front, a House Commerce Committee reported out a bill establishing FCC jurisdiction over cable operations and banning all originations by CATV with a few exceptions (time, weather, teletype news).



Although he didn't make the list of 10 best dressed men, FCC Chairman E. William Henry, turned up as Batman at the Multiple Sclerosis Society benefit ball in Washington on March 4. But he did make 'Esquire' and other national magazines and newspapers with this photo snapped at the ball. A month later he resigned as FCC chairman to take up the cause of his friend John J. Hooker Jr. in the latter's unsuccessful bid for the Democratic nomination for governor of Tennessee.

A House copyright committee completed a full revision of the decades-old Copyright Law and included a section on CATV. This would require license fees where cable systems carry other than local stations. Both bills

failed to reach the floor, but are expected to go the distance in the 90th Congress beginning next month.

On other CATV fronts, the commission finally established a CATV task force under the leadership of Sol Schilhouse, an FCC hearing examiner. The task force reports directly to the commission, not through the Broadcast Bureau as CATV matters initially did.

A federal judge in New York ruled that CATV reception and transmission of TV signals are a "performance" under the copyright law. The decision resulted from a suit filed several years ago by United Artists Corp. against a CATV system in Clarksburg, W. Va. The judge's definition was appealed.

Toward the end of the year, the CATV trade association and some individual systems filed complaints with the FCC against AT&T and other telephone systems. They charged antitrust violations, discrimination and other illegal activities.

And in New York City an experiment got underway that promises cableless CATV, with Teleprompter Corp. and Hughes Aircraft Co. cooperating. The test is of microwave relays atop tall buildings, feeding TV signals to master antennas of surrounding tall buildings. The same principle, using laser beams instead of microwaves, was under consideration for Brooklyn, N.Y., by Bartell CATV, an applicant for that borough of New York.

Color Sets ■ Color zoomed along, with set sales reaching new highs but not the totals targeted at the beginning of the year. By the week ending Dec. 9, a total of 4,325,206 color sets had been sold to retailers, compared with 2,535,646 at the same time last year. For the whole year, a total of 4.7 million color units are expected to have been shipped or sold by distributors. Although this doesn't meet the 5 million total predicted by some industry leaders at the beginning of the year, it's pretty close and set makers are happy.

A definitive figure also finally was established for the number of color TV sets in homes. Based on a survey made in August, the U.S. Census Bureau calculated that 13% of all TV homes had color sets—7.1 million.

And, as networks painted virtually all programs in color and stations heaped up color equipment, a TV station in Syracuse, N. Y. (WHEN-TV), startled the advertising community by imposing a 5% surcharge for all color advertising. Although objections were immediately raised, the station has not rescinded the color charge.

Two events of more-than-considerable interest in the station-network field took place during the year. In Los Angeles, Gordon McLendon started an innovation in American broadcasting, an all-advertising radio station. It's

KADS(FM), and it carries nothing but classified advertising.

And announced was the long-awaited fourth TV network. Underwritten by D. H. Overmyer, a national warehousing businessman and holder of five construction permits for UHF stations across the nation, the Overmyer Network promises three hours of national programming a day, including two hours from Las Vegas. President of the new network is Oliver E. Treyz, former president of the ABC Television network.

Space TV ■ Early Bird, the first commercial communications satellite, continued to ride serenely and effectively over the North Atlantic, linking Europe and the United States. And Lani Bird I, although it just missed synchronous orbit, gives eight hours daily of space communications between the United States and Hawaii and Japan and other Far East nations. A new Lani Bird and a second Atlantic bird are expected to be operating in 1967. All carry the ability to relay TV in both color and black and white.

But perhaps of more immediate consequence to broadcasting was the furor raised about the establishment of a domestic communications satellite system. Initiated by ABC last year, when it proposed to put up its own system to feed programs to affiliates, the idea churned into public controversy when the Ford Foundation suggested the creation of an all-network private TV satellite system, using profits to underwrite educational TV. The battle is still being fought before the FCC, with the Communications Satellite Corp., operator of the Early Bird and Lani Bird spacecraft, American Telephone & Telegraph Co., and other carriers backing a multi-purpose domestic systems for all types of communications. They also maintain that educational TV is a national problem and not a field that must be carried by commercial enterprise.

The whole future of educational-TV financing is expected to receive a thorough review early next month when the report of the special Carnegie Commission on ETV is made public.

The merger of ABC with the international giant, International Telephone and Telegraph Co., received FCC approval only last week (see page 21). The merger, under continual sniping from Senators Gaylor Nelson (D-Wis.) and Wayne Morse (D-Ore.) was given clearance by the Department of Justice on antitrust aspects.

But if ABC had a tough time joining up with ITT, the radio-only fourth network, Mutual Broadcasting System, changed hands once again—for the fifth time in a decade. The network, which owns no stations, was sold by Minnesota, Mining and Manufacturing Co., St. Paul, to a new group headed by

John P. Fraim of Dayton, Ohio. The price: \$3.1 million.

As the year ended, Capital Cities Broadcasting Co.'s purchase of KTRK-TV Houston for "around \$20 million" awaited the buyer's decision as to what station he already owns was to go. Speculation centered on Providence, R.I., or Raleigh, N.C. Capital Cities must sell because it already owns its FCC-imposed limit of five VHF TV stations.

Discounting Discounts ■ A long-established network practice, that of offering discounts to advertisers for purchases of large volumes of time, ceased after coming under fire by a Senate Antitrust committee, chaired by Senator Philip A. Hart (D-Mich.). Both ABC-TV and CBS-TV dropped the contentious practice early in the year, and as the year ended, NBC-TV also discarded the discounts. Even so, Senator Hart called on the FCC to regulate network business practices. And Federal Trade Commission Chairman W. Rand Dixon let it be known that off-card rate deals with favored customers might be considered an unfair business practice if the transaction was not open to all customers.

But of greater significance to the advertising industry were federal personages whose observations and activities caused dismay. Donald F. Turner, chief of the Department of Justice's antitrust division, suggested that large advertising appropriations spent by major companies might be considered an antitrust violation in that they prevent the entry into the market of new firms offering similar products. He also expressed the hope that some means could be evolved to give consumer information to the public, quickly and easily.

This, of course, is exactly what Mrs. Esther Peterson, an assistant secretary of labor and President Johnson's adviser on consumer affairs, has long advocated. In fact, with her support, Congress passed a law requiring the printing of ingredients on all packages as well as other standards for packaging. What admen fear is an obvious extension of this move; restrictive legislation on the contents of advertising.

Spectrum Study ■ The crowded radio spectrum became a top news item when a Department of Commerce advisory committee recommended that a study be undertaken of spectrum use. It suggested that this be done by the Commerce Department, but this immediately raised FCC hackles and also disconcerted the Office of Telecommunications Management in the Executive Office. All agree on the need for a study, but the details of who is to do it and how much can be spent on it are still being worked out.

Meanwhile, the perennial cry by land-mobile services for more spectrum space finally got the FCC's ear. The commission suggested that a test in Los An-

geles on sharing of a TV channel by the land-mobile services might be worthwhile, and arrangements were being made as the year came to a close.

The commission, however, did come out with one project that has been imminent for over a year; the new TV program reporting form, like the one for radio, finally was issued.

In one other FCC field, however, the commission found itself faced by a not unexpected counterattack. A year ago the FCC had proposed that no broadcast entity be permitted to own more than three TV stations in the top 50 markets, and that not more than two of the three could be VHF. A group of major group owners, under the name Committee for Television Development, underwrote a \$300,000 research study by a Cambridge, Mass., organization. This report maintained that the commission's proposal had no relevance to the FCC's purported goals, and in fact would impede them. If the commission is interested in diversity of media, and more local programming, it found, then the groups at which the proposal was aimed were the very ones engaging in these desirable practices.

In news coverage, TV and radio still struggled for what could be called elemental rights. Hope sagged, however, when a special committee of the American Bar Association reported that the protection of the rights to a fair trial required that police, prosecutors, defense lawyers and witnesses be barred from talking to newsmen. The committee, which was headed by Justice Paul C. Reardon of Massachusetts, also urged news media to refrain from printing details not introduced in evidence in criminal trials. It even hinted strongly that judges could use their contempt powers against news media for infractions.

Another setback came in the U. S. Supreme Court's decision in the Shepard case, which reversed the Cleveland osteopath's conviction for the murder of his first wife because of the "circus" atmosphere at the 1954 trial. Cleveland newspapers were the target of the Supreme Court's ire, because of the heat they engendered against the defendant.

The extensive television coverage of the congressional and local elections this year won many plaudits but were marred by errors in predictions by some networks and stations. The resulting clamor focused attention again on the drafting of a law to prohibit reporting results until all polls are closed, and circumscribing predictions. Some complaints were made of radio and TV stations editorializing in favor of one candidate or another.

In the music licensing field, a government attempt to force Broadcast Music Inc. to divest itself of its broad-

caster stockholders failed when a consent order entered in New York federal court mentioned not one word about ownership. BMI, meanwhile, signed a new agreement on radio rates; they're higher.

Pay TV got a new breath of life when the California Supreme Court ruled that the referendum in 1964 banning payment for TV programs was unconstitutional. Moving against his own court, the Attorney General of California asked the U. S. Supreme Court to review this decision, but this petition was denied.

Meanwhile the FCC was studying the question of whether to give the green light for commercial, over-the-air subscription TV.

Kemper Pays ■ A legal benchmark of sorts was established when a federal court ruled that Kemper Insurance Companies had to live up to its contract with ABC. Kemper had bought sponsorship of 26 ABC *Evening Report* news shows. After three programs it canceled the contract because it ob-

jected to the appearance of Alger Hiss, convicted perjurer, on a Howard K. Smith program about former Vice President Richard Nixon. The ABC suit to collect the \$265,000 due, with interest, was successful when the U. S. Supreme Court refused a Kemper petition to review a lower court award to ABC. The significance of the litigation, observers feel, was in binding the sponsor to his contract notwithstanding his attitude toward other programs on the network.

After a spell of tugging and hauling on a \$2 million headquarters building for the National Association of Broadcasters, the proposed plans won the concurrence of a panel of nationally prominent architects.

NAB re-elected John Dille of the Communicana Stations of Indiana for a second term as chairman.

And the code authority wrestled with a new commercial specter: The purchase of a single minute by two separate companies to advertise two dissimilar products. Its conclusion is that where the products are related it's a single com-

mercial; where not, it's counted as two spots.

A one-time House committee ratings investigator found himself back in the limelight when the A. C. Nielsen Co. sued him for \$1.5 million, charging that he attempted to rig the *Carol Channing Show* on CBS-TV and others. After months of cross-charges and interrogations, Rex Sparger signed a consent order in Oklahoma City admitting that he had made the attempt (he said he was collecting material for a book he was writing) and that he wouldn't do it any more.

Throughout the year, week-by-week, BROADCASTING reported each event as it was happening. A review of these issues covers the entire field of radio and television as well as the related fields that influence broadcasting.

Following are references, grouped by subject, to most of the major news developments of the year with the date of issue. The references include all of 1966 and, in order to offer fuller continuity, the last months of 1965.



Midyear saw a new skipper at the helm of the FCC: Rosel H. Hyde who took over the term of E. William Henry while assuming the chairmanship. At the same time, Nicholas Johnson came to the commission from the Maritime Commission, named to a seven-year term that will run to

June 30, 1973.

At the swearing-in ceremonies in Washington (l-r): Chairman Hyde, Supreme Court Justice Hugo Black, Commissioners Johnson, Kenneth A. Cox, Robert E. Lee, James J. Wadsworth, Lee Loevinger and Robert T. Bartley.

Advertiser-Agency Relations

Agency compensation—tradition 15% versus fee system—continued controversial. ANA study shows fee system growing, but most advertisers still use 15% formula—4/18/66; General Foods finds 15% best for established products, fees for new products—4/4/66; Gardner adopts combination plan—5/9/66.
Agencies created special departments for specialized services: BBDO starts Children's Marketing Opportunity—1/31/66, and pharmaceutical ad department—5/2/66; Geyer, Morey, Ballard sets up science department—6/20/66; McCann-Erickson and Interpublic establish Center for Advanced Practice—6/20/66.
Clinic to provide free advertising counsel to small business proposed by Carson/Roberts' Carson—2/1/66.
J. Walter Thompson buys 82% interest in Puerto Rican & American Insurance Co.—1/10/66.
1965 shows new high in agency switches—

1/3/366; pace accelerates in 1966—7/11/66. Merger of AFA and AAW recommended—5/9/66, approved 7/4/66, implemented—8/8/66, 9/19/66; name is American Advertising Federation—11/28/66.
Agency costs, profits for 10 years, reported by AAAA—7/18/66.

Advertiser-Broadcaster Relations

ANA broadcast committee divided into one for radio, one for TV—11/22/65.
Program material provided gratis by advertisers: is it programming or advertising? 9/27/65.
Double billing studied by FCC—10/11/65, and outlawed—10/25/65; broadcasters protest—11/22/65; stronger rule asked—8/15/66.
Consolidated Cigar cancels sponsorship of Sammy Davis Jr. special when regular series starts first—11/8/65.
Networks reject General Motors documentary—12/20/65; GM assures own start in lineup—8/8/66; CBS-owned stations turn

down Shick documentary—7/4/66; NBC-TV accepts it—8/29/66.
Colgate-Palmolive co-produces syndicated series—11/15/65.
Advertiser-supported pilots on increase—12/27/65.
Taft stations offer selective rate protection—1/10/66.
Grocery store data service produces business for WPIX (TV) New York—2/28/66.
Colgate-Palmolive cuts ad schedules as strikes slow production—3/14/66; Hubbard stations continue C-P spots without charge—3/14/66; as strike ends TV schedules are expanded—4/25/66, 5/9/66, 5/23/66.
TV network practices hit by Brown & Williamson's Burgard—5/30/66.
TV makes it tough for local merchants, Chicago furrier claims—11/22/65.
Bristol-Myers wants 15-second TV spots—3/7/66, 4/18/66.
Small advertisers claim they can't get TV network time on par with big clients—6/6/66.
Spot TV is great, but too much paperwork,

P&G's Young comments—8/6/66.
Ralston-Purina's TV control system—8/6/66.
Mattel gets licensing rights to Huckleberry
Hound, sets up cross-plug arrangement
with Kellogg—8/20/66.
Alpo's free-time request miffs broadcasters
—7/11/66.
Station sales techniques analyzed—7/11/66.
American Humane Society issues guideline
for pet food advertising—7/18/66.
Uniform affidavits for proof of performance
tested—7/25/66.
Church sues to get broadcast services back
on KWGA-TV—7/25/66.
Toymakers plan self-regulation of TV com-
mercials—8/8/66.
United Airlines sponsors convention cover-
age on hotel closed-circuit TV—8/8/66.
"Free" films give business \$15 million free
ride on TV—8/15/66.
WALT Tampa guarantees circulation—
8/15/66, 8/25/66.
Equitable Life wants more merchandising
from radio stations—9/26/66.
Procter & Gamble contest requires watching
a program, raises rating questions—10/3/66.
Kemper must pay ABC-TV for broadcasts
canceled after Hiss appearance—11/14/66.
Advertisers see need for improvement in
TV operation—11/21/66.

Advertiser-Government Relations

Closer cooperation between government and
business advocated at AFA-AAW Wash-
ton conference—2/14/66, 12/12/66.
Truth-in-packaging bill—5/9/66, is studied
by Senate—6/6/66, and passed—6/13/66;
AAAA wants changes—8/1/66; House Com-
merce Committee holds hearing—9/12/66,
approves modified version—9/26/66, which
passes House—10/10/66, is accepted by
Senate—10/24/66.
Court upholds FTC complaint against Gen-
eral Motors and Libby-Owens-Ford for
misrepresentation in TV commercials—
11/15/65; FTC guidelines on TV commer-
cials—4/18/66; FTC chairman promises
crackdown on wolves of advertising—
2/14/66.
TV manufacturers ask delay for new rules
on picture tube size advertising—3/7/66,
3/14/66.
FTC proposes tougher rules for auto tire
price advertising—3/14/66.
FTC orders J. B. Williams to stop claims
for Geritol—10/11/65; American Home
Products to stop claims for Preparation
H—11/15/66; Merck to stop claims for
Screts—4/25/66.
Court dismisses FTC order requiring Procter
& Gamble to divest itself of Clorox—
3/21/66, as FTC finds General Foods' ac-
quisition of S.O.S. an antitrust violation—
3/21/66; FTC appeals—10/24/66.
FTC charges Carlton Fredericks with false
ad claims—11/8/65, holds hearing—4/4/66,
initial decision—8/1/66.
FTC withholds decision on Measurin ads
until FDA completes its investigation—
5/30/66.
Georgia Senate passes bill forbidding alco-
holic beverage advertising in all media—
8/14/66.
USDA condemns Armour promotion—12/5/
66.

Advertising Image

Unrealistic commercials harm ad image,
FC&B's Cone asserts—11/15/65, 3/28/66.
Advertising Council has record media sup-
port—12/6/65, 11/14/66.
AFA-AAW-ABBB 9-point truth-in-adver-
tising code—4/11/66.
ANA-AAAA committee reports fewer com-
plaints about bad ads—7/18/66.

Agency-Broadcaster Relations

J. Walter Thompson is biggest radio-TV
user for eighth consecutive year, BROAD-
CASTING's annual agency survey reveals
—11/22/65, and ninth—11/28/66.
Top 50 agencies in radio-TV billings dur-
ing 1965—11/22/65.
Agencies want standardized station billing
practices—9/27/65.
Agency media heads preview use of Radio-
TV in 1966—2/21/66.
Trend toward TV specials deplored by
agency men—5/30/66.
TV commercials contain many violations of
agency codes, BAR finds—2/28/66.
Agency creative people need harder sell
from radio—9/20/65.
Buying radio without ratings is possible,
but difficult, FC&B's Stern declares—
3/7/66.
Y&R's Chicago office sponsors entire in-
auguration of WFLD(TV) Chicago—
1/10/66.
Satellite-to-home broadcasts will compli-
cate time-buying, Bates' Pinkham fore-
sees—11/22/65.
CATV gives advertiser more circulation;
UHF splinters audience, Bates' Vitt tells

ANA—5/30/66.
Carson/Roberts consolidates print and
broadcast media operation—1/31/66.
Westinghouse Broadcasting Co. takes 85
media buyers to London—10/18/65.
D. P. Brother puts all radio spots on tape
—11/29/65.
Burnett bases media buying on gross rating
point levels—10/10/66.
SRA tells agencies to put orders in writing
to end scheduling problems—10/10/66.
Centralized buying at Ted Bates boosts spot
TV for Colgate-Palmolive—10/17/66.
TV station research of little value, AAAA
TV reports—10/17/66.
TVB one-day seminar for timebuyers—
10/31/66.
Agencies want better demographic data
from country-western stations—10/31/66.
Agency executives find fault with TV, sug-
gest improvements—11/21/66.

Agency-Government Relations

FTC's director of deceptive practices bu-
reau says agencies as well as clients will
be held responsible for misleading ads—
11/1/65.

Allocations

New AM applications pile up despite FCC
allocation rules—11/1/65, which are up-
held—6/6/66; proposal to raise minimum
power of Class IV AM's to 250 w—12/20/65,
meets mixed response—1/31/66, but FCC
does—5/30/65; delay asked in letting day-
time stations add predawn hour—7/25/66,
and protested—9/19/66.
Resistance to duplicate assignments on
clear channels continues. CBS asks FCC
to hold up applications of Class II-A
stations for nighttime operations until
rulemaking completed—11/18/65, 11/22/65;
U. S. Supreme Court upholds decision
that FCC was unfair to WABC New York
in its fight with KOB Albuquerque over
770 kc—2/28/66; 25-year-old case back to
FCC—4/11/66, 5/16/66, 5/30/66, 6/6/66, 6/20/
66, 9/5/66; NBC is denied standing in case
involving grant of KBOI Boise application
for fulltime on 670 kc, already occupied by
WMAQ Chicago—5/30/66; examiner recom-
mends full-time Class II-A authorization
for KPIR Eugene, Ore., on 1120 kc—
11/28/66.
Superpower for AM stations another con-
tinuing controversy. FCC develops tech-
nical criteria—11/15/65; Association on
Broadcasting Standards opposes idea—
4/4/66, 5/9/66, so does KSTP Minneapolis-
St. Paul—4/11/66; FCC shelves plans for
superpower tests for lack of funds—5/30/
66; House gets bill to prohibit more than
50 kw power for any AM station—7/4/66,
9/5/66.
FCC and industry engineers start field
strength study of VHF-UHF signals—
9/20/65, 12/13/65, 6/6/66; FCC proposal to
change curves is opposed—11/28/66.
House gets resolution to enlarge citizen's
band radio—9/20/65.
Proposal for community TV stations in
upper UHF band is favored—9/6/65, pro-
tested—9/27/65, 12/20/65, 6/6/66.
Drive to let land mobile services use VHF
TV frequencies meets opposition—10/4/65,
but proponents ask for field tests—12/6/65,
5/23/66, 6/20/66; House Small Business
Subcommittee studies shortage of land
mobile frequencies—5/30/66, asks FCC to
act—6/13/66, 6/27/66; New York test
planned—7/25/66, 8/1/66; solution not easy,
FCC chairman asserts—8/8/66; UHF ex-
ploration urged—8/22/66, 10/3/66; broad-
casters urged to cooperate—9/26/66, 10/17/
66; Congressmen berate FCC for failure
to act—10/3/66; so do industrialists—10/24/
66, 11/21/66; FCC takes steps to ease jam-
—12/5/66.
Department of Commerce blue ribbon sci-
ence panel recommends new study of
spectrum allocations—10/24/66, 11/7/66;
12/5/66, 12/12/66; FCC seeks funds to
strengthen its spectrum management—
11/4/66; home service by wire instead of
broadcast might alleviate channel short-
ages—11/21/66.
FCC makes first grant of 100 w VHF-TV
translator—10/4/65, stands pat on letting
them use unoccupied VHF-TV channels—
12/20/65; AMST urges relocation of trans-
lator frequencies—12/27/65, 2/14/66, 3/14/
66, 5/9/66.
Increased power for UHF translators is
considered—12/27/65, application is ap-
proved—1/1/66.
Proposal to let TV translator operators
use microwave relays—1/17/66, draws
favorable comments—3/7/66.
Error to punch card upsets UHF allocation
table—9/20/65; revised table issued—2/14/
66, educational broadcasters oppose it—
3/28/66; FCC won't reconsider—7/18/66.
FCC prods holders of idle UHF grants—
2/28/66.

Cities ask waiver of 10-mile separation rule
for police call systems—2/7/66, AMST op-
poses—2/14/66, 6/13/66.
Replacement of broadcasting by wired serv-
ice to conserve spectrum space proposed
—8/20/66.
Immediate market penetration plan to aid
UHF—7/25/66.

Audience

TV homes are counted by ARF—12/27/65,
Nielsen—1/17/66, and Census Bureau—
1/31/66.
Audit Bureau of Circulations may measure
radio-TV audience—10/25/66.
Gallup "Leisure Index" will measure time
spent on all recreation—4/4/66.
Viewing averaged 5 hours, 29 minutes a day
in 1965—1/17/66.
Multi-set TV homes have larger families,
higher income—9/13/65, and different
viewing habits—1/17/66.
Viewing by higher socio-economic groups is
up, not down, NBC tells critics—10/10/66,
10/24/66.
Right of TV as mass medium to appeal to
mass audience upheld by FCC's Loevinger
—10/17/66, but FCC's Cox says its not
enough—10/31/66.
TV is favorite entertainment in Milwaukee
—10/4/65.
Senior citizens watch TV most—11/15/65,
and are best audience for all-talk radio
stations—10/4/65.
Agencies are more interested in overall au-
dience size than demographic data, TVAR
reports—11/15/65; AAAA details what
agencies want—11/22/65.
Radio reaches 83% of metropolitan popu-
lation each week—9/20/65; has great ap-
peal for teen-agers—11/29/65.
Talk stations are worth more to advertisers.
CBS study shows—9/20/65.
Cost of TV viewing studied—7/18/66.
Nearly all adult New Yorkers listen to radio
—8/8/66.
Negroes listen to Negro-programed sta-
tions; whites do too—11/7/66.

Broadcast Economics

Broadcast billings are up no more than 9%
for both radio and TV in 1965, BROAD-
CASTING estimates—2/21/66, station pro-
fits increase, NAB finds—7/11/66.
FCC reports on TV billings for 1965—8/8/66,
radio billings—10/24/66.
TV's 100 top spenders in 1965—3/28/66; what
the top 100 newspaper advertisers spent
on TV—6/20/66; TV has record first half
—9/28/66; TV network billings—3/7/66,
3/21/66; TV spot billings—3/28/66, 9/5/66,
10/10/66, 12/12/66, average \$14.56 per family
—8/15/66.
Daytime sales shoot up in volume, profits
at TV networks—7/25/66, 8/8/66, 10/10/66.
Radio sets new record in 1964—10/25/65, and
again in 1965—10/24/66; keeps rising—9/19/
66, 10/17/66; up in top markets, down in
small ones—11/8/65; network radio gains
reported by CBS—6/20/66; top network
radio clients—10/4/65, 7/25/65, as billings
rise—9/26/66, 10/17/66; spot radio's top ad-
vertiser—11/22/65; 5/23/66, 8/8/66; spot
radio billings up—11/21/66.
More big advertisers return to radio—
5/30/66.
Top spot radio clients have New York
agencies—12/6/65.
TV commercials on increase—12/8/65, 2/28/
66, 3/7/66, are important to U. S. econ-
omy—11/21/66.
Broadcast activities of auto makers—9/6/65,
6/13/66, 9/26/66; General Motors is top ra-
dio network advertiser—10/4/65, 11/22/65,
9/19/66; Chrysler, Ford head spot radio
list—9/6/65; Ford plans new campaign—
11/29/65; brewers strong for TV—7/25/66;
carbonate ads big in TV—10/24/66; food
advertisers biggest TV spenders—5/16/66;
top grocery clients of TV—8/22/66; coffee-
tea TV ads—8/29/66, 9/26/66; home fur-
nishings manufacturers sponsor joint TV
campaign—8/15/66; stores increase use of
radio—12/6/66; household paper products
are advertised chiefly in TV—10/11/65; pet
foods spend most in TV—9/12/66; petrol-
eum products get more TV advertising
—8/29/66; resort and tourist TV adver-
tising, declines—5/9/66; major soap com-
panies move back into radio—11/15/65,
12/6/65; P&G is top user of TV spot—6/13/
66; soft drinks on TV—7/4/66; supermar-
kets use more TV, less radio—5/2/66; travel
firms use little TV, less radio—11/29/65;
toy makers clear commercials for Christ-
mas campaigns—9/6/65, 10/11/65; increase
TV expenditures—11/1/65; airlines boost
spot TV advertising—7/25/66, 8/29/66; so
do TV set makers—8/1/66.
Retailers' use of TV discussed by Burden
—1/10/66; big stores move slowly into
TV—1/17/66, 2/14/66; Carson's to test
color TV in Chicago—8/8/66, 10/17/66.
Advertising costs cause price increases,

Consumers Union charges—9/20/65; RAB calls charge "dangerous nonsense"—10/4/66.

WPHL-TV Philadelphia guarantees cost-per-thousand—2/21/66; SRA research committee tells how to figure C-F-M—4/25/66.

Radio's special values are unappreciated, Yankelovich finds in study for ABC radio—10/4/65; second study outlined—3/28/66.

Radio is best media buy, NH&S study shows 6/6/66.

Buying habits vary market to market, year to year. TVAR reports—12/6/65.

LNA-Rorabaugh merger may mean dual reports of advertisers' TV billings—7/18/66.

BAR's Bardex to report monthly spot TV expenditures by brand and market—3/7/66.

Product distribution at supermarkets checked by Media Survey Inc.—8/29/66.

Teenage market—11/29/65; youth market great for Dick Clark—2/21/66; middle-aged adults are good market, often over-looked—4/25/66.

Negroes are intensely brand conscious, survey shows—2/7/66, with strong brand loyalty—11/7/66; Negro market attracts more advertising—11/17/66.

Commercials are more effective on well-liked programs—1/17/66.

Life insurance company seeks public's views on beer-wine advertising—11/15/65.

Heavy radio listeners are big beer drinkers. CBS finds—10/31/66.

Prime Prospect to test consumer attitudes—6/27/66.

Tele-Research runs in-store check on commercial effectiveness—6/27/66.

Computers used by stations, reps to provide availabilities—9/27/66; use by agencies, networks and reps reviewed—6/13/66.

Campbell-Ewald reorganizes media buying around computer—9/6/65; Carson/Roberts uses computer to keep abreast of competitive situation in major TV markets—10/18/65; FCB sets up national data processing center—12/20/65; ARB offers "instant spot availabilities"—12/27/65; NH&S uses computer for media estimates—5/16/66; computers can't provide human understanding, K&E president asserts—10/11/65; make computers your slaves, not your masters, AAAA hears—10/18/65; low cost telephone computer service announced—11/22/65; Eastman's Market Index ready—7/11/66; Cox computer analyses and bills—12/12/66.

Station sales total \$135 million in 1965—2/21/66.

Diversification is pattern for publicly owned broadcasting companies—1/24/66.

Radio employment: 1965—10/25/65; more recruits needed—10/17/66.

Pilot program to prepare youth for broadcasting careers starting—8/29/66.

UHF operation economics—1/24/66.

Daytime stations' revenues, profits surveyed by NAB—9/6/65.

Attempt of McLendon Corp. to buy into WCIU (TV) Chicago evokes stockholder battle—2/14/66, 3/21/66, 3/28/66, 5/23/66, 6/27/66; McLendon withdraws—9/5/66.

Newspaper strikes send retailers to radio in New York—9/27/65, and Boston—3/14/66.

New York transit strike has little effect on broadcasting—1/10/66, 1/17/66.

Airlines strike brings immediate loss in billings seen as recouped in post-strike ad acceleration—8/29/66.

Appeals court finds too low \$30,000 award to WEOL Elyria, Ohio in station's 15-year-old suit against Lorain (Ohio) Journal—4/18/66.

Licensed for one-year test of want ad station in Los Angeles—7/4/66, McLendon applies for membership in Association of Newspaper Classified Advertising Managers—7/18/66; KADS surveys listener wants—11/7/66.

AT&T proposes higher rates for radio and TV lines—8/1/66.

Broadcasting's contribution to gross national product hard to measure, but NAB tries—9/12/66.

Joint study of TV problems by advertisers, agencies and broadcasters proposed by ANA TV committee head, accepted by TVB—11/28/66, pondered by AAAA—11/28/66.

ARB-BAR combine services so advertisers compare impact of their TV advertising with that of competing products—11/28/66.

BPA and TVB present first annual awards for TV sales presentations—11/7/66.

National county-by-county radio coverage study planned by Mediastat—10/31/66.

Chicago's 30 radio stations 1966 billings predicted—9/26/66, also TV—12/5/66.

New multiple owner, Pacific & Southern Broadcasting Co.—11/14/66.

New York City Suburban Group organizes to solicit national advertising—9/19/66, 11/21/66.

Media Survey finds gaps in distribution of

national advertised products—10/31/66.

Brand preferences in eight major markets reported by TVAR—11/21/66.

Milwaukee Advertising Laboratory reports on progress—10/10/66.

Marketing Information Bank, computerized facility, provides data on stations represented by Westinghouse—9/19/66; Katz forms electronic data processing department—10/10/66.

Blair TV stations in major markets testing new rate formula—11/28/66, agencies don't like—12/5/66.

Broadcaster-Government Relations

89th Congress passes little broadcasting legislation—10/25/65, 10/31/66.

Communications Act needs replacing BROADCASTING'S Taishoff tells NAB—4/9/66.

Presidential use of television accelerated—11/8/65; color added—1/17/66, but White House studio gets little use—6/6/66; TV newsmen irritated—6/27/66; formal news conference held—7/25/66; Presidential statements fit radio news format—3/21/66.



Television achieved what was to be labeled one of its finest dramatic hours in May when CBS-TV presented the two-hour 'Death of a Salesman.' The program sent critics rushing to dictionaries for new words of praise and it was considered a major reason that CBS and NBC later in the year announced they would pay top dollar for fresh dramatic scripts.

66; President complain's about TV's three-man control—10/24/66.

Bills to permit radio-TV coverage of House debates—11/1/65, introduced—1/17/66, 2/28/66, supported—3/21/66, 5/30/66, shelved by House Rules Committee—6/20/66, recommended by Joint Committee on Organization of Congress—7/25/66, opposed—9/12/66, favored—9/26/66; public favors—10/17/66.

Bill introduced to open Senate floor for TV—8/1/66, test wins praise—9/5/66.

New York State Senate admits TV cameras for test—5/2/66; Medicare debate cov-

ered live—5/30/66; Ohio General Assembly ponders live broadcast coverage—4/1/66.

Freedom of information bill, guaranteeing public access to government records—10/4/65, passed by Senate—10/25/65, 4/4/66, 5/2/66, and by House—5/9/66, 6/20/66, 6/27/66; FCC announces immediate compliance—7/25/66.

Government relations major problems for broadcasters—7/25/66.

Squabbling TV crews upset Senate Commerce Committee hearing—4/11/66.

Appeals court forbids Congressional meddling in cases before FCC, other regulatory agencies—1/31/66.

Congressional investigation of foundations causes some disposal of broadcast properties—11/8/65, 2/7/66.

Supreme Court declines to review ruling that right of privacy is personal, can't be inherited, in Capone family suit against Desilu—10/25/65.

Rep. Oren Harris (D-Ark.) appointed to federal judgeship—10/4/65, 12/27/65; Rep. Harley O. Staggers (D-W. Va.) becomes chairman of House Commerce Committee—1/24/66.

Broadcasters ask whether bureau for faster, fuller storm reports—9/27/65; terminology changes—12/27/65; national warning system proposed—3/7/66; broadcast pool plan established—4/4/66; emergency test works well—7/11/66.

Uniform daylight savings time bill—3/14/66, passed by House—3/21/66, and Senate—3/28/66, goes to President—4/4/66, becomes law—4/18/66.

Proposed uniform sales and use tax opposed by NAB—3/7/66, and Chamber of Commerce—3/21/66; revised bill—8/1/66.

Corinthian stations ask Supreme Court to review ruling that network affiliations cannot be amortized—11/22/65; court refuses—2/7/66.

Internal Revenue Service studies proposal to liberalize film amortization rules—9/6/65, 9/27/65, 1/31/66.

Tax court lets Desilu count receipts from sale of programs to CBS as capital gains—12/6/65.

Taxes on broadcast advertising and loud commercials proposed in California—9/27/65, 10/4/65.

KOLO-TV—Reno fights city licensing of broadcast stations—3/21/66, 5/2/66; held unconstitutional—10/24/66.

WTOP's Hayes nominated ambassador to Switzerland—8/29/66, approved—9/5/66, sworn in—10/10/66.

ABC-TV discussion of permarial sex contributed to delinquency of minors, district attorney charges—9/19/66.

FTC rejects station plan to supply background music and in-store commercials to retailers—10/17/66.

FTC chairman tells broadcasters special rate cut not made public is unfair competition—11/14/66.

Cigarette Advertising

Cigarette makers spend \$216 million for broadcast advertising in 1965—4/4/66; TV is primary medium—10/10/66; broadcast ad policies are denounced—4/4/66; NAB considers using own code—5/2/66, as Cigarette Advertising Code defines rules for commercial placement—5/9/66; TV code board tightens guidelines—10/10/66, 10/17/66.

Local personalities who smoke on TV concern American Cancer Society—9/27/65.

Placement of Kent commercial next to Beattles questioned by Senate Commerce Committee—10/4/65; agency told to investigate—3/7/66.

FTC complaint about cigarette advertising is answered by NAB-TV Code Authority—12/6/65, and by CAC—12/13/65.

FTC reverses 10-year policy, permits nicotine and tar content advertising—3/28/66, 4/18/66, plans own testing lab—6/20/66; Lorillard resigns from CAC—4/4/66, introduces new cigarette low in tar and nicotine—4/11/66.

Magnuson bill would require tar and nicotine content in ads, on packages—8/1/66; FTC investigation requested—9/5/66.

Senators ask Dept. of Agriculture to explain its promotion of tobacco sales abroad—1/10/66.

American Radio and Television Improvement Association tells stations cigarette commercials violate Communications Act provisions—2/28/66.

National Tuberculosis Association offers free film on health hazards of cigarette smoking—9/20/65.

More than 800 radio stations request U.S. Public Health Service for spots on hazards of smoking—10/24/66; American Anti-Smoking Association seeks public service spots—10/24/66; stations asked to match cigarette commercials with anticigarette spots—12/12/66.

Civil Rights

Ralph Blumberg sells WBOX Bogalusa, Miss., boycotted by local merchants for stand against Ku Klux Klan—11/1/65, 3/7/66; is honored by RTNDA—11/15/65, and NAFBRAT—2/21/66; joins news staff of WCBS-TV New York—1/3/66; testifies to House Un-American Activities Committee—1/10/66.

Newsletter charges that Negro disk jockey fomented Los Angeles riot—9/6/65, attributed to misunderstanding—9/13/65.

Role of Negro disk jockey assayed by NARA—9/15/66.

Ad Council launches campaign to help Negroes gain economic equality—9/13/65; National Urban League and broadcasters start Broadcast Skills Bank to create job opportunities for Negroes—2/14/66, 8/29/66; Negro models charge racial discrimination in casting for TV commercials—3/21/66; Hollywood studios give Negroes more and better jobs—3/21/66, but are told much more is needed—4/4/66. NAACP criticizes producers—7/



Representative Harley O. Staggers (D-W. Va.) (r) became chairman of the House Commerce Committee when Oren Harris resigned to take a federal judgeship early in the year. In the

11/66; meetings with Guilds, planned—7/18/66.

TV not doing enough on civil rights, station managers, newsmen agree—11/22/65; close TV coverage of riots help increase violence?—2/14/66.

WSOC-TV Charlotte, N. C., calms explosive situation with prompt action—12/6/65.

WCKT (TV) Miami programs bring attacks from Ku Klux Klan and Let Freedom Ring—12/20/65.

Congressman chides FCC for considering Negro-oriented program plans in evaluating competing applications—7/4/66.

Does Negro-oriented programming aid integration or divide white and Negro communities?—9/5/66; whites listen too—11/7/66.

Chicago Negro models win equal casting chance—9/19/66.

KTVU (TV) San Francisco revamps schedule for special baseball broadcast to ease racial tension—10/3/66, 10/10/66.

Broadcast equipment at scene of racial conflict can aggravate situation by mere presence—10/10/66.

Broadcast Skills Bank to help Negroes get into broadcasting—12/5/66, 12/19/66.

Media Workshop seeks daily 90-minute integrated TV show—12/12/66.

Color Television

Status of color TV summarized in special 50 (SPECIAL REPORT: 1966)

BROADCASTING report—1/3/66.

Advertisers can't afford to stay out of color, B&B's Webber tell AAAA—1/1/65; color gets going over at ANA workshop—12/20/65; NBC-TV establishes color committee to work with advertisers, agencies, producers—11/1/65; Webber's guidelines for color commercials—1/3/66; advertisers, agencies want color all the way, despite problems it creates for spot TV—1/3/66; about 70% of new commercials are in color—1/3/66; ANA study finds color ads more effective—1/3/66; best medium for meat, TVB president states—2/28/66; black-and-white TV advertisers move into color faster than new clients come to TV, TVB reports—4/4/66; NBC-TV considers charging for color—5/16/66; Grey Advertising finds color costs no more if commercials are used 10 times—5/23/66; agency interest grows—6/6/66; problems of color commercials integration studied—7/18/66; cost rises to \$335 a second—9/19/66; KSTP-TV Minneapolis-St. Paul offers free samples of color commercials—5/30/66; major agencies produce most TV spots in color

waning days of 89th Congress, Representative Walter Rogers (D-Tex.) (l), chairman of the communications subcommittee, said he would not run again.

—9/5/66; effectiveness drops as color set ownership increases—10/10/66; labels that look good on color TV look better on shelves—11/7/66; WHEN-TV Syracuse puts 5% excise charge on color commercials—11/28/66; agencies protest—12/5/66; station stands firm—12/12/66.

Station facilities tabulated—1/3/66.

TV networks head for full color programming—1/3/66, 2/28/66, 5/9/66, 5/16/66; color boosts ratings, NBC survey shows—11/1/65; NBC-TV now 100% color—11/7/66.

Stations buy almost any program that's in color—9/20/65, 3/21/66, 4/4/66; CBS-owned TV stations prepare for local color programming—7/18/66.

Networks, stations rush into color news shows—1/3/66; WMAL-TV Washington puts all local newfilm into color—9/6/65; ABC-TV moves early evening news show into color—6/20/66; ABC-TV converts Hollywood studio to color—7/25/66; CBS News goes all color—8/15/66; Eastman film lets station do own color processing—9/5/66; CBS-TV has two-van color mobile unit—9/9/66.

WMAL-TV Washington sues Visual Electronics to force delivery of color cameras—9/6/65.

NBC's new color mobile unit costs \$1.5 million—9/20/65.

SMPTA sets color film standards—1/24/66.

Color film processors prepare for prefall rush—6/20/66.

Color tape commercials boom—8/22/66.

WDXI-TV Jackson, Tenn., asks FCC to suspend AT&T rate increase for transmitting color signals—9/13/65; AT&T asks for dismissal—10/18/65.

Color cameras are bottleneck in conversion—1/3/66, dominate NAB equipment exhibit—4/11/66; Marconi introduces new color camera—12/20/65; RCA steps up production of color cameras—3/28/66, has \$30 million backlog—10/17/66.

Census Bureau finds 7% of U. S. homes have color TV—11/22/65; NBC finds rises to 15%—12/5/66; ARB reports 5 million color homes—1/3/66; color set sales skyrocket—10/18/65, 11/15/65, 1/3/66, 1/24/66, 3/7/66, 3/14/66, 5/16/66, 6/8/66, 7/18/66, 8/8/66, 8/22/66, 10/17/66, 10/31/66, 11/7/66, 11/28/66; most sold in East North Central region—12/13/65; many black-and-white set owners want color now—7/25/66.

Set makers accelerate color production, expanded facilities: Admiral—9/6/65; General Instrument—4/25/66; Motorola—9/6/65; Philco—12/27/65; RCA—12/27/65, 1/10/66, 1/17/66, 5/30/66, 7/11/66, 9/12/66, 10/17/66; Sylvania—10/4/65, 2/21/66; Zenith—11/8/65.

Color tube output tops 2.5 million in first half of 1966—8/29/66.

CBS sues Sylvania for infringement of color tube patents—1/31/66; Zenith asks for dismissal—4/4/66.

Britain adopts PAL color system—3/7/66; European divided—7/25/66, 8/1/66.

Breakthrough in color tape-to-film transfer announced by Acme—8/15/66.

Commercials

World's best commercials sought by International Broadcasting Awards—10/11/65, 11/22/65; winners honored—3/21/66.

Chevrolet commercial takes festival honors—10/24/66.

Only three in 10 radio commercials do good job, Yankelovich study shows—10/4/65.

RAB picks best radio commercials—12/6/65, 5/9/66.

TV commercials hit or miss in six seconds—11/1/65; story boards found more effective than finished spots—12/27/65; commercial production the MGM way—12/13/65; Chicago style—1/17/66; animated spots come back back—2/28/66; low cost rough commercial for pretesting—4/18/66; length of life depends on first impression—10/31/66.

Number of piggyback commercials doubles in year—3/7/66; NAB Code changes blamed—3/21/66; ABC-TV affiliates ask network to control or eliminate them—4/4/66.

Off-camera narration on TV commercials is windfall for name actors—5/2/66.

Two-sponsor spots make controversy—8/15/66; get cool reception by reps—8/22/66, 8/29/66, defended by FC&B's Stern—10/3/66.

Commercial placement, sequence study proposed as joint ANA, AAAA, TVB project—11/21/66.

NAB approach to commercial regulation called unrealistic by Weiss's Pinsol—11/21/66.

CBS-TV bunches commercials on cultural programs—12/5/66.

Radio commercials described in BROADCASTING include: American Cancer Society—2/7/66; Cain potato chips—9/13/65; California Prune Advisory Board—9/13/65; Dorman's Endeco cheese—7/11/66; Gingiss formal wear—4/11/66; Johns Mansville home products—3/21/66; Memphis, Tenn.—8/29/66; Northwest Orient Airlines—8/29/66; Oldsmobile dealers—7/25/66; Puralator filter—4/25/66; Serta mattress—5/9/66; Signal Oil gasoline—11/29/65.

Television commercials described in BROADCASTING include: airlines: Eastern—4/25/66, 8/29/66, United—8/29/66; automotive: Chevrolet—11/29/65, Dodge—2/28/66, Hertz—2/14/66, Mercury—9/19/66, Opel Kadett—3/14/66, Plymouth—11/8/66, 3/28/66, Vespa—4/25/66, Volkswagen—5/2/66; beverages: Duke beer—3/21/66, Frank's beverages—9/13/65, International Coffee Organization—10/3/66, Knickerbocker beer—5/2/66, Ovaltine—11/1/65, Pepsi Cola—10/31/66, Piel's beer—8/15/66, Rainier beer—6/6/66, Seven-Up—11/29/65, 12/20/65, Shasta Beverages—7/4/66; confections: Candygram—3/14/66, 5th Ave. candy bar 11/7/66, Playboy Bunny chocolates—10/24/66, Whitman's Sammy—1/10/66; drugs: Alka Seltzer—2/7/66, 4/25/66, 5/2/66, Brioschi—10/4/65; financial: Bank Americard—11/22/65, State Farm Insurance—6/20/66, Texas Consumer Finance—3/28/66; foods: Barbel cheese—5/30/66, Giraffe bread—3/21/66, Manischewitz kosher foods—3/28/66, Stella Doro biscuits—11/7/66, Sunlite bread—12/27/65, Sweetea—8/22/66, United Fruit bananas—1/24/66, Whistles cereal—1/10/66; gasoline: Clark—12/5/66, Flying A 4/11/66; toiletries: Clairol—5/2/66, Currier

& Ives—11/22/65, Dandrid shampoo—3/28/66, Gillette razor blades—10/25/65, Great Day hair coloring for men—8/13/66, Lestoil—3/28/66, Mennen men's toiletries—3/7/66, Sheer Genius—11/8/65; toys: Barbie doll—11/22/65, Francie doll—1/25/66, OM radio rifle—11/8/65, Winchester crack fire rifle—8/29/66; also Behold—8/8/66, Benson & Hedges 100%—8/22/66, Clorox—7/25/66; Drexel furniture—8/15/66, Gallaghers restaurant—5/2/66, GE light bulbs—7/11/66, Gimbel's of Pittsburgh department store—10/25/65, Hudson paper products—2/14/66, Kodak Recordak—4/18/66, National Council of Churches—2/7/66, Parker pen—7/4/66, RCA color TV sets—6/6/66, Television Advertising Representatives—8/29/66, Winston cigarettes—4/4/66.

Community Antenna Television

Place of CATV in home communications field remained troublesome, with broadcasters divided whether to fight it or join it, and little agreement on how and by whom it should be regulated, FCC rule requiring CATV system fed by microwave relay systems to give 15-day program protection to local stations gets court challenge from Idaho microwave operators—9/27/65; court upholds FCC—10/25/65, which orders systems to comply or get waivers—12/13/65.

NCTA argues that if FCC curtails relay service to CATV systems it should permit them to originate programming, carry advertising and operate on pay TV basis—9/27/65; FCC ban protested—3/14/66; program origination is standard practice for CATV in Chillicothe, Ohio—6/27/66, may become general—7/4/66; Dal-Worth to produce programs exclusively for CATV—7/4/66, applies for microwave service—8/15/66, is opposed—9/5/66, 9/12/66, 10/24/66, 11/14/66; NCTA considers code—9/26/66; FCC's Loevinger endorses idea—10/17/66; broadcasters asked to help—12/5/66.

AT&T urges that all microwave common carriers serving CATV be put into 10,700-11,700 mc band—10/11/65; FCC puts non-common carriers for CATV into 12,700-13,200 mc band—10/18/65; gets criticisms—11/22/65.

Black Hills Video Corp. gets conditional renewal for microwave stations serving CATV—10/4/65, appeals conditions—11/1/65; ex parte charges are made—11/15/65, denied—2/21/66; oral arguments—11/2/65; Black Hills asks to brief case—3/7/66; hearing set—7/18/66; reviewers protest signal quality—1/17/66; FCC modifies conditions—2/7/66, 3/14/66.

NAB executive committee reaffirms stand that FCC has right to regulate CATV and should do so immediately—9/6/65; WCOJ Coatesville objects—9/20/65; FCC has bill asking Congress for explicit grant of authority—9/27/65; comments range widely—9/27/65, 10/4/65, 12/6/65; NAB holds CATV must be kept supplementary to broadcast services—10/18/65, is told that rigid regulation of CATV could lead to similar treatment for broadcasters—10/25/65; charges CATV systems not abiding by NCTA principles—12/13/65; board toughens stand—1/31/66, NCTA launches mail barrage to get Congress to stop FCC—1/24/66; broadcasters reply—2/7/66; FCC tours CATV system—1/31/66; FCC Chairman Henry meets separately with NAB and NCTA presidents—2/7/66; FCC considers policy—2/14/66.

FCC asserts jurisdiction over all CATV, reduces non duplication of local stations to one day, with FCC approval needed to bring distant signals into top 100 markets—2/21/66.

House Small Business Subcommittee investigates CATV regulation—2/21/66, 3/14/66; Congress gets bill to authorize FCC regulation of CATV—3/7/66; House Commerce Committee holds hearing on opposing bills—3/21/66, 3/28/66, 4/11/66; more bills introduced—3/28/66, 4/4/66, 4/25/66.

FCC issues order backing up its announcement of jurisdiction over CATV—3/14/66; systems under construction pose problems—3/21/66; six-month stay proposed—4/4/66; Congressmen feel FCC has usurped power of Congress—3/7/66, 5/9/66.

CATV systems ask waivers on importation ban—3/21/66, 4/4/66, 4/18/66, 4/25/66, 5/2/66; FCC has 55 waiver requests—6/27/66, grants some—7/4/66; exemptions asked for UHF signals—8/22/66; Muskegan, Mich., CATV operators charge FCC "misled" them—8/29/66.

FCC tells Buckeye Cablevision of Toledo, Ohio, to stop importing distant programs—3/28/66; Buckeye challenges rule—4/25/66; FCC issues cease-and-desist order—5/30/66, grants temporary waiver for ETV programs 6/27/66; Buckeye asks court to review FCC right to ban importations—7/4/66; other notices to stop bringing outside signals—4/11/66, 5/16/66, 6/20/66, 6/27/66.

66; Tele Systems Corp. plans violation to bring court test—5/30/66, 8/1/66; city council of Springfield, Ill., asks for city to be ranked below top 100 so First Illinois Cable Co. can bring outside signals into city—5/30/66; KFMB-TV San Diego asks FCC to halt CATV importations—7/18/66, hearing ordered—7/25/66, court issues temporary restraining order against FCC—8/15/66, appeals court upholds CATV operators—8/29/66; FCC expands hearing—11/28/66; FCC charges Pennsylvania company with relaying programs to CATV systems without station permission—9/12/66, orders halt—12/5/66.

WFLD-TV Chicago asks FCC to stop relay of its programs to CATV systems in other markets—9/12/66; petition for microwave service for Danville, Ill., CATV set for hearing—9/12/66; Alabama stations ask FCC to keep Chicago programs out—9/26/66, 10/3/66; appeals court grants stay of FCC stop-import order to Michigan microwave relay—9/26/66.

Staggers bill confirming FCC authority over CATV nears house action—5/23/66; Commerce Committee considers it—5/30/66, 6/6/66, reports it out—6/13/66, 6/20/66, 8/8/66.

FCC takes regulation of intrastate tariffs of telephone companies for CATV relay service away from states—4/11/66; AT&T protests—5/9/66; NCTA backs FCC—5/23/66; FCC stands firm—8/27/66.

Connecticut Public Utilities Commission, given authority over CATV in that state, resumes hearings on CATV applications—9/20/65, 9/27/65, 10/4/65, 10/11/65, 10/25/65, 11/8/65; New Jersey PUC ponders jurisdiction over telephone company lease of cables to CATV—9/27/65; states seek regulatory control—10/4/65; National Association of Railroad Utility Commissions says states should treat CATV systems as public utilities—10/11/65; TAME wants them classed as common carriers—12/6/65; FCC's contention they are not is upheld by court—4/11/66; Massachusetts attorney general says state lacks jurisdiction—5/30/66; municipal franchises considered—8/22/66; Maryland considers putting CATV under public service commission jurisdiction—7/18/66; NCTA offers plan—9/26/66.

Los Angeles Department of Public Utilities and Transportation recommends CATV systems be classed as public utilities—11/1/65, changes to recommend regulation by city ordinance—11/8/65; city council orders ordinance drafted—2/28/66, PU&T board asks for increase in license fees—4/11/66; ordinance adopted 5/2/66, 6/27/66; franchises granted—8/22/66, 9/26/66, 11/21/66. New York City considers multiple franchises—11/22/65, gives three grants—12/6/65, 12/13/65, 12/20/65; mayor calls for study of effect on broadcast stations—1/3/66; Teleprompter Corp. seeks right to test on-air system—4/18/66, gets it 5/2/66, starts service—6/20/66, 6/27/66, 7/4/66, 11/7/66; Manhattan Cable starts service—9/12/66; Comtel master antenna system viewed as unauthorized competitor—11/28/66, 12/5/66, 12/12/66.

Philadelphia has 10 applicants—12/13/65, may divide grants—12/20/65; six franchises issued—12/5/66.

Chronicle gets San Francisco franchise, must share with Westinghouse—8/8/66.

36-channel CATV service proposed for Seattle—10/17/66.

Proposed Lakewood, Calif., CATV service would offer major sports events with no charge for first year—10/17/66.

FCC passes to FTC complaint about CATV practice of giving discounts to subscribers who turn in their antennas—11/14/66, 12/12/66.

Stromberg-Carlson and Entron promote full service CATV operation for telephone companies—9/20/65; Illinois Bell proposes CATV transmission rates for Chicago area—9/27/65; FCC asks AT&T why tariff for interstate CATV service was filed with states, not FCC—10/4/65; AT&T reply—12/6/65; independent telephone companies see CATV as public utility—10/25/65; Michigan Bell doesn't need city approval to serve CATV, state court rules—3/7/66; phone company actions alarm CATV operators—7/4/66; Florida system sues phone company for refusing use of its poles—7/11/66; pole rights pose problems in Warrensburg, Mo.—8/15/66, 8/22/66; court orders Pacific Telephone not to sell broadcast signals to Altadena CATV—8/22/66.

NCTA tells FCC that AT&T is trying to kill CATV as independent business—10/17/66; hearing ordered—10/24/66; charges are groundless, AT&T maintains—11/21/66; other phone companies agree—11/28/66; Bell companies say they want to serve CATV, not own it—11/7/66; New England CATV group asks FCC to order phone companies to make pole attachments available—11/14/66.

Proposal to make federal funds available

for rural phone companies serving as CATV carriers is endorsed, criticized—6/6/66, 7/11/66, 8/29/66. Springfield (Mass.) Television Broadcasting Corp. proposes rebroadcasting CATV signals on its UHF stations—11/15/65; FCC says "No"—12/27/65.

Cross ownership issue (broadcast stations and CATV) may be revived—11/22/65. Group CATV owners surveyed by ASCAP—9/19/66.

Impact of CATV on audience assayed by advertisers and agencies—3/28/66.

Triangle Stations propose experiment to measure impact of CATV on UHF—6/6/66; broadcasters oppose—8/8/66.

FCC ponders whether CATV should be handled by Broadcast Bureau—6/20/66, prepares information reporting form for CATV—7/11/66, 9/5/66, sends it out—10/3/66; task force prepared—8/1/66, established—8/22/66, needs space—9/5/66.

NAB board vetoes CATV division—6/27/66. Kaiser & Cox Corp. to build CATV equipment—10/4/65.

Equipment sales brisk at NCTA convention—7/4/66.

EIA plans CATV section—7/4/66. Erie, Pa., CATV city ordinance's legality questioned in court battle—8/15/66.

Conventions

Major meetings of organizations, associations and unions directly or indirectly associated with broadcasting, as reported between Sept. 1, 1965, and Dec. 19, 1966. ABC Radio Affiliates—4/4/66; ABC-TV Affiliates—12/6/65, 3/28/66, 4/4/66, 6/20/66; 68; Advertising Association of the West—7/4/66; Advertising Federation of America—AAW Washington conference—2/14/66; Advertising Research Foundation—10/11/65; 10/10/66.

Alabama Association of Broadcasters—5/23/66, 10/11/65; American Association of Advertising Agencies—10/19/65; 11/1/65; 11/8/65, 5/2/66, 5/9/66, 10/24/66, 10/31/66; American Federation of Television and Radio Artists—7/25/66; American Institute of Aeronautics and Astronautics—5/9/66; American Management Association—8/15/66; American Marketing Association—6/20/66; American Society of Composers, Authors and Publishers—10/4/65, 10/3/66; American Women in Radio and Television—5/9/66, 10/17/66; Arizona Broadcasters Association—12/13/65; Associated Press Radio-Television Association—9/19/66; Association on Broadcasting Standards—4/4/66; Association of National Advertisers—11/22/65, 12/20/65, 4/4/66, 5/30/66, 6/6/66, 9/19/66, 10/31/66; Broadcasters Promotion Association—11/8/65, 11/15/65, 11/21/66; Canadian Association of Broadcasters—3/28/66; Catholic Communications and Seminar—5/16/66; CBS Radio Affiliates—9/20/65, 9/26/66; CBS-TV Affiliates—4/4/66, 5/9/66; Clear Channel Broadcasting Service—4/4/66; Committee for Full Development of All-Channel Broadcasting—4/4/66, 6/20/66; Connecticut Broadcasters Association—10/11/65; Country Music Association—11/1/65, 10/31/66; Electronic Industries Association—3/14/66, 10/24/66; Fair Campaign Practices Committee—10/18/65; Federal Bar Association—9/12/66; Federal Communications Bar Association—11/21/66.

Florida Association of Broadcasters—10/11/65, 6/27/66; Georgia Association of Broadcasters—11/8/65; Illinois Broadcasters Association—10/18/65; Illuminating Engineering Society—5/16/66; Institute of Broadcasting Financial Management—9/27/65, 9/26/66; Institute of Electrical and Electronic Engineers—3/28/66, 6/20/66, 9/26/66; Intermountain Network—9/5/66; International Radio and Television Society radio commercial workshop—5/16/66; International Writers Guild—10/17/66, 11/7/66; Katz Agency management conferences—10/25/65, 3/7/66; Louisiana Association of Broadcasters—9/27/65; Maine Association of Broadcasters—9/13/65; Michigan Association of Broadcasters—9/20/65; Minnesota Broadcasters Association—10/4/65; Missouri Broadcasters Association—11/1/65; Montana Broadcasters Association—9/20/65; Mutual Broadcasting System affiliates—11/21/66; National Association of Broadcasters: national convention 3/21/66, 3/28/66, 4/4/66, 4/11/66; State Presidents conference—2/21/66; regional meetings—10/18/65, 10/25/65, 11/8/65, 11/15/65, 11/22/65, 11/29/65, 10/17/66, 10/24/66, 10/31/66, 11/21/66, 11/28/66; board meetings—1/31/66, 6/27/66; radio program clinics—5/16/66, 5/30/66, 6/16/66; National Association of Educational Broadcasters—11/8/65.

National Association of FM Broadcasters—4/4/66, 8/22/66, 10/31/66; National Association of Radio Announcers—8/15/66; National Association of Farm Directors—11/29/65, 12/5/66; National Association of

Television Program Executives—5/30/66; National Broadcast Editorial Conference—8/1/66; National Community Television Association—1/31/66, 6/27/66, 7/4/66, 10/17/66, 10/31/66; National Industrial Conference Board—10/25/65, 10/31/66; National Electronics Conference—11/1/65; NBC Radio Affiliates—10/25/65, 5/16/66, 10/24/66; NBC-TV Affiliates—5/16/66; National Religious Broadcasters—1/31/66; New Jersey Broadcasters Association—10/11/65; 10/17/66, 10/31/66; New York State Broadcasters Association—7/4/66; Ohio Association of Broadcasters—11/1/65, 5/23/66; Radio Advertising Bureau—9/13/65, 9/27/65, 10/11/65, 9/19/66, 10/3/66, 10/10/66, 10/17/66; Radio Television News Directors Association—10/25/65, 11/1/65, 10/3/66; Sigma Delta Chi—11/15/65; Society of Broadcast Engineers—4/4/66; Society of Motion Picture & Television Engineers—10/10/66; Station Representatives Association—5/23/66; Television Advertising Representatives—2/1/66; Television Bureau of Advertising—11/22/65, 11/21/66; Television Film Exhibitors—4/4/66, Television Pioneers—4/4/66; Tennessee Association of Broadcasters—10/31/66; Texas Association of Broadcasters—11/29/65, 10/17/66; United States Independent Telephone Association—10/25/65; Vermont Broadcasters Association—6/13/66; Washington Broadcasters Association—11/8/65; Western Electronic Show & Convention—8/29/66; Western States Advertising Agencies Association—5/30/66; Westinghouse Broadcasting public service conference—10/31/66; Worldvision—5/16/66.

Copyright

CATV is copyright's big unsettled question—9/8/65; may be settled by UA suit against Fortnightly—12/27/65, 2/21/66, 5/23/66, 5/30/66, 6/6/66, 7/11/66; CBS and ASCAP agree CATV should pay—3/7/66; House copyright subcommittee proposes formula—5/9/66, 5/16/66, 5/23/66; Senate Judiciary subcommittee plans separate study of CATV—6/27/66, hearing set—8/1/66, started—8/8/66, 8/15/66, 8/29/66, 9/12/66; House Judiciary Committee approves copyright bill—10/3/66, 10/10/66, 10/24/66. TV's bill for royalty and performance rights exceeds \$125 million a year—10/10/66. Seeburg forms Coin-Operated Phonograph Performance Society to license music for use in juke boxes—11/1/65. ASCAP's TV fees up 76% between 1957 and 1964—2/7/66; ASCAP grosses \$42.7 million in 1965—2/28/66; rises in 1966—10/3/66; ASCAP steps up payments to new writer members—8/29/66. District Court gives All-Industry Radio Stations Music License Committee access to ASCAP records, 1959-63—12/13/65. ASCAP seeks right to examine records of TV stations—12/20/65, 1/17/66; TV stations asks for depositions—12/20/65; but court says no—6/27/66; another try—7/18/66; All-Industry Television Station Music License Committee confident of victory—1/10/66, questions worth of music in old movies—3/7/66, 6/27/66, 7/25/66; will continue to fight—4/4/66; TV stations ordered to show financial records—9/19/66; negotiations tried—11/7/66; fail—11/14/66. TV networks and ASCAP are back at bargaining table—12/20/65; CBS-TV signs five-year fixed-fee contract—1/17/66. BMI wants higher payments from radio stations—12/13/65, 12/20/65, 1/31/66, 2/14/66, 3/14/66; committee agrees to 12.5% increase—6/27/66; stations accept it—8/8/66, 10/24/66. BMI signs consent decree, ending government antitrust suit; broadcasters can keep BMI stock—12/5/66. SESAC to publish catalogue, FTC closes investigation—7/11/66. Montana broadcasters, seeking state control of music, are told federal rules govern—9/20/65. Washington state law requiring "per piece" music licenses to get court test—4/18/66.

Editorializing

Public favors broadcast editorializing, Roper survey shows—10/18/65. WCAU Philadelphia editorials lead to new law—2/21/66. WJXT(TV) Jacksonville editorials lead to grand jury investigation of city officials—6/6/66, 7/18/66, 8/15/66. KWKH Hutchinson editorially attacks attempts to halt flow of news about arrest—7/4/66, 7/18/66. Broadcast editorials grow in number, make greater impact—8/1/66.

Educational Broadcasting

Financial problems continued to beset edu-

cational TV stations, despite grants from the federal government—11/15/65, 12/27/65, 1/10/66 (bill to extend this aid introduced—5/30/66), and states—Kentucky—1/24/66, Maryland—3/28/66, New York—2/7/66, and TV networks—10/18/65, 5/9/66, 5/23/66, 6/20/66, and foundations—12/30/65, 1/3/66, 1/31/66, 10/10/66, and program donations by advertisers—12/20/65, 1/17/66, 2/21/66, 6/6/66, 10/10/66; WNDI(TV) New York commissions public opinion survey on proprietary of limited commercials on ETV—2/21/66; many favor idea—8/15/66; blue ribbon committee named by Carnegie Corp.—11/15/65, 12/27/65, 4/25/66, considers excise tax on sets to support ETV—7/4/66, 9/12/66, 10/3/66; other proposals include establishment of foundation by commercial broadcasters—3/28/66, and license fees on commercial stations—5/23/66; Ford Foundation proposed commercial operation of domestic satellite—5/1/66, 8/8/66, plan questioned—5/22/66, 8/29/66, 9/15/66, 9/19/66, 12/5/66, 12/12/66; Congress may help—8/15/66, 8/29/66; commercial TV urged to lend personnel to ETV—10/17/66. Eastman Kodak gives \$30,000 for live political coverage by 5 TV stations—8/29/66. Danger that extremist group might take over an ETV station is seen by senator—9/6/65, pooh-poohed by FCC general counsel—9/20/65. New York State equips 11 colleges for TV—8/22/66. Most college students have access to ETV—10/11/65. More college students major in broadcasting—7/25/66. National Educational Television negotiates with AT&T for ETV network facilities—1/10/66. FCC authorizes test of "Educating," question-and-answer systems using two FM subcarrier channels—10/18/65, 4/18/66. Midwest Program for Airborne Television Instruction gets permission to rebroadcast Detroit instructional station—11/29/65, but not for full six-channel service—12/6/65. National Educational Radio stations get production grants—11/29/65. Catholic ETV "network" planned—8/1/66, and communications department for Jesuit colleges—9/26/66. Broadcasters must do better educational job, FCC's ETV head states—8/15/66. TV tape replaces films for army training—10/17/66. Subliminal TV seen as educational tool—11/7/66. NET plans for ETV network—12/5/66; first coast-to-coast hookup scheduled—12/12/66.

Equipment

TV set sales up 19% in 1965 as color sales double—3/28/66; radio set sales hit new high—2/11/66; by 1970 electronic sales estimated at \$23 billion—10/11/65, to top \$19 billion in 1966—10/24/66; with 12.9 million TV sets to be sold—11/8/65. Imports of sets rose in 1965—1/24/66, many sold under U.S. names—12/20/65; labeling of imported components debated—12/13/65; electronic exports increase—12/12/66. Jerrold produces 82-channel TV receiving antenna—11/22/65; broadcasters join antenna makers in drive to sell outdoor antennas for better reception—10/4/65, so do dealers—1/24/66. Price war rages over transistor radios—12/27/65. RCA put microminiaturized integrated circuits into TV sets—2/7/66. All-channel sets provide base for increased use of UHF channels, FCC Commr. Lee states—6/27/66. Equipment displayed at NAB convention—3/21/66, sets new sales record—4/4/66, 4/11/66. Vietnam war brings rising costs of labor and material, shortages and delays—3/14/66, 7/18/66. Majority of radio stations either have or consider automation—11/15/65; automation devices shown at NAB—4/11/66. Ampex puts audio mats into production after year's test—9/27/65, introduces solid-state audio tape recorders—2/7/66. Laser beams tested as TV program carriers by RCA—10/11/65; AT&T experiments with long-range high-pulse transmission—11/8/65; Otronix introduces bandwidth squeeze device to double radio-TV transmission—11/8/65; Sylvania's microwave oscillating diode may provide new TV transmission system—2/7/66; IT&T shows optional waveguide device—3/7/66. Perkin-Elmer laser camera takes pictures in total darkness—12/6/65; Japanese camera tube works with virtually no light—2/7/66. Teledyne develops minicamera for NASA—11/1/65; so do Westinghouse and RCA—8/1/66.

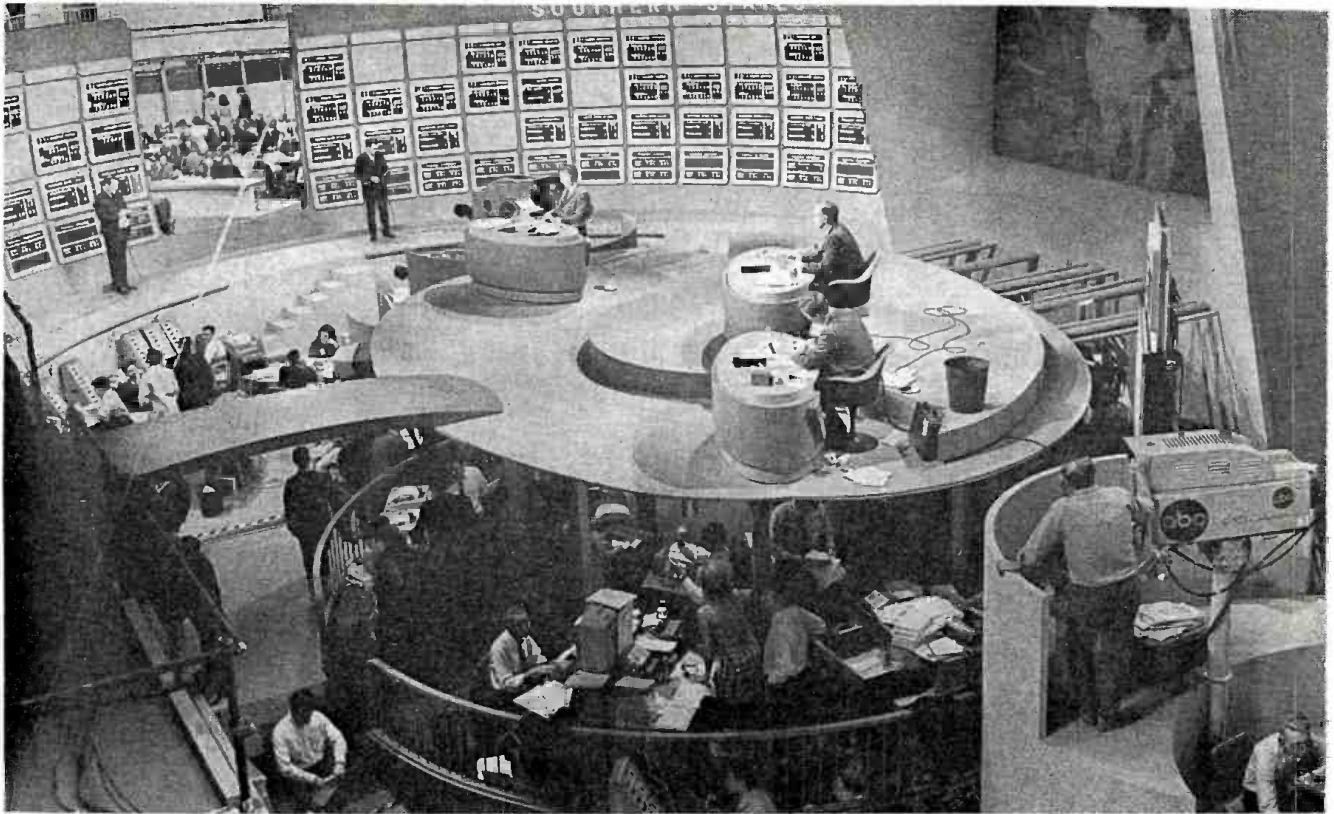
Magnavox has way to deliver TV pictures by telephone—5/30/66. Stereo Sound for TV described at National Electronic Conference—11/1/65. RCA expands semiconductor plant—12/13/65. Robert W. Sarnoff named president of RCA—9/6/65; management organization realigned—7/11/66. Test of TV multiplexing proposed—8/13/66. MGM has new method of sound-on-film recording—7/11/66. Zenith wins second patent suit against Hazeltine, which appeals both decisions—11/29/65. Home tape cartridge field mushrooms—7/18/66. NBC News \$250,000 mobile unit—8/1/66. Delco's 50 millionth radio—8/15/66. Drop in auto sales slows car radio growth—8/29/66. American Enka introduces combination phone-CATV dropoff line—9/5/66. 3M readies electron beam recording as kinescope replacement—9/12/66. Documentor, recording up to 24 hours of audio material on 9-inch disk, goes on sale—10/3/66. Zenith experiments with laser beam to paint TV picture—10/3/66. Electrovote system demonstrated by Theodore Granik Enterprises—10/17/66. RCA shows experimental model of tubeless camera—11/28/66. CBS Labs institutes new educational technology department—11/28/66. Laser link for CATV proposed in New York—12/12/66.

Ex Parte

Since 1958, when ex parte (off-the-record) contacts between applicants for broadcast licenses and individual FCC commissioners were suspected to have influenced votes on these grants, their validity has been argued before FCC and in court. During 16-month period, September 1965 through December 1966, BROADCASTING reported: Boston, ch. 5—Examiner recommends full renewal for WHDH—8/22/66. Jacksonville, ch. 12—FCC vacates grant to WFGA-TV—11/22/65; Community First files for ch. 12, asks FCC to revoke interim authority of WFGA-TV—1/3/66, two more applications—3/7/66. Miami, ch. 7—U.S. Court of Appeals upholds renewal of license of WKCT(TV)—7/4/66. Miami, ch. 10—Grant to WLWB-TV appealed to U.S. Supreme Court—10/4/65, 10/11/65, 11/8/65, which refuses to review Appeals Court ruling upholding FCC's grant—1/24/66. Orlando, ch. 9—U.S. Supreme Court refuses to review Appeals Court order sending 10-year-old case back to FCC for new hearing with new applicants—11/1/65; FCC vacates grant to WFTV(TV), invites applications—11/22/65; transfer of temporary operating authority requested—1/24/66; six applications filed—3/7/66, 3/28/66; Mid-Florida, holding temporary operating authority, answers charges—4/4/66, asks FCC to deny application for transfer—5/23/66; Orange Nine withdraws—9/5/66. New charge of attempted ex parte influence made against Black Hills video in connection with license renewals for microwave facilities—10/4/66. Black Hills denies charges—10/11/65; Black Hills' parent Midwest Television also faces ex parte question over application for ch. 26, Springfield, Ill.—11/22/65.

Federal Communications Commission

FCC Chairman E. William Henry resigns—4/11/66, 4/18/66, 4/25/66, 5/2/66; joins Washington law firm—11/28/66; Commr. Rosel Hyde named chairman, Nicholas Johnson appointed to FCC—6/27/66, makes first votes—8/15/66, 8/22/66, 8/29/66; George S. Smith to head Broadcast Bureau—8/22/66, 10/3/66. Budget of \$17.5 million for fiscal 1967 asked—1/31/66; FCC asks Senate to restore funds cut by House—5/30/66, but Senate declines—8/15/66; final figure same as for 1966, aggravates FCC money problems—9/5/66; so does presidential economy order 9/26/66; hopes for 1968 increase—10/17/66, 12/5/66. Abolition of FCC called for—11/29/65. Longer licenses seen possible—4/4/66; FCC asked to explain three-year term—4/11/66, 4/25/66, 5/2/66 s x-year licenses proposed—5/13/66, legislation introduced—5/13/66, 5/20/66, 8/1/66, dies—9/19/66, but FCC chairman urges Congress to permit them—9/26/66. Both communications services and FCC problems grew in 1965, FCC reports—1/3/66, calls CATV major problem—2/7/66. FCC reorganizes operational structure—10/25/65.



Election night meant scenes like this at all the networks and, on a comparable elaborate scale, at many stations. But mixed with the praise for radio-TV's reporting were some protests about broadcasting's reports affecting the

vote. And several mistakes in computers projection of winners further kindled fires that may not be doused short of Capitol Hill. A. C. Nielsen Co. said 46.3 million households tuned to the TV networks Nov. 8.

National Industry Advisory Committee, FCC emergency defense arm, extended for two years—7/4/66.
 House Commerce Committee hears testimony on bill to let FCC employ outside experts with exemptions from conflict-of-interest charges—9/20/65; FCC staffers shy away from luncheon invitations to avoid implication of conflict-of-interest—12/20/65, 2/21/66.
 Filing fee schedule revised—11/22/65.
 Review board hands down first final decision—4/11/65; value debated—4/18/66.
 FCC clarifies rule on what information stations must keep available for local inspection—10/11/65, eliminates contour maps—10/25/65.
 Individual commissioners made personally responsible for writing final decisions—2/28/66.
 Court rules that FCC letters aren't orders—11/28/66, 12/5/66.
 FCC investigation of AT&T rates—11/1/65, 11/8/65, 11/22/65, interests Congress 12/6/65; TV networks seek to intervene 12/6/65, also NAB—7/18/66, but FCC says no—8/1/66; NAB tries again—8/8/66; succeeds—8/24/66; FCC rejects AT&T pleas for reconsideration—1/3/66; AT&T proposes higher rates—8/1/66.
 Right of FCC to force witnesses to testify upheld by U.S. Supreme Court, which orders MCA's Schreiber to answer questions, ending five-year court battle—1/10/66, 1/17/66.
 Protecting stations against surprise testimony, FCC directs Broadcast Bureau and WEKY Richmond, Ky., to exchange lists of witnesses and exhibits in advance of revocation hearing—7/18/66.
 Rule that 1% ownership constitutes control called unrealistic—9/6/65, 9/13/65; CBS proposal of 5%—9/6/65, called too low—9/27/65.
 FCC outlaws double billing—10/25/65, draws protests—11/22/65, 11/29/65 but won't reconsider—3/7/66.
 Stations warned that when program material is supplied free but underwritten by third party, that party must be identified—4/18/66.
 Fairness Doctrine, requiring stations to present all sides of controversial issues, continued to be controversial itself. Senate plans hearings—1/31/66, 2/28/66, 4/4/66; FCC proposes rule making—4/11/66; NAB

protests—4/18/66; group of licensees contest constitutionality—6/20/66; other stations oppose rule—6/27/66; ACLU and unions support it—7/11/66; Sen. Pastore (D-R. I.) seeks station views—10/31/66.
 John Birch Society could not become an ETN licensee, FCC general counsel states—9/20/65.
 Complaints against WNDT(TV) New York for South African documentary and WPIX (TV) New York for interview with Israel official—9/6/65, 10/4/65, are dismissed—10/25/65.
 WBRE-TV and WNEP-TV, both Wilkes-Barre-Scranton, Pa., ruled unfair for airing anti-CATV editorials without offering chance to reply—9/27/65.
 WGCB Red Lion, Pa., asks court to stop FCC fairness doctrine enforcement—9/27/65, 11/1/65, 11/29/65, 12/13/65; asks doctrine by ruled unconstitutional—3/7/66, 4/11/66; goes to court—10/3/66; challenges Senate questionnaire—11/14/66, 11/21/66; loses appeal—11/28/66; asks rehearing—12/5/66.
 Rev. Hargis' air attack on Cook for *Nation* article on hate groups brings recommendation that 10 stations be found guilty of fairness doctrine violation—10/4/65, 10/11/65, 9/19/66.
 FCC divided on license renewal for WLBT (TV) Jackson, Miss., after charges of discriminating against Negroes—10/11/65, approves it—12/6/65; U.S. Court of Appeals hears protest of United Church of Christ 12/6/65, orders FCC to hold hearing and grant church group standing on basis listening audience has right to be heard—3/28/66, 4/11/66, 6/20/66; decision hailed as historic—5/16/66; hearing ordered—5/23/66, 5/30/66, 6/27/66, 7/18/66; FCC puts burden of proof on church—9/16/66; court appeal—10/17/66, brings ruling church must prove discrimination, station must prove it merits license renewal—11/28/66.
 KTYM Inglewood and WEAW Evanston, drop *Conservative Viewpoint* series after complaints by Anti-Defamation League of B'nai B'rith, but KTYM reinstates it—11/22/65, tells FCC it won't be coerced—12/6/65; may be test case—4/25/66, 5/2/66, 6/13/66; FCC renews KTYM license—6/20/66; ADL asks reconsideration—7/18/66.
 WHAM Rochester, N. Y., had right to cancel church council program, FCC rules—8/1/66.

Women Strike for Peace complains to FCC when three Washington, D. C. stations refuse to sell time for announcements of demonstration opposing Vietnam war—11/22/65; FCC upholds right of stations to refuse—11/29/65.
 Media, Pa., borough council complains of anti-Negro policy in telephone-interview program on WXUR Media—12/6/65, 12/27/65, 1/10/66, tells FCC changes in program have removed cause of complaint—1/24/66; civic groups ask for hearing on license renewal—7/25/66, WXUR welcomes hearing—9/5/66.
 Followers of rightwing clergyman McIntire, *20th Century Reformation Hour*, WXUR, ask Sen. McGee (D-Wyo.) to stop "persecuting" him—12/13/65, 2/14/66.
 Sale of KAIL-TV Fresno, Calif., to Tel-America protested by Anti Defamation League of B'nai B'rith—10/10/66; charges answered—10/31/66.
 National Rifle Association asks that fairness rule be broadened to include broadcasts presenting "unfavorably" positions of individuals or groups on public issues—5/23/66.
 FCC plan to limit multiple ownership of TV stations in top 50 markets opposed by group owners who form Council for Television Development to study matter—9/20/65, 10/11/65, 12/27/65, 2/28/66, 3/14/66, 4/11/66; reports to NAB—5/23/66; tells FCC no danger of concentrated control—6/27/66, 9/19/66, 10/10/66; Rep. Harris (D-Ark.) proposed balance of VHF and UHF ownership—10/11/65; FCC drops plan to require maximum owners to sell one station before applying for another—11/15/65; Meredith Broadcasting appeal against policy—1/17/66, 3/7/66, 4/11/66, is dismissed—7/4/66; FCC asks aid in determining city rank—1/24/66, extends deadline for comment—3/28/66; Sen. Magnuson (D-Wash.) opposes rule—5/30/66; so do multiple owners—11/7/66, 12/12/66.
 WGN asks waiver of top-50-market ownership rule for acquisition of KCTO(TV) Denver—11/1/65, 1/3/66, 1/17/66, 2/21/66; transfer approved—3/7/66, 3/14/66; in second exception, FCC also approves sale of WUHF(TV) Milwaukee to WKY Oklahoma City—3/28/66; Storer asks approval of purchase of WIHS-TV Boston without hearing—5/23/66; sale of WXHR-AM-FM-

TV Boston to Kaiser—10/17/66, approved—10/24/66.
Radio reporting forms must be used for renewal applications—9/20/65; FCC explains them—7/11/66; applicants with low percentage of public service time may be questioned—8/6/66, 6/13/66, 6/20/66, most get renewals—6/27/66.
FCC considers new TV reporting form—10/18/65, 10/25/65, 1/3/66, 1/10/66, goes to Budget Bureau—1/24/66, is criticized by broadcast industry committee—6/6/66, moves toward adoption—8/22/66, 9/19/66, 10/3/66; is issued—10/10/66.
How to handle overcommercialization splits—11/22/66; reduction drive shapes up—12/6/65; maximum for radio put at 20 minutes in hour—4/11/66, 7/25/66; new commissioner does not vote—7/11/66, 8/1/66; votes—8/15/66, 8/22/66; short-term renewals issued to WIL St. Louis, KIRB Mission, Tex., KCOH Houston, KBWD Brownwood, Tex., KLIN Lincoln, Neb., for carrying more advertising than they had proposed—12/20/65; and to KCOF-TV Los Angeles, KCLV Clovis, N. M., KFOX Long Beach, Calif., KGEN Tulare, Calif., KIDD Monterey, Calif., KLMS Lincoln, Neb., KSEL Lubbock, Tex.—2/28/66; FCC denies Fox request for reconsideration—11/14/66, gives one-year renewals to KTKT Tucson, Ariz.; KFOR Lincoln, Neb., KEEN San Jose, Calif.—11/7/66, renewal of license of WTUP Tupelo, Miss., which proposed 43% commercial time, called oversight—1/10/66.
FCC questionnaire on commercial time plans—10/17/66, is issued—10/31/66; NAB objects—11/7/66, 11/21/66.
Want-ad station, 100% commercial, proposed for Los Angeles by McLendon, multiple owner—12/20/65, 12/27/65, 1/10/66; gets one-year license—7/4/66, 8/22/66.
Problem of overload commercials got more talk than action. WFBM-AM-FM-TV Indianapolis pledge to control them—9/13/65; FCC writes stations about complaints—9/20/65; California survey suggests decibel scale tax—9/27/65; D. P. Brother controls volume by sound reference level on each tape—11/29/65; NAB gives progress report—12/27/65; NBC asks agencies and producers to help—1/3/66.
Concentration of ownership of communications media is danger in small towns as well as big cities, Commr. Cox maintains—9/27/65; ACLU asks FCC to keep newspapers from getting UHF licenses—10/11/65; issue raised in proposed sale of WEOL-AM-FM Elyria, Ohio, only station, to only newspaper—9/20/65, 9/27/65, 3/7/66, 8/22/66; FCC approves sale—10/17/66, also newspaper purchase of WZIP-AM-FM Cincinnati, CP grants to newspapers for FM stations in Portland, Me., and New Ulm, Minn., by vote split on concentration issue—12/20/65; good record outweighs danger in Pennsylvania case, examiner concludes—8/29/66; review board overrules examiner recommendations of Columbus, Ohio, grant to Peoples, decides in favor of Faragut—9/26/66; Peoples protest—10/31/66.
FCC denies all seven applications for interim operation on 1380 kc after KWK St. Louis leaves air—9/20/65, 11/1/65; accepts 14 applications—11/22/65, 11/29/65; gives interim authority to Radio Thirteen Eighty (seven companies)—1/3/66, 1/31/66, 3/28/66, 3/28/66, 3/7/66, 8/1/66.
In other loss-of-license cases: KSHO-TV Las Vegas, Nev., seeks court order for renewal refused by FCC—9/6/65, 12/27/65, but court upholds FCC—6/27/66; in WWJZ Lorain, Ohio, case, court says FCC can refuse to renew license of one station of multiple owner without taking his others away—9/13/65, a decision which the U. S. Supreme Court refuses to review—4/11/66; court remands renewal applications of Estes' stations to FCC after original denial—10/11/65; FCC again revokes license of WMOZ Mobile, Ala., but gives Estes 90 days to sell WPFA Pensacola, Fla.—5/16/66, denies stay—7/18/66; Estes finds buyer 8/8/66, gets permission to sell—10/10/66; revocation of license of WCLM(FM) Chicago upheld by court—11/15/65, station moves to reinstate appeal—11/22/65, 5/9/66; WGMA Hollywood, Fla., renewal application sent back to FCC after denial—10/11/65, 11/22/65, 12/20/65, 2/21/66, FCC renews license for one year, orders station sold in 60 days—3/14/66, denies more time—4/18/66; gives extension—4/25/66; approves sale—8/1/66; KAAB Hot Springs, Ark., silent since 1963, loses renewal for failure to supply information—3/14/65; trustee of WTID Newport News, Va., not given renewal without hearing—10/4/65, examiner recommends denial—10/25/65; FCC denies delay in revocation of license of WCLM(FM) Chicago—7/25/66.
Pacifica Foundation stations' programming draws complaints—11/29/65; FCC gives them one-year renewals—12/20/65; other

short-term renewals go to: KYO and KOIT(FM) San Francisco for possible failure to control outside activities of disc jockies—2/14/66; stations say charges unfair—3/21/66, get full three-year renewals—4/18/66; WMCW Harvard, Ill., for failure to file reports—2/28/66; KATT(FM) Woodland, Calif., for unauthorized transfer of control—3/7/66.
Fines levied by FCC, reflecting ability to pay as well as severity of offense—9/13/65, were given to: KADY St. Louis—\$500 for lack of proper tower lighting—12/6/65; KAIT-TV Jonesboro, Ark.—\$1,000 for rebroadcasting programs of a new station without permission—9/12/66; KAYE Puyallup, Wash.—\$1,500 for failure to file copies of agreements—9/20/65, KAYE protest publicity before notification—9/27/65; KLA V Las Vegas—\$1,500 for unauthorized assignment of license and violation of operator requirements—9/20/65, renewal set for hearing—9/12/66; KOAD Lemoore, Calif.—\$500 for not having properly licensed operator on duty—9/20/65; KODA Houston—\$500 for broadcasting an ad involving a lottery—9/20/65; KRXX Resburg, Ida.—\$150 for letting improperly licensed operator run station—9/20/65; WEYE Sanford, N. C.—\$500 for operating with excessive frequency deviation—9/20/65; WGOK Mobile, Ala.—\$500 for failure to file time broker contracts—11/1/65; WMID Atlantic City, N. J.—\$5,000 for failure to paint tower—12/12/66; WMRI Marion, Ind.—\$2,500 for sponsor and station identification violations—2/21/66; WTRL Bradenton, Fla.—\$500 for not having properly licensed operator on duty—9/20/65; WOOK Washington, D. C., should be fined \$7,500 examiner says—3/9/66.
FCC announces that stations filing late license renewal applications will be fined—12/6/65; order protested—1/17/66, but is adopted—8/6/66; stations are fined—6/27/66, 9/5/66.
Minneapolis-St. Paul stations win court fight against FCC fines for "repeated and willful" violations of sponsor identification rule—1/24/66, 2/7/66; WHAS Louisville wins second court case against FCC in protesting fine for failure to identify "true sponsors"—4/25/66, 5/9/66; FCC seeks appeal—6/20/66; KENO, KORK-AM-TV, KLAS-TV, all Las Vegas, face \$1,000 fines for not identifying sponsor—11/21/66.
Misshandled promotions brought reprimands to WAYS and WIST Charlotte, N. C.—2/14/66, and WCHS Charleston, W. Va.—7/18/66, 8/15/66; WCHS gets one-year renewal—9/12/66; WIFE-AM-FM Indianapolis, Ind., has its renewal application set for hearing—5/2/66, asks reconsideration—5/30/66, is charged with misrepresentation—7/4/66; WRAA Milton, Fla., faces revocation hearing—6/6/66; KCTY Salinas, Calif., charged with lottery announcements and other violations, has renewal application set for hearing—7/18/66; Commr. Lee proposes rule prohibiting promotional excesses—3/7/66; FCC staff unearths old proposal to stop surreptitious plugs for station-owned properties—10/25/65.
Station identification caused trouble for some broadcasters: KABL Oakland, cited for failure to identify with Oakland instead of San Francisco—10/4/65, has hearing—4/18/66; examiner asks for maximum fine—5/16/66; station insists ID's comply with FCC rules—5/16/66, protests fine—10/3/66; KISN Vancouver, Wash., liable for \$2,000 fine for identifying with Portland, Ore.—10/4/18, says it's ID's are not violations—11/8/65.
Hearing asked on transfer of KBVU Bellevue, to determine whether new owner, McLendon, plans to serve Bellevue or Seattle—11/29/65; KFKF Bellevue asks for frequency—hearing set—5/2/66.
Eaton's application to buy KTRG-TV Honolulu and make it all-Japan set for hearing—10/3/66.
Hearing on transfer of WOL-AM-FM Washington to Sonderling, previously approved, ordered after change in program format—3/21/66; examiner recommends affirmation of transfer—10/31/66.
Oral hearing before full commission asked by manager of three Puerto Rican stations after examiner recommends revocation of their licenses—10/10/66.
FCC adopts policy of determining whether applicant for suburban grant plans suburban or metropolitan area service—1/3/66, 3/14/66.
Outside application for ch. 9, Los Angeles, already occupied by KHJ-TV—11/8/65; may start trend—11/15/65; RKO asks FCC to determine legitimacy of application—1/31/66; hearing ordered—6/6/66; two new applicants challenge WOOK-TV Washington bid for renewal—9/5/66.
Applicants for ch. 9, Syracuse, propose merger—8/6/66, charge interim operator with misconduct—8/13/66; merger pro-

posal by three of 11 applicants for ch. 13, Rochester, N. Y.—9/6/65, opposed by FCC Broadcast Bureau—10/25/65; FCC grants petition to enlarge issues—10/24/66.
Reversing court grant to KVEK-TV Laredo, U. S. Court of Appeals orders hearing on economic ability of community to support two TV stations—10/4/65; KGNS-TV Laredo, which protested second grant, has renewal set for joint hearing—11/29/65, and drops protest—2/21/66; grant reinstated—6/6/66; KIMA-TV Yakima, Wash., ch. 29, protests application for ch. 35 on grounds that market can't support three UHF stations—2/14/66; FCC sets joint hearing for all three—3/28/66.
KIOO(FM) Oklahoma City gets court order restraining FCC and FAA from interfering with its operations while seeking cause of interference with radar control at Tinker Air Force Base—7/18/66, 7/25/66, 8/1/66, Proposal to all remote control of VHF TV transmitters supported by broadcasters, opposed by NABET—1/24/66, 2/7/66, 4/11/66.
FCC amends logging rule—1/17/66.
Proposal to set standards method of calculating radiations from AM directional antennas gets mixed reaction—1/24/66.
As technical violations mount, FCC plans tougher enforcement—2/21/66.
NAB asks for all radio stations with 10 kw or over to be permitted to operate by remote control—9/25/66, 8/29/66.
FCC payola investigation may cost KFVB Los Angeles loss of license—10/24/66, or sale—11/7/66; sale approved—12/12/66.
FCC rules MBS affiliates must count network spots as commercials, even without pay—11/14/66.
Proposal to let translator operators use AM microwaves for program import gets little support—9/5/66.
Proposal to modify hearing procedures gets qualified support—9/12/66.
Theater owner charges ABC and Wometco with unfair competition, asks for revocation of their station licenses—11/7/66; not FCC's concern, ABC maintains—11/28/66; Wometco agree—12/12/66.
Financial
Profits, losses and other financial data reported by organizations in or associated with broadcasting. Airmedia—9/12/66; Allied Artists—11/22/66; Ameco—9/6/65, 10/11/65, 11/15/65, 3/7/66, 6/20/66, 9/12/66; American Broadcasting Companies (formerly American Broadcasting-Paramount Theatres)—11/1/65, 11/22/65, 2/21/66, 2/28/66, 3/28/66, 4/25/66, 5/2/66, 8/1/66, 9/19/66, 10/17/66, 10/24/66, 11/21/66; American Society of Composers, Authors and Publishers—10/4/65, 10/3/66; American Telephone & Telegraph—9/13/65, 1/10/66, 2/21/66; Ampex—11/22/65, 11/29/65, 2/21/66, 6/13/66, 8/22/66, 9/5/66, 11/21/66; Audio Devices—2/28/66, 5/9/66, 6/6/66, 8/8/66, 11/14/66; Avco—1/31/66, 3/7/66, 3/28/66, 6/20/66, 6/27/66; Bartell Media—11/22/65, 5/22/66, 8/15/66, 11/14/66.
John Blair—11/15/65, 12/13/65, 2/21/66, 4/25/66, 7/18/66, 7/25/66, 9/19/66, 10/31/66; Boston Herald-Traveler—10/10/66, 2/21/66; Capital Cities Broadcasting—10/18/65, 12/13/65, 1/24/66, 2/7/66, 4/18/66, 6/20/66, 7/18/66, 7/25/66, 10/24/66; CEIR—12/13/65, 1/17/66, 2/14/66, 5/9/66, 8/8/66, 11/14/66; Chirurg & Cairns—11/29/65, 2/7/66, 7/18/66; Chris Craft Industries—11/1/65, 3/14/66, 5/9/66, 8/1/66, 9/19/66, 11/7/66; Collins Radio—9/13/65, 11/22/65, 2/21/66, 3/21/66, 5/30/66, 9/5/66, 9/19/66, 11/21/66; CBS—11/15/65, 2/14/66, 3/7/66, 3/14/66, 3/28/66, 4/18/66, 7/25/66, 8/15/66, 9/19/66, 9/26/66, 11/14/66; Columbia Pictures—10/18/65, 12/20/65, 6/6/66, 10/17/66, 10/24/66, 10/31/66, 11/7/66, 11/21/66, 11/28/66, 12/12/66; Communications Satellite—1/10/66, 8/1/66, 10/31/66, 11/31/66.
Community Cablevision—6/20/66; Cosmo Broadcasting (formerly Broadcasting Co. of the South)—9/6/65, 11/15/65, 3/21/66; Cowles Communications (formerly Cowles Magazine & Broadcasting)—11/29/65, 3/7/66, 4/18/66, 4/25/66, 8/8/66, 11/14/66, 11/28/66; Cox Broadcasting—9/13/65, 10/18/65, 2/7/66, 3/14/66, 3/21/66, 4/18/66, 7/25/66, 9/26/66, 10/10/66, 10/24/66; Crowell-Collier Publishing—11/15/65, 4/4/66, 5/9/66; Decca Div. of MCA (formerly Decca Records)—9/13/65, 11/15/65, 12/6/65; Desilu Productions—9/13/65, 12/6/65, 12/30/65, 3/21/66, 7/25/66, 8/22/66, 9/19/66.
Walt Disney Productions—1/10/66, 1/24/66, 3/28/66, 5/16/66, 8/1/66, 9/5/66, 11/28/66; Doyle Dane Bernbach—1/10/66, 1/31/66, 2/28/66, 3/21/66, 6/6/66, 6/20/66, 8/1/66, 9/26/66; Dynamics—11/7/66; Electrographic—5/23/66, 8/22/66; Emerson Television & Radio (formerly Emerson Radio & Phonograph)—1/31/66, 2/21/66, 6/6/66; Entron—10/18/65, 12/20/65, 5/9/66; Filmways—1/24/66, 2/21/66, 4/4/66, 4/18/66, 5/23/66, 7/18/66, 12/5/66; Foote, Cone & Belding—11/22/65, 12/20/65, 2/28/66, 5/2/66, 5/23/66,

7/25/66, 10/24/66, 11/21/66; Fotochrome—8/22/66; Four Star Television—10/4/65, 12/6/65, 3/28/66, 10/17/66, 10/24/66; General Artists—12/6/65.

General Telephone & Electronics—3/21/66, 5/23/66, 11/28/66; General Tire & Rubber 4/18/66, 7/4/66, 7/18/66, 10/10/66; Grey Advertising—9/27/65, 5/23/66, 8/13/66, 8/8/66, 8/22/66, 11/14/66; Gross Telecasting—2/7/66, 3/14/66, 7/18/66, 10/24/66; Handicrafters—5/30/66; Hanna-Barbera Productions—11/28/66; H&B American—12/20/65, 3/7/66, 6/6/66, 10/24/66, 12/5/66; Harris Intertype—5/9/66, 8/22/66; Harvey Radio—9/27/65; Houston Fearless—8/22/66; Independent Television—7/18/66; Intermountain Network—9/5/66; International Cablevision—8/29/66; International Telephone & Telegraph—3/14/66, 3/28/66, 5/2/66, 5/16/66, 7/18/66, 8/15/66, 11/14/66, 11/21/66; Jerrold—10/25/65, 1/3/66, 5/16/66, 6/6/66, 6/20/66, 6/27/66, 7/18/66, 8/22/66, 9/5/66, 9/26/66, 11/28/66; Kaiser Industries—3/14/66, 4/25/66, 5/9/66, 11/7/66; Kastor Foote Hinton & Atherton—1/3/66, 5/23/66.

Lamb Enterprises (formerly Lamb Industries)—7/4/66, 11/7/66; Lear Siegler—11/7/66; Lin Broadcasting—2/7/66, 7/18/66, 10/31/66, 11/21/66; Magnavox—11/22/65; MCA—3/28/66, 5/16/66, 5/30/66, 8/22/66, 11/21/66; Memorex—3/28/66, 7/25/66, 8/1/66, 8/22/66, 11/7/66; Meredith Publishing—10/25/65, 11/1/65, 2/7/66, 2/21/66, 3/14/66, 5/2/66, 8/29/66; Metromedia—10/11/65, 10/18/65, 2/21/66, 3/21/66, 4/18/66, 4/25/66, 5/16/66, 7/25/66, 10/24/66, 11/28/66; Metro-Goldwyn-Mayer—11/29/65, 12/13/65, 1/17/66, 2/28/66, 3/28/66, 4/25/66, 6/6/66, 7/18/66, 8/25/66, 11/21/66, 11/28/66; 3M (for-

Roanwell—12/20/65, 8/8/66; Rollins—11/29/65, 2/28/66, 7/4/66, 8/29/66, 11/28/66; Rust Craft Greeting Cards—10/4/65, 1/10/66, 4/25/66, 7/11/66, 8/29/66, 9/5/66; Screen Gems—10/4/65, 11/22/65, 11/29/65, 12/6/65, 5/23/66, 9/19/66, 10/3/66, 11/14/66, 11/28/66, 12/5/66; Scripps Howard Broadcasting—11/22/65, 12/14/65, 4/18/66, 4/25/66, 7/4/66, 10/31/66; Seven Arts Productions—9/20/65, 12/20/65, 1/31/66, 2/21/66, 3/7/66, 5/30/66, 10/3/66, 10/24/66, 11/14/66, 11/21/66, 12/12/66; Spanish Language Television of Arizona—11/7/66; Standard Kollsman Industries—11/1/65; Stauffer Publications—5/2/66; Sterling Movies USA—7/11/66; Storer Broadcasting—10/18/65, 11/1/65, 11/22/65, 12/20/65, 1/31/66, 2/21/66, 3/7/66, 5/9/66, 5/30/66, 7/18/66, 8/1/66, 11/7/66, 11/14/66; Subscription Television—5/9/66, 10/31/66; Taft Broadcasting—10/18/65, 1/24/66, 5/9/31/66, 2/21/66, 4/18/66, 5/9/66, 7/11/66, 10/6/66, 5/23/66, 7/18/66, 7/25/66, 10/24/66, 10/31/66, 11/28/66; Sarkes Tarzian—9/26/66; Tatham-Laird-Kudner—6/6/66; Technicolor—2/14/66, 8/1/66, 9/19/66, 11/7/66.

Teleprompter—9/6/65, 1/15/65, 1/24/66, 5/9/66, 5/30/66, 6/20/66, 8/8/66, 9/12/66, 11/7/66; Telesystems—3/7/66; Time—10/25/65, 4/25/66, 7/25/66, 10/24/66, 10/31/66; Triad Stations—3/14/66; Trans-Lux—9/13/65, 11/22/65, 4/4/66, 5/9/66, 6/6/66, 9/5/66, 11/21/66; Twentieth Century-Fox Film—12/6/65, 3/14/66, 5/23/66, 8/29/66, 11/21/66; United Artists—2/7/66, 4/4/66, 5/9/66, 6/20/66, 7/25/66, 8/15/66, 8/29/66, 9/26/66, 11/28/66, 12/12/66; Universal Pictures—9/13/65, 11/15/65, 3/21/66; Video Color—10/17/66; Video Pictures—5/16/66, 5/23/66, 8/22/66; Viking Industries—2/28/66, 5/

questioned—10/11/65; effective date postponed—1/17/66, 2/28/66, 3/14/66; CBS planned syndicated FM program service—4/11/66, 5/23/66, 8/22/66; NBC to program its own FM stations with highbrow service—5/23/66, 7/25/66; with nonduplication, advertisers will now have to pay for FM—7/18/66.

FM sets sale growth outlined by EIA—9/20/65; FM car radio sales double in 1965—3/28/66; NAFMB wants FM in every car—8/15/66, and all cars advertised on FM—12/5/66.

Zenith gets patents on FM stereo—6/27/66

Assignment table for educational FM channels proposed—11/14/66.

International

President asks Senate to ratify International Communications Convention—7/18/66.

242 AM stations in 65 countries have more than 50 kw power—10/18/65.

Fall programs popular abroad—10/18/65; international sale of US TV shows estimated at \$76 million for 1965, better in 1966—5/16/66, but Britain sells more to us than we to them—1/31/66.

U. S. broadcasters accept USIA challenge, invite foreign radio-TV newsmen to work for 60 days in local newrooms—11/15/65, 12/13/65, 5/16/66.

Voice of America revamps programming—9/5/66, 11/14/66.

International Telecommunications Union policies change—12/6/65; Consultative Committee on International Radio, ITU standard-setting division, prepares for



Off-beat commercials gained even greater popularity in 1966 with such as the swinging blonde leading the Dodge rebellion, the antics of the Teaberry shuffle and the Mc-



Goo capers for GE. Singled out last March for top TV honors in the International Broadcasting Awards competition was this "Stomach Montage" for Alka-Seltzer.

merly Minnesota Mining & Manufacturing—2/21/66; Motorola—3/21/66; Movie-lab—5/2/66, 6/6/66, 8/8/66, 11/7/66.

MPO Videotronics—2/14/66; Mutual Broadcasting System—5/16/66; Natco—9/26/66, 11/21/66; National General—12/20/65; 2/21/66, 2/28/66, 3/14/66, 3/21/66, 8/1/66, 8/15/66, 12/5/66; National Telefilm Associates—8/22/66; National Union Electric—11/7/66, 12/5/66; National Video—1/3/66, 8/6/66; New York Times—4/18/66; A. C. Nielsen—1/10/66, 1/31/66, 2/28/66, 8/8/66, 11/7/66; Noramco—2/14/66; Official Films—10/18/65; 10/24/66; Ogilvy & Mather International—5/2/66; Outlet—9/13/65, 1/3/66, 1/31/66, 4/25/66, 6/13/66, 6/27/66, 9/26/66, 10/24/66; Packard-Bell Electronics—2/7/66, 5/2/66, 5/23/66, 7/18/66, 7/25/66, 8/8/66; Papert, Koenig, Lois—11/1/65, 1/10/66, 4/4/66, 10/17/66; Paramount Pictures—9/6/65, 12/6/65, 1/31/66, 4/18/66, 5/30/66, 8/15/66, 9/19/66, 10/24/66; Plough—9/13/65, 10/18/65, 4/4/66, 4/18/66, 7/18/66, 10/31/66; Polaris (merged into Natco)—12/28/65, 9/26/66; RCA—10/11/65, 12/6/65, 1/3/66, 1/17/66, 2/28/66, 3/14/66, 5/9/66, 5/23/66, 6/6/66, 6/27/66, 7/11/66, 9/5/66, 10/17/66, 10/24/66, 10/31/66, 12/12/66; Walter Reade Sterling—4/25/66, 5/23/66, 2/14/66, 3/28/66, 5/16/66, 5/23/66, 8/8/66, 11/14/66; Rego Industries—10/11/65; Republic—7/18/66, 9/19/66; Richmond Newspapers—1/17/66, 4/4/66, 6/6/66, 11/14/66; RKO General—10/18/65, 3/7/66.

16/66, 6/29/66, 11/7/66; Visual Electronics—9/5/66, 10/31/66, 11/28/66; Warner Bros. Pictures—2/7/66, 3/28/66, 5/16/66, 5/30/66, 8/8/66, 11/21/66, 12/5/66.

Wometco Enterprises—10/4/65, 10/25/65, 1/3/66, 10/24/66; Wrather—4/18/66, 4/25/66, 5/9/66, 5/23/66, 8/22/66; Zenith Radio—9/13/65, 11/15/65, 2/7/66, 3/28/66, 5/9/66.

Frequency Modulation

FM commercial outlook brighter—4/4/66; 1965 best year yet—10/24/66.

NAFMB membership at record 246—4/4/66.

NAFMB establishes programing information center—6/13/66, holds sales seminar 6/22/66.

FM set penetration study planned—4/11/66; Pulse to rate FM along with AM—4/4/66; Hooper finds FM in 56% of homes in 30 major markets—6/27/66; FM has 45% national penetration, NAB survey shows—10/17/66; ARB plans Chicago FM study—7/18/66.

306 FM-only stations employ 2,407—10/25/65.

New York FM stations cluster at Empire State Bldg.—12/20/65, 2/21/66, 8/1/66, 8/29/66.

NAB seeks six-month delay for requirement of frequency monitoring devices at FM stations with stereo or subcarrier operations—6/27/66, gets four-month stay—7/4/66.

Legality of AM-FM nonduplication rule is

meeting—6/6/66; Europeans can't agree on color TV system—7/25/66, 8/1/66.

North American Broadcasting Union proposed as U. N. agency—12/6/65.

J. Walter Thompson's overseas offices bill \$170 million a year—12/13/65.

International Writers Guild plans coordinated bargaining in four English-speaking countries—11/7/66; Soviet Union film writers join—11/28/66; minimum pay for TV writers varies widely around world—10/17/66.

High dubbing costs chief problem in TV sales to Latin America—10/31/66; Desilu shows virtually sold out there—11/14/66.

ABC-TV makes \$5 million improvement in Mexico City facilities—2/7/66.

U. S. and Mexico extend present AM radio treaty while negotiating new pact—3/21/66, 4/18/66, 6/6/66, 6/27/66, 7/4/66, 7/18/66, 9/5/66, 9/12/66, 9/19/66.

Argentina returns network to private owners—8/15/66.

Australian TV broadcasters adopt own cigarette advertising code—11/29/65.

Australia tightens commercial time limits—12/5/66.

Brazilian broadcasters protest Time-Life financial deal with TV Globo—10/17/66.

Complete overhaul of Canadian broadcasting regulation and programing is recommended—9/13/65; protested—9/27/65, 1/31/66, 3/28/66; pursued—7/11/66; answered by CBC—12/12/66.

New Canadian license renewal policy is bothersome—9/27/65.
Board of Broadcast Governors eases regulations on commercial TV time in Canada—11/29/65.
Broadcast billing rise—11/29/65, profits too—1/31/66, 7/11/66; top radio advertisers—5/9/66.
Set sales are up in Canada—11/29/65, 12/13/65.
Imports of US TV programs into Canada to be cut—1/17/66.
Experimental Canadian colorcasting to start Oct. 1, 1966—9/27/65, 2/7/66; pushed up to Sept. 1—7/25/66; starts—9/12/66.
Sale of CTV TV network to affiliates is proposed—1/17/66, pondered—2/7/66, and approved—3/21/66; new TV network is planned—5/9/66, approved—5/16/66.
Canadian football rights go to CTV network—5/16/66.
CATV regulations—7/4/66.
France to use SECAM III color TV system—8/1/66.
West German TV is effective ad medium—11/8/65.
West Berlin to get first TV station—2/7/66.
German color system recommended for British TV—12/6/65, and adopted—3/7/66; color tube plant planned—8/8/66; BBC and independents battle over color systems—11/21/66.
English agencies use computers—11/21/65.
Pay TV starts in Britain—10/21/66.
Plan for British commercial radio is presented—2/7/66; Manx Radio is pilot—9/5/66; prospects seen poor—9/19/66, 9/26/66.
Pirate radio bothers England—8/1/66, 9/26/66, 10/31/66; one station silenced—12/5/66.
House of Lords authorizes TV coverage of important sessions—7/4/66; Commons considers—8/15/66; rejects test—11/29/66.
CATV regulations in Britain—7/4/66.
Hong Kong to get commercial TV—1/31/66.
Swezey named to Iran advisory post—11/14/66.
Broadcast advertising in Italy as seen by an English agency man—11/29/65.
CBS to help Israel build TV system—10/17/66.
Japan's commercial radio networks give much time to religious programs—10/17/66.
Jordan prepares for TV—8/15/66.
Mexico installs new TV network—8/1/66.
Netherlands government approves commercial radio and TV—9/13/65.
Nigerian gets a million-watt AM commercial station—3/21/66.
Philippines to have color TV—7/4/66.
Philippine commercials are speechless—8/15/66.
Rebel Rhodesian government buys into radio-TV stations—11/29/65.
Saudi Arabia adding two TV stations—8/1/66, network planned—11/14/66.
Madrid 50 kw UHF TV transmitter under construction—1/17/66.
ABC correspondent in Moscow expelled—10/4/65; bureau reopened—4/11/66.
USSR to use SECAM III color TV system—8/1/66.
Airborne TV for South Vietnam—1/3/66, 1/10/66, 2/7/66; 4-station network—7/4/66.
Firestone report to Canadian parliament contends advertising is inflationary—11/19/66.

Labor Relations

Labor/Management Council on Motion Picture Production, East Coast, organized to promote harmony between producers and unions in New York area—9/27/65.
AFL-CIO president criticizes Chicago labor station, WCRL—8/29/66.
Federal court upholds NLRB ruling that unions have right to try to stop advertisers from buying time on struck station in case of KXTV(TV) Sacramento, Calif., versus AFTRA and NABET—2/28/66; NAB asks U. S. Supreme Court to review—5/23/66; ruling upheld again—6/27/66.
NLRB rules that on-air newsmen at KNBR San Francisco shall be represented by AFTRA; others to vote on NABET representation—10/3/66.
American Federation of Musicians reports income from TV up—12/6/65; three year contract for commercials drafted—1/17/66, ratified—2/21/66; new network contract ratified—9/5/66.
AFM Los Angeles members collect \$450,000 in penalty and reuse payments in 1965—2/28/66.
American Federation of Television and Radio Artists, on strike against KPOL Los Angeles, denounces station offer to advertisers who stay on during strike as "bribery"—9/20/65, puts dancers in picket line—11/8/65, increases dues to cover strike costs—12/6/65, expells announcer who returns to job at KPOL—5/2/66; NLRB clears KPOL of anti labor practice—8/29/66; AFTRA accuses KPOL advertiser with anti-labor activities—11/14/

66.
Arbitrator orders KFWB Los Angeles to reinstate Joe Yocam as disc jockey, with nine months back pay; AFTRA had charged station with firing him for part in 1961 strike—10/18/65.
AFTRA strikes KCBS San Francisco—7/4/66; strike is settled—7/11/66.
AFTRA can't get union scale for helicopter pilot—8/1/66.
Directors Guild of America's loyalty oath requirement is questioned—10/4/65, 3/28/66; found invalid—7/18/66; merger with Screen Directors International Guild goes through after eight years—10/25/65.
International Alliance of Theatrical Stage Employees' cameramen's locals seek to take jurisdiction at TV networks from broadcasting engineering unions—12/6/65.
International Brotherhood of Electrical Workers threatens strike against CBS—11/7/66; signs new contract—11/28/66; complaint of IBEW local 2206 against KONO-TV San Antonio, Tex., dismissed by NLRB—12/12/66.
International Ladies Garment Workers Union complains to FCC when WTAB Tabor City, N. C., refuses to sell them time for organizing drive—9/20/65.
National Association of Broadcast Employees & Technicians complains about use of Signal Corps to handle Presidential broadcasts—3/21/66, 3/28/66; asks FCC to deny license renewal to WGR-AM-TV Buffalo—4/25/66, 6/25/66; ends strike at WOKR (TV) Rochester, N. Y.—7/18/66; New York Local 11 initiation fees are excessive, NLRB examiner finds—12/12/66.
Screen Actors Guild reports record residuals—9/20/65, 11/8/65; presents new top award to Bob Hope—11/15/65.
SAG-AFTRA negotiations of new pact with TV commercial producers and agencies for new agreement—9/19/66, 10/10/66, 11/7/66, 11/14/66, 11/21/66; negotiators agree on terms of new three-year pact—11/28/66.
Screen Producers Guild board proposes organization become a collective bargaining agency—10/10/66.
Writers Guild of America and Universal pictures reach agreement after six years of wrangling—1/3/66, 1/10/66, 2/7/66, 3/14/66; TV income drops—1/31/66, rises—6/6/66; writers vote to return to old residual plan—2/28/66; WGAW starts negotiations for new contract with networks and producers—5/30/66, 6/6/66, 6/13/66, agree on three-year deal—8/20/66; seeks strike authorization in negotiation with Association of Motion Picture & Television Producers—12/12/66.

Liquor Advertising

Advertising of hard liquor on air became issue again as KKH-AM-FM San Francisco carries campaign for Old Bushmill Irish whiskey—11/8/65; WJNJ-TV Newark takes commercials for Rum Superior—5/30/66, but considers future policy—8/27/66, as legislation is threatened—8/13/66 and NAB urges continuation of ban on hard liquor ads on air—6/20/66; WCUI-TV Chicago is willing to accept liquor advertising—6/13/66, but decides not to—6/20/66.
New Jersey Broadcasters Association proposes lifting ban on radio advertising of beer and wine by taverns and retailers—5/30/66.
Italian Swiss Colony wine cocktail spots cancelled after Code Authority finds they violate code—11/14/66.

National Association of Broadcasters

NAB membership nears 4,000—4/4/66; most stations belong to state associations—11/7/66.
Board approves 1966-67 budget of \$2.25 million—1/31/66.
New headquarters building authorized—1/31/66; plans submitted, criticized—8/27/66; studied by experts—10/31/66, 11/7/66; basic design favored—12/12/66.
Fulltime board chairman not needed, incumbent, John F. Dille Jr., asserts—1/3/66; board returns post to parttime—1/31/66; new chairman choice pondered—4/4/66, 4/11/66; Dille recommended—4/25/66, 6/13/66, re-elected—6/27/66.
New radio board—2/28/66; new TV board—4/4/66.
NAB Codes explained in 12-minute film—10/18/65 which is withdrawn after ANA protests—12/27/65; codes in agency acceptance grow—10/11/65; codes are good for broadcasters, not necessarily for advertisers. ANA general counsel charges—7/11/66; Code Authority offers guidelines on remorphoid remedy advertising—12/13/65; updates guidelines for alcoholic beverage advertising—7/11/66.
Radio code subscribers added, lost—9/6/65, 10/11/65, 1/10/66, 3/7/66, 5/2/66, 5/9/66, 6/27/66, 7/11/66, 8/15/66, 9/12/66, 10/10/66,

11/9/66, 12/5/66.
Radio code dues upped 50%—1/31/66, allowing increased monitoring—7/4/66.
Radio code board drops 14-minute-per-hour average weekday maximum for commercials—9/27/65; bans feminine hygiene product ads—5/16/66; forbids disparaging commercials but permits factual comparisons—6/6/66.
TV code's new subscribers and dropouts—3/7/66, 4/4/66, 7/11/66, 8/15/66, 9/12/66, 11/7/66, 12/5/66.
TV code dues upped 15%—1/31/66.
Code authority tightens rules against disparaging commercials—9/6/65, cracks down on Renault spots—9/13/65, Renault agency protests, asks about Gillette, Rambler commercials—11/1/65; code finds them OK—11/1/65, 11/8/65; new restraints—12/20/65, policy endorsed by AAAA; restraints strengthened—2/21/66, 3/14/66, modified—6/13/66, 8/1/66.
Tougher time standards for TV urged by Corinthian—10/3/66; code board studies problem—10/10/66; other changes suggested—11/28/66.
TV code board orders study of "clutter"—5/30/66.
Code Authority clears toy commercials—9/6/65, 10/11/65, 9/5/66; spells out toy ad limitations—2/7/66; blasts TV liquor spots—6/13/66.

Networks

Discount policies of TV networks seen as favoring large advertisers, Senate Antitrust and Monopoly Committee plans probe—10/4/65, 10/25/65, 11/8/65, holds hearing—5/30/66, 6/6/66, to be resumed—9/26/66, 12/12/66, hears networks deny discrimination in rates—12/19/66, House Small Business subcommittee also investigates—1/31/66, 2/28/66, 3/14/66, 3/21/66, 4/4/66; CBS-TV drops volume discounts—1/24/66, 2/7/66, 2/14/66, 3/21/66, 4/4/66; so does ABC-TV—5/16/66, 11/28/66, and NBC-TV—5/23/66, 12/19/66.
ABC and NBC ask FCC to order AT&T to pay back \$200,000 overcharges—10/4/65, dispute settled—1/7/66, 3/21/66.
Rule requiring networks to provide programming for non-affiliates not needed, networks tell FCC—12/8/65; networks are questioned on UHF relations—6/13/66.
Station compensation plans are questioned—12/13/65.
American Broadcasting Co. corporate history—12/6/65.
ABC merger with IT&T—12/6/65, approved by managements—12/31/65, and by company boards—2/21/66; application filed with FCC—4/4/66; stockholders approve—5/2/66; KOA Albuquerque protests—5/16/66; approval anticipated—7/4/66; FCC wants information—7/18/66, 7/25/66, 8/1/66, 9/12/66, 9/19/66; hearings held—9/26/66, move urged—10/3/66, 10/24/66, 10/31/66; delay asked—11/7/66; ITT answers questions—11/21/66, gets more—11/28/66, 12/5/66; says ABC News would not be compromised—12/12/66.
ABC Radio sales up—9/27/65, 1/24/66, 3/28/66, 6/13/66; new facilities in Los Angeles—2/7/66; will produce-syndicate jingles—2/21/66; ABC-owned radio stations use computer to analyze ratings—9/6/65; to sell program service to non-affiliates—7/25/66.
ABC-TV business booms—11/22/65, 3/13/65, 3/14/66, 3/28/66, 4/18/66; new top program executives—3/7/66; new rate card with no frequency or volume discounts—5/16/66; ABC-owned TV stations have top sales—11/21/66.
ABC-TV puts four commercials in *Batman*—1/3/66, may do so in all 7:30-8 p.m. shows—3/14/66; WJZ-TV Baltimore drops *Batman* in protest—1/24/66; fight looms at affiliates meeting—3/21/66, where matter is tabled—4/4/66; affiliates form committee on network relations—4/18/66, 5/9/66, 11/21/66; other networks disapprove—3/28/66.
Early evening network news show to be half-hour in color—8/20/66.
Late night show offered ABC-TV affiliates on no-money-compensation basis—8/1/66.
ABC-TV reorganizes affiliate relations department—10/10/66; overall reorganization—11/21/66.
Columbia Broadcasting System diversification policies explained to affiliates—11/22/65; moves Reynolds to New York—12/13/66; Ream retires—1/10/66; Schneider named to new post, group VP for broadcasting—2/14/66; Stanton to continue as president—3/7/66; acquires Creative Playthings—3/7/66, 7/25/66; revamps operating structure—6/13/66, Dawson succeeds Reynolds as CBS-TV president—12/19/66.
Friendly resigns as CBS News head after veto of live coverage of Vietnam hearings—2/21/66; Salant takes over temporarily—2/21/66, permanently—4/11/66; Stanton comments—3/7/66.
Dye encouraged over progress of campaign

to get conservatives to buy CBS stock—3/7/66.
 Refere recommendations for settling CBS stockholder suit against former CBS-TV president Aubrey—11/7/66; accepted by CBS stockholders—11/14/66.
 CBS Radio sales up—9/20/65, 1/10/66, 3/28/66, 9/26/66.
 CBS-TV finds station clearances improved—10/4/65; tightens policy on last minute changes in commercial schedules—11/8/65; will let affiliates sell spots not sold by network—11/22/65; proposes fixed rate schedule without volume discounts—1/24/66, 2/7/66, 2/14/66, 3/21/66, 4/4/66.
 Mutual Broadcasting System sales up—1/31/66; 3 M sells network to Mutual Broadcasters Corp.—5/16/66, 7/11/66; Culligan named president—10/17/66; plan to expand programming pleases affiliates—11/14/66, 11/21/66, 12/5/66.
 National Broadcasting Co. names Kintner board chairman as Sarnoff moves to RCA—9/6/65; plans changed—12/13/65, 12/20/65; Kintner resigns—2/28/66; 3/7/66, named special assistant to President—4/4/66, 4/11/66; Scott becomes chairman, Goodman president—3/7/66.
 NBC sales, profits hit new high—1/24/66.
 NBC revamps division lineups—8/15/66.
 NBC past reviewed, future previewed—5/16/66.
 NBC-TV 1966 election coverage sold out—2/7/66; affiliates like new look—3/7/66; daytime sales up—4/11/66; drops discounts from rate card—5/23/66; takes nighttime billings lead—8/8/66; affiliate board gets status report—11/21/66.
 Prime Network, Sunday night hookup, planned by Treyz and Weaver—10/18/65, 11/29/65, 12/27/65, 1/24/66.
 Radio Continental Network, Spanish-language, starts with 18 affiliates—3/14/66.
 Unisphere Broadcasting System, UHF TV network, sets starting date—9/27/66, but doesn't meet it—7/18/66.
 Overmyer Network to start in September 1967 with eight hours nightly programming. Overmyer and Treyz are top executives—7/18/66, 8/1/66, 8/22/66; KHJ-TV to be West Coast key—10/3/66; nightly Los Vegas show—9/19/66, gets station acceptance—10/3/66, 10/10/66, 10/24/66, 12/5/66; ON gets rights to Continental Football League—11/28/66.
 TBC, new TV network, offers late evening programs, claims more than 50 stations will carry them—10/24/66.

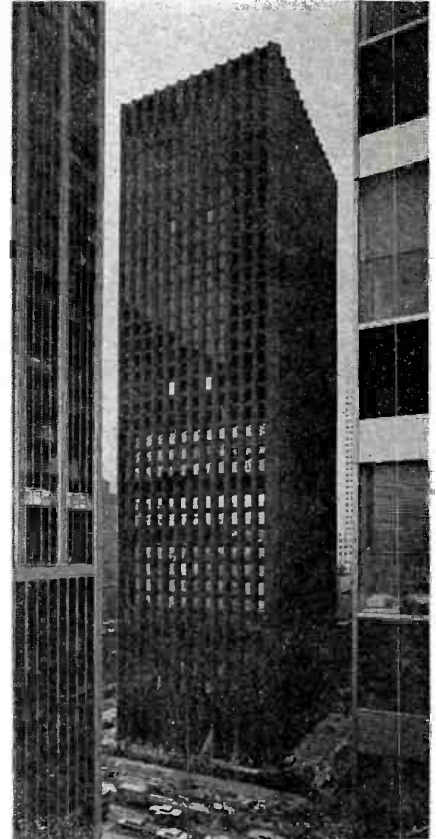
News

Northeast power failure leaves public dependent on transistor radios for information—11/15/65; broadcasters win loud acclaim—11/22/65, 11/29/65, 12/20/65, 1/10/66, 1/17/66, 2/28/66; radio serves again in Southwestern blackout—12/6/65.
 Newspapers free, broadcasters not. ANPA president asserts—9/6/65.
 Top broadcast news operations ranked on par with best newspapers—2/21/66.
 Radio is dominant daytime news source—10/11/65, 1/31/66.
 National Newspaper Association charges radio with stealing news—8/29/66.
 TV network news may become profitable—4/25/66; American Home Products spends \$13 million for network news sponsorship in 1965—4/25/66.
 CBS News queries CBS-TV affiliates about late-night news feeds—5/9/66, finds little interest—7/11/66, drops idea—7/25/66.
 MBS studies news feeds to non-affiliates—12/13/65, decides not to—12/27/65, but to beef up news for affiliates—11/14/66.
 NBC finds its news feeds incorporated into local newscasts—7/25/66.
 AP makes five-minute news "order of day" on its broadcast wire—9/27/65; MBS' Hurligh says five minutes not enough—10/4/65; NBC Radio surveys affiliates—10/25/65.
 WNUS Chicago all-new station, adopts half-hour newsreel format—12/27/66; airs segments of Russian newscasts, draws protests—2/7/66.
 WTOP-AM-FM-TV Washington, D. C., reorganizes news department—12/27/65.
 National Hurricane Center at U. of Miami inaugurated—9/13/65.
 Business news programs now on 112 AM, 47 FM and 22 TV stations—10/25/65.
 Pulitzer Prizes should include award for TV journalism, announcer proposes—11/1/65.
 AP starts news service for CATV—12/13/65, 1/31/66; UPI too—1/17/66.
 UPI takes over Radio Press International—12/6/65; reports increased service to broadcasters—4/25/66; is selling audio news service abroad—7/11/66; has 300 audio news subscribers—7/18/66; will give two-hour feed to ON—7/18/66.
 Radio-TV newsmen show little interest in journalism fellowships—3/21/66.
 Rep. James B. Utt (R-Calif.) sues CBS for \$5,250,000 charging CBS Reports libeled him—5/9/66; suit dismissed—3/16/66.

BROADCASTING, December 26, 1966



ABC and CBS moved into new homes during the year. ABC (left) signed a long-term lease for space in a com-



mercial building. CBS (right) moved into its own building, which was designed by Eero Saarinen.

American Bar Association told to revise Canon 35 to let judges make own ruling on admission of cameras, microphones into courtrooms—10/11/65; worst of fight over. RTNDA hears—10/25/65; KCMO-AM-FM-TV cancels 16 hours of regular programs to cover three-day wiretap hearing—10/25/65; NBC-TV shows lawyers how unobtrusive TV coverage can be—11/15/65; Los Angeles murder inquest gets live TV coverage—5/30/66.
 ABA tightens curbs on pretrial statements—10/3/66; newsmen fear gag rule—10/10/66, 10/17/66.
 Prisoner lacks right of privacy, Federal judge rules—12/5/66.
 U. S. Supreme Court ruling in Billie Sol Estes case did not bar radio-TV from all courtrooms—10/18/65; case is back in Texas court—7/29/65.
 RTNDA blasts Texas judges who bar cameras and microphones—12/27/65.
 California courts ban—12/6/65, is protested—12/13/65, 1/10/66, 2/7/66, 3/28/66, relaxed for experimental filming—5/16/66; California Bar Association seeks rule barring prejudicial pretrial statements—9/26/66.
 U. S. Circuit Court for ninth district bars radio-TV from courts and adjacent areas in West Coast cities—2/21/66; Tennessee judge also extends ban beyond courtroom—6/27/65.
 WRKL New City, New York, plans court test of school board ban of tape recorder—9/13/65.
 Stop carnival atmosphere at trials, US Supreme Court tells judges—6/13/66; RTNDA view—10/3/66.
 Voluntary restraint urged on news media, police, lawyers and courts by study of "Fair Trial versus Free Press" by American Bar Association committee—10/18/65.
 Straus Broadcasting Group has own code for crime reporting—10/10/66.
 Arizona judge enjoins law enforcement agencies from discussing murder case with newsmen—12/6/65; NAB protests—12/13/65, so does SDX—12/27/65.
 Philadelphia Bar Association revises guidelines for lawyers in dealings with news media—11/15/65.
 WFTV(TV) Orlando, Fla., asks state su-

preme court to cancel local judge's order limiting trial coverage to evidence given jury—11/21/66; denied 12/19/65.
 U. S. is headed for British-type news media control, SDX president fears—2/21/66.
 Newsmen and police at odds over news roadblock—6/6/66, 6/13/66.
 New York city council admits radio-TV coverage—8/15/66.
 Complaints over restrictions on news media's access to information about Vietnam war bring congressional investigation—11/15/65; Defense Dept. asks news media for voluntary censorship—1/3/66; broadcasters say government hampers reporting—4/18/66, 7/4/66; poor equipment, roundabout routing smother's voice broadcasters in "static curtain," ABC Radio news head charges—3/9/66.
 War reporting must be honest if public is to understand issues, CBS Stanton says—1/31/66; ABC's Goldenson also defends TV coverage of Vietnam—3/7/66; network coverage is stepped up—2/7/66, 3/21/66; TV told to add interpretative background to instant realism of war reporting—3/28/66.
 Vietnam war "most intensely covered conflict in history," Pentagon information chief asserts—9/5/66; USIA gets classified report on coverage—11/7/66.
 CBS News query gets direct answer from Ho Chi Minh—8/1/66.
 Charge that network "specials" on Vietnam get poor clearance—6/20/66, is denied—7/4/66.
 News coverage draws largest TV audiences—3/28/66; Pope's UN visit seen in 90% of U. S. homes—10/11/65; AP president urges more pooled coverage—10/11/65.
 Telpak AT&T communications package for utilities and government, may be opened to news media—8/15/66.
 KABC-FM Los Angeles goes all-news—9/5/66.
 Newsmen attacked by mobs in Grenada, Miss.—9/19/66, and in San Francisco—10/3/66.
 ABC-TV finds 5-6 p.m. news period pleases viewers, advertisers—9/26/66.
 AP launches 35mm color slide service—9/26/66.
 Foreign newsmen get month training pro-

gram at U. S. stations—9/26/66, 10/10/66. Government relations with news media far from perfect, SDX reports—11/7/66. CBS News coverage of Haitian invasion plans—11/28/66, draws suit from Haitian hotels—12/5/66. Broadcast newsmen does not have to reveal source, Maryland judge rules—12/5/66.

Pay TV

Phonevision, on-air pay TV system, is losing money and gaining subscribers in Hartford, Conn.—1/3/66; licenses Los Angeles station—2/21/66. California State Supreme Court, considering proposition outlawing pay TV—1/10/66, finds it unconstitutional—3/7/66; attorney general appeals to U. S. Supreme Court—5/30/66, 6/6/66, which won't review case—10/17/66. Shasta Telecasting plans to take over STV, pay TV system formerly operating in California—3/28/66, 5/2/66, may fall through—10/31/66. FCC starts study of national pay TV system—3/14/66, 3/28/66, 4/4/66; gets technical data—8/1/66, 8/15/66; pay TV firms urge approval—10/10/66, broadcasters oppose—10/17/66, 11/14/66. NAB Future of Broadcasting committee urges continued opposition to pay TV—5/23/66. International Telemeter issues franchises in three cities—6/6/66.

Politics

Sen. Hartke (D-Ind.) pledges fight to repeal Sec. 315 of Communications Act (requiring equal treatment of candidates)—10/25/65; Sen. Scott (R-Pa.) would eliminate candidates of parties with less than 10% of vote in previous election—11/1/65; Republican Coordinating Committee would limit equal time to major party candidates—12/20/65; 12 major licensees (of 49 stations) start fight to get Sec. 315 repealed—6/20/66; congressmen join—10/10/66. New York's mayoralty campaign raises equal time problem—9/13/65, 10/4/65, 11/8/65; CBS-owned stations endorse Lindsay—11/1/65; viewers prefer entertainment to returns—11/8/65. Reagan's appearance on NBC-TV draws equal time requests—11/8/65; when he announces candidacy for California governorship he is replaced as *Death Valley Days* host in California only—1/10/66, then fully—7/18/66. Broadcaster-Legislator Howell withdraws candidacy because of equal time rule—7/25/66. FCC rules that third party candidates aren't necessarily entitled to specific time they want—10/24/66; good faith and good judgment are basic in applying equal time rule—10/31/66; few complaints during 1966 campaign—11/21/66; fleeting appearance of candidate on another's TV spots gives rival 38 seconds of prime time—11/7/66. Bill on campaign financing could solve equal time problem—10/10/66, 10/17/66, 10/13/66, 10/24/66. TV has shattered traditional political patterns—10/10/66. Brown-Reagan TV debate off—10/10/66. Pennsylvania CATV operators offer free time to Congressmen—10/10/66. Congressmen challenge right of broadcasters to endorse candidates—10/31/66, as KNTX (TV) Los Angeles endorses Reagan—11/7/66; public disapproves endorsements, NAB study shows—10/17/66. Networks and news services will pool resources to collect returns data in 1966. 1968 elections—4/4/66; TV networks sell 1966 election return broadcasts—8/29/66; computers ready for News Election Service—10/17/66, 10/24/66; TV gives full, fast coverage—11/7/66, 11/14/66; hasty wrong conclusions draw criticism—11/28/66; Wisconsin bill would ban early predictions—12/5/66; Congressional investigations coming up—12/12/66. Non-election shows get top rating in New York on election night—11/14/66. WRAL-TV charged with conspiracy to defeat congressman—11/21/66. Sen. Curtis (R-Neb.) wants uniform polling time—9/27/65, 4/11/66; governors ask for study—7/11/66; CBS endorses uniform voting day—12/5/66; ABC agrees—12/12/66. Early projections did not influence West Coast voting in Johnson-Goldwater election, U. of California survey reports—11/29/65. Fair Campaign Practice Committee praises television for enlightening public on politics—10/18/65; rebukes GOP for Johnson tape editing—10/31/66, 11/7/66; get few complaints about radio-TV—11/21/66. American Security Council, bi-partisan, anticommunist organization, has programs

on over 900 radio stations—9/13/65. Sen. Morton (R-Ill.) asks broadcasters and politicians to make conventions more interesting, more dignified—10/18/65. Costs of 1964 campaign analyzed—5/30/66, 8/29/66. Steve Allen continues as host of *I've Got a Secret* after withdrawing as congressional candidate—10/25/65. American Nazi Party paid political spots surrounded by disclaimers—11/1/65. Democrats suggest selling convention coverage—3/14/66. Shapp credits broadcast media for victory in Democratic primary for governor of Pennsylvania—5/23/66. Gov. Brown's primary campaign expenses—7/18/66; Gov. Rockefeller's campaign costs—12/5/66. Eastman Kodak underwrites New York convention coverage on ETV—8/29/66.

Programming

FCC asserted authority to regulate programming, objected to by Commr. Loevinger—9/27/65, may get court test—4/4/66; public feels programs could be better but government meddling not way to get improvement—10/25/66; FCC is obliged to look at religious programming, Commr. Cox believes—1/31/66. FCC proposal to limit network control of nighttime TV to 50%—9/20/65, is move in right direction, FCC Chairman Henry states—9/27/65, good but not enough, Rep. Cellar (D-N.Y.) says—10/25/65; producer Montgomery agrees—4/25/66; SAG endorses proposal—2/14/66; producer McGuire asserts network control now complete—2/28/66, 3/7/66; Dept. of Justice sees antitrust violations—7/25/66; Westinghouse Broadcasting Co. wants network control limited—4/18/66; producer Robinson feels change would be for worse—12/20/65; proposal also opposed by broadcasters, advertisers, agencies, others—1/10/66, 2/14/66, 4/18/66, 5/2/66, 5/9/66, 6/6/66, 7/25/66, 8/29/66, 11/14/66; Little report says result would be more expensive, less efficient operation, not better programming—3/7/66; Westinghouse stations challenge Little—4/18/66; CBS cites increase in station time available for syndicated shows—6/6/66, 6/13/66. FCC asks what factors affect decision to drop programs—3/14/66; NBC replies—4/18/66; ABC—4/25/66; CBS—6/13/66. Simultaneous launching of 1965-66 season by all three TV networks—9/6/65, gives none a pronounced lead in audience—9/20/65, 9/27/65, 10/11/65, 10/18/65, 10/25/65, 11/1/65, 11/29/65, 12/27/65; changes start early at CBS-TV—10/11/65, ABC-TV—10/18/65, all networks—11/8/65, 11/15/65, as Nielsen and TVQ find audiences smaller than year ago—11/1/65, 11/8/65, but ARB reports October increase—1/3/66, and ABC-TV says November audience was up to par—12/20/65. ABC-TV's "second season" starts as "smash success," Trendex reports—1/17/66, 1/31/66; *Batman* sets trend—3/21/66, 8/29/66. New summer programs planned by all three TV networks—12/6/65; summer schedules—7/11/66. For 1966-67 season, half-hour comedies seen dominating—11/29/65, pilot production at record pace—1/10/66, 2/7/66; networks view pilots—2/7/66, 2/21/66; schedules tentatively set—2/28/66; but keep changing—3/7/66, 3/21/66; ABC-TV to showcase experimental programming in prime time—11/8/65, also to present adaptations of Broadway successes—6/20/66, shows complete schedule of affiliates—3/28/66, 4/4/66; NBC-TV has 32 prime time programs in development—11/22/65; sales of 1966-67 season far ahead of year ago—2/28/66, 3/28/66; K&E previews new season—6/6/66; to be year of specials—7/4/66; ABC-TV breaks with traditional starting date theory—12/6/65, will jump gun on other networks—7/18/66, 7/25/66. 1966-67 season has record promotion—9/5/66, but gets off to shaky start—9/12/66, 9/19/66, 9/26/66; cancellations start early—10/3/66, 10/24/66, 11/7/66, 11/14/66; agency executives find season dull—10/17/66; ratings show viewers divided almost equally among three TV networks—9/19/66, 9/26/66, 10/10/66, 10/17/66, 10/31/66, 11/7/66, 11/21/66, 12/12/66. Despite slowdown in 1967-68 program development, CBS-TV has 25 projects in works—8/1/66; NBC-TV reveals program development plan—11/21/66. CBS-TV offers top prices for original dramas—6/27/66, 8/15/66, 8/22/66. Royal Shakespeare Company to produce dramas for CBS-TV—11/7/66. NBC-TV plans experimental theatre—8/8/66; signs for Broadway plays—8/15/66, 8/29/66. Recent movies offered to TV by MGM—10/25/65, bought by CBS-TV—10/3/66; Allied Artists—10/25/65; CBS-TV adds sec-

ond night of movies—1/10/66; ABC-TV buys features from Seven Arts—1/10/66, Selznick—3/14/66, Paramount and 20th Century-Fox—10/3/66; CBS-TV from Television Enterprises—3/21/66; Seven Arts has new film package—3/7/66; sells 30 films to CBS-TV—8/1/66; MCA-TV finds good market for pre-1948 features—3/7/66; Walter Reade-Sterling has new package 5/2/66; American stations buy more British films than Britain buys from us—1/31/66; Russian films packaged for U. S. TV—7/4/66. BBDO finds feature films best buy on network TV—3/7/66, 10/31/66, but so much time devoted to old movies poses employment problem for actors—7/11/66. TV editing of theatrical movies, inserting of commercials, bothers producers. Preminger tries to halt editing and commercials in syndicated TV showing of "Anatomy of a Murder"—10/11/65; court blocks editing, allows commercials—10/18/65, rejects Preminger plea for permanent injunction against editing—1/24/66; he appeals—2/7/66, loses again—5/16/66; Stevens asks court to stop NBC-TV from editing or putting commercials into "A Place in the Sun"—11/1/65; court rules network can show picture but must not destroy its artistic value—2/14/66; NBC-TV does no editing but inserts commercials—2/21/66; Stevens dislikes telecast—3/21/66, seeks contempt ruling against NBC and Paramount Pictures—4/11/66, 5/9/66, 5/23/66; court rules NBC not in contempt—6/6/66; Holden tries to halt TV showing of "Bridge on the River Kwai"—9/26/66, on ABC-TV, which gets top rating—10/3/66. Programming grows more adult, provocative, especially feature films—4/18/66; Commr. Lee warns broadcasters against sex-laced movies—1/17/66, 5/9/66, also protests off-color jokes in late-night live TV shows—12/13/65. New field emerges: feature films produced for both TV and theatres—11/15/65, 1/10/66; RKO General enters field—11/15/66, finds business good—5/2/66; Warner Bros. makes deal with CBS—12/20/65; cost of "decent" feature for TV put at \$1.5 million—1/17/66; Westinghouse gets in—1/31/66; 2/28/66; Development Program Associates plans—2/21/66; Tele-Graft starts producing movies for TV—5/30/66; Universal producing features with all three TV networks—1/31/66; other co-production deals: ABC Films and MPO Video-terics—1/31/66; CBS and Warner Bros.—3/21/66; CBS and Ivan Tors—5/2/66; ABC and MGM—3/21/66; ABC and Allied Artists—7/25/66; CBS and AA—8/1/66; ABC and Tele-Graft Film—8/8/66; CBS, AA and Associated British Productions—8/22/66; NBC and Television Enterprises—10/24/66; Westinghouse Broadcasting and London Independent Producers—10/24/66; NBC plans more made-for-TV movies—7/4/66. Comedies most popular programs—8/15/66. Documentaries now prime-time, big-audience—11/15/65. Weekly political debate, *Firing Line*, offered to ETV stations in markets where not sold to commercial stations—9/5/66. Making wide-screen movies fit 21-inch tube—10/3/66. Reversing custom, TV shows become comic strips—11/29/65, and feature films—6/13/66. Animation big at MGM-TV—1/3/66. Schwerin has new way to test audience reaction to TV shows—1/24/66. USA-TV wants more public service programming—2/28/66. Mexican consul general protests over TV portrayal of Mexicans as buffoons and bandits—5/9/66. ABC-TV drops *Les Crane Show*—10/25/65, considers reentry into late-night programming—7/18/66; signs Joey Bishop—8/1/66; CBS-TV also studies situation—7/18/66, decides to wait until 1968—10/10/66. CBS-TV has actors workshop—7/18/66; ABC-TV gives scholarships to drama school—7/18/66, extends Yale grant for playwrighting course—9/19/66. Shifting status of Hollywood production firms assessed—3/28/66; production costs rise sharply—4/4/66, 4/18/66, 4/25/66; CBS-TV signs co-production deals—5/2/66; runaway production studied by advertisers, agencies, unions—7/4/66, 7/18/66, 8/1/66, 9/5/66; overseas production accelerates—8/22/66. Seeking more program material, broadcasters form Associated Productions—11/22/65; Developmental Program Associates screen syndicated programs—12/6/65; bumper crop of off-network shows—5/2/66; Official Films develops pilots for syndication—5/2/66; ABC Films plans independent production—5/30/66; color a major factor in syndication sales—3/21/66, 4/4/66; *Batman* sets trend for syndication "camp" shows—3/21/66. Strong local programming helps UHF stations

—4/4/66, which are good market for syndicated shows—11/14/66; KWAY-TV (UHF) Los Angeles gives stockmarket reports eight times a day—11/7/66.

Schwimmer gets injunction against imitator of *Let's go to the Races*—7/18/66.

New Emmy awards system lambasted—9/20/65, 9/27/65; categories restored—10/4/65; presentation more subdued—5/30/66; critics protest—5/16/66, make own awards—5/30/66.

Radio, country and western music has big audience and profits—10/18/65, 8/1/66, with a station a day switching to this format—4/4/66.

Request radio is new format—9/12/66.

Southern stations drop Beattle records—8/8/66.

MAB investigates suggestive lyrics—8/15/66.

Talk programming was also on the rise—6/27/66; CBS-owned radio stations are 80% news-talk—3/21/66; telephone open-mike shows may need regulation, Sen. Clark (D-Pa.) suggests—10/11/65, but FCC shelves proposal for special regulations—3/14/66; WTTM Trenton, N. J., announcer is beaten while conducting telephone interviews—1/31/66; KLAC Los Angeles goes telephone-talk 24 hours a day—2/28/66; WYSL-FM Buffalo, N. Y., has variation—3/14/66.

CBS Radio has old dramatic shows available if stations want them—7/18/66; they don't—8/29/66.

Seeburg stereo music system uses computer techniques for automatic operation—10/4/65.

Negro oriented stations have specialized program formats—11/7/66.

KDAY Santa Monica, Calif., recreates Pearl Harbor Day in day-long broadcast—12/12/66.

Birch Society weekly program—1/31/66, has wide acceptance—3/21/66, and pressure charged when KDAY Los Angeles drops it—4/25/66.

Payola charges by former record promoter Huskey checked by FCC—10/25/66; closed hearings planned—5/23/66, held—6/27/66, 7/4/66, 7/11/66, halted—7/18/66; KLIF Dallas, Tex., denies improperly taking best-selling record off its top-40 play list—4/25/66; KFWS Los Angeles sale threatened—10/24/66, 11/7/66, approved—12/12/66.

New York court upholds right of Morrison, assertedly innocent contestant on rigged quiz show, to sue producers Barry and Enright—1/3/66.

Two TV season proposed by Burnett program executive—7/25/66; M.J.A.'s Gray defends summer rerun—8/1/66.

Lucky Bucks promotion revised after FCC complaint—7/18/66, 8/15/66.

Radio Advertising Bureau

RAB holds management conference—9/27/65; plans regional offices—10/4/65, adds FM service—12/6/65, establishes West Coast media advisory council—12/20/65, produces campaign to promote transistor set in every home—3/28/66, is asked to set up special division for Spanish-language radio—5/9/66; does so—10/10/66.

Ratings

Rating trouble looms as Nielsen suspects rigging—3/7/66, investigates—3/14/66, confirms it—3/21/66; sues Sparger—3/28/66, 4/4/66, 4/11/66, 4/18/66, 5/2/66, 6/6/66, 7/11/66, 8/22/66, drops suit when Sparger signs consent decree—9/5/66.

Broadcast Rating Council issues first accreditation—9/27/65, 11/29/65; reviews first year—11/29/65; eyes Metromedia's acquisition of mail-marketing firm—3/14/66.

All Radio Methodology Study progress report—10/11/65; cost exceeds budget—11/15/65, 11/22/65; first report due soon—12/6/65; preliminary report—4/4/66, gets mixed reaction—4/11/66, confusion—4/18/66, concern—5/9/66.

FTC guidelines for use of ratings—11/1/65. Self regulation seems to be working, Rep. Harris (D-Ark.) states—1/17/66.

Committee on National Television Audience Measurements gives network ratings clean bill of health—2/7/66.

Multiple-set homes call for improved rating techniques—2/14/66.

Audit Bureau of Circulations ponders expansion into broadcast media—1/24/66; ABC Radio announces way to measure auto listening—1/24/66; NBC Radio has way to produce cumulative radio audience figures—2/28/66, 3/14/66; California State Electronic Association may get into audience measurement—4/18/66; Media Statistics announces new TV rating service—5/23/66, 6/27/66, 7/4/66.

American Research Bureau tests "diary sweeps" to encourage diary fillout—2/14/66; Dr. Langhoff named ARB presi-



As Notre Dame and Michigan State battled it out on the snow-swept field in East Lansing, Mich., viewers in sunny Hawaii were taking it all in with the first mainland-Hawaii live feed from Lani Bird satellite. At half-time

of the game, the mainland viewers got this glimpse of the 50th state. The live color feed originated from KHVH-TV Honolulu and Mason Altiery, the station's news director, described Waikiki as a "tourist paradise."

dent—5/9/66; SRA objects to ARB's fall TV study plans—6/6/66, 6/13/66, 6/20/66, survey date changed—8/27/66; will use radio only diary for fall radio survey—7/18/66.

Pulse plans TV ratings—10/25/65; will include FM with AM ratings—4/4/66; nationwide survey of station coverage—6/16/66; pilot project to test new method—6/20/66.

More trouble for Nielsen and ARB as WISC-TV Madison, Wis., asks FTC to halt publication of audience survey combining audiences of WKOW-TV Madison and WAOW-TV Wausau, Wis.—10/25/65, 11/1/65, 11/22/65; asks BRC to revoke accreditations—12/20/65, 12/27/65; request denied—3/14/66, 3/21/66.

Spanish International Network charges Nielsen and ARB with false measurements of Spanish-speaking TV audience—3/7/66; Sponderling stations complain about incorrect ethnic audience measurements of Nielsen and ARB—3/7/66.

TvQ measures impact of program—1/1/65.

P&G agencies take Nielsen local market service—9/13/65; C-P agencies pick ARB—9/27/65; WHN New York drops Pulse and Hooper, buys ARB's new radio service—9/27/65.

Nielsen reassesses eligibility rules—12/27/65.

Ratings not essential to radio buying, but they help, says FC&B's Stern—3/7/66.

Today's TV ratings won't work much longer, according to K&E's Caplan—6/6/66.

Nielsen ignores UHF, WFLD(TV) Chicago charges—8/1/66; agrees to count Chicago's UHF homes—10/24/66.

Space Communications

ABC proposal for operating its own domestic communications satellite—9/20/65, 9/27/65, 10/25/65, raises legal problems—11/29/65, and argument—2/7/66, 2/28/66; AT&T wants one too—3/28/66; question: should Comsat facilities be limited to common carriers?, is discussed—10/11/65, 11/1/65, 11/8/65, 1/10/66, 3/7/66; FCC rules only common carriers may lease Comsat channels—6/27/66, is asked to reconsider—7/11/66, rehearing on rates—7/25/66; Comsat files new data—11/21/66; hearing may not be needed—12/5/66.

Domestic satellite problems attract wide attention—2/7/66, 2/28/66, 4/11/66, 4/25/66, 5/9/66; Ford Foundation proposal—8/1/66, 8/8/66, 8/22/66, 8/29/66; Congress investigates—8/15/66; comments on domestic satellites filed at FCC—12/19/66.

Feasibility of direct satellite-to-home broadcasts foreseen soon—9/20/65, 5/9/66, and not so soon—1/31/66, 4/4/66, 6/13/66; study

proposed—11/29/65; would change role of local stations—11/22/65, and raise social, political questions—11/28/66.

Internationally, Comsat seeks bids for earth stations in Washington and Hawaii—9/6/65; plans four trans-Pacific satellites—10/4/65, gives contract to Hughes Aircraft—11/29/65, asks for designs for 10 channel satellite—1/3/66, will build six global satellites—3/14/66, 6/27/66; FCC maintains order that international common carriers take turns serving Early Bird satellite—12/20/65; Early Bird weekend rates are lowered—12/27/65; British firms combine to sell satellite ground terminals—4/18/66; Worldvision symposium urges broadcast priority for satellites—5/11/66; satellites seen serving under-developed nations—2/28/66; Atlantic and Pacific satellites to be launched by NASA—8/1/66, 8/29/66; TV tariffs proposed, but government and telephone to get most time—10/24/66.

Pacific satellite, Lani Bird, is launched—10/31/66, but misses synchronous orbit—11/7/66, postponing second Atlantic satellite—11/14/66, takes Notre Dame-Michigan State game to Hawaii—11/28/66, starts limited commercial service—12/5/66; picture quality bad, networks say—12/12/66.

Satellite ground stations should be owned jointly by Comsat and common carriers, FCC rules—12/12/66.

Western Union seeks right to provide service via satellite—9/12/66, 9/26/66.

Satellite seen as source of income for ETV—9/5/66, 9/26/66, 10/24/66.

European nations study feasibility of having own communications satellite system—11/28/66; Canada too—12/12/66.

Australia builds ground station—12/12/66.

FCC and Comsat tangle over regulation—6/6/66, 7/4/66; military intervenes—7/11/66.

Comsat plans multimillion lab—6/27/66.

Live TV coverage of Gemini astronauts' splashdown is planned—9/20/65, 10/25/65, 12/6/65; rates protested—11/29/65; carried out—12/20/65, 12/27/65, 3/21/66, 6/13/66; laser beam for satellite-to-earth messages—12/6/65; Soviet moon pictures—2/7/66, American too—6/6/66; Apollo manned flight to have TV camera aboard—10/17/66.

Meteorological satellite planned—9/6/65, begins operation—3/14/66.

Special Reports

During period Sept. 1, 1965-Dec. 12, 1966, BROADCASTING published special reports on: baseball broadcasting outlook for 1966 season—2/28/66, color TV—1/3/66, computers—6/13/66, country music—10/18/65, 8/1/66, equipment shown at NAB

national convention—4/11/66, 40 years of NBC—5/9/66, 1965 history—12/27/65, Perspective 1966—2/21/66, talk radio—6/27/66, football preview—8/8/66, Spanish market—9/19/66, Negro market—11/7/66, election coverage—11/14/66, BPA seminar—11/21/66.

Sports

Sports broadcasting is big business. NBC-TV sells \$22.6 million worth of sports packages in week—1/3/66; major league baseball 1966 season broadcast rights sell for \$27.5 million—2/28/66; football rights total \$44 million—8/8/66; Los Angeles sportcasts have sharp price rise—1/10/66, but FC&B's Stern warns that prices may be rising faster than ad values—2/7/66. CBS now owns Yankees 100%—9/26/66; Ballentine drops Yankees sponsorship after 20 years—10/3/66. Rheingold renews Mets for five years—12/12/66. AT&T proposed rate increase would raise line costs for home ballgames fivefold—10/17/66. Baseball's Saturday broadcasts get Yankees, but other problems persist—9/6/65, 10/4/65, 10/4/65, 10/18/65; move to NBC-TV in package with World Series and All-Star Game—10/25/65; times standardized—3/21/66. L. A. Dodgers keep TV coverage to minimum waiting for pay TV—11/22/65. Radio sponsors of major league baseball get good package—11/22/65. White Sox radio rights go to WMAG Chicago—8/8/66, WFLD(TV) gets TV rights—11/18/66, 11/21/66. Houston Astros set up Spanish radio network—8/1/66. Football TV broadcasts tops with male viewers—12/13/65; CBS-TV gets NFL rights—12/20/65, 12/27/66, 1/3/66, 1/10/66, 4/11/66, 7/18/66, also bowl games—1/7/66, and championship games—2/21/66; NBC-TV puts AFL games into prime time—1/3/66; AFL-NFL merger plans—6/13/66, go to Congress—9/26/66, 10/3/66, 10/10/66, 10/17/66, 10/24/66; Superbowl game planned—11/14/66, 12/19/66. Despite NBC-TV protests—10/11/65, ABC-TV gets NCAA college football broadcast rights—10/18/65, 11/18/65, 4/4/66; Liberty Bowl games also go to ABC-TV—12/13/65; NCAA Eastern "big five" may get own network—8/8/66. United States Football League seeks TV coverage—7/4/66; Continental Football League gets some—8/29/66, signs with Overmyer Network—11/28/66. Big Ten radio coverage expands—8/22/66. NFL Films find film rights to NFL games profitable—11/8/65; Screen Gems get distribution rights—4/4/66. Blackouts of sports broadcasts continued bothersome. Senate passes bill to give high schools same protection against professional telecasts that colleges have—9/6/65, 9/12/66, 9/19/66, 9/26/66; professional sports ask copyright protection against CATV—9/6/65; AMST says problem can be solved—9/20/65; FCC protests blackout of Texas-Oklahoma game ordered by NCAA—10/18/65; Notre Dame told to halt CATV pickups or lose own broadcast rights—10/25/65, 11/1/65, 11/8/65; NCAA plans CATV investigation—1/17/66, stands pat on blackout rule—1/24/66; Georgia State Senate calls for TV coverage of



Taking two steps up the corporate ladder this year, Thomas H. Dawson was made senior vice president of the CBS-TV Network in July and advanced to the network's presidency Dec. 15.

Georgia-Georgia Tech games despite NCAA rules—1/31/66; viewer sues to change NCAA regional games selections—11/7/66; legislation planned to reduce blackout areas for UHF—8/13/66; pro football drops black-out rule—8/6/66. NCAA tries to make time-out-for-commercials less irritating—7/25/66. Theater-TV group outbids ABC-TV for Patterson-Clay TV rights—9/20/65; ABC gets radio rights—9/27/65; ABC-TV gets rights to Clay-Cooper bout—5/2/66, and Clay-London match—7/25/66; MBS gets radio rights—7/25/66, also to Clay-Williams bout—10/10/66, 11/7/66; Madison Square Garden-RKO General Sports Presentations formed to syndicate live broadcasts from Garden—11/29/65, 1/10/66, lines up stations, sponsors for Tiger-Griffith match—4/4/66, also for Torres-Tiger fight—11/28/66, 12/5/66; WBKB-TV Chicago rents ballroom to stage TV fight—12/13/65; KPRC-TV Houston sued for alleged unauthorized filming, broadcast of parts of Clay-Williams match—11/28/66. Pool proposed for 1968 summer Olympic Games in Mexico City—12/20/65, but rights go to ABC, which already has winter games—4/18/66. National Professional Ski League gets New England TV coverage for championship meet—1/24/66. Triangle gets Daytona sports car race—2/7/66; International auto race special—8/1/66. Hockey Stanley Cup play-off games go to NBC-TV—4/4/66, also weekend games—8/13/66, waive option—7/25/66; New York Rangers and Detroit Red Wings syndicate tapes—12/13/65; Black Hawks sign with WGN-TV Chicago—8/15/66; CBS-TV gets National Hockey League rights—9/26/66. Professional Golfers Association tournament for 1967-68 divided between ABC-TV and Sports Network—7/25/66. CBS gets radio-TV rights to Kentucky Derby—8/1/66. Atlantic Richfield gets broadcast rights to Los Angeles Lakers (pro basketball) and Kings (pro hockey) for 10 years—9/26/66. CBS-TV buys Sunday games of National Professional Soccer League—10/10/66.

The Forum, new Los Angeles sports arena, provides top radio-TV facilities—11/7/66. SNI plans regional TV feeds of college basketball—12/12/66; Missouri Valley Conference basketball network moves into color in fourth season—12/12/66.

Success Stories

Reports of sales successes from radio advertisers; W. G. Allen Jr. (land developers)—12/12/66; Bache & Co. (brokerage)—2/21/66; Ecotcher & Co. (brokerage)—1/10/66; Bucks Jewelry Stores—11/7/66; Campus Cover Shop—11/7/66; Carney Tire Co.—12/12/66; Culligan (water softeners)—2/21/66; Dorman's Endeco cheese—7/11/66; Eckerd drug stores—4/4/66; Flores (travel)—9/19/66; Greyhound Bus—11/7/66; E. F. Hutton (brokerage)—9/12/66; Jax beer—11/7/66; Lincoln Homes—11/7/66; Magnovox (home entertainment)—2/21/66; Martex (towels)—6/27/66; Oldsmobile dealers—7/25/66; Plymouth dealers—12/6/65; Pearl Beer—8/1/66; Prepared Products (Inglehoffsers mustard, Dixie Fry)—6/27/66; Quaker Oats—11/7/66; Safeway Stores—11/7/66; Schlitz (beer)—7/4/66; Serta (mattress)—5/9/66; Southern California Gas Co. (institutional)—10/11/65; Standard Oil Co. of California—1/31/66; Thom McAn (shoes)—9/26/66; Uncle Bob's (auto repairs)—11/7/66; Thriftmart markets—9/13/65; U. S. Air Force—7/18/66; U. S. Forest Service (fire prevention)—1/24/66; Vita Food Products (herring)—2/21/66; Witbeck (household appliances)—4/4/66. Television: Aerosol (household sprays)—11/8/65; Avon (cosmetics)—11/8/65; Bank of America (credit card)—3/7/66, 4/18/66; Buddies (supermarket chain)—1/3/66; Canada Dry (Wink)—2/21/66; Carney Tire Co.—12/12/66; Cudahy (meats)—2/21/66; Ford (Mustang)—11/22/65; Golden Grain (Rice-A-Roni)—2/21/66; Hawaiian Punch—2/21/66; Illinois Bell Telephone—2/28/66; Lay's potato chips—2/21/66; Mattel (toys)—10/31/66; Mutual of Omaha (insurance)—5/30/66; Obid's Furniture—8/1/66; Plymouth dealers—12/6/65; Touche (beer)—9/19/66; U. S. Forest Service (fire prevention)—1/24/66; Vons (market chain)—4/25/66; Weimer (meats)—11/29/65; Wisconsin Finance—9/8/65; Xerox (office copiers)—11/22/65.

Tall Towers

Antenna farm rulemaking proposal of FCC—10/4/65, endorsed by aviation groups—10/18/65, 12/6/65, opposed by NAB and AMST—11/22/65; ABC opposes AMST stand—12/20/65. FM stations in New York move to Empire State Bldg.—12/20/65, 2/21/66; UHF move opposed—8/15/66; Chicago TV farm planned atop Hancock Center—10/25/65; San Francisco TV tower fight argued in federal court—12/20/65, upholds FCC—7/25/66; planning commission approves plans—3/21/66, so does board of supervisors—5/23/66; KRON-TV drops 10-year fight—10/17/66; common tower for Washington, D. C., stations proposed—11/22/65, approved by FCC—6/6/66, but residents protest—7/11/66. FAA sets 20,000 feet as initial peak for TV antennas—7/18/66.

Vandalism

KNX Los Angeles transmitting tower is toppled; station offers reward—9/20/65; FBI moves in—9/27/65; temporary towers—7/18/66; new permanent tower—8/1/66. Disc jockey sets fires at WANS Anderson, S. C., and WDRW Augusta, Ga.—9/20/65. Bullets knock WNHC New Haven off air temporarily—8/18/66.

Video Tape

TV tape recorders grow smaller—4/11/66. Westel portable tape camera introduced at NAB—4/4/66. Status of home TV tape recorders assessed—5/23/66; firms active in field include: Ampex—6/6/66, 6/20/66; Audio—8/15/66; Defense—2/14/66; GE—7/11/66; Research Institute of Illinois Institute of Technology—3/28/66, 7/11/66; 3 M—5/2/66; Par Vision—5/23/66; Sony—2/21/66. TV disc recorders shown by Sony—3/7/66, and MVR—3/21/66. Ampex has new color VTR—3/28/66. Ampex ordered to pay triple damages of Mach-Tronics and Precision Instrument—9/27/65, loses motion for new trial—10/18/65; collects \$20,000 from MVR, settles with Precision—12/6/65, and with MVR—6/31/66. Mid America Video Tape Productions turns out 2,000 commercials a year, plus programs—10/4/65.

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BROADCAST ADVERTISING



Mr. Boden

Sheldon Boden, VP of Norman, Craig & Kummel, New York, also named media director.

Don Tennant, executive VP in charge of creative services, Leo Burnett Co., Chicago, named chairman

of creative review committee effective Jan. 1 succeeding agency founder **Leo Burnett**, who continues as committee member. Mr. Tennant becomes chief operating officer in area of creating and judging advertising of agency. **John E. Matthews** and **Howard C. Shank**, associate creative directors, elected senior VP's. Together these four make up creative review group which now also becomes standing corporate committee.



Mr. Comerford

Thomas M. Comerford, VP of Broadcast Communications Group, New York, also named to newly created post of general manager-television sales. **Justin Palmer Paltrow**, account executive at WQAM Miami, joins BCG, New York, as account executive.

James Ryan and **Frederick Harvey**, senior VP's with West, Weir & Bartel, New York, named board chairman and secretary of corporation, respectively. Mr. Ryan, with agency since 1950, fills post vacated by **William A. Bartel**, who joins Celanese Corp., West, Weir client. **Paul Smith**, executive VP, becomes senior consultant. **J. Lewis Ames** and **Dulany Smith** elected executive VP's.

Jim Mullen, creative director of Erwin Wasey, Los Angeles, and **Fred-eric Manley**, creative director of agency's New York office, named senior VP's. **John L. Spencer**, technical services marketing director, named VP. **Margo Rieman Martin**, columnist and copywriter, joins EW, Los Angeles, to augment agency's women's group.

Richard C. Francis, VP, Chevrolet account services, Southern California, at Campbell-Ewald Co., Los Angeles, and with C-E for 41 years, retires Jan. 1.

Casper Yost, president of Ridgway Advertising Agency, St. Louis, named board chairman. Other new officers: **Richard M. Donnelly**, president; **William V. Weston**, executive VP for creative services, and **Kenneth J. Bayer**, executive VP for account services.

Robert N. Bauer, **George A. Kibby**, **Neil Mc Greevey** and **Donald E. Rutz** named VP's at Clinton E. Frank Inc., Chicago. Mr. Bauer is director of media department; Messrs. Kibby and Rutz are account supervisors, and Mr. Mc Greevey is head of promotion department.

Herbert D. Condie III, with Stemmler, Bartram, Fisher & Payne, St. Louis, named VP.

Ray Maneval, senior VP of Schwerin Research Corp., joins Alberto-Culver Co., Melrose Park, Ill., as creative supervisor. **Frederick J. Nabkey**, formerly with BBDO and Edward H. Weiss & Co., Chicago, joins Alberto-Culver as merchandising manager.

Frazer Tindall, with J. Walter Thompson Co., New York, appointed media director of Kingsley, Manton & Palmer, that city.

Arthur H. Pearson, with Bristol-Myers Products division of Bristol-Myers Co., named chairman of advertising planning and evaluation committee of Association of National Advertisers.

Mike Lee, account executive at WLS-FM Chicago, named sales manager. **Earl J. Gallagher**, with WCCO Minneapolis, joins sales staff of WLS.



Mr. Mazur

Robert W. Mazur, general sales manager of WMCA New York and of Straus Broadcasting Group, elected VP of that group.

Dale Landsman, executive art director, and **Keith Reinhard**, copy supervisor, Needham, Harper & Steers, Chicago, elected VP's. **Robert E. Bonette**, account supervisor at NH&S, New York, elected VP.

Burton M. Adams, account executive for Harrington, Righter & Parsons, New

York, appointed to newly created post of director of client services. **Joseph Kelly**, from Corinthian division of H-R Representatives, New York, joins HR&P there as account executive.



Mr. Disney

Michael B. Disney, sales representative for RKO General, Chicago, appointed manager of new Atlanta office of Major Market Radio Inc.

David Larsen, on sales staff of *Advertising News of New York*, appointed manager of San Francisco office of Savalli/Gates.

John F. Ackerman, regional director of Radio Advertising Bureau, New York, named associate director of RAB's small markets division.

Merle Edwards, account executive at KGB-AM-FM San Diego, appointed sales manager.

Hugo Papstein, with sales staff of KINS Eureka, Calif., named sales manager.

Milton M. Lang, assistant local sales manager of WFTV(TV) Orlando, Fla., appointed local sales manager.

Connie Dorman, with J. Walter Thompson Co., named head of radio-TV production at Allen, Anderson, Nielfeld & Paley, Chicago.

Lester N. Lukkason, director of editorial services, W. L. Towne Co., New York, industrial PR agency, joins Geyer, Morey, Ballard, same city, as manager of technical and industrial communications.

Michael G. Elliot, from Benton & Bowles, New York, joins television sales staff of The Katz Agency, that city. **Gilbert Miller**, with radio sales staff, H-R Representatives, New York, joins

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radio sales staff of Katz, same city.

Larry A. Olshan and **Don F. Willenburgh** named media supervisors at Foote, Cone & Belding, Chicago.

Peter J. Herrmann, account executive with Knox Reeves-Fitzgerald Advertising, New Orleans, joins The Marschalk Co., New York, as account executive.

Dick Stein, advertising manager for Allied Chemical Corp., New York, joins Warren, Muller, Dolobowsky there as account executive.

George W. Smith joins KVOO-TV Tulsa, Okla., as account executive.

James A. Carroll, advertising manager for Maine Insurance Co. of Portland, Me., appointed account executive for WGAN-FM, that city.

Cliff Roberts, with Elektra Film Productions, New York, joins Video Pictures Inc. there as director.

Arnold Becker, freelance writer formerly with Wilding Studios, joins Post-Keyes-Gardner, Chicago, as copy writer. **Joseph W. Biety**, with Compton Advertising, joins PKG as account executive on Hamilton Beach. **Charles B. McCann**, VP of PKG, named account supervisor on new Amana Refrigerator Inc. account.

MEDIA

Arthur M. King, president of Mengel Wood Industries Inc. from 1961 to 1965, joins WAVE-AM-TV Louisville, Ky., as VP and secretary effective Jan. 16, 1967.

Carl F. Hallberg, station manager, WDBO-AM-FM Orlando, Fla., named assistant VP, WDBO-AM-FM-TV.



Mr. Payne

Charles Payne, who has been with headquarters staff of Westinghouse Broadcasting Co. since October, has been named general manager of WINS New York. He succeeds **Joel Chaseman**, who was named WBC VP-radio (BROADCASTING, Dec. 19). Previous to WBC post, Mr. Payne was VP-general manager, KLIF Dallas and sales manager, KABL Oakland, Calif.

Leonard A. Cohen, with WBCN(FM) Boston, appointed general manager.

Marlin R. Taylor, with WHCN(FM) Hartford, Conn., named general manager.

John R. Kaufmann, treasurer of Colonial Mortgage Service Co. of California, joins KRON-TV San Francisco as manager of accounting department.

Charles E. Hughes, sales manager of WMAK Nashville, appointed general manager, succeeding **Larry Edwards**, who moves to parent office of Lin

TVSI picks slate

A. Louis Read, president of WDSU-TV New Orleans, was nominated unanimously as chairman of board of TV Stations Inc. at directors meeting in New York last week. Mr. Read will succeed retiring Chairman **Douglas L. Manship**, president of WBRZ(TV) Baton



Mr. Read

Rouge, La. at annual meeting next spring.

Nominated as board members for 1967: **Jack S. Atwood**, WCSH-TV Portland, Me.; **Charles A. Batson Sr.**, WTOL-TV Toledo, Ohio; **Jack N. Berkman**, Rust Craft Broadcasting Co.; **Thomas C. Bostic**, KIMA-TV Yakima, Wash.; **Joseph L. Floyd**, KELO-TV Sioux Falls, S. D.; **James J. Gerity Jr.**, WNEM-TV Bay City, Mich.; **Joseph M. Higgins**, WJII-TV Atlanta; **Carl E. Lee**, WKZO-TV Grand Rapids, Mich.; **Mr. Manship**; **Mr. Read**; **Hamilton Shea**, Gilmore Broadcasting Corp.; **William B. Smullin**, KTVM(TV) Medford, Ore., and **Herb Jacobs**, president, TV Stations Inc. Nomination is tantamount to selection at TVSI.

TVSI is a cooperative enterprise wholly owned by 125 member stations and is now in its 14th year. It acts as an overall programming consultant and as buying office for its affiliates.

Broadcasting Co.

William J. McCarter, general manager of noncommercial WETA-TV Washington, named VP.

C. T. Garten, with WSAZ-AM-TV Huntington, W. Va., and WCYB-AM-TV Bristol, Va.-Johnson City-Kingsport, Tenn., appointed adviser on acquisition of broadcast properties for R. L. Drake Co., electronics manufacturers in Miamisburg, Ohio.



Mr. Tucker

Raymond J. Tucker, director of corporate accounting for Cox Broadcasting Corp., Atlanta, named to newly created position of controller and assistant-treasurer.

William B. Chamberlain, with Kaplan-Chamberlain Inc., Houston, named executive assistant to president of KXYZ-AM-FM, that city.



Mr. Wearn

Wilson C. Wearn, new president of Southeastern Broadcasting Corp. (BROADCASTING, Dec. 19) was incorrectly identified as R. A. Jolley in photo accompanying that story. Mr. Wearn, who was executive VP, succeeded Mr. Jolley who became chairman of executive committee of group that comprises WFBC-AM-FM-TV Greenville, S. C.; WBIR-AM-FM-TV Knoxville, Tenn., and WMAZ-AM-FM-TV Macon, Ga.

PROGRAMING

Lewis Freedman leaves as VP of programming for noncommercial WNBT (TV) Newark, N.J.-New York. **Lee Polk**, executive producer of news and public affairs programming, and **Christopher Lukas**, director of cultural programming, assume Mr. Freedman's duties.

Arthur A. Jacobs, account executive, Telesynd Inc., New York, syndication company, named sales manager.

Wayne Jordan, music director for KXL-AM-FM Portland, Ore., named program director.

Jack K. Walker Jr., with WCIT Lima, Ohio, named program director.

John D. Yottes, program director, WFAS-AM-FM White Plains, N. Y., joins WOR-FM New York, to coordinate all production and programming.

Ed Robbins, program director at WCCC-AM-FM Hartford, Conn., named program manager for KPAT-AM-FM Berkeley, Calif.

Leonard Andersen, with KINS Eureka, Calif., named program manager.

Don Bruce, station manager of WNOR Norfolk, Va., joins Showcase Productions division of Pepper Sound Studios, Memphis, as executive producer.

Kurt Lassen, independent producer, joins MPO Productions Inc., New York, as producer-writer.

George Walsh, producer-director at WFIL-TV Philadelphia, named production manager.

Raymond DeTournay, creative director for KTAR-TV Mesa-Phoenix, joins KNXT(TV) Los Angeles, as production manager.

Lucien A. Lessard, creative director of Video Tape Center, New York, joins Tele-Tape Productions there as director of production.

Linda Pettenger, operations assistant to producer of special programs at WABC New York, joins WCBS, that city, as coordinator of special programs.

Bill Mason, farm broadcaster with midwest stations joins WGN-AM-TV Chicago as associate farm service director.

He succeeds **John Almburg** who becomes president of newly formed United Commission Co. which will handle futures trading at Chicago Board of Trade and Mercantile Exchange.

NEWS

Ed Hughes, with WXEX-TV Petersburg-Richmond, Va., named news director.

Alfred L. Den Beste named AP correspondent at Bismarck, N. D., succeeding **Richard Palmer**, who resigned. **Tom Kuhn**, with AP bureau in Helena, Mont., and formerly news director of KBMY Billings, Mont., and **Nelson B. Wadsworth** join AP bureau at Salt Lake City.

Ray Scott, Green Bay Packers pro football broadcaster on CBS-TV, joins WCCO Minneapolis to broadcast news, sports and documentary programs.



Mr. Scott

John Masterman, administrative assistant to Representative Walter Rogers (D-Tex.), joins WRC-AM-FM-TV Washington as general assignment news reporter.

FANFARE

Douglas Scott, classified promotion manager for *San Francisco Examiner*, named advertising and sales promotion manager for KCBS San Francisco.

Robert B. Parsil, with *Toledo (Ohio) Blade*, appointed promotion manager of WSPD-TV Toledo.

Matt Heidorf, account executive with Foster & Kleiser outdoor advertising division of Metromedia Inc. in Cleveland, joins corporate PR department of Metromedia in New York.

EQUIPMENT & ENGINEERING



Mr. Gullans

John H. Gullans, facility manager in operations and engineering department of NBC, New York, appointed director, radio network operations.

Edward Hamel, with engineering department of CBS since 1932 and with WBBM Chicago since 1941, retired last week.

Finn Jorgensen, director of research at Winston Research Corp., named to

new position of manager, recording research, for Memorex Corp., Santa Clara, Calif.

Carroll E. Thomas, chief engineer at noncommercial WHRO-TV Hampton-Norfolk, Va., joins Kentucky Authority for Educational Television, Lexington, Ky., as television systems supervisor.

James W. Ritter, product marketing manager with Sylvania Electric Products Inc., Seneca Falls, N. Y., appointed marketing manager-original equipment sales for electronic components group.

Bob Cassidy, formerly with WJPS Evansville and WTCJ Tell City, both Indiana, appointed assistant chief engineer at WEHT(TV) Evansville.

George F. Maynard, with Teletronix division of Babcock Electronics Corp., Costa Mesa, Calif., named operations supervisor.

Ted F. Akins, with CATV system in Savannah, Ga., joins Ameco Inc. in Dallas as CATV sales engineer.

ALLIED FIELDS

Keith L. Andre, VP and general manager, Paul H. Raymer Co., Chicago, named Midwest manager of broadcast sales for American Research Bureau, that city.



Mr. Andre

Ted Nelson, radio-TV director of Diener & Dorskind, New York, resigns to devote full time to his own consultant firm, Ted Nelson Associates, that city.

H. I. Romnes, president, American Telephone and Telegraph Co., New York, elected chairman of board to succeed **Frederick R. Kappel**, who is retiring. **Ben S. Gilmer**, executive VP, elected president, and **John D. deButts** elected vice chairman of board. Both were also elected directors of company. **Angus S. Alston**, VP-personnel relations, becomes executive VP and is succeeded by **William C. Mercer**, former VP-marketing. **William M. Ellinghaus**, assistant VP-marketing and rate plans, becomes new VP-marketing.

Charles B. Lemonick, formerly with Alfred Politz Research and A. J. Wood Research, and **Sanford B. Helman**, previously with Blue Cross, New York, join R. H. Bruskin Associates there as senior project directors.

LeRoy F. Gillead, formerly on staff of Haryou Act Inc. and with United Nations, appointed director, Broadcast Skills Bank, National Urban League, New York.

Marshal L. Cole, with Washington law firm of Wilner & Bergson for eight years, has become partner. Firm's name changes Jan. 1, 1967 to Wilner, Scheiner

& Greeley. New name recognizes **Arthur Scheiner**, who joined Morton Wilner about five years ago from FCC, and **James Greeley**, who joined firm four years ago. Philip Bergson died last year.

INTERNATIONAL

J. R. Wakefield named superintendent engineer, sound broadcasting, British Broadcasting Corp., London, succeeding **Dr. F. W. Alexander**, who retires after 33 years' service.



Mr. Callahan

Michael Callahan of Airtime Quality Sales elected president of Station Representatives Association of Canada. Other officers elected: **Hugh Clark** of Stovin-Byles Television Ltd., 1st VP; **Bart Gibb** of Byles,

Gibb & Associates Ltd., 2d VP; **Ross McCreath** of All-Canada Radio & Television Ltd., secretary; and **Alex Bedard** of Paul L'Anglais Inc., treasurer.

DEATHS

Kenneth David Soble, 55, president-general manager of CHCH-TV and owner-president of CHML, both Hamilton, Ont., died Dec. 16 in Hamilton. Mr. Soble first proposed \$75-million space-satellite television network which Board of Broadcast Governors will con-

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sider next March (BROADCASTING, Dec. 12). Mr. Soble was one of organizers of Broadcast News Ltd., radio and TV news subsidiary of Canadian Press, and was on board of Canadian Association of Broadcasters.

Floyd E. Wetteland, 60, recently retired manager, technical operations scheduling for NBC-TV, Burbank, Calif., died of cancer Dec. 14 in Hollywood West hospital. Mr. Wetteland be-

came station announcer in Oregon in 1930 and came to NBC in Hollywood in 1936 as studio engineer. He is survived by his wife, Phyllis, son and daughter.

Syril N. Brooskin, 46, associate producer of CBS-TV's *Gilligan's Island* series died Dec. 14 at his Hollywood home. He is survived by his wife, Naomi, and two children.

Verna Felton, 76, character actress

on CBS-TV's *December Bride*, *Pete and Gladys*, died Dec. 14 at her North Hollywood home of stroke. Her son, actor Lee Millar, survives.

Edwin Misurell, 54, writer of "TV Cameos," newspaper column syndicated nationally by King Features Syndicate, died Dec. 13 enroute to his home in North Brunswick, N. J. He is survived by his wife, Jean, two sons and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 15 through Dec. 21 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. 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

APPLICATIONS

Springfield, Ill.—Illinois Broadcasting Co. Seeks UHF ch. 55 (716-722 mc); ERP 600 kw vis.. 60 kw aur. Ant. height above average terrain 969 ft; ant. height above ground 999 ft. P.O. address: 1023 Munsey Building, Washington 20004. Estimated construction cost \$616,197; first-year operating cost \$250,000; revenue \$300,000. Geographic coordinates 39° 47' 24" north lat.; 89° 28' 12" west long. Type trans. RCA TTU-30A Type ant. RCA TFU-30J. Legal counsel Fletcher, Heald, Powell, Kenehan & Hildreth, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: Peter F. Mack Jr. and Stanley C. Myers (each 50%). Mr. Mack is assistant to president of Southern Railroad, president of Mack Motors Inc. and has interest in and is vice president of Archway Broadcasting Corp., KNK (interim), applicant for 1380 kc. Mr. Myers is president, general manager and 10% owner of department store and treasurer of Holiday Inn in Ann Arbor, Mich., and has interest in Sangamen Valley Broadcasting Corp., applicant for VHF ch. 2 Springfield, channel deleted. Ann. Dec. 14.

Newark, N. J.—Vikcom Broadcasting Corp. Seeks UHF ch. 68 (794-800 mc); ERP 896 kw vis. 163 kw aur. Ant. height above average terrain 616 ft; ant. height above ground 300 ft. P. O. address: 830 Monroe Street, Hoboken, N. J. Estimated construction cost \$530,000; first-year operating cost \$307,000;

revenue \$400,000. Geographic coordinates 40° 47' 14" north lat.; 74° 15' 17" west long. Type trans. GE TT-59-A. Type ant. GE TY-25-F. Legal counsel Cohen and Berfield; consulting engineer Raymond E. Rohrer & Associates, both Washington. Principals: Arthur Baum, president, Theodore Baum, executive vice president and treasurer. Robert Baum, vice president and secretary, and John Gault, vice president in charge of operations. Viking Industries Inc., Hoboken, N. J., is 100% owner. Mr. A. Baum is president and chairman of board of Viking Industries. Messrs. Theodore and Robert Baum are vice presidents of Viking Industries. Mr. Gault is executive vice president of Continental CATV Corp. (wholly owned subsidiary of Viking Industries), Hoboken. Ann. Dec. 15.

FINAL ACTIONS

Denver—Harcourt Brace & World. Broadcast Bureau granted UHF channel 20 (506-512 mc); ERP 627 kw vis., 125 kw aur. Ant. height above average terrain 930 ft., above ground 304 ft. P. O. address: c/o Margaret Mary McQuillan, 757 Third Ave., New York 10017. Estimated construction cost \$733,136; first-year operating cost \$400,000. Studio location to be determined; trans. to be located on Lookout Mt., Colo. Geographic coordinates 39° 43' 38" north lat., 105° 14' 35" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-30J. Legal counsel Cohen & Berfield, consulting engineer Jules Cohen & Associates, both Washington. Harcourt Brace & World is owned by 1,937 stockholders, of which Hastings Harcourt owns 9.9%. Katharine Brace owns 7.8% and Donna Brace Ogilvie 7.7%. Harcourt Brace is printer of text books and other books and is applicant for new UHF's in Phoenix and Portland, Ore. Ann. Dec. 19.

St. Petersburg, Fla.—Hubbard Broadcasting Inc. Broadcast Bureau granted UHF ch. 44 (650-656 mc); ERP 802 kw vis., 160 kw aur. Ant. height above average terrain 1,460 ft., above ground 1,460 ft. P.O. address: c/o Stanley S. Hubbard, 3415 University Ave., St. Paul 55114. Estimated construction cost \$1,612,200; first-year operating cost \$500,000; revenue \$350,000. Studio location to be determined; trans. to be located in Riverview, Fla. Geographic coordinates 27° 49' 51" north lat., 82° 16' 00" west long. Type trans. RCA TTU-50C; type ant. RCA TFU-30J. Legal counsel Frank U. Fletcher; consulting engineer Lohnes and Culver, both Washing-

ton. Principals: Stanley E. Hubbard (61.79%), Thomas E. Bragg (8.17%), Didrikke S. Hubbard (15.84%), Paulette B. Godfrey Harrison (5.65%) and Crocker Citizens National Bank, trustee under will of Vera S. Bragg, deceased. Hubbard Broadcasting is licensee of KSTP-AM-FM-TV St. Paul, KOB-AM-FM-TV Albuquerque, N. M. and WGTO Cypress Gardens, Fla. Action Dec. 15.

Tulsa, Okla.—Beacon Television Corp. Broadcast Bureau granted UHF ch. 41 (632-638 mc); ERP 42.6 kw vis., 4.27 kw aur. Ant. height above average terrain 450 ft., above ground 440 ft. P. O. address: c/o Robert M. Robbins, 100 Bayshore Dr., Room 1111, Miami 33132. Estimated construction cost \$225,450; first-year operating cost \$300,000; revenue \$300,000. Studio location to be determined; trans. to be located in Tulsa. Geographic coordinates 36° 09' 11" north lat., 95° 59' 23" west long. Type ant. RCA TFU-24DM; type trans. RCA TTU-2A. Legal counsel Welch & Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: Robert M. Robbins, Harold Thurman and David Landau (each 33 1/3%). Messrs. Robbins, Thurman and Landau are each 33 1/3% stockholders in Acorn Television Corp., applicant for assignment of license of WHJR-TV Clearwater, Fla. Mr. Robbins is in acreage investment in Florida. Mr. Thurman is financial consultant. Mr. Landau is 100% stockholder in psychiatric treatment center. Action Dec. 15.

*Erie, Pa.—Educational Television of Northwest Pennsylvania Inc. Broadcast Bureau granted UHF ch. 54 (704-710 mc); ERP 191 kw vis., 19.1 kw aur. Ant. height above average terrain 880 ft., above ground 690 ft. P. O. address: c/o Robert J. Chitester, Box 1795, Erie 16507. Estimated construction cost \$414,697; first-year operating cost \$234,834. To be supplied by various civic groups and individuals as well as state and local funds. Studio and trans. both to be located in Erie. Geographic coordinates 42° 02' 20" north lat., 80° 03' 45" west long. Type trans. Townsend TA25AG; type ant. CO. EL. CO-29. Legal counsel Stratford Smith, Washington. Consulting engineer George R. Townsend, Springfield, Mass. To be administered by board of directors. Action Dec. 13.

OTHER ACTIONS

■ Review board in Hutchinson, Kan., standard broadcast proceeding, Docs. 16588-90, and 16848, granted motion filed on Dec. 15 by The Plains Broadcasting Company and extended to Jan. 6 time within which to file further responses to following pleadings each filed hearing on Sept. 26, 1966: Petition to enlarge issues filed by KAKE-TV and Radio Inc. (KAKE); motion to modify and enlarge issues filed by Columbia Broadcasting System Inc. and motion for change of hearing issues filed by The Plains Broadcasting Company and Inc. Action Dec. 16.

■ Review board in Albany, N. Y., television broadcast proceeding, Docs. 16737-8, by memorandum opinion and order granted petition to clarify or enlarge issues, filed on Oct. 25 by Adirondack Television Corp., to extent of adding issue to determine whether Northeast TV Cablevision Corp. submitted complete and accurate information in its application and whether it has kept commission advised of substantial and significant changes, and extent to which facts adduced bear upon comparative qualifications of Northeast. Board Member Nelson absent. Action Dec. 19.

■ Review board in Syracuse, N. Y., television broadcast proceeding, Docs. 14368 et al., granted motion filed on Dec. 16 by Six Nations Television Corp. and extended to Dec. 20 time within which to file appeals from rulings of Hearing Examiner. Board

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Member Nelson absent. Action Dec. 19.

■ Review board in Galveston, Tex., television broadcast proceeding, Docs. 16735-8, granted motion filed on Dec. 8 by Galveston Television Inc. and extended to Dec. 19 time within which to file reply to opposition and comments to petition for partial reconsideration filed on Nov. 18 by Galveston Television Inc. Action Dec. 14.

■ By report and order in Doc. 16763, commission deleted ch. 29 and added ch. 27 and 33 at Dallas, Tex. to provide channel for each of competing applicants for ch. 29 and to eliminate short-spacing. Commissioner Cox concurred. Action Dec. 15.

■ Commission, by memorandum opinion and order, denied petition of Commonwealth Telecasting Corp. requesting an unreserved UHF channel assignment in Utuado, P. R. Two unreserved UHF channels assigned to Arecibo are available upon application to Utuado under provisions of the "15-mile" rule and an elaborate reshuffling of present assignments to assign an unreserved channel to Utuado is not warranted. Action Dec. 15.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick in Dec. 16 in proceeding on TV applications of Adirondack Television Corp., and Northeast TV Cablevision Corp., Albany, rescheduled hearing from Jan. 4 to Jan. 20, 1967 (Docs. 16737-38).

■ Hearing Examiner Jay A. Kyle on Dec. 20 in proceeding on TV applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp., both Dallas, scheduled further hearing conference for Dec. 28 (Docs. 16388-89); by separate order in same proceeding, granted petition for leave to amend application of Maxwell Electronics Corp. (financial).

■ Hearing Examiner Forest L. McClenning on Dec. 15 in proceeding on TV application of Island Broadcasting System (WRIV) Inc., Riverhead, N. Y., granted applicant's motion and continued hearing from Jan. 3 to Feb. 27, 1967, and rescheduled other procedural dates (Doc. 16709).

Existing TV stations

FINAL ACTIONS

WECO-TV Pittsburgh—Broadcast Bureau granted mod. of CP to change name to D. H. Overmyer Communications Co. Inc. Action Dec. 13.

WGR-TV Buffalo—Broadcast Bureau granted CP to change trans. location to lot 53, Warren Hill Road, Wales, N. Y. and ant. height to 1,000 ft. Action Dec. 13.

KJDO-TV Rosenberg, Tex.—Broadcast Bureau granted mod. of CP to change name to D. H. Overmyer Broadcasting Co. Inc. Action Dec. 13.

WJRJ-TV Atlanta, Ga.—Broadcast Bureau granted mod. of CP to change ERP to 832 kw vis., 115 kw aur., type of trans., type ant. and increase ant. height to 1,100 ft. Action Dec. 13.

WJRJ-TV Atlanta, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to May 29, 1967. Action Dec. 13.

WDHO-TV Toledo, Ohio—Broadcast Bureau granted mod. of license to change name to D. H. Overmyer Telecasting Co. Inc. Action Dec. 16.

WIBF-TV Philadelphia, Pa.—Broadcast Bureau granted mod. of CP to change ERP to 891 kw vis., 89.1 kw aur. ant. height 1,110 ft., and make changes in ant. system; conditions. Action Dec. 16.

WSPA-TV Spartanburg, S. C.—Broadcast Bureau granted license covering installation of auxiliary ant. at main trans. and ant. site. Action Dec. 15.

WACS-TV(ED) Dawson, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to April 1, 1967. Action Dec. 15.

State Board of Directors for Educational Television Rapid City, S. Dak.—Broadcast Bureau granted CP to install auxiliary ant. system at main trans. and ant. location. Action Dec. 15.

KCYS Richland, Wash.—Broadcast Bureau granted change in remote control authority. Action Dec. 15.

WSAU-TV Wausau, Wis.—Broadcast Bureau granted mod. of license covering change in name to Forward Communications Corp. Action Dec. 14.

OTHER ACTIONS

■ By Order, commission denied applications filed (a) by W. R. G. Baker Radio and Television Corp., Onondaga Broadcasting Inc., and Salt City Broadcasting Corp. on Oct. 25; and (b) by Syracuse Television Inc., on Oct. 26, for review of Review board's memorandum opinion and order enlarging issues in Syracuse, N. Y., ch. 9 television proceeding (Docs. 14368 et al.) Commissioner Bartley concurred in part in denial but dissented to denial of Syracuse's

request for amendment; Commissioners Loevinger, Cox and Johnson not participating. Action Dec. 21.

■ By order, commission denied application filed by Fidelity Television Inc., seeking review of Review board's memorandum opinion and order (FCC 66R-430 released Oct. 31), which denied petition for enlargement of issues in ch. 9 television proceeding in Los Angeles, Calif. (Docs. 16679, 16680). Commissioner Cox concurred but would add program issue; Commissioner Johnson not participating. Action Dec. 21.

RULEMAKING PETITIONS

Lincolnwood, Ill. Lawrence H. Metcalf—Requests amendment of rules so as to either reallocate or provide rule waiver for one of the channel in 70 to 83 UHF band for use as a facsimile transmission medium; also requests a grant to Telebiblos Inc., license to use this band for a facsimile broadcast station devoted to educational service with initial operations limited to metropolitan Chicago area. Ann. Dec. 16.

Hazard, Ky., Hazard Television Inc.—Requests amendment of the television table of channel assignments so as to add ch. 45 to Hazard. Ann. Dec. 16.

Anaheim, Cal., Morrio Publishing Co.—Requests amendment of rules so as to include a UHF TV channel for Anaheim. Ann. Dec. 16.

RULEMAKING ACTIONS

■ By report and order in Doc. 16661, commission amended its table of television assignments so as to delete ch. 6 assignment at Silver City, N. M. because of its failure to meet commission's minimum mileage separation requirements as assigned to that community. Channel will remain available for future assignment to meet needs of any community to which it can be assigned in compliance with commission's rules and serve the public interest. Reservation of ch. 10 for noncommercial educational service in Silver City was continued. Provisions of Sec. 74.735(a) of commission's rules were waived to permit WQAL Television Inc. to operate a 100 w translator service on ch. 6 in Silver City as specified in BPTTV-2831. Action Dec. 15.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application of WLCY-TV Inc. to change trans. increase ant. height and make other changes in facilities of station WLCY-TV, ch. 10, Largo, Fla. On its own motion, commission made WSUN Inc. (WSUN-TV, ch. 38) St. Petersburg, Fla.; L. B. Wilson Inc. (WLBW-TV, ch. 10) Miami, Fla.; Association of Maximum Service Telecasters; and Hubbard Broadcasting Inc., and Sarasota-Bradenton Florida Television Inc., applicants for CP's for new TV's to operate on ch. 44, St. Petersburg and ch. 40, Sarasota, respectively, parties to the proceeding. Commissioner Bartley dissented with statement in which Commissioner Lee joined; Commissioner Cox concurred in result with statement in which Commissioner Wadsworth joined. Action Dec. 15.

New AM stations

APPLICATIONS

Reidsville, Ga.—John M. Masters. Seeks 1080 kc, 1 kw. P. O. address: 295 Ty Ty Street, Jesup, Ga. Estimated construction cost \$27,500; first-year operating cost \$26,900; revenue \$36,000. Principal: John M. Masters (100%). Mr. Masters is performer and free lance salesman for WLOP Jesup, Ga. Ann. Dec. 21.

Fayetteville, W. Va.—Claude R. Hill, Jr. Seeks 1450 kc, 250 w-1 kw-I.S. P. O. address: Box 356 Love Building, Fayetteville, W. Va. Estimated construction cost \$22,500; first-year operating cost \$42,000; revenues \$45,000. Principal: Claude R. Hill Jr. Mr. Hill is attorney and banker. Ann. Dec. 21.

FINAL ACTIONS

■ By order, commission denied application of Garden City Broadcasting Inc. (KYSS) for review of Review board's decision of June 21, which granted application of Leslie L. Sterling and William H. Patterson, d/b as Flathead Valley Broadcasters (KOFI), for construction permit for new Class II-A standard broadcast station on 1180 kc at Kalispell, Mont., and denied the mutually exclusive application of KYSS for construction permit for such facility at Missoula, Mont. (Docs. 15815-6). By same order, commission denied KYSS's petition for leave to file additional pleading, and dismissed its accompanying petition for certification of question and ancillary relief. Action Dec. 21.

Spray, N. C. Ray A. Childers—Broadcast Bureau waived Sec. 1.569 of rules and accepted for filing application for new day-

time AM to operate on 1130 kc, 1 kw. Action Dec. 15.

Bellaire, Tex., T. J. Shriner—Broadcast Bureau granted request for waiver of Sec. 1.569 of the rules and placed in line for processing in normal course application for a new daytime AM station to operate on 1170 kc, 250 w (BP-12137).

Lubbock, Tex.—La Florida Bcstg. Co. Review board granted 1420 kc, 500 w D. P. O. address: c/o J. R. Earnest, Box 88, Lamesa, Tex. Estimated construction cost \$25,175, first-year operating cost \$30,000, revenue \$55,000. Principals are John A. Flache and J. R. Earnest, equal partners. Mr. Flache is theater owner. Mr. Earnest is in investments. At same time Review board denied application of Mid-Cities Broadcasting Corp. for same authorization. Action Dec. 5.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar issued supplemental initial decision reaffirming in all respects basic initial decision which was released on June 6 which granted application of WQIZ Inc. (WQIZ) for CP for standard broadcast station to operate from Saint George, S. C. on 810 kc (class II), with 5 kw-D (conditions); and denied application of Franklin D. R. McClure, Jessie Claude Casey, James H. Satcher and Van E. Edwards, Jr. d/b as Edgefield-Saluda Radio Co. (WJES) for CP for standard broadcast station to operate from Johnston, S. C. on 810 kc (class II) with 1 kw-D only (Docs. 16340-41). Action Dec. 15.

OTHER ACTIONS

■ By memorandum opinion and order, commission (a) accepted application of Rocket City Broadcasting Inc., for new AM at Huntsville, Ala. (1000 kc, 10 kw-DA-D); (b) returned as unacceptable for filing amendment of June 13 to application of Tennessee Valley Broadcasting Inc. for new station at Huntsville, Ala. (1000 kc, 10 kw-DA-D); (c) designated aforementioned applications and application of Fine Music Inc. (WFMI) Montgomery, Ala. requesting change from 1500 kc, 500 w-D, to 1000 kc, 5 kw-D, for comparative consideration in consolidated proceeding, and (d) granted in part Rocket City Broadcasting Inc. "application for review" of previous return of application as unacceptable for filing. Action Dec. 15.

■ By memorandum opinion and order, commission granted application of Mid-America Publishing Corp. for new daytime AM to operate on 1080 kc, 250 w-DA-D in Red Oak, Iowa; conditions, and granted petition by May Broadcasting Co. (KMA) Shenandoah, Iowa in imposing condition on grant. Commissioner Bartley dissented to condition; Commissioner Lee absent. Action Dec. 15.

■ Review board in Elmhurst, Illinois, standard broadcast proceeding, granted petition filed on Dec. 15 by Du Page County Broadcasting Inc., and extended to Jan. 6, 1967, time within which to file oppositions to petition to enlarge issues filed on Nov. 23 by Central Du Page County Broadcasting Company (Docs. 16965-6). Action Dec. 16.

■ Review board in New Orleans, standard broadcast proceeding, Doc. 16036, granted joint motion filed June 15 by Storz Broadcasting Co. and Voice of Dixie Inc. and held in abeyance action on requests for oral argument in proceeding. Board Member Berkemeyer absent. Action Dec. 14.

■ Review board in Reno, Nevada, standard broadcast proceeding, Docs. 16110-5, granted motion to enlarge issues filed on Sept. 28 by WGN Continental Broadcasting Company to extent of enlarging issues to determine in view of financing proposed by Radio Nevada herein and by Tel-America Corporation in BALPCT-82, whether two applicants may reasonably expect combined first-year operating revenues of at least \$96,210, and if not, whether Radio Nevada has other funds available to it to make up the deficiency. Board Member Berkemeyer absent. Board Member Stone dissenting with statement. Action Dec. 15.

■ Review board in Matawan, N. J., standard broadcast proceeding, Docs. 14755-7, by memorandum opinion and order granted appeal from examiner's ruling filed on Sept. 20 by Somerset County Broadcasting Co. and granted appeal from examiner's ruling and request for consolidation with earlier appeal filed on Sept. 28. Both appeals were from examiner's ruling overruling Somerset's objection to admission into evidence of certain replies to interrogatories. Board Member Berkemeyer absent. Action Dec. 14.

■ Review board in Everett, Pennsylvania, standard broadcast proceeding, Docs. 15942-3, granted request filed on Dec. 15 by the Broadcast Bureau and extended to Dec. 20 time within which to file responses to petition to reopen record and to enlarge issues, filed on Dec. 2 by Dennis A. Sleight and Willard D. Sleighter. Action Dec. 16.

ACTIONS ON MOTIONS

■ Office of Opinions and Review granted petition by Madison County Broadcasting Inc. (WRTH) Wood River, Ill., for extension of time to Jan. 19, 1967 to file petition for reconsideration in proceeding on its AM application (Doc. 16960). Action Dec. 15.

■ By order, commission granted motion by Louis Prado Martorell for extension of time to Dec. 20 to file responsive pleadings to petition by Augustine L. Cavallaro, Jr., for reconsideration of designation order in proceeding on their applications for new AM stations in the applications for P. R., respectively (Docs. 16890-1). Action Dec. 20.

■ Hearing Examiner Basil P. Cooper on Dec. 19 in proceeding on AM applications of Sawnee Broadcasting Company, Cumming, Georgia, and Hall County Broadcasting Company, Gainesville, Georgia, received interrogatories of Sawnee Broadcasting Company, closed record and ordered proposed findings to be filed by Jan. 17, 1967 (Docs. 16301, 16312). And in proceeding on AM application of Goodman Broadcasting Co., Madison, Ala., denied applicant's petition for leave to amend (reduction in power) (Doc. 16860).

■ Hearing Examiner H. Gifford Irion on Dec. 16 in proceeding on AM applications of KWEN Broadcasting Co., Port Arthur, Tex., and Woodland Broadcasting Co., Vidor, Tex., granted petition for extension of time of applicant Woodland Broadcasting Co. and extended date of proposed findings from Dec. 16, 1966, to Jan. 4, 1967 (Docs. 14597, 15203).

■ Hearing Examiner Jay A. Kyle on Dec. 15 in proceeding on AM applications of Carter Broadcasting Corp., Burlington, Vermont, and Metro Group Broadcasting Inc., Plattsburgh, N. Y., rescheduled hearing from Jan. 5 to Jan. 30, 1967, and scheduled other procedural dates (Docs. 16972-73). And in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., Somerset County Broadcasting Co., Somerville, N. J., and Radio Elizabeth Inc., Elizabeth, N. J., on Dec. 15 granted joint motion of three applicants and extended time for filing proposed findings from Dec. 23, 1966, to Jan. 13, 1967, and replies from Jan. 9 to Jan. 30, 1967 (Docs. 14755-57). And in proceeding on AM applications of Jupiter Associates Inc., Matawan, N. J., et al., on Dec. 20 reopened record, cancelled procedural dates scheduled in order released Dec. 16 and scheduled further hearing conference for Feb. 9, 1967 (Docs. 14755-57).

■ Hearing Examiner Herbert Sharfman on Dec. 14 in proceeding on AM application of Emmet Radio Corp., Estherville, Iowa, granted applicant's petition for leave to amend specifying new trans. site (Doc. 16699).

Existing AM stations

APPLICATIONS

KTOH Lihue, Hawaii—Requests CP to change frequency from 1490 kc to 1350 kc; increase day and night power from 250 w, 1 kw-LS to 5 kw; change studio and remote control point to 3141 Kuhio Hwy., Lihue, Hawaii. Ann. Dec. 15.

FINAL ACTIONS

■ Broadcast Bureau granted renewal of licenses for following stations: WBLA Elizabethtown, N. C.; WOXF Oxford, N. C.; WABV Abbeville, S. C.; WPYB Benson, N. C. and WOL Washington. Action Dec. 15.

■ Review board in Washington, D. C. broadcast assignment proceeding. Doc. 16533. Board Members Nelson, Pincock and Stone adopted decision approving motion to withdraw exceptions filed on Dec. 1 by WOL Inc., and making effective Initial Decision of Examiner Jay A. Kyle, FCC 66D-59, released Oct. 26, 1966, which affirmed assignment of licenses here involved to WOL. Action Dec. 16.

WSEB Sebring, Fla.—Broadcast Bureau granted mod. of CP for extension of completion date to Apr. 11, 1967. Action Dec. 20.

WALD Walterboro, S. C.—Broadcast Bureau granted CP to change ant.-trans. and studio location. Action Dec. 20.

KBUY Amarillo, Tex.—Broadcast Bureau granted license covering CP which authorized change in ant.-trans. and studio location. Action Dec. 20.

KBUY Amarillo, Tex.—Broadcast Bureau granted license covering CP for installation of auxiliary alternate main trans. Action Dec. 20.

WKVM San Juan, P. R.—Broadcast Bureau granted mod. of CP for extension of completion date to June 15, 1967. Action Dec. 14.

WSAU-AM-FM Wausau, Wis.—Broadcast Bureau granted mod. of licenses covering changes in name to Forward Communications Corp. Action Dec. 14.

WRPM Poplarville, Miss.—Broadcast Bureau granted CP to increase power to 10 kw,

installation of new trans., condition. Action Dec. 19.

KKRX San Jose, Calif.—Broadcast Bureau granted license covering increase in power, installation of new trans., change in ant. system, specify type trans. Action Dec. 15.

KAPA Raymond, Wash.—Broadcast Bureau granted CP to change ant.-trans. and studio location. Action Dec. 15.

WNUZ Talladega, Ala.—Broadcast Bureau granted mod. of CP for extension of completion date to Mar. 1, 1967. Action Dec. 15.

KAWW Heber Springs, Ark.—Broadcast Bureau granted mod. of CP for extension of completion date to June 30, 1967. Action Dec. 15.

WOKY Milwaukee, Wis.—Broadcast Bureau granted license covering change in nighttime DA-pattern. Action Dec. 15.

KLAK Lakewood, Colo.—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action Dec. 15.

KLAK Lakewood, Colo.—Broadcast Bureau granted license covering increase in nighttime power, change in ant. trans. location, studio location, make change in ant. system and ground system, and specify type trans. Action Dec. 15.

KKRX San Jose, Calif.—Broadcast Bureau granted license covering use of old main daytime trans. as auxiliary day and night trans. at main trans. location for auxiliary purpose only. Action Dec. 15.

OTHER ACTIONS

KAPA Raymond, Wash.—Broadcast Bureau determined grant of Dec. 15, for change of site should be set aside pending clearance of site with FAA. Action Dec. 19.

■ By letter, commission returned application of Charles W. Dowdy to change facilities of WROA Gulfport, Miss. on 1390 kc-D from 1 kw to 5 kw-DA-2-U. Application did not meet requirements of Sec. 73.37 of rules. Action Dec. 15.

ACTIONS ON MOTIONS

■ Office of opinions and review on Dec. 13 granted request by Arthur Powell Williams for extension of time to Dec. 21 to file reply to opposition by the Broadcast Bureau to petition for reconsideration in proceeding on his application for renewal of license of KLAV Las Vegas, Nev. (Doc. 16864).

■ Hearing Examiner H. Gifford Irion on Dec. 14 in proceeding on AM application of Madison County Broadcasting Inc. (WRTH) Wood River, Ill., cancelled hearing date of Jan. 11, 1967 and adjourned prehearing conference to Jan. 30, 1967 (Doc. 16980).

FINES

■ WWGO Erie, Pa., was notified of apparent liability for forfeiture in amount of \$2,000 by commission letter adopted Dec. 15. Notice of apparent liability states that on many days required entries were not made in operating log, in violation of Sec. 73.113(a)(3) of rules and that on various days in Jan. 1966 station was operated with daytime power of 1,000 w prior to local sunrise as specified in its license. WWGO is authorized to operate with 1,000 w-D and 250 w at night. Action Dec. 15.

■ Commission directed that notice of apparent liability for forfeiture in amount of \$2,000 be sent to WHIH Portsmouth, Va. for violation of numerous rules as discovered during an inspection on July 18. Among practices cited were operation with excessive power, various logging violations and faulty operation of cell controlling tower lights, with result that lights did not burn in manner specified by rules. Action Dec. 15.

CALL LETTER ACTIONS

■ By Commissioners Hyde (Chairman), Bartley, Loevinger, Wadsworth and Johnson, took the following action on Dec. 20: waived 30-day waiting requirement of Sec. 1.550(d) of rules and granted request by Robert Lloyd Hoover (KOFB), Pullman, Wash., for assignment of call sign KPUL; subject to completion of general procedural requirements and possible withdrawal in event that valid phonetic objection thereto is received.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing the application of Western North Carolina Broadcasters Inc. for renewal of license of WWIT. Commissioner Bartley concurred in result but voted to put burden of proof on applicant; Commissioner Cox concurred in result with statement. Action Dec. 15.

New FM stations

APPLICATIONS

Ozark, Alabama—Ozark Broadcasting

Corp. Seeks 104.9 mc, ch. 285A, 2.86 kw. Ant. height above average terrain 178 ft. P. O. address: Alabama Highway 27, 2 1/2 miles west of Ozark. Estimated construction cost \$16,741; first-year operating cost \$12,000; revenue \$18,000. Principals: Douglas Brown, president (6.22%); W. C. Brown, secretary (49.3%); W. A. Brown, vice president (21.5%); and estate of Fred Saliba Burket (4.36%). Mr. W. C. Brown is partner in pharmacy, banker and realtor. Mr. W. A. Brown is partner in pharmacy, banker and realtor. Mr. D. Brown is attorney, realtor and banker. Estate of Fred Burket owns and operates four businesses in Ozark. Ozark Broadcasting Corp. owns and operates WOZK Ozark. Ann. Dec. 21.

San Clemente, Calif.—San Clemente Broadcasting. Seeks 107.9 mc, ch. 300, 30 kw. Ant. height above average terrain 115 ft. P. O. address: 7550 Chaminade Avenue, Canoga Park, Calif. Estimated construction cost \$33,840; first-year operating cost \$27,840; revenue \$36,000. Principals: Charles D. Pedretti (25%); Tom D. Atkins Jr. (25%); Robert A. Conover (25%) and Wallace L. Conover (25%). All principals serve in engineering capacity with Jet Propulsion Laboratory Pasadena, Calif. Ann. Dec. 15.

Miami, Fla.—Edward Winton, Silve M. Feldman, David Ginsburg, Norma Fine and Al Lapin Jr., d/b as WSKP Broadcasters. Seek 107.5 mc, ch. 298, 100 kw. Ant. height above average terrain 749 ft. P. O. address: 420 S. W. 2nd Avenue, Miami. Estimated construction cost \$45,557. Partnership d/b as WSKP Broadcasters is licensee of WOCN Miami. Ann. Dec. 21.

Carrollton, Ky.—Titan Broadcasting Corp. Seeks 100.1 mc, ch. 261A, 3 kw. Ant. height above average terrain 295 ft. P. O. address: 437 Mechanic St. Jeffersonville, Ind. Estimated construction cost \$36,179; first-year operating cost \$12,000; revenue \$15,000. Principals: William F. Ransdell, president (2.6%); Charles Cutler, vice president (52.6%); Cecil H. Dorton, treasurer (2.6%); Glenn Cannon, secretary (5.2%); Dwight Moreillon (13.1%); D. D. Ringwald (5.2%); A. Z. Howard (2.6%); Jerry Gullion (5.2%); John Tilley (1.0%); John Wright (2.6%); John Ransdell (5.2%) and George Cutler (2.0%). Mr. William Ransdell is owner of funeral homes in Kentucky. Mr. Charles Cutler is chief engineer of WTMT Louisville, Ky. Mr. Dorton is oil distributor. Mr. Cannon is accountant. Mr. Moreillon is electrician. Mr. Ringwald is auto mechanic. Mr. Howard is field manager of food firm. Mr. Gullion is owner of furniture store. Mr. Tilley is county judge. Mr. Wright is attorney. Mr. John R. Ransdell is employed by armaments manufacturer. Mr. George Cutler was dispatcher with electric company, now retired. Ann. Dec. 19.

Kearney, Neb.—Kearney State College. Seeks 91.5 mc, ch. 218, 10 w. Ant. height above average terrain 99' 9". P. O. address: Kearney State College, Kearney, Neb. 68847. Estimated construction cost \$2,050; first-year operating cost \$500. Principals are all officials and members of board of Kearney State College. Ann. Dec. 19.

Portland, Ore.—Ralph Weagant tr/as Western Broadcasting Co. Seeks 101.9 mc, ch. 270, 28.5 kw. Ant. height above average terrain 210 ft. P. O. address: 5500 4th Plain Boulevard, Vancouver, Wash. Estimated construction cost \$15,950; first-year operating cost \$6,000; revenue \$7,500. Principal: Ralph C. Weagant (100%). Mr. Weagant is 100% owner of KKEY Vancouver, Wash. Ann. Dec. 21.

Gate City, Va.—Tri-Cities Broadcasting Corp. Seeks 104.9 mc, ch. 285A, 1.175 kw. Ant. height above average terrain 449 ft. P. O. address: 133 Jackson Street, Gate City. Estimated construction cost \$13,122; first-year operating cost \$7,972; revenue \$10,260. Principals: Herman Long, president and general manager, and James B. Roberts, station manager and program director. Ann. Dec. 19.

Oconto, Wis.—Robert Henry Koeller. Seeks 107.1 mc, ch. 296A, 3.0 kw. Ant. height above average terrain 210 ft. P. O. address: Box 197, Oconto, Wis. Estimated construction cost \$17,442; first-year operating cost \$10,000; revenue \$15,000. Principal: Robert Henry Koeller. Mr. Koeller is owner and manager of WOCO Oconto. Ann. Dec. 15.

FINAL ACTIONS

Winchester, Ind.—Ind-10 Radio Inc. Broadcast Bureau granted 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 300 ft. P. O. address: James Barnett, R. R. 1, Lynn, Ind. 47394. Estimated construction cost \$47,608; first-year operating cost \$48,000; revenue \$60,000. Principals: Ind-10 is a corporation with 12 stockholders. Action Dec. 15.

Magee, Miss.—Marvin L. Mathis, Robin H. Mathis, Ralph C. Mathis, Rad W. Mathis, John B. Skelton Jr. db/as Southeast Mississippi Broadcasting Co. Broadcast Bureau granted 107.5 mc, ch. 298, 100 kw. Ant. height

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above average terrain 490 ft. P. O. address: C/o Marvin L. Mathis, Box 426, Magee 39111. Estimated construction cost \$45,778; first-year operating cost \$11,000; revenue \$18,000. Southeast Mississippi Broadcasting is licensee of WSJC Magee. Action Dec. 15.

*Cleveland—Western Reserve University. Broadcast Bureau granted 91.1 mc. ch. 216, 10 w. Ant. height above average terrain 195 ft. P. O. address: c/o John D. Cremer, 2040 Odebert Rd., Cleveland 44106. Estimated construction cost \$3,449; first-year operating cost \$2,416. To be supported by student activities fees. To be administered by board of directors. Action Dec. 7.

Denison-Sherman, Tex.—KDSX Inc. Broadcast Bureau granted 101.7 mc. ch. 269 3 kw. Ant. height above average terrain 260 ft. P. O. address: Box 331, Denison, Tex. 75021. Estimated construction cost \$20,000; first-year operating cost \$7,000; revenue \$7,200. Principals: B. V. Hammond Jr. (52%), L. L. Hendrick (48%). Principals have equivalent ownership in KDSX Denison-Sherman. Action Dec. 15.

OTHER ACTIONS

Albert I. Chance and Virginia C. Chance, Joseph Gamble Stations Inc. Stockton, Calif.—Broadcast Bureau designated for consolidated hearing applications for new FM stations to operate on ch. 257 (99.3 mc). ERP 3 kw—Chance with ant. height of 203.5 ft., and Joseph Gamble Stations with ant. height of 186.8 ft. Action Dec. 15.

ACTIONS ON MOTIONS

■ Hearing Examiner Elizabeth C. Smith on Dec. 19 in proceeding on FM applications of BBPS Broadcasting Corp. and Scott Broadcasting Co. of Pennsylvania, Inc., both Ellwood City, Pa., reopened record, set aside dates scheduled for filing of proposed findings and scheduled further prehearing conference for Jan. 6, 1967 (Docs. 16861, 16863).

RULEMAKING APPLICATIONS

■ By second report and order in Doc. 16601, commission amended its FM table of assignments by substituting ch. 255 for chs. 252A and 257A at Boone and by adding ch. 296A at Ames, all Iowa. It also modified license of KFGQ-FM (ch. 257A), Boone Biblical College, to specify operation on ch. 255 with specified conditions. Decision would permit station KFGQ-FM to operate on class C channel and would provide for second FM in Ames. This report terminates proceeding. Commissioner Cox dissented. Action Dec. 15.

Existing FM stations

FINAL ACTIONS

WNBH-FM New Bedford, Mass.—Broadcast Bureau granted CP to change auxiliary ant.-trans. location to Crow Island, Fairhaven, increase ERP to 670 w. decrease ant. height to 320 ft. Action Dec. 20.

WLRW(FM) Champaign, Ill.—Broadcast Bureau granted mod. of CP to change type trans., dual polarized ant., increase ERP to 20 kw, remote control permitted. Action Dec. 20.

WGAL-FM Lancaster, Pa.—Broadcast Bureau granted mod. of CP to change type ant. Action Dec. 20.

WTOS(FM) Wauwatosa, Wis.—Broadcast Bureau granted CP to change ant.-trans. and studio location, increase ERP to 20 kw, increase ant. height to 115 ft. Action Dec. 13.

WDDS-FM Syracuse, N. Y.—Broadcast Bureau granted CP to install new ant. Action Dec. 13.

WJBC-FM Bloomington, Ill.—Broadcast Bureau granted CP to install new type ant., condition. Action Dec. 13.

WISM-FM Madison, Wis.—Broadcast Bureau granted request for SCA on subcarrier frequency to 87 kc. Action Dec. 13.

■ Commission denied, by memorandum opinion and order, petition for rulemaking which requested assignment of FM ch. 232A at Rushville, Ind. Proposal would not conform to coverage requirements of rules at site meeting minimum spacing rules. Action Dec. 15.

WAMF(ED-FM) Amherst, Mass.—Broadcast Bureau granted CP covering changes in transmission line. Action Dec. 13.

KAMU(FM) Anchorage, Alaska—Broadcast Bureau granted CP to change ant.-trans. location, decrease ERP to 2.60 kw, increase ant. height to 230 ft. Action Dec. 13.

KPIK-FM Colorado Springs, Colo.—Broadcast Bureau granted CP to change ant.-trans. location, install new ant., increase ERP to 1.40 kw and increase ant. height to minus 340 ft., remote control permitted. Action Dec. 13.

WDOK(FM) Cleveland, Ohio—Broadcast Bureau granted CP to change studio location to Seven Hills, Ohio, change type trans., install dual polarized ant., make changes in

ant. system, increase ERP to 50 kw, increase ant. height to 370 ft. Action Dec. 13.

KBEW-FM Blue Earth, Minn.—Broadcast Bureau granted license for FM. Action Dec. 12.

KGVM-FM Idaho Falls, Idaho—Broadcast Bureau granted license for FM station. Action Dec. 15.

WLOW-FM Aiken, S. C.—Broadcast Bureau granted license for FM station and specify type trans. and type ant. Action Dec. 15.

WTGN(FM) Lima, Ohio—Broadcast Bureau granted license for FM station and specify type trans. Action Dec. 15.

KCNM(FM) Carlsbad, N. M.—Broadcast Bureau granted license for FM station and specify type trans. Action Dec. 15.

WPIX-FM New York, N. Y.—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new trans. and ant., change ERP and ant. height. Action Dec. 15.

WPIX-FM New York, N. Y.—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new trans. and ant., change ERP and ant. height. Action Dec. 15.

WLPB(FM) Mobile, Ala.—Broadcast Bureau granted CP to install auxiliary ant. at proposed main ant.-trans. location for auxiliary purposes only. Action Dec. 14.

WRBS(FM) Baltimore, Md.—Broadcast Bureau granted CP to install new trans., install vertical polarized ant., increase ERP to 20 kw. Action Dec. 14.

KMET(FM) Los Angeles, Calif.—Broadcast Bureau granted mod. of CP to install new trans., change type ant., condition. Action Dec. 14.

WLSI-FM Jackson, Miss.—Broadcast Bureau granted license for FM station. Action Dec. 15.

WNVC-FM New York, N. Y.—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new trans. and ant., change in ERP, ant. height, and ant. system. Action Dec. 15.

WHBI(FM) Newark, N. J.—Broadcast Bureau granted request for SCA on subcarrier frequency. Action Dec. 15.

WRFY-FM Reading, Pa.—Broadcast Bureau granted license covering change in ant.-trans. location, installation of new ant. and trans., change ERP and ant. height. Action Dec. 19.

WFAW-FM Port Atkinson, Wis.—Broadcast Bureau granted CP to install new trans., new ant., increase ERP to 50 kw, and ant. height to 210 ft. Action Dec. 19.

KWAX(ED-FM) Eugene, Oreg.—Broadcast Bureau granted CP to install new trans., ant., make changes in ant. system, increase ERP to 400 w, ant. height to minus 45 ft. Action Dec. 19.

■ Broadcast Bureau granted renewal of licenses for following stations: WCPS-FM Tarboro, N. C.; WCRS-FM Charleston, S. C., and WOL-FM Washington. Action Dec. 15.

FINES

■ Commission notified licensee of KVOR-FM Colorado Springs of apparent liability in amount of \$100 for willful or repeated failure to comply with Sec. 73.285(a) and (b) of commission's rules. (Operation of station on 11 days in August 1966 by person lacking commercial operator's license of any class.) Commissioner Wadsworth dissented to imposition of forfeiture. Action Dec. 15.

RULEMAKING PETITIONS

Cedartown, Ga., J. Franklin Proctor WGAA—Requests amendment of rules so as to allocate ch. 296A to Rockmart (Polk county), Ga. Ann. Dec. 16.

Elwood, Ind. Charles R. Banks—Requests amendment of rules so as to allocate ch. 285A to Rockville, Ind. Ann. Dec. 16.

RULEMAKING ACTIONS

■ Commission on Dec. 14 granted request by National Association of Broadcasters and National Association of FM Broadcasters for extension of time from Dec. 19, to Feb. 20, 1967 to file comments and from Dec. 30 to March 3, 1967 for replies in matter of amendment of Secs. 73.211(e) and 73.211(d), minimum power requirements for FM broadcast stations (Doc. 16992).

The commission on Dec. 12 granted request by Intercollegiate Broadcasting System Inc. (IBS) and extended from Dec. 30, 1966 to Feb. 13, 1967 time to file comments with replies extended to Feb. 28, 1967 in matter of revision of FM broadcast rules, particularly as to allocation and technical standards (educational FM channels) in Doc. 14185.

Translators

ACTIONS

K78AH Joplin, Chester, Inverness and

Rudyard, all Mont.—Broadcast Bureau granted CP to change principal community to counties of Toole, Liberty and Glacier, all Montana; and make changes in ant. system for UHF TV translator station. Action Dec. 14.

K11DU, K06CN Pinos Altos, Ft. Bayard, Santa Rita, Arenas, Hurley and Silver City, all New Mexico—Broadcast Bureau granted mod. of CPs to change trans. locations to 6 miles north of Silver City, make changes in ant. systems; and change frequency of K06CN to K02ES for VHF TV translator stations. Action Dec. 14.

K07EB Pinos Altos, Fierro, Hanover and Santa Rita, Arenas, Arenas Valley and Hurley, Silver City and N. suburban area of Silver City, all New Mexico—Broadcast Bureau granted CP to change trans. location to 6 miles north of Silver City, and make changes in ant. system for VHF TV translator station. Action Dec. 14.

Alpine Community Television Alpine, Ariz.—Broadcast Bureau granted CP for VHF-TV translator station to operate on ch. 10 by rebroadcasting programs of KVOA-TV (ch. 4) at Tucson, Ariz. Action Dec. 15.

West Lane Translator, Inc. Mercer Lake, Oreg.—Broadcast Bureau granted CP for VHF-TV translator station to operate on ch. 4 by rebroadcasting programs of KCBY-TV Coos Bay, Ore. Action Dec. 13.

K79BL Iowa City, Iowa—Broadcast Bureau granted license for new UHF-TV translator station. Action Dec. 19.

KA-2XWQ Burien, Wash.—Broadcast Bureau granted CP for new developmental TV translator station. Action Dec. 13.

KA-2XWR Philadelphia, Pa.—Broadcast Bureau granted CP for new developmental instructional TV fixed station. Action Dec. 13.

■ By letter, commission (1) denied waiver of Sec. 74.732(e) (2) of rules and dismissed application of Southeastern Broadcasting Corp. for CP for new VHF-TV translator at Burnsville, N. C. to operate on ch. 9, by rebroadcasting programs of WFBC-TV (ch. 4), Greenville, S. C., and (2) informed Skyway Broadcasting Co. by letter that its application for a CP to modify TV translator station W06AG Burnsville N. C., to specify operation on ch. 8 could not be granted without a hearing. Action Dec. 15.

■ Broadcast Bureau granted licenses for the following VHF-TV translator stations: W04AO Murphy N. C. (BLTTV-1609); K07HB Lyman, Wyo. (BLTTV-1617); K09HD Mountain View, Mo. (BLTTV-1616); K13HP Hot Springs & Euclid Heights, Ark. (BLTTV-1613); K11HN Horse Ranch Area, Area West of Fergus, Moberly Area and Roy, Mont. (BLTTV-1629). Action Dec. 19.

CATV

APPLICATIONS

Capitol Cablevision Corp.—Requests distant signals from WDTV(TV) Weston-Fairmont; WHIS-TV Bluefield; WBOY-TV Clarksburg, all West Virginia; WECO-TV Pittsburgh; WVUT(TV) Morgantown, W. Va.; WTTG(TV) WRC-TV, WMAL-TV, and WTOP-TV all Washington to Charleston, W. Va.

Fresno Cable TV Co. Inc.—Requests distant signals from KHJ-TV, KMEX-TV, KTLA(TV) and KTTV(TV) all Los Angeles; KTVU(TV) Oakland-San Francisco and KQED(TV) San Francisco to Fresno, California.

Sight and Sound Service Corporation—Requests distant signals from WHIO-TV and WLWD(TV) Dayton, Ohio; WAVE-TV, WHAS-TV and WLKY-TV all Louisville, Ky.; and WSCO-TV Newport, Ky., to Greensburg, Indiana.

General Electric Cablevision Corporation—Requests distant signals from WGN-TV, WCIU(TV), WFLD(TV) and WTTW(TV), all Chicago; WILL-TV Champaign-Urbana, Ill.; WNDU-TV South Bend, Ind.; and KS2XGA-H Montpelier, Ind., to Marion County, Indiana.

United Transmission, Inc.—Requests distant signals from WGN-TV, WCIU(TV), WFLD(TV) and WTTW(TV), all Chicago to Warsaw, Indiana, Kosciusko County, Indiana.

ACTIONS

■ Office of Opinions and Review granted request by Video Service Co. Atlanta, Ga., and Danville Community Antenna System Inc. for extension of time to Jan. 3, 1967 to file response to opposition of Midwest Television Inc. (WCIA(TV)), in proceeding on Video's application for new fixed (video) radio stations at Lafayette and Wayneton, Ind. (Doc. 16865). Action Dec. 15.

■ Commission en banc, by Commissioners Hyde (Chairman), Bartley, Lee, Cox, Loevinger and Johnson, took following actions on matters relating to CATV on December 21:

Issued an order to be directed to Twin

County Trans-Video Inc., owner and operator of CATV systems in Bethlehem, Orinrod, Freemansburg, and Greenawalds, Pa., to show cause why it should not cease and desist from further operation in violation of Secs. 74.1105 and 74.1107 of commission's rules. Commissioners Bartley and Loevinger dissented.

By memorandum opinion and order denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of the commission's rules, filed by Resort Cable TV Inc., operator of CATV systems at Saranac Lake and Lake Placid, N. Y. Commissioner Bartley dissented; Commissioner Loevinger concurred in result.

By memorandum opinion and order denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules, filed by Lowville Video Communication Inc., operator of CATV system at Lowville, N. Y. Commissioner Bartley dissented; Commissioner Loevinger concurred in result.

By memorandum opinion and order denied petitions filed by Stephen Vaughan and Associates (CATV 100-7) and by Multivision Northwest, Inc. (CATV 100-73) for waiver of Sec. 74.1107 of commission's rules to permit their CATV systems to relay distant TV signals to communities of Cleveland, Tenn., and Dalton, Ga., in the Chattanooga Tenn. TV market which is ranked 92nd and consolidated proposals for market hearing. Interim authority was granted Stephen Vaughan to carry three Knoxville network stations and Athens, Ga., educational station; hearing was waived as to Multivision's carriage of three Atlanta UHF stations. Commissioner Bartley dissented; Commissioner Cox concurred in part and dissented in part.

By memorandum opinion and order denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of the commission's rules, filed by Florida Cablevision Corp., operator of CATV systems at Fort Pierce and Vero Beach, Fla. Commissioner Bartley dissented; Commissioner Loevinger concurred in result.

By memorandum opinion and order denied petition for waiver of carriage requirement of Sec. 74.1103(a) of the commission's rules, filed by Madisonville Cable Corp., operator of CATV system in Madisonville, Texas. Commissioner Bartley dissented; Commissioner Cox concurred in result.

Issued an order amending its Table of Organization to formalize the establishment of CATV Task Force and delegating authority to Chief of CATV Task Force to act upon certain applications for community antenna relay stations.

By memorandum opinion and order denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of the commission's rules, filed by Macon TV Cable Corp., operator of CATV system in Macon, Ga. Commissioner Bartley dissented; Commissioner Loevinger concurred in the result.

OTHER ACTIONS

Commission en banc, by Commissioners Hyde (Chairman), Bartley, Lee, Cox, Loevinger, Wadsworth and Johnson, by memorandum opinion and order, granted the request of California Water and Telephone Co. to cancel immediately its Community Antenna Television (CATV) Channel Service Tariff F.C.C. No. 2 now in hearing status in Doc. 16928. Commission also ordered company to file on 30 days' notice properly constructed substitute tariff within 120 days from date of action. Company's CATV Channel Service Tariff F.C.C. No. 1, which was also designated for hearing along with Tariff F.C.C. No. 2, will remain in effect during 120-day period. However, Tariff F.C.C. No. 1 is applicable to only one CATV customer and commission's order requires company to notify commission of any new CATV customer request for channel service during 120-day period so that, if necessary or desirable, application of Tariff F.C.C. No. 1 can be appropriately amended to include service to other CATV customers. Action Dec. 21.

Hearing Examiner Charles J. Frederick on Dec. 15 in proceeding in matter of The Associated Bell System Companies, Tariffs for Channel Service for use by Community Antenna Television System, rescheduled prehearing conference from Dec. 19 to Dec. 21 (Doc. 16943).

Hearing Examiner Jay A. Kyle on Dec. 15 in proceeding in matter of Daily Express Inc., complainant, v. AT&T Co., The Bell Telephone Co. of Pa., and The United Telephone Co. of Pa., rescheduled hearing from Feb. 13 to Feb. 27, 1967 (Doc. 16690).

Hearing Examiner Forest L. McClenning on Dec. 16 in proceeding in matter of petitions by Taft Broadcasting Co. and WLEX-TV Inc., Lexington, Kentucky, to stay construction and prevent expansion of CATV systems in Lexington market area by Berea Cablevision Co. Inc., Gregg Cablevision Inc., and Mt. Sterling Antennavision Co., scheduled further prehearing conference for Jan. 16, 1967, and continued without date hearing presently scheduled for Jan. 9, 1967 (Doc. 16990).

SUMMARY OF COMMERCIAL BROADCASTING
 Compiled by BROADCASTING, Dec. 22

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,080	16	88	401
FM	1,530	34	257	202
TV-VHF	476	18	24	188 ¹
TV-UHF	93	30	115

AUTHORIZED TELEVISION STATIONS
 Compiled by BROADCASTING, Dec. 22

	VHF	UHF	Total
Commercial	519 ²	239	758
Noncommercial	70	98	168

COMMERCIAL STATION BOXSCORE
 Compiled by FCC, Sept. 30, 1966

	AM	FM	TV
Licensed (all on air)	4,071 ³	1,514	567 ⁴
CP's on air (new stations)	22	49	46 ⁵
CP's not on air (new stations)	75	245	127
Total authorized stations	4,170	1,808	746
Applications for new stations (not in hearing)	299	146	109
Applications for new stations (in hearing)	81	42	66
Total applications for new stations	380	188	175
Applications for major changes (not in hearing)	175	41	26
Applications for major changes (in hearing)	33	0	9
Total applications for major changes	208	41	35
Licenses deleted	0	0	0
CP's deleted	1	1	0

¹ Breakdown on UHF and VHF applications not available.
² Includes three noncommercial stations operating on commercial channels.
³ In addition, two AM's operate on Special Temporary Authority.
⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.
⁵ In addition, two VHF's operate with Special Temporary Authority.

struction and prevent expansion of CATV systems in Lexington market area by Berea Cablevision Co. Inc., Gregg Cablevision Inc., and Mt. Sterling Antennavision Co., scheduled further prehearing conference for Jan. 16, 1967, and continued without date hearing presently scheduled for Jan. 9, 1967 (Doc. 16990).

Ownership changes

APPLICATIONS

KMOP Tucson, Ariz.—Seeks voluntary acquisition of positive control of licensee corp., Golden State Broadcasting Corp., by Joseph R. Scholz (20% before, 60% after) thru purchase of stock from William L. Miles (40% before, none after). Ann. Dec. 21.

WRWH Cleveland, Ga.—Seeks voluntary acquisition of positive control of Newscis Inc., licensee corp., by J. I. Dover thru purchase of stock from William Clay Strange. Mr. Strange now owns 37.4% of voting stock of licensee corp. Acquisition of Mr. Strange's stock by Mr. Dover would give him 62.2% of voting stock. Ann. Dec. 21.

KULA Honolulu—Seeks voluntary assignment of license from KULA Broadcasting Corp. to Hercules Broadcasting Co. of Hawaii Ltd. Principals: Manning Slater, president and treasurer; J. Kenneth Bradley, secretary and chairman of board; H. G. Fearnhead, vice president (10%); and Hercules Broadcasting Co., Del. corp. (90%). Mr. Slater is president and general manager of KRAK Sacramento, Calif. Mr. Bradley is attorney. Mr. Fearnhead is stockholder, director and vice president of Sierra Community Antenna Service, CATV system in Oakhurst, Calif. Hercules Broadcasting is licensee of KRAK Sacramento, Calif., and is applicant for TV station in Sacramento. Consideration: \$300,000. Ann. Dec. 21.

KQRS-AM-FM Golden Valley, Minn.—Seeks Assignment of license from Western Broadcasting Corp., Hudson Land Corp. and John Poole Radio Properties Inc., db/as Minneapolis-St. Paul Radio Broadcasters, Minneapolis, a joint venture to Western Broadcasting Corp., Hudson Land Corp., John Poole Radio Properties Inc. and John Poole Northern Broadcasting Co. db/as

Minneapolis-St. Paul Radio Broadcasters. John H. Poole, president of John Poole Radio Properties Inc. and John Poole Northern Broadcasting Co., wishes to assign one-half of interest of John Poole Radio Properties Inc. in joint venture to John Poole Northern Broadcasting Co. Also seeks assignment of license from Western Broadcasting, Hudson Land, John Poole Radio Properties and John Poole Northern Broadcasting to Western Broadcasting, John Poole Radio Properties and John Poole Northern Broadcasting. Western Broadcasting and Hudson Land, each 100% owned by James A. McKenna Jr., wish to terminate Hudson Land's interest so that thereafter Western Broadcasting will hold 50% interest in joint venture. Ann. Dec. 16.

KYLT Missoula, Mont.—Seeks voluntary assignment of license from W. L. Holter tr/as The Scottie Broadcasting Co. to W. L. Holter and Leo A. McLachlan tr/as The Scottie Broadcasting Co. Principals: Mr. MacLachlan (25%) is employed with KLTZ Glasgow, Mont. and would become manager of KYLT. Mr. Holter (100% before, 75% after) is also licensee of KLTZ. Consideration: \$25,000. Ann. Dec. 19.

KSTL(FM) St. Louis—Seeks voluntary assignment of license from Radio St. Louis Inc. to Foreground Music Inc. Principals: Sherwin Mollner, president and treasurer (66 2/3%) and Richard Friedman, vice president (33 1/3%). Mr. Mollner is sales manager with and holds 54% stock ownership in KFMX-FM San Diego. Mr. Friedman is sales manager with and holds 27% stock ownership in KFMX-FM. Consideration: \$70,000. Ann. Dec. 16.

WJHF(TV) Raleigh, N. C.—Seeks voluntary transfer of permittee corp. from Terry Sanford, William H. White and Hugh Cannon to Springfield Television Broadcasting Corp. Permittee corp. is Crescent Broadcasting Co., wholly owned subsidiary of Springfield Television Broadcasting. Messrs. Sanford, White, and Cannon currently hold all outstanding Class A stock in Crescent Broadcasting. Springfield Television wishes to issue 7,500 shares of its common voting stock to above individuals in return for their 5,000 shares of Class A common stock

(Continued on page 76)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling. (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Midwest AM, FM-Stereo wants aggressive, experienced man in sales and programing to take complete charge of Stereo-FM operation. Would be able to call on all accounts in this medium market for FM-stereo sales and direct programing. Send resume to Box M-123, BROADCASTING.

Young growing chain needs two managers and one chief engineer, capable of doing minor air work. Call or send resume to Jim Vernon, WYGO Radio, Corbin, Kentucky.

Manager for small-market daytimer. Salary, incentive plan. Give references. Box A, Brookfield, Missouri or call 816-258-4123 after 6, weekends.

Staffing a new station: Need manager, salesmen, announcers, and engineer. Norman A. Thomas & Associates, P. O. Box 428, Chattanooga, Tenn. 37401.

Sales

Salesman for high volume station Houston, Texas, management capability, 5 station group, proven record, top salary plus bonus. Box L-174, BROADCASTING.

Salesman for new Ohio major market full-timer. Fine opportunity. Box M-254, BROADCASTING.

Excellent opportunity for local time salesman in Southwest Iowa. Only those who want a permanent, secure position and whose personal and credit references are excellent need apply. Contact Sales Manager, KMA, Shenandoah, Iowa.

Rapid expansion demands capable salesmen. Five figure income certain for proven sales ability. Apply P. O. Box 1651, KMO Radio, Tacoma, Washington.

Salesman-sales manager for leader, two station market. Active account list. Heart of Big Sky Country. Contact Ed Peiss, KXLF, Butte, Montana.

Country music is on the move! And Boston's only country station has an immediate opening for an imaginative radio time sales manager and salesman. Excellent opportunity for the right person. Send complete resume to WHIL-FM, Boston, Mass. 02155.

Tremendous earning potential for aggressive imaginative radio time salesman in major market. Excellent opportunity for the right person. Send complete resume to WHIL Radio, Boston, Mass. 02155.

A Sales Operations director, to handle regional and local sales activity. Base salary plus commission—minimum potential \$700. per month. Growing station group. Possible management potential with stock option. Sales background necessary. "Broadcasting Position" Box 748, Albany, Oregon.

Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Experienced announcer-newscaster needed for Ohio daytimer. We will send you to school to get a first phone. 110/wk start. (If you already have 1st, we will start at 135/wk.) Box M-8, BROADCASTING.

Announcers—(cont'd)

Career opportunity. Michigan MOR expanding. Large market group ownership. \$110 - \$135. Tape, resume to Box M-119, BROADCASTING.

Number one rock station has immediate opening for combo man mid-night shift. First phone. No maintenance. Announcing experience preferred but not necessary. Rush tape and resume to: Box M-154, BROADCASTING.

Newsman-young hustler with "beat" coverage experience. Must have authoritative mature voice. Expanding news operation. Large Fla. Market needs aggressive man who can take directions. Send Tape & resume to Box M-169, BROADCASTING.

Three mature voiced, first phone jocks. Midwest medium market. Group operated, top benefits. Send resume tape, photo and salary requirements. Box M-178, BROADCASTING.

Announcer wanted; Middle-of-the-road music station in central Illinois. Experienced only. 3rd class with endorsement. If you are a Kook and/or a swinger please disregard. Box M-182, BROADCASTING.

Announcer to join our staff Feb. 1st, 1967. Multiple station owners. Both AM and FM stereo. Most beautiful city in southwest. Full Blue Cross and life insurance paid. If you live in New Mexico or adjoining state send letter that tells about you and your goals as a professional broadcaster. Write Box M-187 BROADCASTING. Our staff knows of this ad.

Wanted: Announcer with experience and a third class telephone operators license with an endorsement. Send resume to Box M-203, BROADCASTING.

Near New York, a New Jersey AM-FM good music station needs a mature staff announcer who can also gather and write news. Send tape, resume and salary requirements. Interview will follow. Box M-206, BROADCASTING.

Experienced announcer-newscaster needed for Ohio daytimer. We will send you to school to get a first phone. \$110 wk start. (If you already have 1st, we will start at \$135 wk.) Box M-215, BROADCASTING.

Announcer—first phone for radio announcing and TV switching assignments with powerful midwestern outlets. Beautiful family city under 100,000. Recreational and educational center. Excellent salary and fringe benefits. Fine opportunity for competent 1st class man to combine announcing and light maintenance talents. Send resume, audition tape and recent photograph to Box M-219, BROADCASTING.

Progressive midwest stations seek jocks and newsmen for permanent positions. Jocks can be MOR or top 40. Send tape and resume today to Box M-242, BROADCASTING.

Experienced wake-up personality with straight or gimmick format for MOR swinger in 5 station, eastern market. We've got the newsmen, contests & gimmicks to back you up and you'll fill the shoes of a good jock who's ready to help pave the way for you. Modern air-conditioned studios with top quality equipment. Send tape, resume & references at once. We're ready to move. All tapes returned. Box M-250, BROADCASTING.

We offer surf and sunshine in a top Florida market. 6 to midnight man needed yesterday. Box M-256, BROADCASTING.

Thinking announcer needed by 5kw CBS regional fulltimer MOR. TV opportunity included with 5 day week. Tape and qualifications to Doug Sherwin, KGLO, Mason City, Iowa.

Announcers—(cont'd)

An established midwest metro contemporary music station is adding a deejay to its growing staff. Minimum of three years commercial experience required, production ability also desirable, expanding to television in 1967, excellent opportunity. Send tape and resume to James M. Watt, KSTT, Inc., Davenport, Iowa.

KTBB in Tyler, Texas, is expanding its operations in 1967 and can use top dj and production man, play by play sportsman and salesman. Preferably combination of the above. Write telling all or call M. E. Dambom, General Manager, area code 214-LYric 4-7278.

Needed now: Announcer with first class ticket. No engineering required. Must pull air shift late afternoon and night. Will accept a person with little experience if desire is present. Salary open. Call A. K. Harmon, Station WBSO. Bennettsville. S. C.

Immediate opening for announcer with first phone. No maintenance. Liberal benefits. Send salary requirement, tape, resume WEED, Box 752, Rocky Mount. N. C. 27801.

New england good music station has immediate opening for announcer. Pay will fit experience. Send tape, resume and photo. WFTS. Box 600, Caribou, Maine.

Immediate opening; 1st phone, combo man. Night shift. Will run 2½ hour teen-age show. We will train beginner. Salary open. Rush tape and resume now to: WITY, Danville, Illinois.

Experienced radio announcer. Salary open. Send tape, resume to George Walker, WKEL, Kewanee, Illinois.

WREO, Ashtabula, Ohio has immediate opening for top 40 dj-personality. Full employee benefits. No selling. Send tape and resume to Manager, WREO, P.O. Box 738, Ashtabula, Ohio.

Permanent position for announcer with first phone by newspaper owned good music AM-FM stations in northern Indiana's lake region. Emphasis on news and commercial announcing. Excellent opportunity. Call collect or send tape, resume, to Manager, WRSW, Warsaw, Indiana.

WSBT & TV offers young announcer chance to move up to established top rated station. Good variety staff duties including AM dj, and program preparation for automated FM. Also sports backup as required. Attractive day schedule, stable operation plus excellent benefits. Send tape, photo to Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

Announcer-morning man with personality for good music station. Must be experienced. Salary plus talent. Play by play sports help. Contact Mr. Ed Huot, WTRC, Elkhart, Indiana.

Immediate opening. — announcer. Salary open. Contact Mr. Lubin, WVOS, Liberty, N. Y. 914-292-5533.

"Southern California calling." Need announcers and news men . . . good music format. . . In Los Angeles area. . . Send non-returnable air check and resume to Ray Bridges, Box 1758, Santa Ana, California

Immediate opening, way out west where the air is clean. First phone. Good voice. No maintenance. Scenic mountains. Good hunting, fishing, boating, and skiing. Small, friendly community 80 miles from major market. Phone 752-6101, Osborn, Idaho, or send tape to Box 512.

Wanted: 1st phone announcer night shift medium market station. Minimum two years experience. Write or Call Randy Craig, Box 250, Mt. Vernon, Washington. Call 206-424-2430. No collect calls.

Technical

Chief engineer—DA plus studio maintenance. Suburban N.Y.C. Immediate opening. Box M-121, BROADCASTING.

Maintenance engineer for Florida radio and TV. Must have experience on TV studio maintenance. Reply Box M-196, BROADCASTING or call 813-949-4404.

Chief engineer for well established Michigan AM-FM station with night-time directional signal. Must be qualified to handle all maintenance and be willing to work evenings. Prefer man who can announce. Salary open. Send complete information including qualifications. Box M-227, BROADCASTING.

Cable TV system in northern Illinois has immediate opening for technicians. First or second class licensed radio or TV engineers can qualify for starting salary of \$140 a week plus overtime. Excellent opportunity for advancement in rapidly expanding business in fast growing area. List age, marital status, experience, references. Box M-243, BROADCASTING.

"Help! Need first phone engineer-announcer immediately for small town C & W daytime station. Maintenance a must. Up to \$400, depending on ability. Send tape and resume to KCLW, Box 592 Hamilton, Texas.

Chief engineer needed for new 1-kilowatt AM just outside Yellowstone. Some announcing, if desired. KIGO, St. Anthony, Idaho 83445.

Engineer with first phone. No announcing; strictly competent maintenance. Any age or experience level. Attractive salary, benefits, work environment, and growth potential. 40 miles west of Philadelphia. Contact Ch. Engr., WCOJ, Coatesville, Pa. 215-384-2100.

Chief for daytimer remoted by announcers. WILA, Danville, Va. Contact C. E., WENZ Richmond, Va., 703-643-7437.

Engineer with first phone. Experience preferred but not essential. No announcing. Union. WFMF Radio Chicago, Ill. FR 2-7838.

Need qualified first phone operator for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

Chief engineer. Some announcing. Eastern Carolina AM-FM. P. O. Box 590, Williams- ton, N. C.

NEWS

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING

Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

Young but mature news reporter wanted. Must be strong on newscasting and professional in approach. Outstanding opportunity for skilled radio newsmen to break into television in large market. Send tape, resume to Box M-168, BROADCASTING.

News director for heavy news, sports, talk, MOR station in Great Plains. Write Box M-195, BROADCASTING or call 402-482-5101.

News director for progressive N. J. station in N. Y. Metropolitan area. Emphasis on local coverage. Must be experienced in all phases of local news operation with mature delivery. Resume and tape to Box M-198, BROADCASTING.

Have opening for news director with single market station in midwest. Prefer a family man and someone interested in settling with good MOR station, opportunity for some play-by-play if desired. Top wages to start but person must have experience and ambition. Send tape and resume right away to Box M-221, BROADCASTING.

Five figure opportunity for talented young news director on fast-growing, solid California AM. Need experienced local news specialist with flair for bright, sharp copy, accurate reporting. Box M-224, BROADCASTING.

If You're an experienced newsmen and want to joint a news team that pulls no punches, then send a tape and background. Medium market news & talk format with middle of the road music. Box M-252, BROADCASTING.

NEWS—(Cont'd)

Newsmen for top N. Y. S. mid-Hudson station. Excellent salary. Box M-253, BROADCASTING.

Thinking reporter-writer-newscaster needed by 5kw CBS regional fulltimer. TV opportunity included with 5 day week. Tape and qualifications to Doug Sherwin, KGLO, Mason City, Iowa.

Newsmen-reporter-special events director. Minimum air work. Maximum opportunity with stable progressive company. Send a resume to: Manager, KMA, Shenandoah, Iowa.

Vacant: 1 mobile unit, needed: 1 radio journalist. Salary commensurate. Could use 1 M.O.R. Announcer too. Send tape and vital statistics to John Wydra, WAZY AM & FM, Box 1410, Lafayette, Indiana.

Newsmen, authoritative, to write in-depth news, local features. Good pay, good working conditions, paid life and disability. Advancement to News Director, in Spring. Apply John Rohwer, WJVM, Box 237, Sterling, Illinois.

University Broadcast service needs mature, experienced news-public affairs director to administer and build regional radio-TV news service. Position involves supervision of professional and student participation in news gathering editing, reporting. Radio-TV air experience necessary. No teaching experience required. Salary dependent upon qualifications and experience. Position open February 1st. Send Audition tape & resume to: Broadcast Services, Ohio University, Athens, Ohio 45701.

Production—Programing, Others

Staff expansion requires immediate top production/airman for multi-station market's number one! Top 100 market. Contemporary, progressive operation. Salary open: Commensurate with ability. Rush reply to Box M-228, BROADCASTING. All applicants will receive an immediate reply!

"Program director for adult music station. Mature voice for morning show. Must excel in production, music choice, sales-oriented. Southern California multiple group." Box M-255 BROADCASTING.

RADIO

Situations Wanted—Management

Seasoned, successful TV-Radio executive available for management position in TV or radio. Presently employed, earning high five figure income. Box M-124, BROADCASTING.

Strong, dedicated, top market pro seeks challenging career opportunity with commensurate earnings. Highly knowledgeable all phases of radio. Profit oriented, 17 years sales and group management experience. Family man, 41. Journalism degree. Box M-199, BROADCASTING.

Small market specialist seeking salary for supervising . . . selling . . . speaking . . . scribing . . . shaping-sound . . . setting standards . . . saving silver and sweeping station. Churchman. Great family. Fifth-century broadcasting. Consider living only small western market. Measurements . . . mug-shot. . . confidential rooters . . . through Box M-209, BROADCASTING.

Salesman with major market station desires medium or small market management. College degree. First phone. Experienced in engineering-programing-promotions. Excellent references. Box M-211, BROADCASTING.

Extensive radio & TV experience . . . 6 years as G.M. Profit and P. R. conscious. Excellent record in small & medium markets; ready for the "big move." Broadcast degree. Thirty-nine with family. Responsible. Box M-248, BROADCASTING.

Situations Wanted—Announcers

Now working New York Metro area, Warm, richly experienced talent, first phone. Wants greater opportunity this market: adult oriented format. Box M-145, BROADCASTING.

Desire advancement with progressive group operation. Strong on news, classics. 3rd phone presently employed at stereo-FM in medium Florida market. Southwest preferred. Box M-208, BROADCASTING.

Reasonably well-informed, single, service completed, four years radio, locate good music radio—in or near populated area north eastern U. S. Box M-210, BROADCASTING.

Situations Wanted—Announcers

Continued

Announcer. Negro. Modern approach. Some experience. Tape available. Box M-216, BROADCASTING.

I'm ready to move into a large market. Top 40 only. Box M-217, BROADCASTING.

R&B—DJ announcer news commercials will relocate. Third phone. Tight board. Box M-222, BROADCASTING.

Announcer: 20 years exp. all all phases. FCC. Network experience. "Cool". Box M-223, BROADCASTING.

Beginner DJ seeks week-end work within 100 miles N.Y.C. Third, college. draft exempt. Prefer top 40, or MOR. Box M-225, BROADCASTING.

Top 40 with 1st phone. Box M-226, BROADCASTING.

Announcer-1st phone. Married, military obligation complete-Wash, D.C. area. 4 years experience combo. Box M-235, BROADCASTING.

You wantum ratings? And wampum? Me getum for you for New Year! Been heap big chief programing stations to top of totem pole ratings for 15 years. No. 1 morning man with first phone now in top 10 markets needs more wampum for Squaw and Papooses. Box M-238, BROADCASTING.

Aggressive, contemporary program director on the way up. Knows top 40 music inside out. Strong on ideas—promotions—production. Swinging, happy air style. 1st phone —married—draft exempt. Box M-239, BROADCASTING.

On year's experience, some college, third, soeech trained. Box M-246, BROADCASTING.

Recent radio graduate . . . mid twenties . . . single . . . military service behind. Locate at any MOR station. Salary no problem. Steady-reliable. Write Box M-249, BROADCASTING.

Young dj, experienced in M.O.R. and C&W wants rock job with emphasis on R&B. Low-keyed, non-screamer; warm and intimate. Write to Don Cook, P.O. Box 393, Milford, Pa 18337. Please include details.

Strong on production spots, news delivery and run tight board. 3rd class ticket. Experienced in top 40, also MOR and country format. 11 years experience. Family man. Contact: Richard Hoff, 130 12th Ave., Green Bay.

Deliver commercials enthusiastically—news-casts authoritatively. 3rd phone endorsement. Air Force vet, 24. Some college, broadcast school grad. Will relocate. Request tape and resume. Steve M. Edelstein, 2521 Glenview Road, Glenview, Illinois 60025.

Tough top forty team will consider all package-deal offers. 30 years total experience. Consistently top-rated. Not available before January. Pat O'Day, Sir Arthur, Johnny Gee, Bill Vermillion, WLOF, Orlando, Florida.

Technical

Electronics serviceman—first phone. Store-cast stereo station, outside. Box M-229, BROADCASTING.

1st—phone—experience in control room. Light on maintenance—can do production. Married, discharged from Army. Box M-237, BROADCASTING.

1st phone-experienced, wants to locate in Michigan. 3 years maintenance. 2½ years announcing. Call 616-454-1202.

NEWS

Experienced broadcaster-reporter. Solid all-around background. Employed. Box M-214, BROADCASTING.

Newsmen, 26, college degree. Hard working. Desires position in TV news reporting. Three years experience in radio news. Presently writer and reporter for newspaper Southwest or west desired. Box M-233, BROADCASTING.

NEWS—(Cont'd)

Experienced news delivery—can write intelligently. Short on gathering—have 1st phone. Married, military obligation complete. Md.-D.C.-Va. only. Box M-236, BROADCASTING.

Ex-NBC man available for free lance assignments New York area day or night. Clayton Willis, 300 E. 46th St., New York. 212-867-9868.

Production—Programing, Others

Creative program director. Personality/production some sales . . . TV . . . Presently employed. Box M-230, BROADCASTING.

Experienced traffic girl. Third. Stable Arizona station. 602-836-2672.

TELEVISION—Help Wanted

Management

Hemmed in? Topped out in your present position? We're looking for an aggressive "sales oriented" VP and GM for one of our AM-TV's in the midwest. Excellent base, good incentive, beautiful community. Here's a good spot to settle down. Box M-205, BROADCASTING.

Sales

CBS Owned, KMOX-TV St. Louis, Mo. Outstanding opportunity in a newly created position. Assistant to the Director of Advertising and Sales Promotion. The man we're looking for must be sales research oriented. He will develop and write sales presentations, prepare sales promotion materials for national and local sales staffs, analyze and distribute summaries of all rating reports, etc. Excellent growth potential. Send confidential detailed resume, salary requirements, samples of your work and whatever else you believe provides insight on your abilities. Mail to: Judd Choler, Director of Advertising and Sales Promotion, KMOX-TV, 1215 Cole Street, St. Louis, Mo. 63106. An equal opportunity employer.

Announcers

Booth announcer wanted by midwest TV station. Some on-camera work, some copywriting. Will consider man with solid radio background ready to move into TV. Send audio or video tape, resume, picture, full details. Box M-104, BROADCASTING.

Thinking announcer needed by VHF, CBS affiliate. Radio opportunity included with 5 day week. VTR or audio tape and qualifications to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

Technical director—for radio-TV group in north east. Engineering degree desirable but not essential. Please give experience and salary requirements with first letter. Color and VTR knowledge important. All replies confidential. Box M-89, BROADCASTING.

We're looking for engineers to run camera, projection, video-tape. 1st ticket or can be close to getting one. Medium market in midwest. Chance to learn operations. Send resume to Box M-177, BROADCASTING.

Maintenance engineer for Florida radio & TV. Must have experience on TV studio maintenance. Reply Box M-197, Broadcasting or call 813-949-4404.

Television Operations supervisor for large eastern University Medical Center. Immediate opening. Closed circuit TV operation. Coordinate physical functions and perform maintenance on TV equipment. Starting salary commensurate to qualifications. Liberal benefits. Apply by resume to Box M-218, BROADCASTING. An equal employment opportunity.

First class operator—switcher. Midwestern radio-TV stations in medium size market with excellent educational institutions and excellent sports area. Good salary and fringe benefits. Latest RCA equipment. Would like man with some announcing capabilities, however, announcing not absolutely necessary. Announcing assignments would add to income. Please send resume recent photograph to Box M-220, BROADCASTING.

Technical—(Cont'd)

Wanted: Television transmitter engineer. Experience desirable but not necessary. Opportunity to gain all around experience. Contact Chief Engineer KCND-TV, Pembina, N.D. Telephone: 701-825-6292.

California VHF . . . experienced/unexperienced engineers needed for expanding station on California's central coast. Transmitter and studio engineers. Usual company benefits, 2 weeks vacation after first year. Send salary requirements with first application and available date to Rod Funston, KCOY-TV, P.O. Box 1299, Santa Maria, Calif. 93454.

Southwestern VHF has opening for experienced, responsible engineer with multifaceted ability. Position is interesting and challenging in that it will require you to have or achieve familiarity with studio, tape, transmitter, long haul microwave and maximum powered translator equipment, all operating in color. First phone and some travel will be required. Many company benefits are offered. For information and application write Chief engineer, KOAT-TV, Box 4156, Albuquerque. New Mexico 87106.

Transmitter engineer: Immediate opening, strong on maintenance, excellent working conditions. Send resume to Chief engineer, KVIQ-TV, P.O. Box 1019, Eureka, California.

If you are a "displaced midwesterner," here is your opportunity to return to "God's country!" KWWL-TV in Waterloo, Iowa, has just finished remodeling its television studio from the ground up and installing all new solid state RCA color equipment. We have permanent positions open for both an operating and a maintenance engineer at TV master control. First class license required, but previous experience is not necessary for operational position. Contact: E. M. Tink, Engineering Vice President.

We are growing! Channel 30, WGTE-TV, Toledo, Ohio needs another staff engineer; 1st phone, experience preferred, transmitter prime responsibility. \$7,000 annually. Contact Scott Roberson, C.E., We are an equal opportunity employer.

Studio supervisor, heavy on maintenance, desire background in video tape, some color experience helpful. Also combo maintenance-operator man for transmitter duty desired. All company benefits. Contact Chief Engineer, WPTZ-TV, Channel 5, Box 249, Plattsburg, New York.

Television maintenance engineer—first class phone—experienced in installation, maintenance and operation of tube type and solid orthocon camera. Ampex 1000 A, film cameras and projectors. — Submit resume and salary requirement in first letter. Liberal fringe benefits. Contact Dr. M. W. Ellerbroek, College of the Desert, 43-500 Monterey, Palm Desert, California 92260.

Major new england TV station has openings for FCC first class licensed engineers. Write P. O. Box 1859, New Haven, Connecticut.

NEWS

Need experienced newsmen to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box J-238, BROADCASTING.

Television newsreporter wanted. Must be strong on airwork. Outstanding opportunity to advance your profession in large television radio combination. Prefer young man with a mature, professional approach. We will train employee in all phases of the radio-TV news profession if he is willing to work for his future. Send VTR, which can be returned or audio tape & resume Box M-187, BROADCASTING.

Medium market, midwest looking for newsmen to air 10 pm TV news. Write, edit, report as part of news staff in radio TV operation. Send VTR, SOF or audio tape and picture to Box M-171, BROADCASTING.

Can you deliver television newscasts with crisp authority, moderate public affairs programs in a highly-professional manner, and assist in preparing these programs with clear thinking and sharp writing? If so, you could be the No. 1 news and public affairs air man for a news-minded, group-owned station in the midwest. Send resume, photo, tapes, writing samples to Box M-247, BROADCASTING.

NEWS—(Cont'd)

Experienced radio reporter-writer-news-caster needed by VHF CBS affiliate for TV preparation and on camera. Radio opportunity included with 5 day week. VTR or video tape and qualifications to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Reporter/photographer—1-2 years experience. No airmen wanted. Good salary, excellent news operation. Resume to Tom Dorsey, WBNS-TV, Columbus, Ohio.

Progressive VHF needs experienced alert news man, who can handle all phases of news operation to join growing 4 man news team. Possibility of air work. Salary based on ability. Contact operation director, WTVM Columbus, Ga.

Production—Programing, Others

Medium market, 100% color, group owned NBC affiliate has immediate opening for studio cameraman. Possible advancement to control board operations. Prefer person with small to medium market experience or will consider graduate of trade school. This is an opportunity to work with the latest color studio facilities. Box M-176, BROADCASTING.

Network-owned VHF station in top 100 market needs three experienced personalities—a newsmen, a weatherman and a sportscaster. Must be able to write, report and air own material. Send resume, salary range and VTR, if available, VTR's will be returned. Box M-179, BROADCASTING.

Experienced TV cameraman. \$102-\$112 per week. Day shift—Virginia. Box M-207, BROADCASTING.

Film Director sought by leading northeast VHF, experienced all phases of editing, still and cine photography, to manage film department. Send resume, references and salary requirements to Box M-231, BROADCASTING.

Restaffing station—Need cameramen, directors, and announcers with experience and imagination. Send resume and salary requirements to Box M-241, BROADCASTING.

Announcer/director—We contemplate additional expansion in the afore mentioned category and therefore will accept applications for experienced TV director, min. 2 yrs. experience. Strong background in live news program also important. Man we seek probably 25 to 31, college graduate, married, seeking larger market and full-color station opportunity. Former applicants need not re-apply. Ted Dooley, Pgm. Mgr., KCRA TV, 310 10th St. Sacramento, Calif.

Cameraman needed for production crew of WPTA-TV in Fort Wayne, Indiana. Contact Marc Mangus. Mail resume of experience and salary requirements or phone 219-483-0584.

Program director to set up & direct service originations for new CATV system. Operate camera, VTR. Handle CATV promotion. State College town, wonderful year-round climate, two hours drive from Albuquerque. Phone 505-425-7107 or send resume. Earl Hickam, Box 1088, Las Vegas, N. M. 87701.

TELEVISION

Situations Wanted—Management

Presently employed in top 100 market TV station as manager and sales manager. Desire change and challenge. MA in marketing. 29 years of age. Four years with present organization. Will arrange personal interview. Write Box M-212, BROADCASTING.

NEWS

Radio-TV sportscaster and newsmen seeks relocation. Reliable. Box M-128, BROADCASTING.

Very interested in documentary news work—columnist, editorial writer, major metropolitan daily; 28, married; Who's Who in America, 1966. Box M-147, BROADCASTING.

Production—Programing, Others

Director with 9 years experience in all phases of television wants relocation with prestige organization. Producer-director position desired. Capable, conscientious, versatile with strong production background. Box M-100, BROADCASTING.

Production—Programing, Others

Continued

TV film producer-cameraman seeks assignment in Viet Nam. Experience, awards, etc. Write Box M-234, BROADCASTING.

Production Manager. . . Top 50 market. . . Seeks directing position with creative opportunities, 10 yrs. commercial experience in all phases production, including network. Valid teaching certificate. . . Family man. . . Box M-245, BROADCASTING.

WANTED TO BUY

Equipment

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Magnecord PT6 amplifier and PT6 tape mechanism. Must be in excellent condition. LaVern Garton, WMNE, Menomonie, Wisconsin.

Need Collins 1 kw AM transmitter, AM frequency monitor. Norman Thomas & Associates, P. O. Box 428, Chattanooga, Tenn. 37401.

Wanted: A 600 to 1,000 foot tower. will dismantle if necessary. Reply Box M-213, BROADCASTING.

Tower erectors wanted. Need three 5-man crews with equipment, to install light-weight 300-foot towers on foreign soil. Swager Tower Corp., Fremont, Indiana.

Need, good used modulation transformer for RCA BTA-5H AM transmitter. WCTA, Andalusia, Alabama."

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-And, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliac, Styroflex, Spiroline etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

Spotmaster cartridge tape equipment, QRK turntables, all models available. Will take in trade as partial payment any type of audio or transmitting gear, regardless age—or condition. AUDIOVOX, 4310 SW. 75th Ave., Miami, Florida.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with picklock. Available immediately. Call or write John A. Carroll, Chief Engineer, WNYE-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

Available at once—Western Electric 405-B2, 5 kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

Check our listings for your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

550 feet of used Andrews-737 64 ohm 7/8" copper coax. 75¢ per foot plus freight. KJET, Box 6067, Beaumont, Texas.

Used G.E. UHF transmitter complete, type TT-33B, rated at 45kw visual; excellent condition, now in operation. Delivery is about 90 days. Price is \$75,000, a real bargain. Box M-106, BROADCASTING.

Speech input console RCA BC 3C, 8 mix channels—4½ yrs old in excellent condition. Self-contained PWR sply, \$950. FOB Washington, D.C. Contact: Paul Tharp, National Education Association, 1201 16th St., N.W., Washington, D.C. Ph 202 223-9400, Ext. 289.

Ampex 350-C console 7.5 and 3.75 ips new appearance, good condition \$750. Phone 309-342-2360.

Fairchild dynalizer—brand new-solid state—useful for recording and broadcast application. Cost new \$303 will sell \$250. Paul Tharp, National Education Assoc., 1201 16th St., N.W., D.C. Ph 202 223-9400. Ext 289.

FOR SALE—Equipment

continued

For sale—One 50KW DuMont type 12000 transmitter. Will tune from Channels 7 through 13. Contains negative offset. Many spare parts, tubes and other ancillary equipment goes with package. In excellent condition. Can be inspected on location at the Empire State Building. In operation until approximately the beginning of 1967. Will be available at that time. For further details please contact: Steve de Satnick (Director of operations & engineering) at 212-581-6000 or write 304 West 58th St. New York City.

For Sale: Motorola CC-3012, 25 watt base station, and two-way remote unit. FCC assigned frequency 170.15 mcs. Also, 150 feet copper cable, and antenna for base station. Full price: \$500. c/o KLBS, P. O. Box 672, Los Banos, Calif. Telephone 209-826-4996.

1—Used Gates limiter, good shape, \$100.00; 1—Rust stereo console, like new, available in 30 days, \$1,500.00. KCFM Radio, 532 DeValiviere, St. Louis, Mo. 63112, PA 6-1077.

1 Ampex 450, Magnecord 414. Seeburg 200. G. E. 10 watt 2,000 mcs. transmitter & receiver. Box M-251, BROADCASTING.

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30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 1735 E. 26th Street, Brooklyn, N. Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickie" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Composite week analysis of your logs for AM, FM, TV license renewal. Full audit of past performance plus percentages of proposed. Also, continuing log analysis for constant percentage and commercial matter control. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Ill. 60540. (312) 969-5553.

INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D. C. FCC license in 4 months. ASEE degree in 16 months—we do not believe in the "license-in-six-weeks philosophy." Now in our sixteenth year, Grantham School of Electronics, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS—(Cont'd)

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.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

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 classes starting January 4, & March 8. For information, references and reservation write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

"Warning" accept no substitute. REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Jan. 2—Feb. 6—Mar. 13—Apr. 17. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 43rd St., N.Y.C. OX 5-9245.

New England's only F.C.C. 1st phone course. Newly revised evening course gives you training to pass F.C.C.'s new exams. 15 weeks. Class begins January 16. Write now for information, Northeast Broadcasting School, F.C.C. Course, 883 Boylston St., Boston, Mass. 02116.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Jan. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job Guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

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GENERAL MANAGER

for Midwest AM-TV. Good base, excellent incentive. Fine community, good schools, college. An ideal community in which to live.

Box M-204, Broadcasting.

PUBLIC UTILITY ACCOUNTING SPECIALISTS

National accounting firm seeks technical and administrative public utility and transportation specialists to fill responsible positions in its organization.

Prefer experience in all phases of public utility accounting, finance and regulation, together with management, organization and methods analysis. Auditing experience essential.

Ability to organize programs and to relate them orally and in writing essential. Experience in speaking and testifying extremely helpful. University education and CPA preferred. Travel required.

Compensation will be based on experience and ability.

Box M-240, Broadcasting.

Announcers

SWINGING 'TOP-40' DJ'S WANTED IMMEDIATELY

Large, powerful "independent" North Louisiana station with FM/TV affiliates. Good salary, good benefits, good equipment! Please, no drifters!!! No amateurs!!! We need swingers!!! Air Mail "air-check" tape, resume and photo immediately to:

Norm Perry, KNOE Radio, Monroe, La.
Phone 318-322-8155

NEWS

WE WANT A GO GETTER

to take charge of Radio News in a Major market combination. Experience and strong voice essential but ability to make radio news alive and vibrant is vital. Send tape and resume to:

Box M-96, Broadcasting.

TELEVISION—Help Wanted

HAPPY HOLIDAYS



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645 N. Michigan Ave., Chicago, Ill. 60611

TELEVISION—Help Wanted—Technical

TECHNICIANS

Need experienced studio and master control technicians with at least 2nd class license for Major Northeastern Market VHF station. Send complete resume and salary requirements to:

Box M-181, Broadcasting.
An Equal Opportunity Employer

CHIEF ENGINEER

Group owned, CBS affiliate in Pennsylvania seeks experienced man. 5kw regional AM, max. power TV-FM. Send resume and salary requirements in strict confidence to:

Box M-257, Broadcasting.

Television—Technical (Cont'd.)

STUDIO TECHNICIAN

Requires First Class Radio Telephone License. Minimum three years experience.

WRITE: Lou Bell KNTV
645 Park Ave.
San Jose, California 95110
Equal Opportunity Employer

NEWS

TV NEWSMAN K O V R

Sacramento, California

Wanted: Experienced newsman capable of gathering, writing and delivering on camera. Submit resume and 16mm SOF audition if available to:

Personnel Department
McClatchy Broadcasting
21st & Q Sts.
Sacramento, California

FOR SALE

	COST
7—RCA—580D Power Supplies	\$280.00 Ea.
4—RCA—WP-33 Power Supplies	576.00 Ea.
2—RCA—TA-1A Distribution Amps.	595.00 Ea.
1—RCA—MI-40217-Monitran	590.00
2—RCA—TK-3B Camera Chains 4 1/2" Orth.	17,000.00 Ea.
2—TD-3B Camera Pedestals	1,800.00 Ea.
2—MI26203A-Cradle Heads	350.00 Ea.
1—Hills Filmatic Super 16 mm Negative/ Positive Processor	4,500.00

All equipment guaranteed to be in excellent operating condition. Contact—Cecil Suitt, KTHV, Little Rock, Arkansas

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TV-Radio beepers, film clips
We cover your Senator, Congressman in Washington; also news and events vital to your city and broadcast area.
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America's Midwest distributor of professional recording, motion picture, audio-video and broadcasting studio equipment.

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Quality TRANSMITTERS

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Write President, Columbia School of Broadcasting, 4444 Geary Boulevard, San Francisco, 94118. Not affiliated with CBS, Inc.

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B

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IMMEDIATE SALE

Radio announcing school in New York City. Licensed by the state of New York. Approved by Federal Government for GI bill. Asking \$75,000. \$22,000 cash needed. If interested in partnership, have equal partner willing to run school.

Box M-163, Broadcasting.

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AFTER 25 YEARS

of being employed at some of the country's top stations . . . I now wish to get on the capital-gains side of the fence. I will buy your station on a lease-option basis, or offer me your own deal.

Box M-232, Broadcasting.

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\$300,000 available for purchase of above items. All replies confidential.

Box M-244, Broadcasting.

FOR SALE—Stations

EAST CATV

Over 9,000 connections served by single head-in high band. Favorable long term franchise agreement. Asking \$300 per connection. Approximately eight times cash flow.

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CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 69)

in Crescent Broadcasting. Ann. Dec. 16.

WERT-AM-FM Van Wert, Ohio—Seeks voluntary assignment of license from Van Wert Broadcasting Co. to WERT Inc. Principals: Raymond Kandel, president (50%); John J. Coté, treasurer; Chester Finn, esq., secretary; Robert Entley, vice president and Coté Inc. (50%). Mr. Kandel is realtor and owns 99% of WKLC St. Albans, W. Va., 33 1/2% of WKLC Montgomery, W. Va., and 98% of KYVA Gallup, New Mexico. Mr. Coté has interests in Coté Inc., grocery stores, restaurant, insurance agencies and Kanawha Cable Television Co., licensee of CATV in St. Albans, W. Va. Mr. Finn is lawyer, realtor, assistant secretary of Coté Inc., and 5% stockholder in St. Albans CATV. Mr. Entley is vice president and general manager of St. Albans-Nitro Broadcasting Co., licensee of WKLC-AM-FM St. Albans and 10% stockholder of St. Albans CATV. Coté Inc. (Messrs. John J. and Joseph L. Coté) is 100% owner of WKLC-AM-FM, KTUC and KFMM-FM, both Tucson, and WOHP Bellefontaine, Ohio. Consideration: \$185,000. Ann. Dec. 19.

KYMN Oregon City, Ore.—Seeks voluntary transfer of control of Republic Broadcasting Inc., licensee of KYMN, from KIMN Broadcasting Co., Kenneth E. Palmer, John C. Hunter, Robert Wanner Jr. and J. Elliott Knoll to Metropolitan Radio Corp. Principals: J. Elroy McCaw, president (45%); A. Stewart Ballinger, vice president (35%); H. Dewayne Kreager, treasurer (10%); and Willard J. Wright, secretary (10%). Mr. McCaw is president of and 50% stockholder in Central Broadcasting Corp., licensee of KELA Centralia-Chehalis, Wash., and 100% owner of KTVW Inc., licensee of KTVW Tacoma, Wash. Mr. Ballinger is real estate salesman. Mr. Kreager is consulting industrial economist. Mr. Wright is Seattle lawyer. Agreement calls for sale of 100% of stock of licensee corp. to transferee. Consideration: \$100,000 subject to conditions. Ann. Dec. 16.

KATU(TV) Portland, Ore.—Seeks voluntary assignment of license from Fisher Broadcasting Co. to Fisher's Blend Station Inc. Fisher's Blend Station Inc. presently owns 80% of stock of Fisher Broadcasting Co. Assignment of license would come about by merger of Fisher Broadcasting Co. into Fisher's Blend Station Inc. Fisher's Blend Station is licensee of KOMO-AM-TV Seattle. Ann. Dec. 21.

WCOX Columbia, Pa.—Seeks voluntary assignment of license from Tri-Cities Broadcasting Corp. to Krancer Communications Inc. Principals: Ronald A. Krancer, president (100%); Anne Krancer, and Lawrence D. Biele. Mr. Krancer is self employed. Mrs. Krancer is housewife. Mr. Biele is attorney and secretary-treasurer of WKTV Utica, N. Y., KAUZ Wichita Falls, Tex., and Central New York Cable TV Inc., operator of CATV system in Smith Hill-Utica, N. Y. Consideration: \$135,500. Ann. Dec. 21.

KYLE-FM Temple, Tex.—Seeks voluntary transfer of control of licensee corp., Texas Radio Corp., from Frances Tinsley Secrest (60% before, none after). Executrix of Estate of Jarrard Secrest, deceased, to Charles Gillespie (20% before, 80% after). Mr. Gillespie is physician and vice president of KYLE-FM. Ann. Dec. 21.

KBBO Yakima, Wash.—Seeks transfer of affirmative control from James Christenson and Fred G. Maloney to larger group controlling Yakima Broadcasting Co. New control group would include all of present plus five new stockholders. Stock transfer. Ann. Dec. 15.

ACTIONS

KKAR Pomona, Calif.—Broadcast Bureau granted assignment of license from Intra-state Broadcasters Inc. to West Coast Communications Inc. Principals: Leonard Walk (80%) and Armand Kovitz (20%). Mr. Walk is president, director and has interest in Dynamic Broadcasting Inc., licensee of WAMO-AM-FM Pittsburgh, and WILD Boston; president, secretary and director of Dynamic Broadcasting of New York Inc., licensee of WUFO Amherst, N. Y. which is applying for renewal of license; president and director of Latin Broadcasting Corp., licensee of WOHM Miami, which has application to change frequency and power, and he is 18 1/2% partner in Upper Broadcasting Co. Mr. Kovitz is on sales staff of KPRO Riverside, Calif. Consideration \$160,000. Action. Dec. 15.

KSGV(FM) West Covina, Calif.—Broadcast Bureau, upon showing of compliance with exception to the three-year holding rule, granted assignment of license from San Gabriel Valley Broadcasting Co. to Robert Burdette Investments Inc. Principal: Robert Burdette (98%). Mr. Burdette is president, director and majority owner of Robert Burdette & Associates Inc., owner General Sound Engineering Co., owner

Robert Burdette Enterprises, owner Lenasco Associates, majority owner Burdette & Resnick. Consideration \$60,000. Action Dec. 14.

WKAT-AM-FM Miami—Broadcast Bureau granted transfer of control from Ucola Collier Katzentine, executrix of Estate of A. Frank Katzentine, deceased, to Ucola Collier Katzentine, Mrs. Katzentine is owner of WKAT Inc., licensee of WKAT-AM-FM. No consideration. Action Dec. 16.

WEBS Calhoun, Ga.—Broadcast Bureau granted assignment of license from New Echota Broadcasting Co. to New Echota Broadcasting Inc. Principals: William E. (60%) and Emma H. Stocks (40%). No consideration. Action Dec. 19.

KGU Honolulu—Broadcast Bureau granted transfer of control from Advertiser Publishing Co. Ltd., to The Copley Press Inc. for \$1,100,000 (stock transfer). It is the desire of transferor to reacquire minority interest held in it by the transferee. Principal: James S. Copley (99.4%). Mr. Copley is director of Southern California Associated Newspapers, chairman and director of San Pedro Printing and Publishing Co., owner, president and director of Copley Newspapers Inc., Delaware, chairman and director of Copley International Corp., director Spasors Electronics Corp. and has interest in investment corporation. Action Dec. 13.

WKZI Casey, Ill.—Broadcast Bureau granted assignment of license from Paul Dean Ford to Ford F. M. Inc. Principals: Paul Dean Ford, president (100% before, 84% after) and Eleanor J. Ford (none before, 16% after). No consideration. Action Dec. 19.

WFLW-AM-FM Monticello, Ky.—Broadcast Bureau granted assignment of license from Fred A. Staples to Stephen W. Staples as Regional Broadcasting Co. for \$65,000. Mr. Stephen Staples, son of Fred Staples, is general manager of WFLW-AM-FM and has 50% interest in farm. Action Dec. 15.

WMKT South St. Paul, Minn.—Broadcast Bureau granted (upon showing of compliance with exception to three-year holding rule) transfer of control of licensee corporation, South St. Paul Broadcasting Co., from Roger D. Wilson (76% before, none after) to Sterling H. Saunders and Stanley H. Krinsky (none before, 38% each after). Messrs. Saunders and Krinsky are both presently stockholders in WMKT and are applicants for new AM in Oshkosh, Wis. Consideration \$55,000. Action Dec. 15.

WLEF Greenwood, Miss.—Broadcast Bu-

reau granted assignment of license from William E. Hardy to Kathleen E. Stutts for \$71,000.00. Assignor is selling for reasons of health. Mrs. Stutts is owner of WRJW Selma, Ala. Mr. A. B. Stutts, husband, has 10% interest in CATV franchises issued to Clear Vision TV Corp., Meridan, Miss. Action Dec. 16.

KBFM(FM) Lubbock, Tex.—Broadcast Bureau granted voluntary assignment of license and SCA from Background Music Inc. to H. E. Corbin, Glenn E. Corbin and Larry Corbin db/as Corbin Broadcasting Co. Principals named each own 33 1/2% of Corbin Broadcasting Co. licensee of KLLL Lubbock. Consideration \$45,000. Action Dec. 16.

KATQ Texarkana, Tex.—Broadcast Bureau granted assignment of license from Floyd Bell to KATQ Radio Inc., a corporation (Floyd Bell, 100% owner). No consideration. Action Dec. 15.

WTIP and WTIO-FM Charleston, W. Va.—Broadcast Bureau granted transfer of control from Olga Zaharis to Chemical City Broadcasting Co. (45.4% before, 60.1% after). Principal: Gus Zaharis. Olga Zaharis desires to dispose of her 20.7% and Gus Zaharis will acquire stock total \$16,001.37. Mr. Zaharis will pay \$4,318.27 and Chemical will pay \$11,683.10 at the time of closing. Action Dec. 13.

WIGM Medford, Wis.—Broadcast Bureau granted transfer of control of WIGM Inc. from Lucie Spence Murphy and Marine National Exchange Bank of Milwaukee, co-executors of estate of Harold R. Murphy, deceased husband, to Paul Allman, Ray Bohnert and Joe Dahvlg (each 14.36% before, 33 1/2% after). For \$92,000 (made by State Bank of Medford as loan equal to total purchase price). Entire stock interest will be redeemed and Mrs. Murphy will resign as officer-director (51.1% before, none after). Mr. Allman is general manager of WIGM Inc., Mr. Bohnert is chief engineer, Mr. Dahvlg is sales manager. Action Dec. 16.

■ Broadcast Bureau by order, on November 30, stayed grant of assignment of license of KUBO San Antonio, Tex., from Radio KUBO Inc. to Turner Broadcasting Corp. and allowed 20 days from receipt of letter being sent to Turner Broadcasting Corp. for submission of verified answer to questions concerning proposed programing plans. KEPC Broadcasting Inc. (KBER) San Antonio, filed a contingent petition for reconsideration of the Aug. 10 grant. Action Dec. 16.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Dec. 21. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

- Indicates franchise has been granted.
- Auburndale, Fla.—Universal Cablevision (multiple CATV owner) has been granted a 10-year franchise, with an option for an additional 10 years. The city will receive 3% of the annual gross receipts for the first five years, and 4% thereafter. The installation charge will be \$4.95 with a monthly charge of \$5.
- Centralia, Ill.—Abel Cable Inc. has applied for a 20-year franchise. Installation fee will be \$15 with a \$4.95 monthly charge. Company will pay 3% of gross receipts. Other applicants are Tele-Cable Inc., Centralia Cable Co., Egyptian Cable TV Co., and Charles Gross of Centralia. Mt. Vernon Cable TV currently operates a franchise.
- Quitman, Miss.—TV Cable of Quitman (O. W. Rushing Jr.) has been granted a 25-year nonexclusive franchise. The city will receive 4% of the annual gross receipts. The installation charge will not exceed \$15 and the maximum monthly charge will be \$5.75.
- West Wildwood, N.J.—South Jersey Television Cable Co. has applied for a 30-year franchise.
- Willingboro, N. J.—General CATV has been granted a 15-year nonexclusive franchise with an option for a five-year extension. The city will receive \$5,000 minimum or 7% of the annual gross receipts, whichever is greater. The city set the maximum charges at \$10 for installation and \$5 for monthly service. The system to be constructed must have a minimum of 18 channels. Tri-County CATV (a subsidiary of Philadelphia CATV) and Mercer Community TV also applied.

Highland, N. Y.—Highland Community Television has applied for a franchise. Company will provide 9 channels plus FM.

Keeseville, N. Y.—Ausable Communications Inc. (George Beckwith, president) has applied for a franchise. Installation fee will be \$20 with a \$5 monthly charge. Company will provide eight channels plus several FM channels.

Lloyd Town, N. Y.—Highland Cable Ltd. (CATV multiple owner) has applied for a franchise. Another applicant is Nelson Communication.

■ Derry twp., Pa.—WHJB Inc. has been granted a franchise. Installation fee will be \$10 with a \$4.75 monthly charge. Company will pay \$1,000 or 3 to 15% of gross receipts. Another applicant was Highland Cable TV Inc., Latrobe, Pa.

Franklin twp., Pa.—Armstrong Utilities Inc., Kittanning, Pa. (CATV multiple owner), has applied for a franchise. There will be no installation fee with a \$4.75 monthly charge. Company will pay 5% of gross receipts. Other applicants are WHJB-AM-FM Greensburg and Community Antenna TV Co., Laceyville (CATV multiple owner), both Pennsylvania. Johnstown Cable TV Inc. currently holds a franchise.

Mount Pleasant, Pa.—National Cable Corp. (Yolanda Barco, George Barco, and Jay Sedgwick, representatives) has applied for a franchise. There will be no installation fee, with a \$4 monthly charge. Company will provide 12 channels. Another applicant is WHJB Cablevision Inc.

North Sewickley twp., Pa.—Armstrong Utilities Inc., Kittanning, Pa. (CATV multiple owner), has applied for a franchise. There will be no installation fee with a \$4.75 monthly charge. Company will pay 5% of gross receipts.

Perry twp., Pa.—Armstrong Utilities Inc., Kittanning, Pa. (CATV multiple owner), has applied for a franchise. There will be no installation fee with a \$4.75 monthly charge. Company will pay 5% of gross receipts.

Custer, S. D.—Continental Community Antenna Corp., a subsidiary of the Continental System of St. Louis, has applied for a franchise.

AT this moment Leo Burnett Co.'s Don Tennant is digging his toes into soft Pacific sands warming himself under a genial Hawaiian sun and scrubbing his mind of even the slightest tendency to digress into advertising's great 10-second nightmare:

AGENCY MAN (surprised): Wow, Mr. Client, thanks for the \$10 zillion account!

CLIENT (serious): Now that I'm here, do me something creative. I'll wait.

But by this time next week Mr. Tennant will be clutching his coat tighter against Chicago's winds and very much aware of the challenges of his new responsibilities. Agency-founder Leo Burnett has picked Mr. Tennant to succeed him as chairman of the creative-review committee and in this post he will be the chief operating officer in the area of creating and judging the advertising of Burnett.

Quality Control ■ As executive vice president of the agency and head of its creative services division, Mr. Tennant has been a member of the creative-review committee since 1958. John E. Matthews and Howard C. Shank, executive directors who become senior vice presidents, also serve on the committee. Mr. Burnett continues as a member of this key four-man group as well as board chairman of the agency.

Burnett this year has pushed up to the No. 4 position among the top broadcast agencies. It invests nearly 75% of its some \$212-million billings in the television and radio media.

"I'm really not a very modest guy," Mr. Tennant says, "but the truly significant news about this appointment isn't me at all. It's the recognition of reality today by a major agency, the fact that a TV man made it."

Recalling Burnett's hard-won reputation as a creative shop, a heritage he is determined to preserve, Mr. Tennant feels his priority project is the agency's basic challenge: "how to be big and still swing."

"Even though we have millions in billings and thousands of commercials each year," Mr. Tennant explains, "content is still more important than numbers."

TV: Hard Row to Hoe ■ Mr. Tennant was Burnett's first full-time television writer-producer when he joined the agency in the fall of 1950. As in most agencies at that time, there seemed to be a battle for some years before television could win the acceptability and respectability among its print media peers.

"That battle was won," he notes, "and now my battle internally is to keep the windows open and the creative breezes blowing through. You need certain layers of organization and working tools, but you need creative freedom. You must save good ideas from getting killed by committees. That's why our creative review group is composed of creative

VP at Burnett scores with TV background

people."

Creativity begins with the response to a challenge, Mr. Tennant believes, "the challenge to change something in life to something better." The creative man, he feels, "is any man who persists in looking at life in new ways."

Mr. Tennant worked for many years on the Kellogg account and his Tony the Tiger creation of 1952 continues to be a top tiger even these days when

WEEK'S PROFILE



Donald George Tennant—executive VP in charge of creative services, Leo Burnett Co., Chicago; b. Nov. 23, 1922, Sterling, Ill.; BA 1943 Knox College, Galesburg, Ill.; U.S. Navy 1943-46 Lt. (j.g.); theatrical director, John B. Rogers Producing Co., Fostoria, Ohio, 1946; radio producer and writer, NBC, Chicago, 1947-49; producer, writer and performer, ABC-TV, Chicago, 1949-50; joined Burnett in October 1950 as first fulltime TV writer-producer, becoming TV copy supervisor in 1952 and VP in 1957; named head of agency's TV commercial department in 1958 and in charge of entire creative services division in 1962; member of creative review committee since 1958, member of board since 1960 and member of executive committee since 1962; elected executive VP 1964; m. Sept. 13, 1948, Barbara Jean Fuller of Chicago; children—Tim 15, Andy 11 and Tracy 9; they live in suburban Flossmoor where he likes to tinker with his Model T Ford and make experimental movies.

there's one in every campaign as well as every tank. He also wrote the original Marlboro commercials that introduced the brand to TV more than a decade ago.

Marlboro Man ■ "I'm very proud of them," he says, recalling that the Marlboro spots "influenced many in the business and sold a hell of a lot of cigarettes."

But, he notes, "I can't claim one piece of advertising I ever did all by myself. This is important and particularly true in television; you can't execute alone. All who touch contribute. TV is so big and so complex."

What makes a good commercial? Mr. Tennant relates that early in his career he became convinced "that there is a factor that research can't research, an intangible thing" triggering like or dislike in the viewer. "We're in the selling business," he explains, "but a commercial doesn't have to be dull. You've got to move people to do something. It isn't enough to just evoke emotional response."

The greatest sin is the commercial that is boring, Mr. Tennant says, as a viewer, "for it takes my time without rewarding me." Many commercials, he adds, make the same mistake the movies made "in substituting opulence for ingenuity, or if you can't make it better make it bigger."

However the movies learned something the networks still are learning, he observes, "that it is impossible to predict what the human animal will like. Show business is a crap shoot no matter what you do."

Taken for Granted ■ Yet he is troubled that broadcasting, radio or TV, no longer is "an event." He explains that "the sheer quantity and sheer availability of television today is like water at the tap or the electric light, a familiarity that breeds indifference." Television must regain its significance.

Mr. Tennant learned the basics of winning audience response long before his advertising days. Even as a youngster he played theater, built miniatures and dreamed of some day being a movie stunt man, a job that still intrigues him. His ingenuity was tested often in the Navy during fighting in the Pacific in World War II. Example: He got a piano for his crew by swapping a canned ham and a crate of eggs with a British force closing a hospital in the New Hebrides. Postwar jobs ranged from nightclub comedian to puppeteer. Puppeteering came while he was with ABC-TV in Chicago, when *Kukla, Fran & Ollie* moved to NBC. He not only replaced them in a daily live stint in voices and characters but made his own star puppet, Newton Figg.

Newt still sits by his desk, a reminder "to keep getting my hands dirty" experimenting, looking for new answers to challenges, he says.

Where the action is to be

EVENTFUL as 1966 has been for broadcasting, as the Special Report elsewhere in this issue reminds us, 1967 promises to provide an even livelier calendar.

In the great business and programming centers of New York and Los Angeles the ferment of change will continue to be evident. In other markets there is forecast no diminution of challenges and opportunities. But it is Washington that is destined to be in 1967 the scene of great debates and perhaps some actions that could profoundly alter the conditions of broadcasters everywhere.

In the Congress there is bound to be an investigation into all of broadcasting's journalistic practices. The focus at the outset will be on the treatment of political campaigns and elections, but it can be expected to extend beyond that to all forms of news and commentary on controversial subjects. The Senate Subcommittee on Communications is already laying the groundwork for its hearings on the fairness doctrine and the coverage of political affairs. Key figures in the House have announced their interest in covering at least part of the same ground: editorializing in support of political candidates and the broadcast of election returns and projections while some polls are still open. Broadcasters will need to muster all the strength at their command to retain their already circumscribed freedom.

The next will also be the year the Congress comes to grips with the planning of the noncommercial television system. The Senate Commerce Committee will be the arena for conflicts over the size, nature and funding of noncommercial TV. The outcome of that committee's considerations could make great changes in both the commercial and noncommercial systems.

Attempts to tidy up the management of spectrum allocations will create another problem of key importance to broadcasters. While these are going on, certainly at the FCC, perhaps at the Department of Commerce which has announced its interest in the subject, as well as at the Office of Telecommunications Management, nonbroadcast users of the spectrum will be intensifying their campaigns for more frequencies. The threat of constriction of the broadcast allocations will loom larger in 1967 than it did in 1966.

These are but a few of the more obvious matters that will engage the broadcasters' serious attention. There will be others as the year wears on. If at the end of 1967 the broadcasters have merely held their ground, they may breathe a sigh of relief.

Dirksen takes the first

SENATOR Everett M. Dirksen, of Illinois, leader of the Republican opposition, on Dec. 15 denounced those government officials and economists who "believe that advertising is economically wasteful and antisocial."

If Senator Dirksen had issued that statement a couple of months earlier it would have been dismissed as political by-play. Even on Dec. 15 it might be regarded as having such overtones, but the significant difference is that last November that party for which Senator Dirksen is spokesman won a shattering victory over the incumbent Democrats in Congress and in the state houses. The voice of Senator Dirksen therefore is a voice of infinitely greater authority.

The eloquent Illinoisan chose the 175th anniversary of the Bill of Rights for his broadside, in which he warned against tampering with the news media—including advertising—as an interference with the First Amendment.

"People dare not forget," he said, "that advertising is as

much a means of informing our people as any other part of a newspaper or other news media. If one may tamper with or abridge the freedom of one portion of the press, then the entire press structure is jeopardized."

Senator Dirksen's stout defense of advertising as part and parcel of the freedoms protected by the First Amendment must be applauded, even though administrative and court decisions are not as clearly defined in that area as they are where news and editorial content are concerned. But the strength of Mr. Dirksen's position is that he recognizes that media of information should not be used for "wrongful or for unlawful purposes" and that the "public trust" cannot be betrayed.

Moreover, Senator Dirksen isn't dogmatic in his approach to the obvious problem of government interference with the extent, volume and quality of advertising. Public policy, he holds, "demands that the Congress should step in and make certain that this nation is not beginning to undergo a new 'revolution' by arbitrary and capricious administrative edict."

The opportunity for examination and restatement of public policy may come at the new session of Congress just a fortnight away. Representatives of all media and of marketing should be prepared to make the most of it.

Rule without a reason

THE FCC says it will stiffen its station identification rule so that a broadcaster in Oakland, across the bay from San Francisco, cannot say something like "in the air everywhere over San Francisco."

What's so nefarious about stations claiming coverage of areas they cover? The rule now says stations are located wherever their main studio happen to be. But hundreds of broadcast transmitters are located in separately incorporated cities, towns and even different states remote from their main studios.

The public certainly isn't being misled when stations in St. Paul say they cover Minneapolis or those in Dallas cover Fort Worth and vice versa. Oakland-San Francisco is one of scores of hyphenated markets. And since the FCC is thinking ahead these days, what about those megalopolises springing up almost everywhere?

The Communications Act contains a mandate that the government encourage larger and more effective use of the spectrum. It can't achieve that by defying the law of nature that says radio signals know no boundaries.



Drawn for BROADCASTING by Sid Hix

"I didn't know until we got color . . . she blushes when she reviews these modern novels!"

KSTP-TV
IS TOTAL
COLOR

IN THE TWIN CITIES
and has been for FIVE years

LIVE • FILM • TAPE • SLIDES

ASK PETRY

HUBBARD BROADCASTING, INC.
MINNEAPOLIS • ST. PAUL
KSTP AM-TV | KOB AM-TV | W-GTO AM

If people don't believe in the station, they won't believe your cologne will make them irresistible.



The people of Pittsburgh know KDKA-TV will be around to back up anything it says. This is the station that has kept Pittsburgh well informed for years, now. You can see the evidence of this station's dedication to news every day at noon. In the quality of the news. And in the quality of the personalities who present it. Bill Burns is Mr. Pittsburgh. He's the most popular television personality in the tri-state area. And it's not just a fleeting success he enjoys. He's been handling the news in his warm, responsible way for thirteen years now. "Did you hear what Burns said about . . . ?" is a phrase you'll often hear in Pittsburgh.

Marie Torre has something to say, too. And not just to other women. She's a city-side reporter whose passion is hard news. But this station's dedication to news isn't confined to just noon time. It begins early in the morning. Consistently reappears throughout the day with a full hour report at 6:30 PM. And doesn't end until the 11 o'clock news when Bill Burns wraps up the day. And the people of Pittsburgh appreciate it. And listen.

In fact KDKA-TV is a part of their routine. Every day. It's always in their schedule somewhere. Isn't this the kind of station that should be in your advertising schedule? Every day? As a matter of routine? This is one routine that could prove very exciting for your product.

KDKA-TV ^{GROUP} **W**

WESTINGHOUSE BROADCASTING COMPANY
REPRESENTED NATIONALLY BY
TELEVISION ADVERTISING REPRESENTATIVES, INC.