

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Moorehead, Minn.

5/2/67

ANPA maintains television's figures are false. p23  
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Courtesy of Union Carbide Corporation

spot radio  
**reminds them  
to buy your product**

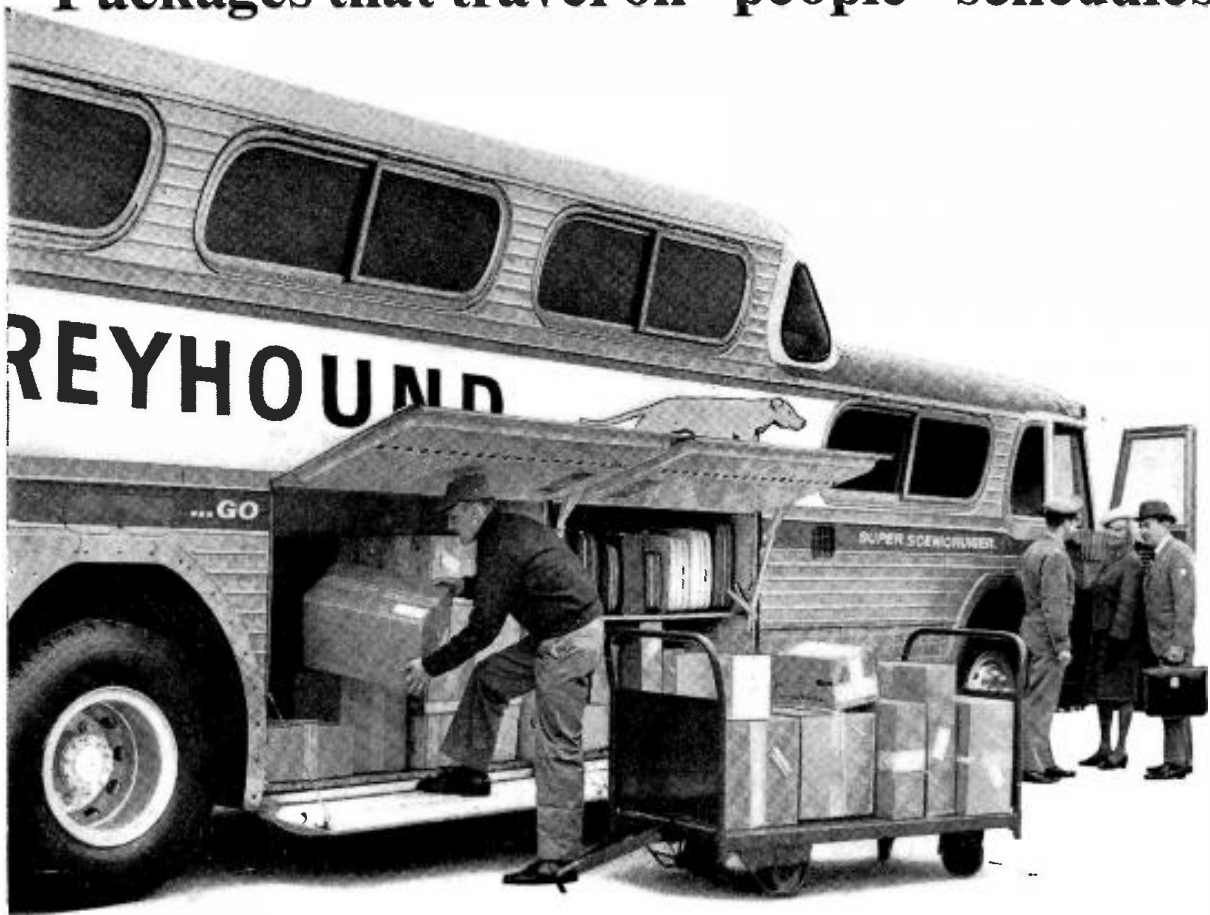
Keep your summer sales swinging with  
SPOT RADIO, reminding people wherever  
they are to buy your product.

RADIO DIVISION



THE ORIGINAL STATION REPRESENTATIVE

# Packages that travel on "people" schedules!



## Your packages go everywhere Greyhound goes. Same bus, same fast, frequent schedules, when you ship by Greyhound Package Express

"People" schedules *are* package schedules when you ship by Greyhound Package Express. Got a hurry-up shipment? Put it on a Greyhound...the same Greyhound bus that carries passengers. When the passengers arrive, your shipment arrives. Schedules are regular, fast and frequent. You can ship anytime

at your convenience... day or night, 7 days a week, 24 hours a day. Weekends and holidays, too. Greyhound travels the most direct routes, via the newest super highways, serving thousands of cities, towns and villages all over America. And GPX is a money-saver you can't afford to overlook. Next time

you've got a shipment ready to go, look into GPX. Take your choice of C.O.D., Collect, Prepaid, or open a GPX Charge Account. For complete information about service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-E, 10 South Riverside Plaza, Chicago, Ill. 60606.

### It's there in hours and costs you less

For Example:	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
CHICAGO—MILWAUKEE	28	1 hr. 50 mins.	\$1.75	\$2.00	\$2.20
ATLANTA—BIRMINGHAM	10	3 hrs. 30 mins.	2.05	2.35	2.70
CLEVELAND—COLUMBUS	10	2 hrs. 55 mins.	2.00	2.30	2.65
SEATTLE—PORTLAND	19	3 hrs. 25 mins.	2.10	2.45	2.75

\*Other low rates up to 100 lbs. Lot shipments, too.



One of a series of messages depicting another growing service of The Greyhound Corporation.

# You set the parameter.

# We'll prove that the Eastern Iowa Market is paradigmatic.

How do you like your markets? Full of full employment? The Iowa pool-shooting, or unemployment, ratio in 1966 was 1.4%—about a third of the national figure. Nonfarm employment, estimated at 786,000 in 1966 by the Iowa Employment Security Commission, was at a fifth consecutive yearly all-time high. Noses to the grindstone in Iowa factories averaged better than 200,000 a month. Of Fortune Magazine's top 500 firms, 115 have Iowa locations. Iowa's industrial output rose 13% in 1966, to \$10.2 billion. Income from farm marketing is up 11% to \$3.3 billion.

How do you like your markets? Rich? Personal income is up 9.4% (1966 over 1965) to \$6.4 billion.

How do you like your markets? Well-educated? Iowa is about 30% ahead of the national egghead average in number of doctorate degrees granted on a population basis—and 100% ahead of the national average

in number of doctorate degrees. Iowa's three state-supported colleges had enrollment of 50,000 in 1966. Our literacy rate is the nation's highest.

You are regaled with this Iowa lore because Eastern Iowa, or WMTland, constitutes 60% of Iowa's population and purchasing power. It includes Cedar Rapids, Iowa City, Waterloo and Dubuque—four of Iowa's eight largest population centers.

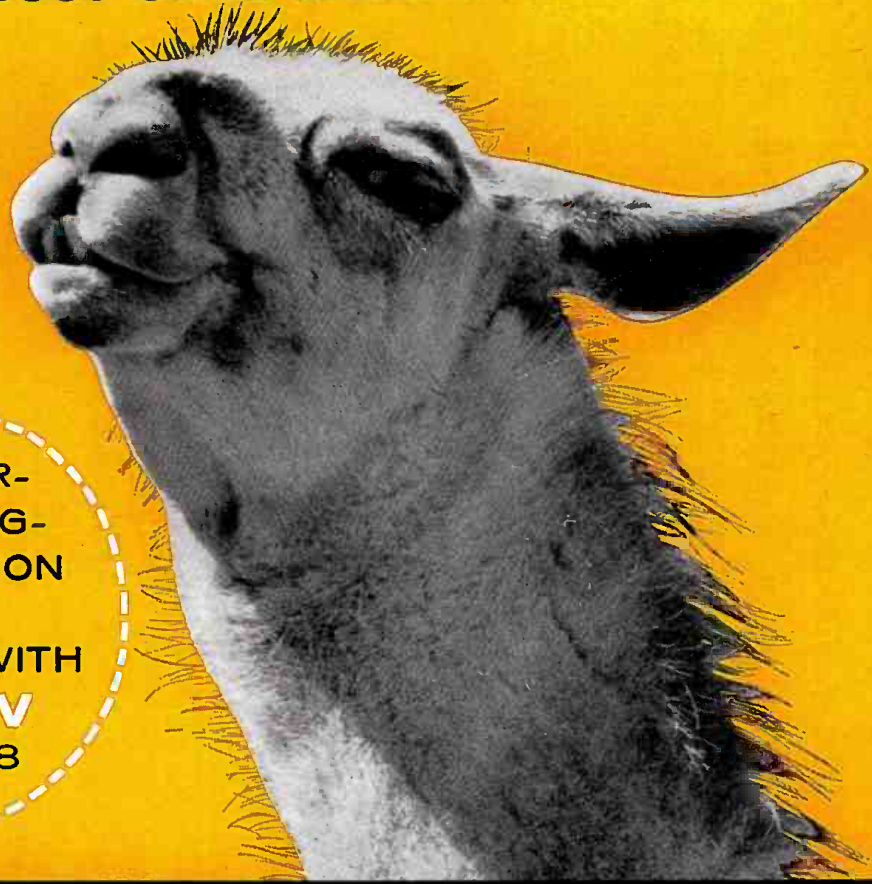
To arrange a romance between your computer and ours, or just to receive our non-fattening definition of paradigmatic and other quaint Eastern Iowa terms, drop us a note. or see the man from Katz, our national representatives.

## The WMT Stations

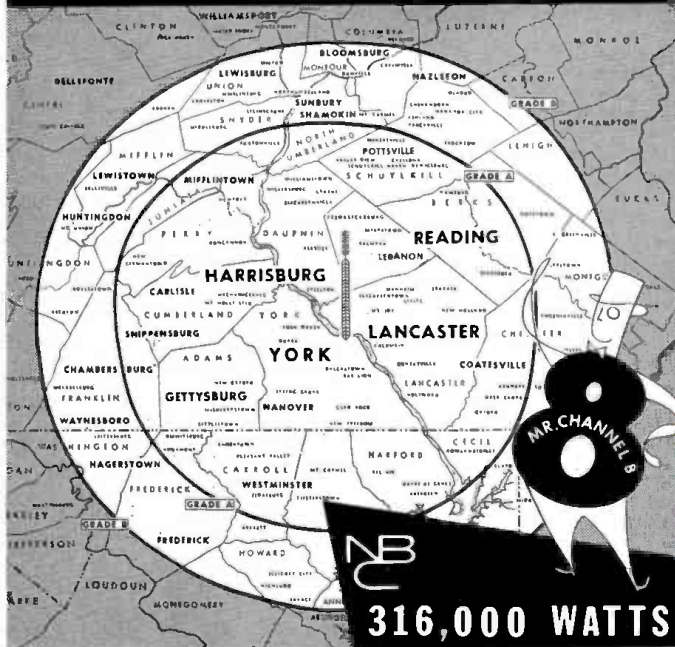
Mail Address: Cedar Rapids, Iowa  
WMT, WMT-FM, WMT-TV;  
KWMT, KWMT-FM, Fort Dodge.  
*Represented by The Katz Agency.*

**I'LL SAY IT JUST ONCE MORE . . .**

**LANCASTER-  
HARRISBURG-  
YORK-LEBANON  
IS ONE  
TV MARKET WITH  
WGAL-TV  
CHANNEL 8**



**MULTI-CITY TV MARKET**



**CHANNEL 8** reaches a great, thriving area, including these four major markets, as well as many other communities. And, it delivers the giant share of the viewers in its market.

Another priceless plus: 23%\* color penetration for its all-color local telecasts and NBC programs.

\*Based on Oct.-Nov. 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 Providence, R.I./New Bedford-Fall River, Mass. • KVOA-TV Tucson, Ariz.

General Electric Broadcasting Co. (subsidiary of GE) in its quest for ultimate full quota of stations, has talked with ownership of KOA-AM-FM-TV Denver. Though no papers have been signed, it's learned that talk has centered around transaction involving GE stock in area of \$12 million. Acquisition would be from Denver group headed by William Grant which acquired control three years ago from comedian Bob Hope, Hollywood agent James L. Saphier and others.

*Reid L. Shaw, vice president-general manager of GEBC, said last week no transaction had been closed. It's presumed that deal is subject to various checks and approvals. KOA(AM) originally was established by GE (in 1924) but was operated for many years under lease to NBC. GEBC now owns WGY, WGFM(FM), WRGB(TV) Schenectady, N. Y., and WSIX-AM-FM-TV Nashville, purchased a year ago.*

## Summer hiatus

There's feeling among some station reps that local TV rating reports ought to be abandoned in summer, and they may ask rating services to do something about it. Their argument is that by time summer ratings are published, summer's over, new fall program schedules have started and summer ratings are irrelevant. If services won't suspend altogether, in this view, they should at least limit summer reports to audience shares over broad time periods, instead of presenting audience estimates on quarter-hour basis.

## Time standards

Station Representatives Association may come out for even tighter TV commercial time standards, at least in some respects, than other industry elements have proposed. Where National Association of Broadcasters Code Authority's request for ideas mentioned 24 as one suggested limit on number of messages or appeals per hour, for example, SRA's TV Trade Practices Committee has been thinking in terms of no more than 16 per hour in prime time, 22 in non-prime. It's also inclined to advocate limiting interruptions (to two per half-hour plus station break in prime time, three plus station break in nonprime). Nothing's official yet, but SRA expects to have full set of proposals ready for NAB TV code board's May 17-18 meeting.

*Word filtering out of SRA meetings has been silent on question of longer breaks between network programs, and indications are that its report to code board will take no stand on that issue. Reasoning, according to insiders, is that code won't specify precise break lengths anyway, and that in any case pressure for longer breaks will be most effective if applied by stations directly on their networks.*

## Back to the beat

John Chancellor, who will have served as director of Voice of America two years next July, is expected to return to network journalism within 30 days. Question is: What network? Evidently he can have his pick, though he won't negotiate until he has formally severed with government. Best bet: return to NBC.

*Leonard Marks, director of USIA, is now scanning field for successor. Mr. Chancellor, 39, was President Johnson's personal selection, has had highly successful tenure and is credited with increasing worldwide prestige of news operation for clarity and objectivity.*

## In-house research

CBS News contract with Louis Harris Associates Inc.—whose recent TV opinion polls have dismayed many broadcasters—will be terminated with creation by CBS News of internal research department, to be headed by sociologist-statistician. Dr. Richard Maisel (see page 66). Mr. Harris's personal employment as analyst and writer for CBS News election coverage will be continued, however. Harris firm designed CBS vote projections and analysis in recent election coverage.

*Talk at CBS is of "new attitude" toward role of research in depth-news reporting. Possibility is being explored of larger, general-research organization reporting to VP-news director Gordon Manning, which will function like research organizations of weekly news magazines, to provide national scope and depth to stories and issues.*

## Question of curves

UHF operators may get reprieve from FCC action that would in many cases reduce their stations predicted

Grade B contours. Proposed rule that would have that effect by revising method of computing coverage has been teetering on brink of commission approval for weeks. It's understood, however, that FCC staff is preparing recommendation for rulemaking that would provide for actual measurement of signals.

*Revision of method for computing curves would apply to VHF and FM as well as UHF. However, effect of reducing contours would be greatest in UHF. One important effect would be to deny UHF's protection they are guaranteed against some CATV systems operating within their Grade B contours as currently defined.*

## Muffed and miffed

Los Angeles Dodgers baseball club apparently has serious mad on against NBC-TV for snatching ace pitcher Sandy Koufax away. Hurler had retired last year before accepting network offer to be sports commentator, but Dodgers felt reasonably sure that he'd have reconsidered by spring training time. Club thought it would be able to get maybe another two years out of pitcher, but possibility was stymied by NBC offer of \$100,000 annually for 10 years.

## Drying up

In face of growing television trend toward more local news coverage, three-station (all UHF) Bakersfield, Calif., market soon will be left with minimum of locally-produced live news. KBAK-TV, CBS-TV affiliate, reportedly will drop all local news programs (except for short bulletin spots) and has notified CBS-TV of intention to cancel Walter Cronkite show by May 15. KLYD-TV, ABC-TV affiliate, dropped its local live news coverage some months ago and now just goes with early evening Peter Jennings program from network and late-night audio-tape-over-slides show. That leaves KERO-TV, NBC-TV affiliate and Time-Life Broadcast-owned, which runs hour local news program in early evening, followed by Huntley-Brinkley and half-hour locally produced late-night news. High costs of production supposedly are reason for news cut-backs. Market has only one daily newspaper.

# Four more awards for TAFT

Freedoms Foundation honors Taft public service programming for 2nd year in row.

## Honor Medal



WGR Radio  
Buffalo, New York  
... for an editorial  
entitled  
"The American Creed"

## Honor Medal



WTVN-TV  
Columbus, Ohio  
... for a documentary  
entitled  
"View from the high bench"

## Honor Certificate



WBRC-TV  
Birmingham, Alabama  
... for its annual 4th  
of July celebration (won  
Honor Medal for this  
event 5 previous years)

## Honor Certificate



WTVN Radio  
Columbus, Ohio  
... for one of its  
"Insight" documentary  
series entitled  
"Stars and Stripes"

It is gratifying to note that four individual TAFT stations have won Freedoms Foundation awards in the Americana category. Especially when it comes on the heels of a major award presented last year to Taft Broadcasting Company for its "Rights and Responsibilities" series—a project of the entire family of Taft stations. Here, we believe, is a meaningful demonstration of how Taft stations—individually or collectively—are dedicated to excellence in public service programming.



a GROUP ACTION by



**TAFT BROADCASTING  
COMPANY**

COLUMBUS WTVN    BIRMINGHAM WBRC    LEXINGTON WKYT    CINCINNATI WKRC    BUFFALO WGR    KANSAS CITY WDAF    SCRANTON/WILKES-BARRE WNEP  
tv am fm            tv am fm            tv                    tv am fm            tv am fm            tv am fm            tv

HANNA-BARBERA PRODUCTIONS, INC., HOLLYWOOD

# WEEK IN BRIEF

Newspapers want independent study of TV's research methods to clear up '\$2.8 billion misunderstanding.' ANPA's Bureau of Advertising asks advertisers to take lead in testing TV's research techniques. See . . .

## ANPA BRANDS TV . . . 23

Peace reigns supreme among TVB board members. Board, including rep members, proffer tribute to Cash and way he is running shop. Resolution is aimed at stifling rumors TVB may face internal changes. See . . .

## KUDOS FOR CASH . . . 25

Telesystems and Gencoe merging into Livingston Oil Co. to make resultant firm largest of CATV system owners. CATV value of merger could be more than \$25 million. Government, stockholder OK's needed. See . . .

## NEW CATV KINGPIN . . . 36

Monochrome sports coverage is fine, but when it comes to color most stadiums and arenas don't shine way they should. Lighting engineers hope to have color standards ready by end of year. See . . .

## STADIUM BRIGHTENING . . . 38

It's all in way bill is worded, Wasilewski tells Pastore when senator expresses disbelief that anyone could be against plan to create CPTV. Pastore sees bill's passage by Senate this month. See . . .

## VARIES FROM SCRIPT . . . 46

Johnson attacks inadequacy of FCC's machinery for rule enforcement; says commission struggles against impossible odds with two field staff investigators assigned to cover all of U.S.'s 2 million acres. See . . .

## JOHNSON ATTACKS . . . 52

After 13 days and almost as many nights, FCC's hearing into merger of ABC and ITT is closed with studies of financial proposition feasibility. Final commission action expected in June. See . . .

## IT'S UP TO COMMISSION . . . 54

FCC approves \$2.5 million sale of Taft's WKYT-TV Lexington, Ky.; \$2.35 million sale of Tele-Broadcasters' properties, and divestitures of 40% of Sonderling stations that could total \$4.5 million. See . . .

## STATION SWAPPING . . . 58

Airwaves filled with funerals, speeches, news conferences and storms—satiated satellites, network news crews and viewers. Nets roll out six hours of live coverage with bulk of it for Adenauer funeral. See . . .

## HECTIC WEEK . . . 60

News media bring their case to ABA's Reardon committee and call crime news curbs 'light-and-sound proof shells.' RTNDA says disease of unfairness to defendants not so great it need radical surgery. See . . .

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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## Is It Any Of Our Business?



How many cooks should get involved in a TV station's program mix? Should a station representative be one of them?

Some think not. Programming, they say, is the station's business and representatives should stick to selling time.

Katz Television takes a different view. Since programs attract the viewers that advertisers are seeking, station representatives must be involved in programming if they are to sell a station's time effectively. Moreover, station representatives have an obligation to gather program data that agencies and stations need.

### Do-It-Yourself Test

What kind of data? Try this do-it-yourself program test, and you'll see.

1. Is "Superman" strong enough to win the biggest audience opposite...

Krazy Kartoons and a movie in Baltimore, Maryland

A movie and a local live show in Columbus, Ohio

Casper the Ghost and Secret Storm in Albany/Schenectady/Troy, New York?

2. Rank these movies in the order of their rating on Dallas television.

Dark at The Top of The Stairs—1st run

Death Of A Salesman—2nd run

From Here To Eternity—3rd run

Mr. Roberts—4th run

3. In the Midwest, when would you schedule local evening news?

Before network news     After

4. In Cincinnati, which afternoon show reaches more women, age 18-34?

Mike Douglas     Merv Griffin

Broadcasters and agency spot buyers must answer such questions every day. They need show business savvy and insight into public taste. But most of all, they need facts on program performance—facts that are difficult for individual stations or spot buyers to compile.

That's just what the station representative can supply. The Katz Audience Development Department is available to counsel stations on every aspect of programming—from viewing trends to audience promotion. And it gives our salesmen program information that helps ad agencies decide what to buy.

### Rules for Feature Films

One result of our unique file of facts on all feature films and syndicated shows is this Katz guideline for televising movies.

1. Never rely on a picture's theatrical rating to predict its TV performance.

2. Never repeat a feature film in less than nine months, or in the same time period, or on the same day of the week.

3. A second-run movie can attract a bigger audience than a first-run movie.

4. Action-adventure pictures almost always do better than musicals or comedies.

Incidentally, if you're curious about our program quiz, mail us your answers and we'll tell you how you did. Katz Television thinks everyone should benefit from our involvement in programming.



**Katz Television**

Station Representatives / 245 Park Ave. / New York, N.Y.



## TV audience study is seen coming from ARF

Prospect of methodological study by Advertising Research Foundation to find best method of securing TV audience data on persons rather than homes basis was seen Friday (April 28) by Sherwood Dodge, ARF president.

He told BROADCASTING he thought this would be eventual development out of current atmosphere that includes not only newspaper Bureau of Advertising's call for such study (see page 23) but also similar proposal that he said was made to ARF four months ago by W. R. Simmons Research Organization. Agencies and advertisers, he said, have also been exerting pressure on ARF to "do something."

He said ARF's ultimate goal is inter-media audience comparisons but that this can hardly be achieved "until the industry is satisfied that the house of intra-media comparison is in order."

TV sources questioned Friday, including some who said they had discussed Simmons proposal with ARF representatives, said they had gained impression that consensus — including views of some agency researchers—is that existing experimental and other research ought to be pulled together and reviewed thoroughly, and perhaps additional, specifically-targeted projects undertaken, before any major methodology study was launched.

## Performers still asking for fees; Anello rebuts

Copyright fight between broadcasters and recording artists came down to wire Friday (April 28) as Senate subcommittee heard rebuttal testimony on amendment to give performers and record companies rights similar to those long in effect for composers and publishers.

Michael V. DiSalle, counsel for performers; Jerome Adler, musicians' union spokesman, and Sidney Diamond, Record Industry Association of America, renewed arguments that radio could well afford to pay fees for air play of records, that what artists create is copy-rightable and that record-keeping burden for stations would be minimal.

Douglas A. Anello, counsel for National Association of Broadcasters, answered that stations get no "free

ride," as charged, but pay 25% of pre-tax profits for music. Mr. Anello reaffirmed broadcasters' position that copyright could not be legally stretched to cover performances.

Performers get paid by record companies, he noted, on initial contract and royalties from record sales. Performers should seek adjustments through these established channels, he said.

## WAAF sale is approved; WMOA stations are sold

FCC Friday (April 28) approved sale of WAAF Chicago by Corn Belt Publishers Inc. (*Drovers Journal*), to Midwest pioneer broadcaster Ralph L. Atlass (51%), William J. Friedman (15%) and Milmac Co. (34%) for \$900,000. Mr. Friedman is in hotel business. Milmac Co., owns interest in Afton Records Inc. and Vicmill Music Corp. WAAF operates daytime only on 950 kc with 1 kw.

Chicago area residents objecting to proposed change in station format from jazz to rhythm and blues had filed informal oppositions to sale.

Commission vote was 4-to-1. Commissioner Robert T. Bartley dissented, and Commissioners Kenneth A. Cox and Nicholas Johnson abstained.

At same time sale of WMOA-AM-FM Marietta, Ohio by William G. Wells and R. Sanford Guyer to W. Ernst Minor for \$190,000 subject to FCC approval was announced. Mr. Minor recently sold KKIS Pittsburg, Calif. WMOA is fulltime on 1490 kc with 1 kw days and 250 w nights. WMOA-FM operates on 94.3 mc with 3 kw. Broker: R. C. Crisler & Co.

### Fast, fast ITT-ABC case

Oral argument before commission has been set for June 1 in FCC's inquiry into ABC-International Telephone & Telegraph Corp. merger case.

Commission set date in meeting Friday (April 28). It also granted parties' request for postponement of deadline for proposed findings from today (Monday) to May 15. Replies are due May 22.

Hearing record was closed Wednesday, (see page 54).

## NAB chairmanship is still up in the air

General disagreement over choice of next chairman of National Association of Broadcasters was outcome of meeting Friday (April 28) of NAB selection committee in Chicago. As result of failure to come up with one name for presentation to NAB board at Williamsburg, Va., meeting, committee has scheduled another meeting for June 23, just three days prior to board session.

Joseph Baudino, Westinghouse Broadcasting Co., Washington, committee chairman, said many names were submitted but that most had not been asked whether they would accept post if selected by committee and elected by three-fourths majority of joint board.

Only acknowledged candidate for chairmanship is Grover Cobb, KVGB Great Bend, Kan., radio board chairman. However, in past few weeks other names have been mentioned as potential candidates, and all of them—although representing radio and TV properties—have closer identification with TV.

Among these are Dwight Martin, WDSU-AM-FM-TV New Orleans, chairman of NAB's Future of Broadcasting committee, and TV board member who did not seek re-election in 1966; Mike Shapiro, WFAA-AM-FM-TV Dallas, newly appointed member of TV code board and former TV board chairman, and Clair McCollough, Steinman Stations, Lancaster, Pa., current TV code board chairman, and former joint board chairman and interim president.

All three have said they would serve "if drafted" but none proposed to become active candidate.

Selection committee is made up of board members who have just completed their terms. In addition to Messrs. Baudino and Dille, others at Chicago meeting were Otto Brandt, KING-TV Seattle; Jack W. Lee, WSJZ Huntington, W. Va.; John Lemme, KLTF Little Falls, Minn.; Hugh Turner, KTIM San Rafael, Calif., and Cecil Woodland, WEJL Scanton, Pa. Absent was Glenn Marshall, WJXT(TV) Jacksonville, Fla.

## BAR, LNA suits settled

Unpublicized antitrust suit brought by Broadcast Advertisers Report against its former associate, Leading National Advertisers, was reported Friday (April 28) to have been settled, apparently to satisfaction of both sides.

LNA reportedly agreed not to offer

## WEEK'S HEADLINERS



Mr. Dillon

**Tom Dillon**, president of BBDO, designated chief executive officer. He succeeds **Charles H. Brower** who continues as chairman of board and of executive committee. Mr. Dillon was elected executive VP in 1959, general manager in 1962 and president in 1964, after having served in various executive capacities and in offices in Los Angeles, San Francisco and New York. He joined as copy writer in Minneapolis in 1938. Mr. Brower was president from December 1957 to 1964. He has been chief executive officer for past 10 years. In another move, **McDonald Gillespie** elected president of BBDO International succeeding **Patrick Dolan**, who retires effective June 1. Mr. Gillespie, BBDO executive VP, director and



Mr. Brower

member of executive committee, has been in charge of BBDO's Canadian operations since 1965. He'll now be in New York. Mr. Dolan last year was appointed consultant to U.S. State Department in field of international business. He joined BBDO in 1960 when agency purchased controlling stock interest in Dolan, Ducker, Whitecombe & Stewart, London, which Mr. Dolan headed.

**William Dallmann**, VP and national sales manager, Metro Radio Sales Inc., named executive VP of Metromedia



Mr. Dallmann

division as part of series of advancements. **Harry Durando**, manager of New York sales administration and **John Brady**, account executive since 1965, elected to newly created posts of VP-sales in New York office. Mr. Dallmann has been with Metro Radio Sales since 1962 and has been VP and national sales manager since April 1965.

*Las Vegas Show*, which begins tonight (May 1), although it claimed more than 75% of program has been sold (see page 51).

### UHF association sets organization meeting

Birth of new UHF association, dedicated to UHF broadcaster interests and in spawning stage for weeks, appears imminent, with disclosure Friday (April 28) that first organizational session is set for May 24 in New York.

Word of impending organization broke about month ago (BROADCASTING, April 10) and early session was held in Chicago during National Association of Broadcasters convention. Since that time "ad hoc" committee to get matters organized has been engaged in preliminaries but now reports organizational meeting—establishing "membership corporation" in "a cooperative effort with NAB"—will be held in New York with about 16 broadcasters in attendance. Letters of intent to form new organization have been sent to 375 UHF broadcasters.

### Spokesman for translators lashes CATV, FCC, mobile

Outspoken testimony enlivened last day of Pastore ETV hearings. Nat Allen, district judge in Roundup, Mont., and president of National TV Translator Association, praised idea of Corp. for Public TV but wanted translators' place in ETV sun spelled out.

Using hearing as forum to air translators' woes, he offered scathing remarks about CATV, FCC, and land-mobile raids on spectrum space.

Judge Allen characterized CATV manufacturers as preferring "no TV stations except in New York and Hollywood." Focusing on broadcasters' ownership of CATV's, and calling it "unholy alliance," he observed that FCC "is doing not one thing to stop network ownership of TV cables."

He asked that FCC authorize local program origination for translator stations.

Other witnesses at hearings' windup raised novel problems or offered unusual proposals. One, Dr. Robert E. Van Deusen, speaking for Lutheran Council, asked that ETV include provision for religious activities.

### FCC receives bans

FCC Commissioner James J. Wadsworth surprised colleagues Friday (April 28) with announcement that he is to be married May 22. Future bride is Mrs. Mary A. Donaldson of Arlington, Va., long-time family friend.

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

its network TV, spot TV and magazine advertising reporting services at combination discount from 1968 through 1970 but will keep 20% discount in effect through 1967.

Separate suit also said to have been settled with payment of almost \$94,000 to BAR as its remaining share of 1966 sales of network billings reports offered by LNA/BAR until those companies split first of this year.

### Claims agreement to buy Four Star; goes to court

Battle lines are being drawn for control of Four Star Television. Roland Mayotte, once assistant to president of Filmways Inc., together with associates, claims to have negotiated deal with principals of Four Star for sale of their interests. Price allegedly agreed on with deposits made was \$2.50 per share (totaling about \$1,750,000), but now apparently, either better price was offered by third party or principals just don't want to sell any more. As result, Mr. Mayotte has filed three separate suits in Los Angeles superior court against David Niven, Charles Boyer and estate of Dick Powell to enforce contract.

Restraining order to keep them from disposing of stock to other buyers may be sought. Messrs. Powell, Niven and Boyer were founders of production company.

### Newsfilm feed to UN is postponed to September

Postponement of United Press International's newsfilm feed to United Network affiliates until Sept. 11 is being announced today (May 1) by UPI.

Newsfilm service is provided by combination of UPI and British Independent Television called UPITN, which went into operation today. UPI spokesman said that transfer of United Network's transmission base from Las Vegas to Los Angeles resulted in temporary alterations in transmission capability in certain parts of U. S. It was decided to postpone start of newsfilm service until nationwide delivery could be accomplished, he added.

United Network official said all of its transmissions, including *Las Vegas Show*, would originate from Los Angeles. Up until late Friday (April 28) United Network was still declining to name national advertisers signed for



# PARTNERS IN DEFENSE

With watch-making precision a military aircraft wing is lowered gently to its freight-car cradle for shipment to an assembly plant. Such rail shipments point up the vitally essential partnership between railroads and America's fighting power.

Railroads are constantly developing new ways—like this specially-designed car—to meet the transportation needs of our armed forces.

Food, fuel and supplies move by rail, as well as component parts and finished material ... and on to battle stations.

Today's research-minded railroads are better prepared than ever to perform their partnership role in national defense.

ASSOCIATION OF  
**american  
railroads**



## THE QUICKEST WAY TO REACH TULSA AREA COLOR SET OWNERS\*

Ask any color set owner in Tulsa, "what station has the most color," and 75%\*\* of them will tell you, "KVOO TV." What's more, 60%\*\* of them will tell you KVOO TV has the best color! Buy KVOO TV in Tulsa. Call your Petry man.

**KVOO 2 TV**  
TULSA, OKLAHOMA

Represented by  Petry & Co., Inc.  
The Original Station Representative

\*68,900 ARB Nov. 1966  
\*\*Robert B. Spears Research Co., March 10, 1966

## DATEBOOK

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

■Indicates first or revised listing.

### MAY

May 1—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 mc through 91.9 mc).

May 1—Annual meeting of the stockholders of Tele-Broadcasters Inc. to elect directors and to transact other business. Biltmore hotel, New York.

May 1—Deadline for entries in the annual competition for the Howard W. Blakeslee Awards of the American Heart Association for outstanding reporting in the field of heart and blood vessel diseases. Radio and television programs and films produced between March 1, 1966 and Feb. 28, 1967 are eligible for the competition. Entries should be submitted to the American Heart Association, 44 East 23rd St., New York 10010.

May 2—Annual stockholders meeting of RCA. Waldorf-Astoria hotel, New York.

May 2—Annual spring meeting of Connecticut Broadcasters Association. Yale University, New Haven.

May 2—Annual meeting of Teleprompter Corp. 50 West 44th Street, New York.

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 3-5—1967 Electronics Components Conference sponsored by the Electric Industries Association and the Institute of Electrical and Electronics Engineers. Speakers include Dr. M. E. Lasser, chief scientist of the Army. Marriott Twin Bridges motor hotel, Arlington, Va. Advance reservation forms are available from: Mr. John P. Sheridan, 1967 Electronic Components Conference, Sprague Electric Co., 3900 Wisconsin Avenue, Washington 20016.

■May 4—Annual meeting of stockholders of Scripps-Howard Broadcasting Co. to elect directors and to transact other business. The First National Bank of Cincinnati, Cincinnati.

May 4-5—Annual spring meeting of the Pennsylvania Community Antenna Television Association. Speakers include James R. Palmer, C-COR Electronics. WBRE-TV Wilkes-Barre-Scranton, Pa. in cooperation with Tektronix Inc. will give a demonstration on the new NBC-TV test standards of transmission. Gus Genetti motel, Hazelton. Registration should be sent to Mrs. Myra Allen, 207 South Fairview St., Lock Haven, Pa. 17745.

May 4-6—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, general counsel of National Association of Broadcasters, and Kansas Governor Robert Docking. Ramada Inn, Topeka.

■May 4-7—16th annual national convention of the American Women in Radio and Television. Speakers include Vincent Wasilewski, president, National Association of Broadcasters, and Sol Taishoff, editor and publisher of BROADCASTING and Television magazines. Marriott hotel, Atlanta.

May 5—Annual breakfast of the UPI Broadcasters of Kansas. Ramada Inn, Topeka.

■May 5—First annual Colorado Broadcast Promotion seminar sponsored by the Broadcast Promotion Association in cooperation with the Colorado Broadcasters Association and TV Guide. University of Colorado Memorial Center, Boulder, Colo.

May 5-6—Annual spring meeting of Kansas

### REGIONAL SALES CLINICS OF RADIO ADVERTISING BUREAU

May 10—Hyatt House motor hotel, Burlingame, Calif.

May 11—Cherry Creek Inn, Denver

May 12—Town House motor inn, Omaha

May 22—Schine Ten Eyck hotel, Albany, N. Y.

May 28—Sheraton Barringer hotel, Charlotte, N. C.

June 12—Boston Statler Hilton, Boston

June 16—Sheraton hotel, Philadelphia

Association of Radio Broadcasters. Speakers include Douglas Anello, NAB general counsel. Romada Inn, Topeka.

May 5-6—Distinguished awards banquet and region 11 conference of Sigma Delta Chi, professional journalistic society. San Francisco.

■May 7-9—Spring meeting, Virginia TV Cable Association. Mayflower hotel, Washington.

May 8-10—Annual spring meeting of Kentucky Broadcasters Association. Stauffer's Inn, Louisville.

May 8-11—Special exhibition titled "Successful American Advertising II" co-sponsored by ABC Annonsbyra AB, Swedish ad agency, and the U.S. Trade Center. U.S. Trade Center for Scandinavia, Stockholm. Agencies wishing additional information on the exhibit can contact Mr. Grunberger, ABC Annonsbyra AB, Vasagatan 11, Stockholm C, Sweden.

May 9—Annual meeting of stockholders of Metromedia Inc. to elect directors and to transact other business. Foster and Kleiser New York Regional Operating Headquarters, Maspeth, N. Y.

May 9—Annual meeting of shareholders of the Communications Satellite Corp. Shoreham hotel, Washington.

May 9—Joint meeting of chapters 1 (Binghamton, N. Y.) and 2 (northeastern Pennsylvania) of The Society of Broadcast Engineers. Speaker will be Edward M. Noll, author, editor and broadcast engineer. The Colonial Motor Inn, Vestal, N. Y.

■May 9—Chicago chapter, Station Representatives Association, annual Timebuyer of Year award luncheon. Continental Plaza hotel, Chicago.

May 10—47th annual stockholders meeting of International Telephone and Telegraph Corp. Atlanta Biltmore hotel, Atlanta.

May 10—Annual meeting of stockholders of Capital Cities Broadcasting Corp. to elect directors and to transact other business. Schine-Ten Eyck hotel, Albany, N. Y.

■May 10-11—Executive committee meeting, National Community Television Association. Madison hotel, Washington.

■May 10-12—45th annual convention of the Public Utilities Advertising Association. Chase-Park Plaza hotel, St. Louis.

May 11—Annual meeting of the New Jersey Broadcasters Association. Speakers include Sherril Taylor, NAB vice president for radio. Rutgers University, New Brunswick, N. J.

May 11—Annual meeting of stockholders of Cowies Communications Inc. to elect directors and to transact other business. Waldorf-Astoria hotel, New York.

May 11-13—6th annual convention of the International Broadcasters Idea Bank. Viscount motor hotel, Windsor, Ont.

May 11-13—State convention of the Iowa Broadcasters Association. Speakers include Vincent Wasilewski, president, National

# There are two youth markets in the Metropolitan Washington, D.C. area

## WEAM Radio has both

There's the teen group (28% of today's population). What they do with the millions of radios, soft drinks, lipsticks and hair dryers they buy—we'll never understand. They're persuasive with parents (on cars, clothes, foods). WEAM captures them daily with the lively sound of their generation.



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General Manager, Program Division  
33 Rockefeller Plaza, New York City Area Code 212-582-5520

Association of Broadcasters. Holiday Inn, Waterloo.

■May 12—Luncheon of the Pacific Pioneer Broadcasters presenting "Salute to Armed Forces Radio & Television Service Day." Pat Buttram, emcee. Sportsmen's Lodge, North Hollywood, Calif.

May 12-13—Meeting of the Virginia AP Broadcasters. Roanoke.

May 12-13—Region 1 conference of Sigma Delta Chi, professional journalistic society. Featured speaker will be former Governor George Wallace of Alabama. Boston.

May 13—Annual meeting of the Chesapeake AP Broadcasters Association. Baltimore.

May 14-16—Annual spring meeting of Pennsylvania Association of Broadcasters. The Inn, Buck Hill Falls.

May 15—Ninth annual Emmy Awards dinner and telecast of the Chicago chapter of the National Academy of Television Arts and Sciences. (Colorcast by WMAQ-TV Chicago.) Pick-Congress hotel, Chicago.

May 15—Station Representatives Association presents its annual Silver Nail—Gold Key awards luncheon program. Plaza hotel, New York.

May 16—Broadcast Advertising Club of Chicago "Broadcasting Man of Year" award dinner. Ambassador West, Chicago.

May 16—Annual meeting of stockholders of Twentieth Century-Fox Film Corp. to elect directors and to transact other business. Waldorf-Astoria hotel, New York.

May 16—Foote, Cone & Belding annual meeting of stockholders. Hotel Commodore, New York.

May 16-19—Annual convention and trade show, National Community Antenna Television Association of Canada. Chantecler hotel, Ste. Adele (Montreal).

■May 17—New deadline for reply comments to FCC's proposed rulemaking that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

■May 17—Quarterly meeting of the Alabama CATV Association. Speakers include Doug Jarvis, Southeastern Trans-Video Inc., Dallas, and Bill Daniels, Daniels and Associates, Denver. Guest House Motor Inn, Birmingham.

■May 17—Annual meeting of the stockholders of The Outlet Co. to elect directors and to transact other business. 176 Weybosset St., Providence, R. I.

May 17-18—Television code board meeting of the NAB. Washington.

May 17-20—Annual spring convention of Illinois Broadcasters Association. Speakers include Douglas Anello, NAB general counsel. St. Nicholas hotel, Springfield.

May 17-20—Annual spring convention of Montana Broadcasters Association. Speakers include George Bartlett, NAB vice president for engineering. Finlen hotel, Butte.

May 18—Annual meeting of the Montana AP Broadcasters Association. Finlen hotel, Butte.

May 18-21—Western States Advertising Agencies Association 17th annual conference. Theme is "The Other Side of the Looking Glass"; businessmen outside advertising review the business. Palm Springs Spa hotel, Palm Springs, Calif.

■May 22-23—National Foreign Policy Conference for Editors and Broadcasters sponsored by the Department of State. Speakers include the Secretary of State and other high ranking government officials. Department of State, Washington. Any domestic newspaper, magazine, radio or television network or station or other information medium engaged in informing the general

## NAB RADIO PROGRAM CLINICS

May 18-19—Hotel Utah, Salt Lake City

May 22-23—Rickey's Hyatt House, Palo Alto, Calif.

May 25-26—Skirvin hotel, Oklahoma City

June 4-5—Holiday Inn, Nashville

June 6-7—Sheraton Cadillac, Detroit

June 8-9—Marriott motor hotel, Philadelphia

public about foreign affairs may request an invitation to one or all of these conferences for its bona fide representative by writing to the Director, Office of Media Services, Department of State, Washington 20520.

May 22-25—Spring meeting of the International Radio Scientific Union co-sponsored by the organization's U.S. and Canadian national committees. Ottawa.

May 22-26 — 5th International Television Symposium. Speakers include Federal Councillor R. Gnagi, head of the Swiss Federal Department of Transport, Communications and Power. Montreux, Switzerland.

May 22-29—Executive council meeting of the Inter-American Association of Broadcasters. Buenos Aires.

■May 24—Spring meeting of the New York State Community Television Association. Hotel Syracuse, Syracuse, N. Y.

May 25—Monthly luncheon, Federal Communications Bar Association. James O'Connell, director of telecommunications, Office of Emergency Planning, and telecommunications adviser to President. Washington.

May 25-26—Annual spring meeting of Ohio Association of Broadcasters. Speakers include Robert Pauley, president of ABC Radio, and Vincent Wasilewski, president of the National Association of Broadcasters. Carousel Inn, Cincinnati.

May 25-27—Annual spring meeting and engineering conference of the Alabama Broadcasters Association. Sheraton Inn, Huntsville.

■May 26—West Coast seminar of the National Association of FM Broadcasters. Mark Hopkins hotel, San Francisco.

May 26—Annual meeting of the UPI Broadcasters of Pennsylvania, Marriott motor hotel, Philadelphia.

May—26-28—Annual convention of Pennsylvania News Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; David Schoenbrun, foreign correspondent, and Tom O'Brien, vice president for news of ABC Radio. Marriott motor hotel, Philadelphia.

May 27—Regional news seminar of the Radio-Television News Directors Association. Speakers include John H. DeWitt Jr., president of WSM Nashville; William Monroe, Washington director of NBC News; Ernst Wildt, Paillard Inc.; Elmer Lower, president, ABC News; and Joe Dembo, director of news, CBS Radio, New York. Studios of WSM-TV, Nashville.

May 29-June 3—Assembly meeting of the Inter-American Association of Broadcasters. Buenos Aires.

## JUNE

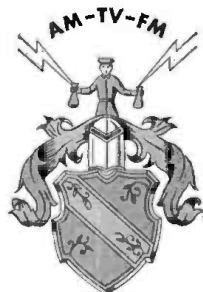
■June 4—Nineteenth annual Television Academy Awards sponsored by the National Academy of Television Arts and Sciences. Hosts will be Joey Bishop and Hugh Downs. (ABC-TV 9-11 p.m. EDT) Century Plaza hotel, Hollywood, and Americana hotel, New York.

■June 5-6—Annual spring meeting of Washington State Association of Broadcasters. Bayshore Inn, Vancouver, B. C.

■Indicates first or revised listing.

# **Believers.**

Plutarch said, "A word or nod from the good has more weight than the eloquent speeches of others." If you believe this, it's the kind of thought that encourages you to make sure you're operating good stations. We believe it.



## *The Fetzer Stations*

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Kalamazoo

**WKZO-TV**  
Kalamazoo

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**KGIN-TV**  
Grand Island

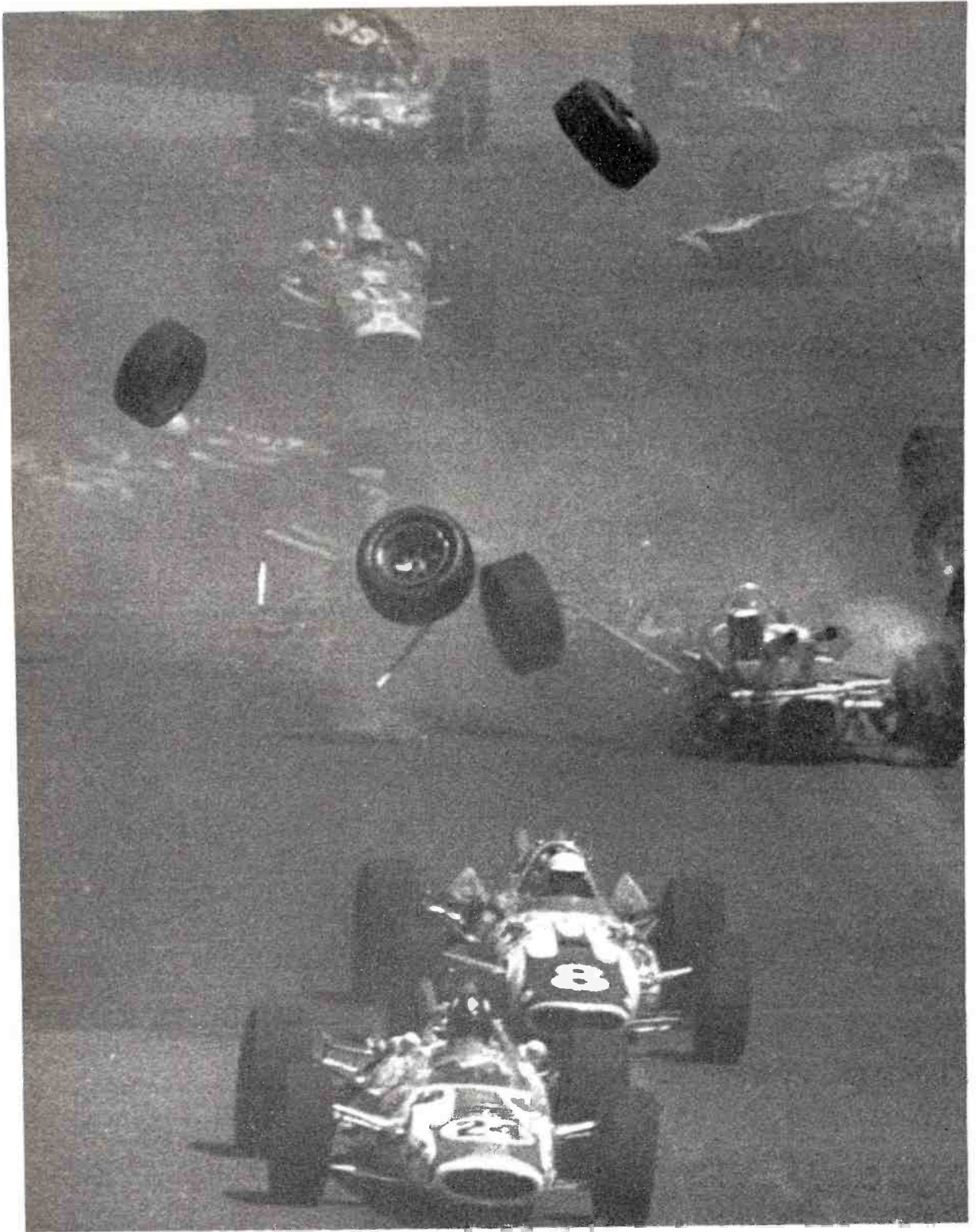
**WJEF**  
Grand Rapids

**WWTV**  
Cadillac

**WWUP-TV**  
Sault Ste. Marie

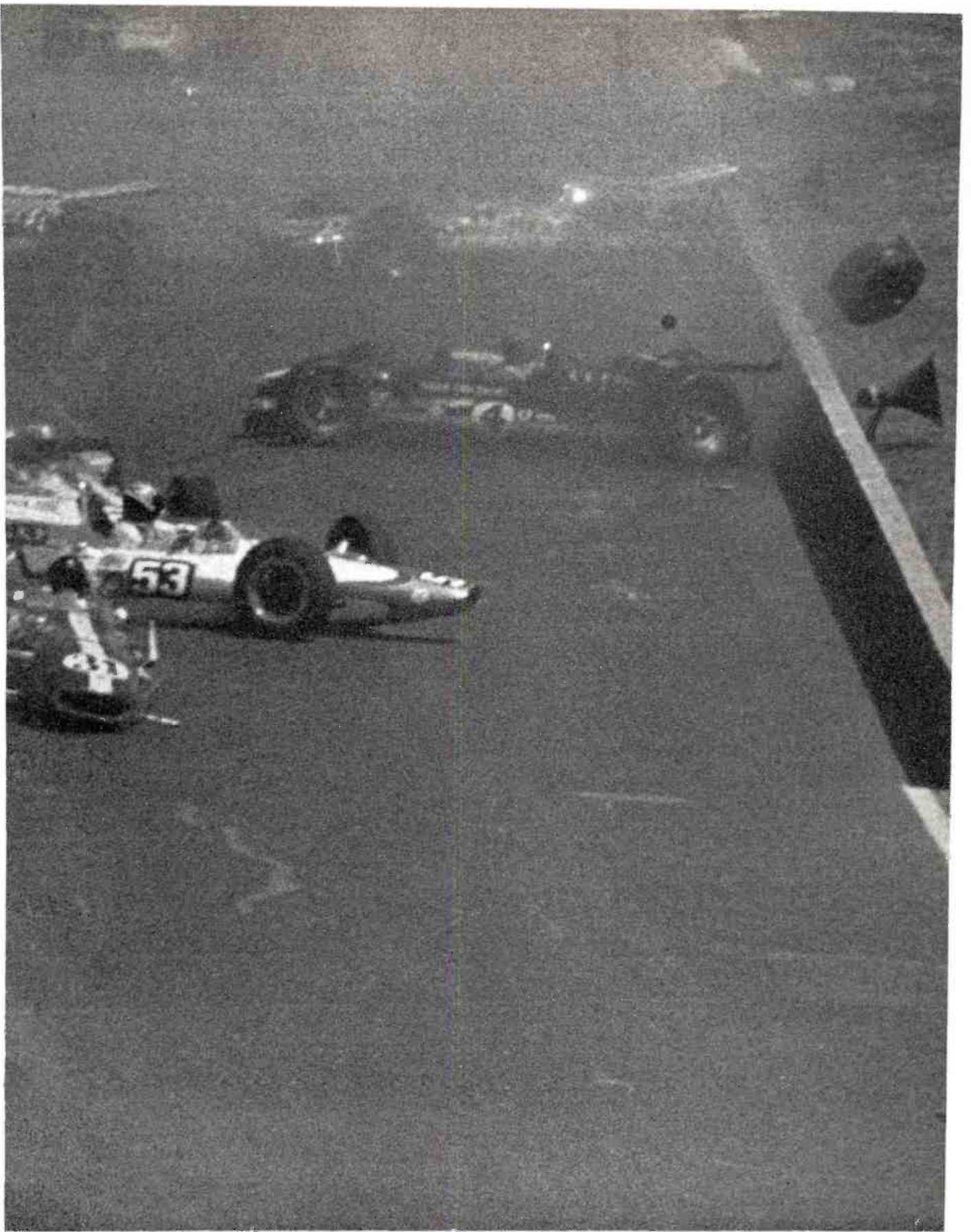
**WJFM**  
Grand Rapids

**WWTV-FM**  
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**If there's news there,**





**UPI will get it for you.**

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GREEN BAY, WISCONSIN  
BEN A. LAIRD, President

AM  
FM

NUMBER  
**1**\*

GREEN BAY'S  
ONLY  
24 HOUR  
STATION

\*PULSE, Inc.  
Green Bay, Wisc.  
Metro Area  
May-June,  
1965


IN  
GREEN BAY

32% MORE RADIO HOMES...  
43.3% MORE MEN...  
19% MORE WOMEN...  
26.6% MORE ADULTS than other 2 stations combined



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## TURN YOU ON

DON'T SIGN A TURNKEY CONTRACT UNTIL YOU CHECK WITH.....

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### Florida to be on EDT

EDITOR: STORY [BROADCASTING, APRIL 24] CONCERNING FLORIDA [REMAINING ON STANDARD TIME] IN ERROR. LEGISLATURE IS NOW IN SESSION AND THIS WEEK KILLED BILL TO EXEMPT STATE FROM NEW UNIFORM TIME LAW. MUCH CREDIT OWED TO FLORIDA ASSOCIATION OF BROADCASTERS IN SUCCESSFUL CAMPAIGN FOR DAYLIGHT TIME. HEAVY EDITORIAL SUPPORT AT LOCAL LEVEL AND WELL-ORGANIZED LEGISLATIVE EFFORT IN COOPERATION WITH TRANSPORTATION AND OTHER INTERESTS WON HARD-FOUGHT VICTORY FOR UNIFORM TIME.—*Ken Small, executive secretary, Florida Association of Broadcasters.*

(The story noted that the Florida legislature had not yet taken up the time question and as a result it appeared the state would remain on standard time.)

### Summer help

EDITOR: We need your help to provide jobs for the two million young workers who will be seeking employment this summer, with little hope of finding it unless they get some extra assistance . . . I hope you will print this letter in your next issue so we can bring the campaign to the attention of your many readers . . .

This summer, nearly 13 million youngsters in the 16-to-21 year age group will be in the work force—400,000 more than last year.

Unless we unite now to make more jobs available, two million of these young people are destined to have their hopes for the future dashed . . . Many of these boys and girls desperately need jobs in order to stay in school . . . Others are trying to save toward their college expenses . . . Some—from the poorest families—must help to fill the family larder and perhaps even outfit their younger brothers and sisters for the fall school term.

Last summer, thanks to the wholehearted cooperation of private employers, more than a million extra jobs were found for our youth. This year, we need to redouble our efforts to help the two million who most need assistance.

Moreover, we need to make a concerted effort to allocate these openings fairly. All young people did not share equally in the opportunities provided last summer. When all the jobs had been filled, 23% of the nonwhite youth remained unemployed compared to 9% of the white boys and girls.

There is no valid reason for this situation. According to a survey conducted by the Research Institute for Business Economics, employers who hired Negroes from the Watts section

of Los Angeles have reported encouraging results. Two-thirds of those hired between September 1965 and April 1966 still work for the same employer. The majority have had promotions and raises. Further, half of those who have left their jobs have done so for better offers. This is convincing evidence that the nonwhite worker needs only a chance to prove himself . . .

To your readers I say: "America's young people need your help." Please give them a lift along the road to success. "Help them help themselves."—*Hubert H. Humphrey, Vice President, chairman, President's Council on Youth Opportunity, Washington.*

### Cleaning-up the airways

EDITOR: We have read the McLendon Stations' advertisement (BROADCASTING, April 10). We subscribe to Mr. McLendon's position and hereby adopt it as our own in the receipt of music releases.—*Frank B. Best, general manager, WDX Orangeburg, S. C.*

(The McLendon Stations' ad, addressed to the music industry, stated that the group was tired of policing releases of questionable taste and announced the policy of refusing to accept records without valid lyric sheets and refusing to play records offensive to public taste.)

EDITOR: The McLendon Stations has made a definite contribution to the broadcasting industry. Its plea to have other responsible broadcasters help clean up our airways should be commended. While sales make a broadcaster a success, good programming goes a long way to contribute to the success of the sales department. . . .

All too often programming has taken a back seat so that the margin of profit can maintain its high level. It is possible that programming, if done properly, can cause that margin of profit to go even higher. Top-40 stations cling to what was created in the past and fail to advance to new ideas and thereby new sales. . . .

I contend, as do most programming people, that salesmen need an idea to sell. The McLendon Stations have contributed a great idea to broadcasting. Now all that remains is for other broadcasters to lend support to these principles.—*Don Karnes, operations manager, WCUM-AM-FM Cumberland, Md.*

### Misleading headline

EDITOR: In the box concerning House of Representatives action on the copyright bill (BROADCASTING, April 17), your text is correct in that the exemptions voted by the House with reference to educational broadcasting are

ferred only to the use of copyrighted material for instructional purposes. The headline of the box, however, reads "CPTV free of copyright." This is incorrect.

Both as recommended in the Carnegie Commission report and in bill S. 1160, the Corp. for Public Television, to which the headline refers, basically is not concerned with programs for instructional purposes. Therefore the programs which it would underwrite would be noninstructional and consequently not exempt under the copyright bill passed by the House. This is an important distinction, because, whereas educators have urged the specific exemptions granted in the House bill, they are not asking these exemptions for noninstructional programing. — *Chalmers H. Marquis, National Association of Educational Broadcasters, Washington.*

### Aiding the crippled children

EDITOR: Thank you, both on my own behalf and that of the National Society for Crippled Children and Adults, for your cooperation in running the Jimmy Durante advertisement.

As I understand it, the campaign this year was a real success and I am sure that the message which appeared in your magazine was a real contribution to it.—*Leo Burnett, Leo Burnett Co., Chicago.*

### Soaking the broadcaster

EDITOR: Following the reports on the copyright and benefits controversy has brought me to the conclusion that there must be some among the performers who are developing a growing kind of greediness (BROADCASTING, April 17).

In 20 years in broadcasting I have seen some of them gather in rather good wages from their personal appearances after their popularity was built up by the playing of their records. Several of them own and operate profitable radio stations. Some even start their own publishing companies and add another source to their already green pastures.

If they want to get so commercial about selling the repeated plays of their records to the broadcasting stations, it seems no more than fair for the broadcasters to bill them for the publicity they get at the regular rates for their advertising. Maybe the broadcaster could at least come out even on the deal.

With ASCAP, SESAC and the others already trying to increase the size of their bites and still other groups yelling for stricter regulations for broadcasting it seems as if 1967 may be turning into "soak the broadcaster year."—*William D. Gregory, Dorsey, Miss.*

BROADCASTING, May 1, 1967

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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What happened  
 in Boston  
 can happen  
 for you

## The Turn-Around Show That Did

What do you do when you have a good rating but the audience is solid kids 5-6 PM Monday-Friday? What do you do about attracting the wider range of women-interested advertisers who will run consistent spot schedules? You probably make a programming change.

Such was the Boston situation on WHDH until they picked Dr. Kildare for their schedule. In the first NSI report this show produced a complete turn-around in audience composition, without the loss of a rating point. Dr. Kildare increased the station's total women viewers by 107% and young women by 220% over the previous programming. WHDH is now number two in the time period among women viewers.

If you're missing the women in your audience, you're missing a good bit. Dr. Kildare is the best bet to remedy that situation. Ask the Man from MGM-TV today for availabilities.



(NSI—Feb./Mar. 1967)

## Storyboards—who needs them?

Once upon a time—it seems centuries ago—we were dealing with two basic advertising mediums: print and radio.

You could satisfy your client by showing him a print layout because he was seeing almost exactly what his customers would see when the ad ran in a newspaper or magazine or as a poster or whatever. Or, you could read him a radio commercial and, give or take a few sound effects and music stings, he was pretty much hearing just what his customers would hear when they turned on their radios.

Then along came television.

How could you show your client, who was schooled to seeing a faithful prototype of the finished product, what the commercial would look like? In the beginning, we were very primitive about television. Mostly, we were writing radio commercials and illustrating them. So we simply broke the words down into sections and illustrated clearly what pictures went with what words. Storyboards were born!

**The New Media** ■ But we learned a lot about television. We discovered it was not just illustrated radio, but a thrilling, dramatic and powerful new way to communicate with people. We discovered that beyond the selling words, pictures and ideas, there was a “fourth” dimension: a kind of total impression that not only underscored the words, pictures and ideas, but which turned out to be an experience in itself; a kind of “cathedral effect” (thank you, Mr. McLuhan) that spread its wings over the entire commercial and helped win friends and influence sales.

Second only to the basic selling idea, and far more vital than isolated words and pictures, this total impression is something that no storyboard can deliver.

In fact, the storyboard tends to kill it. We are looking at a print interpretation of a motion picture idea. And we are looking at it in a logical series of pictures with captions on a frame-by-frame basis. What’s more, we are forced to accept what a talented artist can do with a drawing pencil in the suffocating confines of a little box measuring a few inches wide by a few inches deep.

Neither the artist nor the still camera can capture the essence of the idea as it will emerge on a fluid piece of film. There is a distortion of values, too, because we illustrate “pretty girl goes here” and “pretty package goes there” and it has nothing to do with the

true dimensions of time and space as they will occur in the finished commercial.

These weaknesses in the storyboard could be dealt with if we all looked at it with true understanding that it was just the merest hint, the vaguest blueprint of what we would try to achieve on camera. They could be dealt with if we mutually agreed that the writers, producers, directors and cameramen (all cognizant and appreciative of the selling thrust and the advertising idea) had complete license to dance around the storyboard, to stray from it, to bring new values to it, and to use film to fulfill what the storyboard can only hint at—and very dimly at that.

**Contract Limitations** ■ But what happens? The storyboard becomes a contract. Any violation of it becomes a breach of contract. And the tighter and more thought-out the storyboard is, the more we are held to its laws. And the more severely handicapped is the finished commercial.

It is wrong, dead wrong, to preordain what a commercial will really look like and sound like before it is cast, before it is shot and before it is edited.

We’d all agree the happy solution would be to ban storyboards if we could substitute “quickie” films that would come mighty close to what the client buys and the consumer sees. This would let us judge how importantly the selling concept emerges. It would give us the feel of the language and the graphics and how they help propel the selling idea into the minds and hearts of the viewers. It would let us see how the total creative idea springs full-blown as a complete, integral thing, with its dramatic values pretty much as they would emerge in the finished commercial.

We would be forced to keep our eyes

focused on the “big idea” behind the commercial instead of looking at a crippled, puny thing chopped down into little pieces and parts on a storyboard. This, of course, would be costly and time-consuming to do in place of every storyboard we take to a client.

**Beating the Booby Trap** ■ So how can you beat the storyboard booby trap? There is a way and it presupposes you will accept your client as someone who is knowledgeable, sophisticated and sympathetic (and they usually are), who has an imagination and can use it.

If you do this, then you can wean him away from the storyboard habit. Go to the client with a script. Let your creative people play it out by creating a movie in the client’s mind. They can explain, describe, act out, flash pictures, use sound effects and do whatever they must to set the stage and position the players just as if they were describing a feature film they had seen. Then, read the script against this background and the whole reel will unwind in the client’s mind and he’ll get the full “cathedral effect” of your commercial. When he “buys” the idea, he is buying a *tour de force* rather than meaningless, isolated pictures and words as they appear in a storyboard.

If you put your faith in the client’s ability to work this way, he will, of course, have to return the favor by putting more faith in you and your ability to adhere to the basic selling message while carrying out the spirit of the commercial you described.

By giving you license to create in film without being tied down to the storyboard, he will reap rewards: All the nuances and values that good actors, good cameramen, good directors and good producers can bring to a finished commercial. All the values that the storyboard today can only freeze out.



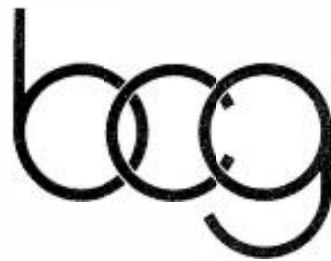
Alfred L. Goldman, executive vice president and creative director of Benton & Bowles, New York, joined the agency in 1959. A director of the agency, Mr. Goldman’s responsibilities include such functions of the creative department as copy and art. He began his career in advertising as a writer in 1949 with Van Sant Dugdale, Baltimore, and subsequently was associated with several agencies. He was copy director at Reach-McClinton, New York, before his association with B&B.

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\*PICK A SURVEY---ANY SURVEY



Represented by H-R Television, Inc.  
or call  
C. P. PERSONS, Jr., General Manager



# ANPA brands TV's figures false

Television research scathed by Bureau of Advertising chief who wants independent survey; broadcast researchers throw back gauntlet, criticize critic

The nation's newspaper interests drew a new bead on television last week, charging that its audience figures are gross exaggerations and calling for an independent study of its research methods.

Their announced aim was to clear up "a \$2.8 billion misunderstanding." This they defined as a misconception of audience figures that contributed, they claimed, to TV's \$2.8 billion in advertising billings last year.

"From here on in, it is television which will have to take a few lumps," Dr. Leo Bogart, executive vice president and general manager of the Bureau of Advertising, ANPA, told the American Newspaper Publishers Association's annual meeting in New York.

**Asks for Check-Up** ■ He called upon the nation's advertisers to take the lead in testing TV's audience-research techniques and pledged \$10,000 of newspaper money to help foot the bill.

Dr. Bogart's charges, made Thursday at the Bureau of Advertising session of the ANPA's four-day annual meeting, brought prompt but unofficial response from broadcast researchers.

His claims, they said, were based on information derived by research methods which have themselves been discredited. They said they would welcome an independent test of TV's audience-research methods, provided the test itself employed valid techniques.

Dr. Bogart, whose organization is the sales-promotion arm of the newspaper business, promised to unveil on June 2 the results of a new national study conducted by Opinion Research Corp. for the Newsprint Information Committee.

That study, he said, found "that many advertising messages are just as interesting to people as anything else going on in the world around them"; that "the people who are most interested in any advertiser's message are he ones most likely to turn to print as the best source" and that "newspapers come up strongly as the number one

medium for people to find out about the messages advertisers tell them."

Specifically, he said, the study showed that "one person in four actually says he looks forward to seeing the commercials when he turns on the TV," but that "many more (two out of three) say they look forward to seeing the advertisements when they open the newspaper."

**Roper Is Target** ■ In previewing results of the study, Dr. Bogart attempted to dull the sheen on the Elmo Roper studies, made for the Television Information Office, that have showed television steadily widening its lead over newspapers as the source of news for most people (BROADCASTING, April 10). In the process, however, he showed more deference toward television than its print competitors often tend to do.

The study, he said, "did not start

all the media for different purposes.

"Just as only radio provides late news flashes whenever we want them, TV is unique in the authenticity with which it shows news in the making: a state funeral, a ball game, even sometimes a Senate hearing.

"We find in our study that people consider television the best medium for the action news in Vietnam or Washington. But when we take the full range of specific information items in all four media, people select newspapers as the best source, far and away ahead of television even for the items which actually come from TV."

Dr. Bogart continued: "Does our study seem to refute the findings of the Roper survey which the TIO has just released? We believe it does, because it deals in specifics rather than in generalities. But I must say that we cannot laugh off the steady trend Roper shows over the past eight years, with steady gains in acceptance for television at the expense of newspapers and radio. This trend is real. It should inspire us to avoid complacency about our product, good as it is."

**Hard Knuckles** ■ The charitable attitude toward TV ended. From there on, Dr. Bogart undertook to lower the boom.

The "extraordinary communications revolution" reflected in the Roper studies "is not yet over," he said, telling his audience that now it's television's turn to "take a few lumps."

The "most startling feature" of the continuing revolution, he said, is that television, "like radio," is changing from a family medium to a personal medium, its audiences becoming more split up with the growing number of multi-set homes.

From that springboard he jumped into his attack on TV audience research.

"As the [TV] audience grows more fractionated," he said, "there is a greater and greater disparity between the percentage of homes using television and the percentage of people watch-

## Gulf's \$10-million buy

Purchase of a company-record \$10-million package of news and entertainment programs on NBC Radio and TV was announced last week by the Gulf Oil Co. The purchase comprises exclusive sponsorship of NBC radio-TV coverage of the political conventions and first rights to all NBC News "Instant Specials" in 1968, and one-half sponsorship of *Walt Disney's Wonderful World of Color* (NBC-TV). Young & Rubicam, New York is the agency.

out with the illusion that there are good media and bad media," but instead used the assumption that "media complement each other." Dr. Bogart continued:

"Our new study finds that on any given day, four out of five people get news from the newspaper, three out of five from television and over half from radio. But it is obvious that they use

ing TV. This presents new and complicated problems of audience measurement, which don't interest anyone in this room, nor the typical advertisers or their agencies, nor for that matter the broadcasters themselves."

Dr. Bogart added: "The prevailing weariness with dull technicalities has permitted inflated notions of TV audience size to be accepted as a matter of routine in many sectors of the marketing community. With \$2.8 billion invested in television last year, the misunderstanding of what makes people-viewing different from set-tuning is in effect a \$2.8 billion misunderstanding."

Dr. Bogart acknowledged that "there is of course more TV viewing than there was a few years ago," saying the Roper study showed "a trend which exactly parallels the rise in set ownership" but with the increase "slightly less in the upper-income sector."

He quoted the Roper report as saying "the upper educational and economic levels are and have always been less oriented toward television than the rest of the public," and added that "this is what every serious study of television has always shown."

He quoted "the head of a television network" as telling advertisers that "people in the higher social-economic brackets watch more television than low-income viewers" and said "this misstatement has been promoted long after it had been shown to be in error."

"We say," Dr. Bogart added, "television is great enough as an advertis-

ing medium to be sold on its real merits, without inventing any extras."

**Goodman's Quote** ■ The reference apparently was to a speech by NBC President Julian Goodman, subsequently defended against newspaper attacks by non-NBC as well as NBC researchers.

The nub of Dr. Bogart's criticism of TV audience figures centered on comparisons to results of surveys in which interviewers rang doorbells to find out who was watching TV.

He said A. C. Nielsen Co.'s figures on adult prime-time viewing are about 70% higher than those found by the bell ringers of the Alfred Politz research firm, and that an "as yet unpublished" study by the W. R. Simmons Organization found that a personal viewing diary produced figures 32% higher than the Simmons bell-ringers did. Nielsen, he said, uses a household diary and "this produces even bigger numbers than a personal diary."

"Of course," he said, "any inflation in audience size—be it of the order of two-thirds or one-third—is reflected in the cost-per-thousand by which advertisers evaluate newspapers' efficiency against TV."

"The question of why these figures differ is not a \$64 question or a \$64,000 question," he asserted. "It is a \$2.8 billion question."

**Up to Advertisers** ■ Dr. Bogart argued that the question cannot be answered acceptably by media or the rat-

ing services. "We say it is up to the people who are spending the money."

He called upon the Association of National Advertisers to lead the way in "a full-scale comparative study of television audience research methods and to come up with a realistic yardstick of audience size." He suggested the study be conducted by the Advertising Research Foundation, which is composed of advertisers, agencies and media, and pledged "a \$10,000 participation, along with other media and advertisers, in funding this project."

The issue, he said, is "of deep concern" to newspapers, but "vital" for the entire advertising business.

Officials of ARF reacted favorably and those of ANA could not be reached for comment.

Broadcast researchers contended that Dr. Bogart's chief claim—inflation of TV audience figures—was insupportable because it relied on comparisons based on "bell-ringing research" that was invalid for this purpose.

They said that in the Politz study interviewers reported that 35% of the households contacted were "not at home" (and therefore could not be watching television) because nobody answered the doorbell. Actually, they continued, many factors cause people not to answer the doorbell, especially at night—including absorption in TV to the point that they didn't hear the bell or, if they heard it, were unwilling to interrupt their viewing.

**Telephone Technique** ■ The 35% not-at-home figure reported by Politz on the basis of its house-to-house study they contended, is "far higher" than shown by telephone interviewing. This alone is enough to "discredit" the research as a measure of TV viewing these authorities contended. Said one "everyone I've spoken to rejects out of hand the idea that 35% of the people are not at home."

A *Life* magazine promotion based on this or a similar Politz study was attacked on the same grounds last winter by CBS-TV researchers and subsequently by others (BROADCASTING, Dec. 26 1966).

Nielsen company officials meanwhile have defended their service and also contend that there is scant difference between the viewing habits of upper income, better-educated viewers and those of the total population, and that the "elite" viewers—measured as individuals—watched as much in 1966 as in 1965 (BROADCASTING, March 27).

Broadcast researchers questioned last week, although critical of the Bogart claims, were reluctant to be quoted by name because, they said, his basic arguments contained nothing that had not been answered before. One dismissed his claims as "a rehash of old trash."

## TV, press may gain by satellite transmission

A multiuse satellite transmission system holds out promise of being shared by newspapers and television stations to the advantage of each group, James McCormack, chairman and chief executive officer of the Communications Satellite Corp., said last week.

He told a meeting of the American Newspaper Publishers Association in New York that entire issues of newspapers are now being transmitted over short distances from one location to another via facsimile. He said he had learned of one newspaper that leases the equivalent of an entire broad-band TV channel on conventional land lines for this purpose, and added:

"I think it will be obvious that satellites can help advance the art where longer distances of transmis-

sion are concerned. For instance, I'll bet you that a multiuse satellite transmission system can fit these sorts of operations together with commercial TV transmission nationwide at startling low cost to the press, while, at the same time, reducing the cost to broadcasters by sharing the fixed cost of the system."

Mr. McCormack also voiced the view that community antenna systems are the forerunner of a multiple service representing "a coalescing of community interest, not a diversion." In such a system, he said, homes, schools, libraries and businesses throughout an area may be connected by central switching and computing centers, providing "literally almost everything we view, read, talk over or listen to."



## Newspapers should welcome TV, publishers are told

National newspaper advertising is expected to reach the billion dollar mark for the first time in 1967, Charles Lipscomb Jr., chief executive of the Bureau of Advertising, American Newspaper Publishers Association told the bureau's annual meeting in New York last week.

He pointed out that for the past two years, national advertising revenue in newspapers has increased by 10%, reaching \$956 million in 1966. He predicted that in 1967 newspapers "undoubtedly will go over a billion dollars."

Bureau President Jack Kaufmann told the meeting that during 1966 the bureau had made a record number of 1,367 presentations to advertisers and agencies, ranging from eye-motion studies of newspaper-reading habits to sample ads showing how overseas airlines can take ad-

vantage of newspaper art.

**No Longer Fear TV** ■ In a report issued by the American Newspaper Publishers Association Research Institute and read to the publishers' convention there was a reference to television in these words:

"We no longer fear TV, but welcome it. We have learned that the story only half-told or half-heard on TV likely will have the greatest readership in our newspapers the next day."

John Strohmeier, editor of the *Bethlehem* (Pa.) *Globe-Times*, which is identified with the ownership of WGPA-AM-FM Bethlehem, said that TV seems impressed by the "hot" and "cool" theories of Marshall McLuhan. Mr. Strohmeier pointed out that newspapers are considered "hot" and added that "if you accept the theory that we are writing for

a generation of people who prefer to sit and watch and don't like to think, editorial pages will have to change."

**Classified Important** ■ Eldred R. Garter, classified advertising manager of the *Atlanta Constitution and Journal* (WSB-AM-FM-TV Atlanta), told the ANPA session that classified advertising is "big business," totaling \$1.34 billion in 1966. He noted this was "only \$3 million short of all the money spent on network TV, \$4 million more than spent in magazines and \$34 million more than spent on total radio."

An announcement was made at the convention that a grant of \$150,000 will be made to the ANPA for a study to determine where pretrial crime reporting prevents fair trials. The funds will come from the Robert R. McCormick charitable trust.

## Kudos for Cash from TVB board

Unstinting praise seen as complete endorsement of way bureau has been run

In what was interpreted as a move to put an end to bickering over the role of the Television Bureau of Advertising, the TVB board of directors went on record last week with lavish praise for the way TVB has been and is being run—and for the man running it.

The board adopted a resolution giving Norman E. (Pete) Cash, TVB president, a show of support so unstinting as to make the general run of resolutions put out by trade associations—normally at least profuse in their praise—look almost reserved by comparison.

The board did not mention complaints raised in recent weeks by a number of station reps contending that not only is spot TV business soft but that TVB, instead of merely selling television as a medium, ought to be aggressively selling spot TV against network TV (BROADCASTING, March 20).

It seemed clear from the resolution's wording, however, that it was intended not only to commend Mr. Cash and his

direction of the bureau but also to defend him against such critics and, hopefully, stem the flow of their criticism. The presence of three leading reps as TVB board members and signers of the resolution—Eugene Katz of The Katz Agency, Frank M. Headley of H-R and H. Peter Lasker of Broadcast Communications Group—seemed likely to increase the resolution's chances of success.

The board made clear that it felt TVB had adjusted to meet new problems as they arose, that it wanted TVB to be run in the future as it has been run, and that the board members considered themselves the best judges of its performance.

The resolution was adopted during a two-day meeting held last Monday-Tuesday (April 24-25) at the Greenbrier at White Sulphur Springs, W. Va., where the board had been guests at the American Association of Advertising Agencies' annual meeting and hosts of the AAAA at an April 22 cocktail party.

**A Fact of Life** ■ Offering the resolution while Mr. Cash and his associates were out of the room, Don L. Chapin of Taft Broadcasting, a former TVB board chairman, said that "like the rest of us in TV, Pete and the bureau may be finding life a bit more complicated than it used to be," but that "we don't think it's their fault. We—and TV—are growing up, and adversity is a fact of growing-up life.

"We're just as impressed today as

we were many years ago with Pete's qualities of leadership for the bureau. And it may be appropriate to let him know how we feel by telling him out loud."

The resolution said:

"The board of directors of the TVB hereby commends Norman E. (Pete) Cash, its president, for his superior performance over the years in establishing the bureau's position of high esteem among broadcasters, the advertising profession and the leaders of government concerned with television. He is a credit to his profession, to his staff and to the membership of TVB.

"Alert to the changing needs of television, Pete Cash has been quick to adjust the bureau's efforts to attack new problems with the newest tools. From changes in the bureau's staff to changes in its sales directions, he has shown a keen awareness of today's problems within our medium and has accepted the responsibility of facing them.

"It is our sincere desire that Pete Cash continue to direct his staff in the efficient manner that has resulted in the high degree of respect and acceptance accorded to the TVB by the industry it works to serve.

"It is hereby resolved that Pete Cash's professional and tireless effort be officially recognized with grateful appreciation by this vote of confidence from those best in a position to see the extent and results of his efforts, the directors of the Television Bureau of

Advertising.”

Plans for a team approach to spot selling, pairing members of TVB's 14-man national sales staff with station representatives for direct presentations to advertisers and agencies, also were reported after the meeting.

**More Field Work** ■ In other actions the board reviewed progress on TVB's Systems Of Spot project to simplify spot buying and selling procedures and agreed to push ahead with field work. Participants said afterward the board had not received full reports from all stations, station reps and agencies that had taken part in tests of the new system but that the outlook was “very promising.”

It appeared likely that TVB's sales conferences, a series of one-week training courses that the bureau holds for salesmen from member stations, would be converted next year to conferences for sales managers rather than for salesmen. Since the conferences were started in June 1965, officials said, 300 salesmen from 110 stations have been through the sessions and the demand for more advanced work has started to build.

In the meantime, it was reported, TVB officials have held 21 sales clinics on the home grounds of member stations this year and 91 others have been scheduled, for a total of 112.

“Television five years from now”

### Rochester TV's unite

The three commercial TV stations in Rochester, N. Y.—WHEC-TV, WOKR(TV), WROC-TV—have launched a cooperative campaign to attract more national advertising to the market. Called the Rochester TV group, the organization is headed by Arthur W. Kelly, formerly with WHAM Rochester. His assignments will be coordinated by Hart-Conway Inc., Rochester advertising firm.

was suggested as the theme for TVB's annual membership meeting, to be held Nov. 14-17 in New York.

The bureau's budget for the year was reported at approximately \$1,380,000, anticipating a gain of about \$50,000 through the signing of new members. Station membership currently is about 250, aside from networks and station reps.

Members of the board, in addition to Messrs. Headley, Katz, Chapin and Lasker, are: Joseph P. Dougherty of Capital Cities Broadcasting, chairman; Jack Atwood, WCSH-TV Portland, Me.; Charles B. Brakefield, WREC-TV Memphis; William R. Brazzil, WTVJ(TV) Miami; James E. Conley, ABC-TV

Stations; Alexander W. Dannenbaum Jr., Westinghouse Broadcasting; George F. Hartford, WTOP-TV Washington; Don Kearney, Corinthian Broadcasting; Frank G. King, KTVU(TV) Oakland-San Francisco; George A. Koehler, WFIL-TV Philadelphia; Jack McGrew, KPRC-TV Houston; John M. Otter, NBC-TV; Howard L. Stalnaker, WOW-TV Omaha, and Robert D. Wood, CBS-TV Stations.

### Agency appointments . . .

■ Mem Inc., Northvale, N. J., has appointed Al Paul Lefton, New York, for its line of men's toiletries. The \$2.5 million account will be supervised by Jeffrey J. Walker who will join Lefton as vice president and account supervisor.

■ Coty division of Chas. Pfizer & Co., New York, appoints Johnstone Inc., that city, for a selection of new products. Budget and media to be used have not been determined.

■ Kirk Products Inc., Hialeah, Fla., manufacturers of housewares, has appointed Frank B. Sawdon Inc., New York.

■ Roxbury Carpet Co., Saxonville, Mass., names Powell, Schoenbrod & Hall, Chicago. TV will be used.

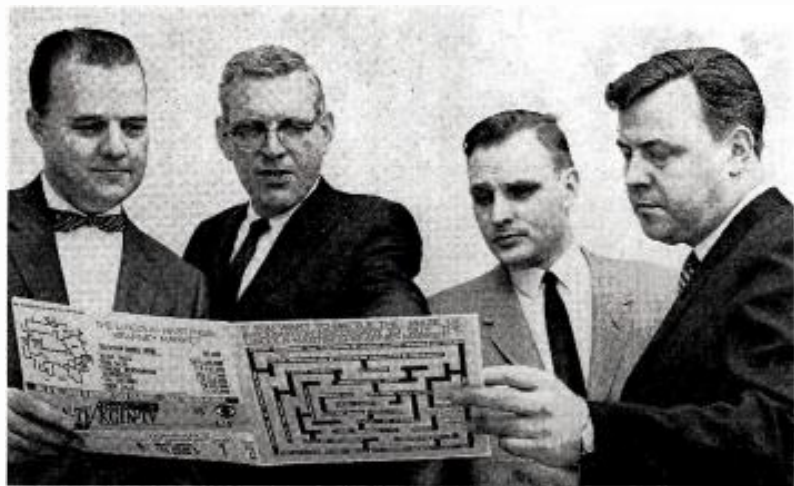
■ Kane, Light, Gladney Inc. has been named to handle advertising for Click-a-Sweet, a portable, ball-point pen style saccharine dispenser, product of Andre Bernard (both New York).

### GF splits breakfast foods at B&B, Grey

General Foods Corp., White Plains, N. Y., announced last Thursday (April 27) that it will reassign some brands from within the corn and bran cereal classification from Benton & Bowles, New York, to Grey Advertising, New York. The products bill about \$3 million of which about \$2.6 million is in TV-radio.

Melvin C. Baker, vice president, corporate marketing for General Foods, said the company felt it wanted contributions in the breakfast food market from more than one agency. He noted that B&B will be assigned three new products and Grey one. The new products are as yet unannounced and are not being marketed at this time.

The Post Division products which will be moved to Grey from Benton & Bowles are Post Toasties, Post Corn Flakes (in regional distribution), Post 40% Bran Flakes, Post Raisin Bran and Post Bran and Prune Flakes. B&B retains all of the other General Foods' Post Division cereal products.

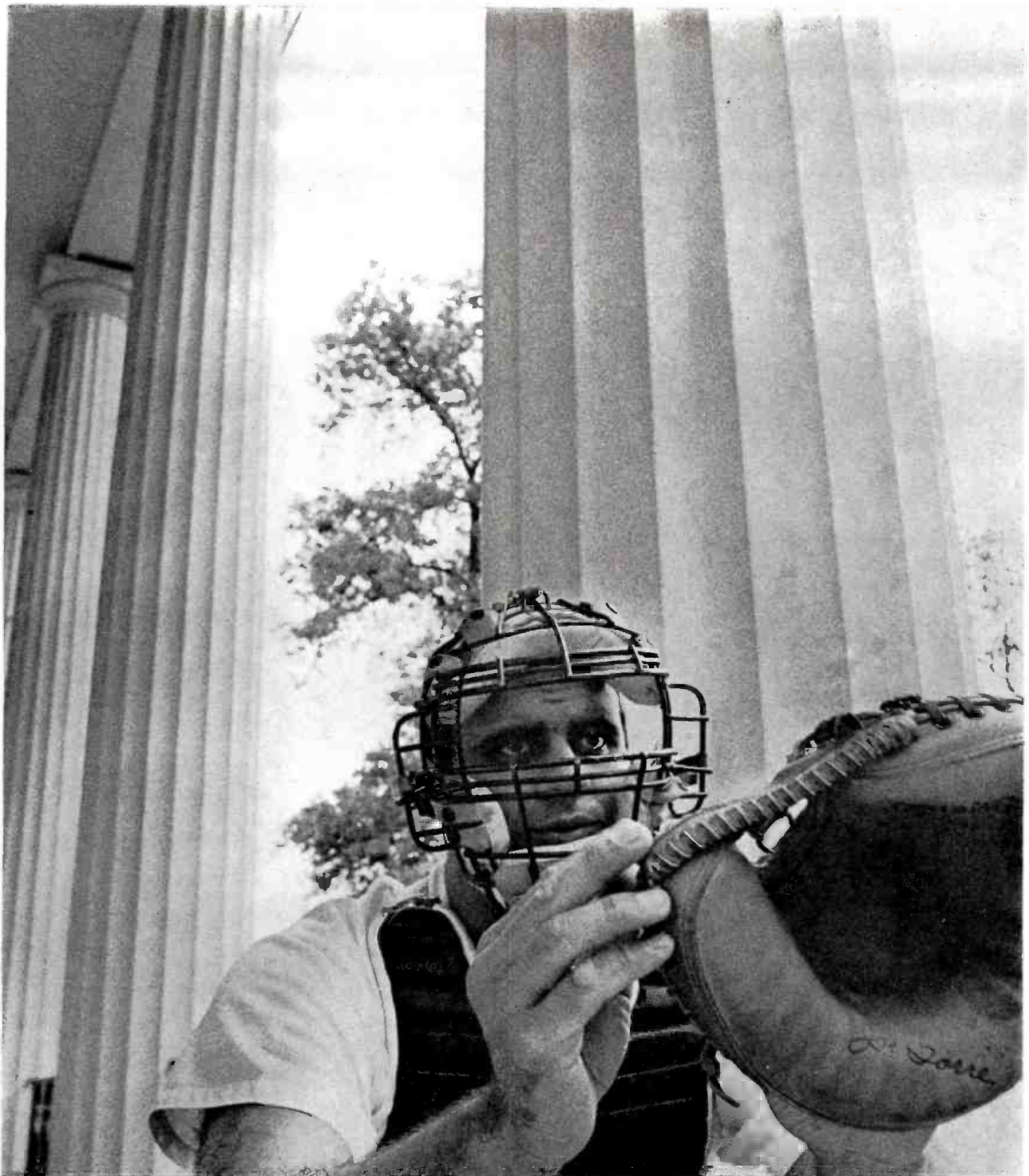


### Lincoln's profile put in focus

Media executives of Liggett & Myers Tobacco Co. were among those briefed on the newest market facts and figures of KOLN-TV Lincoln, Neb., at a New York luncheon film presentation.

At headquarters of Avery-Knode, the station's national sales repre-

sentative, (l to r): Al Larson, AK manager of television sales development; Duane Holman, general sales manager of KOLN-TV; Rein Kurgval, Liggett & Myers research, and Richard Zagrecki, manager of media and sales research for the tobacco company.



**Atlanta believes in the Braves.  
And WSB-TV.**

Joe Torre, a major star in a major city. Atlanta, where sports are big league. As is the television. For the home of the Braves is also home of WSB-TV. The station that outcores all competition with a line-up of news, sports



WHITE COLUMNS ON PEACHTREE

(Braves games, of course), entertainment and special events that has made a believer out of Atlanta. • When it comes to selling Atlanta, WSB-TV is in a league by itself. You'd better believe it. WSB-TV / Ch. 2 / Atlanta / N.B.C. / Petry



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

# Small fry in big ad world

Seminar told that kiddies gain from TV, have sharp evaluation

The contemporary practice of mixing children and television has exposed the kiddies to a great deal of adult programming and commercials as well as the small-fry fare. The result: Children influence adults in the purchase of adult products much more than grownups realize.

This trend came to light last week in Chicago during an all-day seminar on advertising for the child consumer sponsored by the Women's Advertising

Club there. Held Wednesday (April 26), the meeting also was told how TV has better prepared children for school, helped establish brand loyalties at an early age and in some cases put parents in an unfavorable position by forcing them to say "no" too many times to junior's demands for certain products, especially foods and toys.

**The Kool-Aid Story** ■ Charles Winston, president of Foote, Cone & Belding, related how TV helped build an all-year market for Kool-Aid as well as double its summertime sales. He especially noted how TV has matured children in his own family.

Mrs. Arthur Billings, a doctor's wife who appeared on the panel as a mother defended the FC&B official when a questioner in the audience criticized Kool-Aid's use of a summer camp contest in its campaign on the grounds only a handful could possibly win and the children would be misled. Mrs. Billings thought the contest was a good idea because it could teach children that "life

doesn't always keep its promises" while still giving them a constructive creative outlet in writing their entries. She felt, though, that some commercials make children too demanding and put mother on the spot.

June Colbert, vice president and partner in The Chicago Group Inc., an Interpublic affiliate, admitted that producing commercials for children poses a dilemma for the advertisers because his sense of parental responsibility gets in the way of professional criteria—"Is it legal and is it effective?"—which usually are the sole guides in producing adult advertising. She noted many millions of children watch programs like *Peyton Place* and wondered if they haven't begun to reject the adult world to become a generation of nonmaterialists instead.

**Commercials in Classes** ■ Dr. Frances Horwich, director of children's programming, WFLD(TV) Chicago, observed that children could become much more intelligent consumers upon growing up if the schools would stop excluding commercial materials in the classrooms. If TV commercials were more used and discussed in school, she felt, the children would be less isolated from the realities of life.

Dr. Harold Shane, Indiana University professor of education, cited advertising's "great morality" even though there are some abuses. He noted children start school today much more knowledgeable than ever before as a result of television.

Dr. Lester Ball, superintendent of schools, Oak Park, Ill., suggested that the world of advertising knows children better than do the schools, and educators could learn some lessons from commercial TV for use in classroom teaching itself as well as for more effective production in educational television.

Schools have a school bell and the law on their side in keeping the kids as a captive audience, Dr. Ball explained. Advertising must win attention by interest and persuasion, he said.

Hal Larson, J. Walter Thompson Co., Chicago, noted that the advertiser can't fool a youngster despite his youth and innocence. The child can spot a phoney faster than any adult, Mr. Larson said, and can see the merits of a product or ad "more honestly than a whole test panel."

**Much to Learn** ■ William S. Robinson, cereals product manager at Quaker Oats Co., Chicago, said his firm has used youngsters in TV research effectively and thought there still is a lot to learn about advertising to children. Too often, he said, such advertising today is written to please an adult peer group within the agency or client company rather than to communicate with the youngsters.

## 10-second ID's bring \$1 million in car sales

A local auto dealer in Providence, R. I., that used a schedule of 10-second ID announcements on two stations in the area to promote the sale of Chrysler cars, credits television with having played the major role in stimulating \$1-million worth of orders this past winter.

Harris Auto, a Chrysler-Plymouth agency in Providence headed by Alfred (Smokey) Cerrone Jr., worked out strategy and implementation of the campaign with a committee of WJAR-TV Providence executives. The ID's were carried six times a day on WPRO-TV and WJAR-TV Providence during February and March, and

only before the best car shopping days of the week. The ID's spotlighted Mr. Cerrone on camera, stating that he has cars for sale at a certain price at Harris Auto. No other local advertising media were used by Harris.

WPRO-TV has made a filmed record of Harris Auto's success, mentioning gains made by the dealer in January and February and culmination with the outstanding March sales effort. Television Bureau of Advertising is cooperating in making the film available to other TV stations and to auto dealers throughout the country.



Mr. Cerrone went to Detroit to tell the success story of Harris Auto. Pictured (l to r): John McCrory, assistant general manager of WPRO-TV Providence, R.I.; Robert

Anderson, vice president and general manager of the Chrysler-Plymouth division; Mr. Cerrone, and Doyle W. Lott, Chrysler-Plymouth advertising manager.

# BAR network billing report for week ending April 23

BAR Network TV dollar revenue estimates—week ended April 23, 1967  
(Net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended April 23	Cume April 1-23	Cume Jan. 1- April 23	Day parts	Networks	Week ended April 23	Cume April 1-23	Cume Jan. 1- April 23
Monday-Friday	ABC-TV	—	—	—	Sunday	ABC-TV	240.0	433.0	2,529.6
Sign-on 10 a.m.	CBS-TV	120.8	318.0	2,088.1	6-7:30 p.m.	CBS-TV	203.8	815.3	4,700.9
	NBC-TV	307.0	918.4	4,738.6		NBC-TV	284.6	830.6	3,564.8
	Total	427.8	1,236.4	6,826.7		Total	728.4	2,078.9	10,795.3
Monday-Friday	ABC-TV	1,412.2	3,901.2	24,165.3	Monday-Sunday	ABC-TV	4,767.5	16,788.9	90,703.9
10 a.m.-6 p.m.	CBS-TV	2,989.6	9,206.2	55,729.4	7:30-11 p.m.	CBS-TV	5,299.2	18,354.3	100,263.3
	NBC-TV	1,697.0	5,060.6	29,012.3		NBC-TV	6,343.7	20,902.4	103,090.0
	Total	6,098.8	18,168.0	108,907.0		Total	16,410.4	56,045.6	294,057.2
Saturday-Sunday	ABC-TV	1,093.4	3,988.4	15,405.1	Monday-Sunday	ABC-TV	415.2	1,607.3	2,473.9
Sign-on 6 p.m.	CBS-TV	874.1	3,766.2	16,888.3	11 p.m.-sign-off	CBS-TV	34.6	138.2	713.5
	NBC-TV	457.1	1,538.5	7,928.2		NBC-TV	402.7	1,236.3	6,119.8
	Total	2,424.6	9,293.1	40,221.6		Total	852.5	2,981.8	9,307.2
Monday-Saturday	ABC-TV	304.6	939.8	4,845.6	Network totals	ABC-TV	8,232.9	27,658.6	140,123.4
6-7:30 p.m.	CBS-TV	498.2	1,575.2	10,447.0		CBS-TV	10,020.3	34,173.4	190,830.5
	NBC-TV	554.9	1,682.4	9,610.2		NBC-TV	10,047.0	32,169.2	164,063.9
	Total	1,357.7	4,197.4	24,902.8	All networks		\$28,300.2	\$94,001.2	\$495,017.8

## Bell asks Taft to reconsider

Group's higher standards should not cause conflict with code's position

Expressing regret and dismay as well as surprise and disappointment with Taft Broadcasting Co.'s decision to pull nine of its radio stations out of the National Association of Broadcasters' radio code, Howard Bell, code director, last week said he hoped Taft would "reconsider" the move and "continue as a radio code subscriber."

In a six-page, single-spaced letter, the code director was answering the charge made a week earlier by Taft President Lawrence H. Rogers II that acceptance of hemorrhoid-remedy commercials "makes the code of questionable value" (BROADCASTING, April 24).

Mr. Rogers had resigned the Taft stations because he said the radio code "now considers acceptable" hemorrhoid remedy spots. The acceptance of such spots, he added, "demeans all broadcasting . . . and arms our many critics."

Personal product advertising, including hemorrhoid remedies, had been categorically banned by the radio code until June 1965. At that time the radio board approved an amendment to the code to remove the outright ban and place the emphasis on copy that would be in "good taste" and presented in "a

restrained and inoffensive manner."

Mr. Bell said that the fact that Taft stations wish to maintain a standard that "may be considered higher" than the code's own, should not put the two in conflict. "If we were dealing with a proscriptive standard with which you would be required to comply contrary to your policy or philosophy," he wrote, "your reaction would be understandable and necessary. In this case, however, there is no conflict. . . ."

He recalled an exchange of views on the subject between himself and Mr. Rogers following the 1965 amendment, in which the Taft president said the group's policy would "specifically ban hemorrhoid remedies, feminine hygiene, birth control or other such intimate products regardless of treatment."

Mr. Bell noted that following that exchange, Taft remained in the radio code and "I assumed that the matter had been solved."

Tracing the history of personal product advertising over the past two years, Mr. Bell pointed out that in January 1966, his office said birth control products would be unacceptable on the air and in May of that year, feminine hy-

giene product advertising was put on the unacceptable list.

"If every subscriber who disagreed with a point of code policy withdrew his support," the code director added, "there would be no subscribers left. . . . We hope that subscribers who disagree with a policy would remain in the code in order to support the principles for which the code stands, while at the same time working to change policies which they feel may not be in the best interests of the code, the industry or the public."

The Taft stations that resigned from the radio code were: WBRC-FM Birmingham, Ala.; WGR-AM-FM Buffalo, N. Y.; WDAF-AM-FM Kansas City, Mo.; WTVN-AM-FM Columbus, Ohio, and WKRC Cincinnati. WKRC-FM has not been a code member.

Taft's seven TV stations remain members of the television code, which bans personal product advertising. Taft radio and TV stations resigned from NAB membership on April 30, 1965.

## Iowa agencies to wed in June

Two Des Moines, Iowa, agencies—Lessing-Flynn Advertising Co. and Carter Reynolds and Associates—will merge June 1. They will operate under the Lessing-Flynn name with Roy J. Flynn, president of L-F, retaining that title. Carter Reynolds, president of his own firm, will become an account executive in the merged operation. L-F was established in 1907 and is the oldest agency in the state. The Reynolds shop was formed in 1957. Before that Mr. Reynolds had been an account executive with KRNT-AM-FM Des Moines.



Mr. Rogers



Mr. Bell

**ACTION-DRAMA**

**12 o'clock HIGH**  
*a QM production*

**SOLD**

- New York
- Los Angeles
- Minneapolis
- Dallas-Ft. Worth
- Detroit
- Honolulu
- Bellingham
- Philadelphia
- Portland, Oregon
- Scranton-Wilkes Barre
- Seattle-Tacoma

**78 HOURS / 17 IN COLOR — AVAILABLE NOW!**

**4 Outstanding Programs for local**

**LIVE-ACTION**

**The GREEN HORNET**

**Number 1  
In  
Its  
Time  
Period\***

**26 HALF-HOURS — IN COLOR FOR FALL START!**

\*Nielsen MNA avg. Sept. '66-Mar. '67

Number 1  
In  
Its  
Time  
Period\*

SCIENCE-FICTION

**The  
TIME  
TUNNEL**

30 HOURS — IN COLOR FOR FALL START!

sale from 20th Century-Fox TV



AWARD-WINNING ALL FAMILY WESTERN

**“THE MONROES”**

26 HOURS — IN COLOR FOR FALL START!

\*Nielsen MNA avg. Sept. '66-Mar. '67

## FTC still watching TV ads, ratings

The Federal Trade Commission is still monitoring TV advertising to make sure that all the demonstrations are on the up and up. And the agency is continuing its interest in audience rating claims.

These two items were among the score discussed by the trade agency in its appearance before the House Appropriations Subcommittee on Independent Offices on March 6. The transcript of the interrogation was made public last week.

Although not mentioned during the hearing, the FTC is known to be interested in TV commercials showing, for example, a TV receiver operating in a home environment. The question at issue, it's known, is the fact that the picture on the TV set is there through the use of rear screen film projection, not through bona fide reception off the air. The latter is difficult to project on TV, it's said.

The rating study involves not only the validity of the figures used, and a proper explanation of their possible range, but also the omission of other factors that may be responsible for the rating (such as an increase in power, or a taller antenna in the case of TV stations).

In its report to the Congress, the FTC's Bureau of Deceptive Practices, the group that scrutinizes advertising, said it was conducting a "comprehensive" review of TV commercials using mockups.

On the rating subject, the Bureau said its staff had initiated investigations of possible violations.

During the 1965-1966 fiscal year, the report said, the Bureau's monitoring service examined 731,335 advertise-

ments. Radio and TV continuities accounted for 510,681 of these, it said. Almost 19,000 ads of all kinds were segregated for further scrutiny as "possibly misleading," it added.

The bureau said also that it was proceeding in its study of analgesics advertising. Sometime this year, it said, it would submit recommendations to the FTC commissioners for "corrective action on an industry-wide basis." The basic themes under review, it said, were safety, efficacy, speed and duration of relief. It is also checking into vitamin advertising, the Bureau said.

The agency's deceptive practices group is seeking an increase of \$235,000 over its 1967 fiscal budget of \$1.6 million, adding 25 new personnel to its present 127.

## Scali, McCabe, Sloves new agency in N.Y.

Newest addition to the Madison Avenue advertising scene is Scali, McCabe, Sloves. Now located at temporary offices in New York's Hotel Gotham, the new agency, formed by five young men all in their early 30's, will move to Madison Avenue by July.

President and chief executive officer is Marvin Sloves, former vice president and account supervisor at Papert, Koenig, Lois Inc., New York. Edward A. McCabe, former vice president and associate copy chief at Carl Ally Inc., New York, is vice president, secretary and director of copy. Sam Scali, former vice president and senior art supervisor at PKL, is vice president and creative director; Alan D. Pesky, formerly an account supervisor with PKL, is executive vice president and J. Leonard Hultgren, a senior account executive at PKL is vice president and director of media and research.

## Mary Wells's advice: 'gamble a little'

If it's a safe little success advertisers want they shouldn't come to Wells, Rich, Greene Inc. This hot, little-but-growing, New York-based agency thinks big, goes for broke, and sets out from the start to cut through long-establish industry patterns.

That's what Mary Wells, president of the agency, told a luncheon meeting of the Advertising Club of Los Angeles last week. Looking like a somewhat flustered but defiant runaway from Radcliffe the young lady executive told a turnaway crowd that "big, daring ideas pay off . . . so gamble a little." The American public is jaded with television viewing, she pointed out, is semi-professional about advertising and promotion—"nothing will shock them." The way to get their attention, she indicated, is to prance where others fear to tread, to forget what's been done before and "think for yourself . . . think new whatever you do."

Miss Wells concluded her talk by showing film excerpts from campaigns WRG has conducted for Braniff Airways Inc., Benson & Hedges cigarettes, Burma-Shave and V. La Rosa & Sons macaroni products.

## Business briefly . . .

**McDonald's Operators Association of Southern California**, through Davis, Johnson, Mogul & Colomatto Inc., Los Angeles, this month began its most intensive advertising and promotion campaign. The traffic-building strategy is based on a drawing contest designed to bring children and parents into a McDonald's drive-in restaurant at least four times during the month. The 30-day promotion is supported with 41 TV spots per week on KNXT(TV), KNBC(TV), KABC-TV, KHJ-TV, KTTV(TV) and KCOP(TV), all Los Angeles, plus billboards.

**General Foods Inc.**, White Plains, N. Y., through Young & Rubicam, New York, will introduce Freeze-Dried Sanka Coffee with a heavy television and print campaign. GF will also be using spot TV for the introduction of its improved Dream Whip.

**Schwepes**, New York, is increasing its spot television use in approximately 100 cities in a holiday push for its new bitter orange drink that's being expanded from test marketing to national distribution. Schwepes will be in spot about nine weeks this year, placed in waves (concentrated in a few weeks before and encompassing Memorial, Independence and Labor Days). Much of

there's no question when buying  
**AUGUSTA**

**MORE love WRDW-TV 12**

**R** A RUST CRAFT STATION Represented by The Katz Agency, Inc.



the business will be handled on a co-op basis with bottlers and distributors. Agency is Ogilvy & Mather, New York.

**Toni Co.**, through North Advertising, both Chicago, again becomes a sponsor of CBS Radio's *Arthur Godfrey Time*, for 26 weeks beginning May 2. Toni had sponsored Godfrey from 1949 to 1955. Other CBS Radio buys: **Sinclair Refining Co.**, New York, through Geyer, Morey & Ballard, same city, co-sponsorship of *Morning Report*; **Ford Motor Co.**, Detroit, through J. Walter Thompson Co., New York, in *Worldwide Sports*; **Dodge Division, Chrysler Corp.**, Detroit, through BBDO, same city, and **Nomark Inc.**, division of Revlon Inc., through Grey Advertising, both New York, both in news and dimension programs.

## LNA bypasses local ads in direct network feed

Leading National Advertisers Inc. announced last week that it plans to begin today (May 1) a direct network feed to its monitoring center in Norwalk, Conn., in a move aimed at providing "greater accuracy and speed" of various network data to agency clients.

C. Scott Miller, executive vice president of LNA, said necessary connections are being made for the hookup from the AT&T long-lines network feed to the East Coast region direct to LNA's monitoring center in Norwalk. In the past, he stated, LNA monitored the three New York network-owned TV stations and "inevitably local commercials were included, necessitating checking and rechecking." The network feed eliminates local commercials, according to Mr. Miller, enabling LNA to deliver to agency clients network information covering expenditures, cost-per-thousand and commercial impressions more speedily and more accurately.

## Manischewitz test campaign

The B. Manischewitz Co.'s (food products), Newark, N. J., use of a current saturation radio campaign in New York, Chicago, Los Angeles and Philadelphia was estimated last week as having involved more than \$150,000 and depicted as "prelude" to a more national campaign (using some 20 major markets) next fall.

Manischewitz Foods, through Kane, Light, Gladney, New York, used only radio to advertise April 13-24 its foods during the Jewish Passover season. Theme of the campaign was the singing "Jewish cowboy" (a real life rancher from Texas).



## More radio ammo

The National Association of Broadcasters expects to break out of a scissors-and-tape logjam in about two weeks. The tieup is a result of the more than 300 orders for the taped presentation of "The Many Worlds of Inner Space." Each of the tapes has to be hand-leadered in 22 places and the job takes about 45 minutes.

The presentation, which promotes radio, has already been sent to more than 500 stations that got their orders in earlier in the year. The present backlog is the result of a presentation of the tape given at the NAB convention in Chicago by Frank Gaither, wsb Atlanta, chairman of the NAB public relations committee (above). The tapes, in stereo, are available to NAB members at \$2 each.

## Branch stores may find new image through TV

Suburban retail store operators are being urged by one of their own to look at TV advertising to fill the gap in branch store promotion. In a talk prepared for delivery today (May 1) at a National Retail Merchants Association meeting on branch stores in New York, Sam Gottesfeld, vice president of Bell & Stanton Inc., New York, will speak of the growth in branch stores and of their proliferation in the retailing business noting that "today the branches have to and do, for the most part, carry their own weight." But he asks whether or not the "old chestnut advertising and sales promotional techniques" are good enough to command interest in attracting customers.

An answer, Mr. Gottesfeld suggests, may be for store advertising to appeal to sophistication. He says more stores possibly should hire creative advertis-

ing agencies. But, he warns, "the first job in suburbia would seem to be to find advertising media that are really effective locally. Metropolitan newspapers are striving valiantly to fill the gaps in suburbia, but they have a long way to go.

"Maybe television is the answer, or part of the answer," Mr. Gottesfeld continues. "Certainly color TV can register merchandise impact as black and white never could. But do retailers have to sell merchandise on television? Maybe they should be selling institutional personality—something not many branches have succeeded in developing."

## Wogan cites radio's explosive growth

Radio will move into the billion-dollar industry class in 1967 for the first time in its history, Robert Wogan, vice president, programs, NBC Radio, predicted in a speech in Milwaukee last Thursday (April 27).

Mr. Wogan told the National Broadcasters' Night banquet cosponsored by the Milwaukee Broadcasters Association and the Milwaukee Advertising Club that radio—network, spot and local—had combined revenues of approximately \$930 million in 1966 and an increase of 8% to 12% projected for this year should "assure radio its first billion-dollar year."

Among radio's advantages, he indicated, are that it is the only advertising medium that has reduced its cost-per-thousand over the past five years (by 15%, he stated) and is the most persuasive of all media with a set circulation of more than 262 million and more than 5,300 AM and FM stations covering the nation with its 200 million listeners.

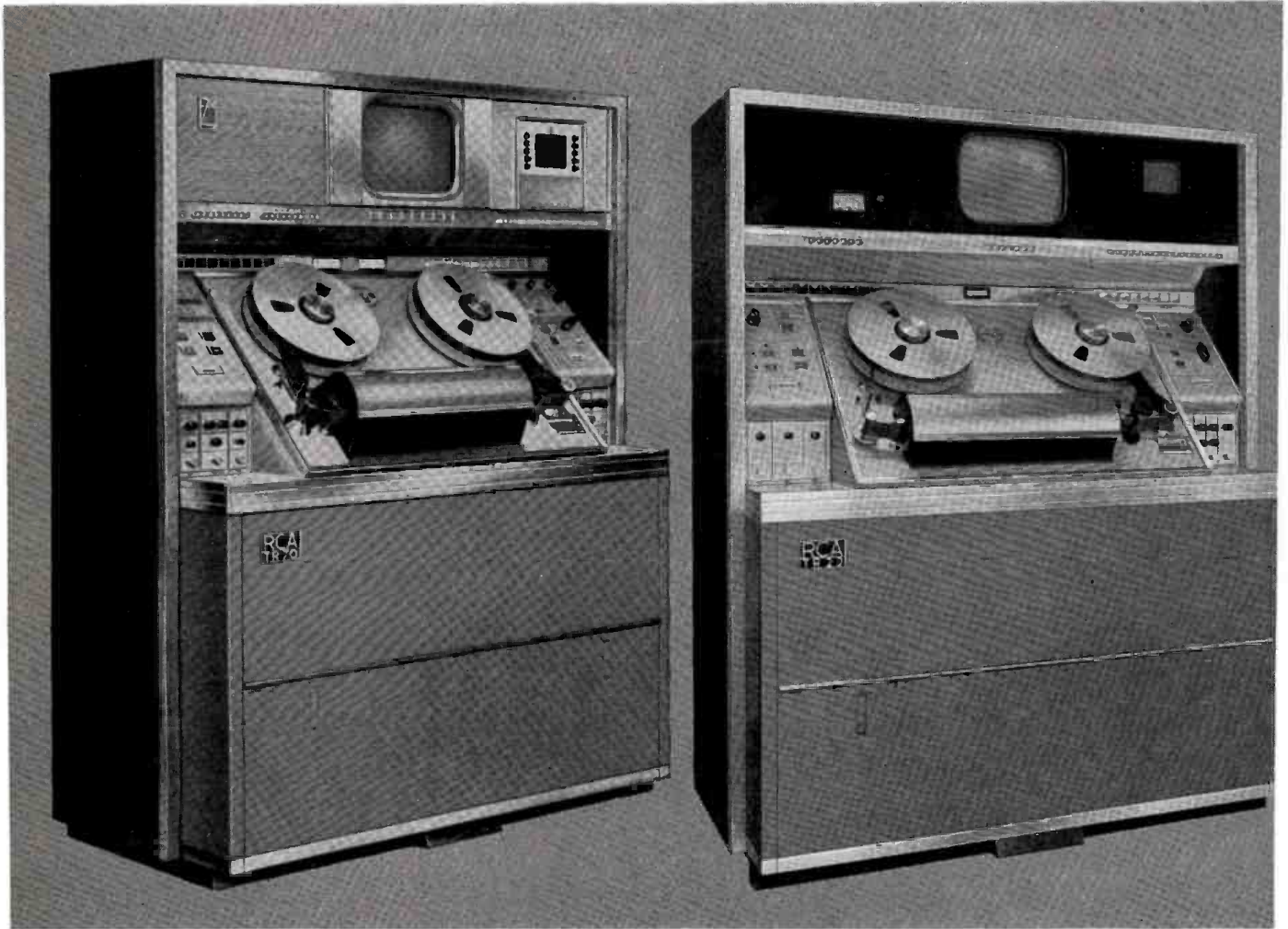
## Rep appointments . . .

- KARK-AM-FM-TV Blair Television and Blair Radio, both New York.
- KDWB Minneapolis-St. Paul: McGavren-Guild, New York.
- KYA-KOIT(FM) San Francisco: Broadcast Communications Group, New York.
- WGGC Belmont, WEGO Concord, WGAI Elizabeth City, WGBG Greensboro, WFRC Reidsville, WCBT Roanoke Rapids and WSVM Valdese, all North Carolina; WJJJ Christianburg and WPVA Petersburg, both Virginia, and WBSB Bennettsville, S. C.: TN Spot Sales, Raleigh, N. C.
- KCCN Honolulu: J. A. Lucas Inc., New York.



# 4 TV tape machines

Multiple generation tapes.



## TR-70 SUPER DELUXE

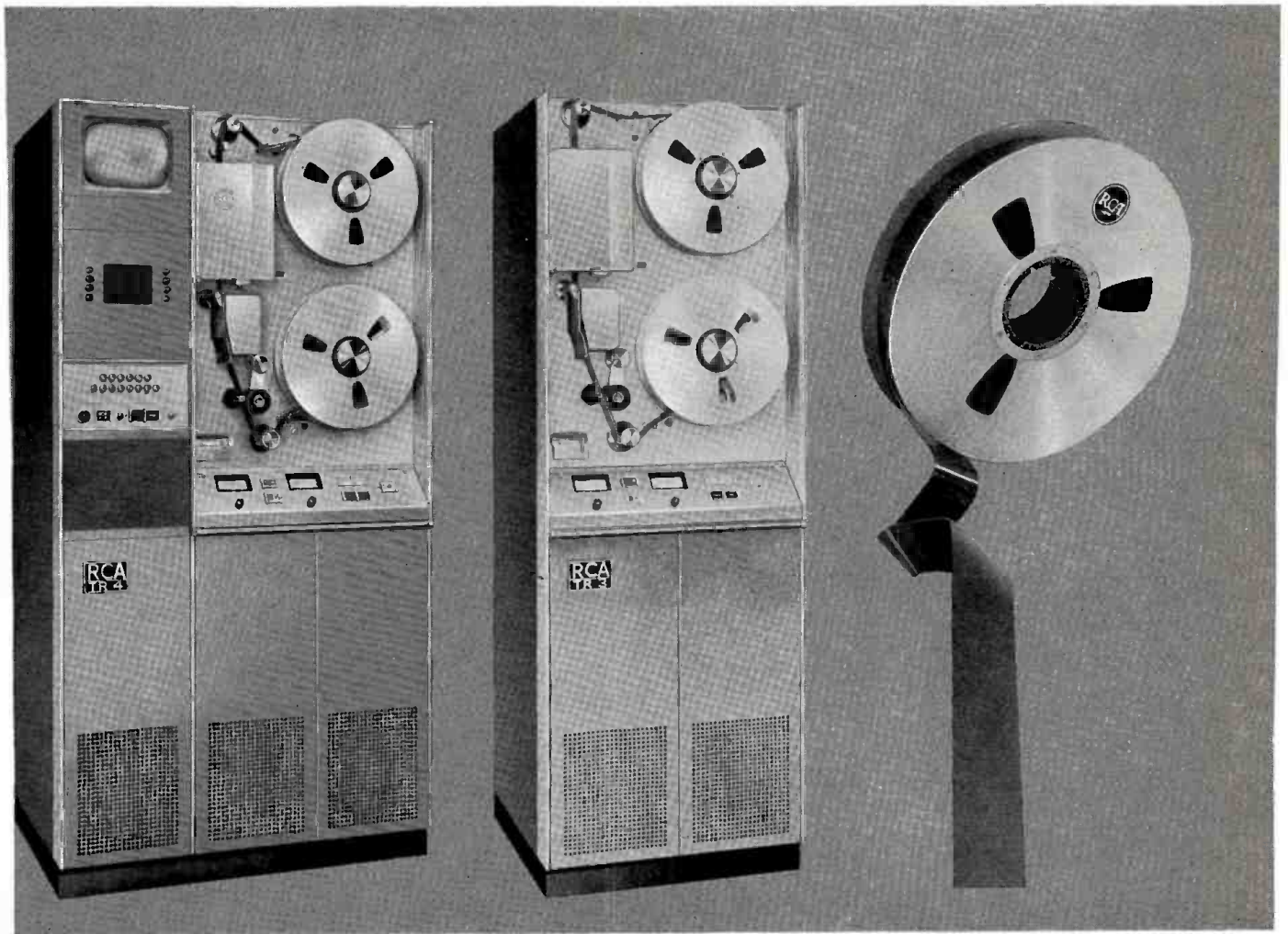
This is the super machine! Designed, built, and tested as a completely integrated unit, for high band color recording and play back. Does everything that the very best recorder could do—with very newest features.

## CONVERSION FOR TR-22

This is the unit that set the standards for the industry! Now can be high banded in line with RCA's policy to update existing equipment. Conversion makes it a high-quality high band machine. (High band conversion unit may be installed by the RCA Service Company for a nominal fee.)

# for High Band Color!

most brilliant color pictures!



## TR-4 HB NEW ECONOMY HIGH BAND

A new recorder, factory-built and tested for high band color. A complete machine, featuring simplified operation, with built-in picture and waveform monitors . . . for high quality pictures. Accepts full complement of high band accessories.

*Note: All of these machines have instant low band and high band capability—at the push of a button—together with RCA's famous "human engineered" design for maximum convenience of operation and assurance of quality.*

## TR-3 PLAYER ONLY

This high band player can be in operation at your station for screening or broadcasting all kinds of tapes. Your present TR-3 player may be converted for high band color (or you may purchase a TR-3 together with high band unit). In either case, conversion unit may be installed on your premises.

## NOW...

### RCA VIDEO TAPE!

First time available... this is the tape you need to back up all the quality features in RCA tape machines. Series 7000 for standard or high band, with a wide range of reels, providing up to one hour in playing time. Notable for low head-wear and signal-to-noise advantages. The finest tape modern technology can provide.



THE MOST TRUSTED NAME IN ELECTRONICS

# A new kingpin emerges in CATV

Oklahoma oil company to join Telesystems, Gencoe; favorable IRS ruling sought; FCC approval needed

A merger of two multiple CATV groups and an oil and gas producing company that will form the largest CATV company in the country was announced last week.

In one of the first conglomerate mergers in the CATV field, the agreement brings together Telesystems Corp., Philadelphia, Gencoe Inc., Austin, Tex., and Livingston Oil Co., Tulsa, Okla.

The merger is subject to approval by shareholders of the three companies and a favorable ruling from the Internal Revenue Service. FCC approval will also be required, since both Telesystems and Gencoe own common-carrier microwave systems.

The combined company, under the Livingston label, will serve in excess of 100,000 subscribers in 15 states.

Terms calls for Telesystems owners Fred Lieberman (75%) and Jack R. Crosby (25%) to receive 2 million shares of Livingston common. Half, however, is subject to Telesystems meeting certain earning goals in the next five years. Gencoe stockholders—Mr. Crosby, Mr. Lieberman, Benjamin J. Conroy Jr., Glenn H. Flinn, Gene W. and Richard C. Schneider among others—will receive a new issue of Livingston \$10 par, 3% convertible preferred stock for each Gencoe share. The preferred stock is convertible at any time for one share of Livingston common, it was understood.

Livingston Oil closed at 6½ on the New York Stock Exchange last Thursday (April 27). Until the transaction is completed, there is no way of knowing exactly what the value of the merger is. Some observers calculate, however, that Telesystems' 2 million

shares may be valued at \$14 million; Gencoe's preferred convertible stock at \$10 million at par value.

Telesystems owns 23 cable companies in 44 communities serving 47,000 customers in New York, Vermont, Massachusetts, Georgia, Michigan and Indiana. It also holds 15 franchises for CATV in Connecticut, New Jersey, Pennsylvania and Illinois, and is the parent company of Telesystems Services Inc., engaged in the planning and construction of CATV systems. Telesystems also owns 20% of Pioneer Valley Cablevision Inc., which owns four CATV systems in Massachusetts serving over 10,000 subscribers.

Last July, purchase of Telesystems by ABC for \$12 million was reported. These negotiations, however, fell through. Earlier last year, Telesystems concluded a \$9-million financing arrangement with three banks, using the new funds to retire \$6 million held by Chase-Manhattan Bank, New York, and Texas Capital Corp., Dallas.

Gencoe was formed last year when a number of individual southwestern and mountain states CATV holdings were merged. It owns 15 systems serving approximately 50,000 customers in Texas, New Mexico, Colorado, Wyoming, Utah, Illinois and Maryland. It most recently acquired the Peru, Ind., system serving 6,500 customers. No price was given for that acquisition. Mr. Crosby is president of Gencoe; in his own name he also owns KDLK-AM-FM Del Rio, and 50% of KTEO San Angelo, both Texas.

Livingston Oil is a 12-year-old independent oil and gas producing company with 15,000 stockholders. In the fiscal

year ended May 31, 1966, the company reported total revenues of \$10,268,273 and a net income of \$307,028. Cash flow was listed at \$5,218,388.

For the fiscal six months ended Nov. 30, 1966, Livingston Oil showed operating revenues of \$5,116,768 and net income before taxes of \$299,883.

The consolidated balance sheet of Livingston Oil at the end of its fiscal year showed total assets of \$43,112,459, with \$3,631,043 as current assets. Total current liabilities were \$3,276,366; long-term debt, \$11,672,459, and retained earnings, \$936,436.

Wayne S. Swearingen is president, Joseph L. Seger, chairman. There are 4,646,352 shares outstanding, with 8.9% held by the Thyssen-Bornemisza group, a Dutch-Swiss combine with international holdings in commercial, industrial and shipping enterprises.

Livingston Oil's principal producing properties are in Oklahoma, Kansas and Texas.

## Wrather bounces back for profitable 1966

Wrather Corp., Beverly Hills, Calif., showed a substantial net profit in 1966 after a consolidated net loss in the previous year. In a letter to stockholders, Jack Wrather, president, noted that the company disposed of its investment in A. C. Gilbert Co., a major reason for the deficit.

Mr. Wrather also reported that the company-produced series *Lassie* has been renewed for its 14th season on CBS-TV and that the new *Lone Ranger* color cartoon series captured "top rating" in its Saturday morning time period.

For the year ended Dec. 31:

	1966	1967
Earnings per share	\$0.43	(\$1.05)
Gross income	13,685,182	11,977,029
Net income	757,284	(1,848,584)

( ) denotes loss

## Ling-Altec's income up 43 %, sales up 21%

Ling-Altec Inc., a subsidiary of Ling-Temco-Vought Inc., had net income in 1966 that was 43% above net income in 1965, and gross sales that were 21% above the previous year.

The company makes high fidelity sound equipment for broadcast and commercial purposes, as well as microphones, two-way radio equipment and transformers and power supplies.

The parent L-T-V company announced consolidated sales of \$468,251,000 for 1966, resulting in an after-tax earning of \$13,683,000 (or \$6.51 a

## Zenith's Wright tempers color forecast

Color TV sales will be substantially ahead of 1966 but won't quite be as high as the some seven million units predicted earlier, Zenith Radio Corp. President Joseph S. Wright told stockholders last week at the firm's annual meeting. However, color again was the major contributor to a new high first quarter sales at Zenith, he reported.

Zenith's first quarter sales totaled \$176.3 million, the highest of any quarter in the firm's history. Net profit was \$11 million after federal income tax provision of \$10.6 million and was 2% above the same quarter in 1966. Zenith radio sales as well as those of the industry declined in the first quarter, Mr. Wright noted.

share). This compares with sales of \$336,206,000 and net earnings after taxes of \$5,984,000 (\$2.88 a share) in 1965.

For year ended Dec. 31 (Ling-Altec Inc.):

	1966	1965
Earned per share:	\$0.67	\$0.46
Net sales		
plus other income	29,348,145	24,188,842
Net income after taxes	859,058	600,858

## Transamerica has best first quarter

Transamerica Corp., San Francisco-based financial holding company, last week held its first meeting since acquiring United Artists Corp. In the one-hour meeting, John R. Beckett, president, brought some 250 shareholders attending up-to-date on the UA deal. Essentially, what he said was that currently more than 94% of UA shares have been tendered to TA (BROADCASTING, April 24).

It was a quiet, tranquil meeting that featured a visual presentation of TA's position as a service company. Shareholders also were given first-quarter financial figures, which were said to be the best in the corporation's history as a service organization. According to Mr. Beckett consolidated net income increased by more than 12%, well within the company's target of earnings performance which is between 10% and 15% per year on a compound basis.

For the quarter ended March 31:

	1967	1966
Earnings per share	\$0.72	\$0.64
Consolidated net income	14,369,900	12,798,400
Gross revenues (not reported by company on quarterly basis).		

## Gross up, net down for Walter Reade

Walter Reade Organization Inc. reported last week an increase in gross income but a decline in net income for 1966.

Walter Reade Jr., president and chairman, explained in the organization's annual report that earnings declined because of substantially increased income tax provisions on both the federal and state levels. He noted that the federal tax loss carryover was exhausted in 1965.

Reade's library of more than 700 feature films are being telecast in all major markets, the report said, and the company's activities in network sales of films are expanding.

For the year ended Dec. 31:

	1966	1965
Income per share	\$0.22	\$0.32
Net income	342,000	505,000
Gross income	16,442,000	16,417,000

BROADCASTING, May 1, 1967

## ABC's net drops to \$4 million

1st-quarter report cites high financing costs for color TV, film features

Net operating earnings of ABC declined to \$4,025,000, or 86 cents per share, for first-quarter 1967, compared with \$4,450,000, 95 cents per share, in the same period last year, President Leonard H. Goldenson announced last week.

Mr. Goldenson attributed the decline to higher financing costs on funds borrowed for broadcasting division expenditures for color TV facilities and feature film programming. He also cited as a factor the effect of severe weather conditions on theater attendance, especially in the Midwest. He said he expected second-quarter earnings to be proportionately higher in comparison with second-quarter 1966.

Earnings, including capital and non-recurring transactions, for this first quarter were \$3,885,000, 83 cents per share, as compared with \$4,680,000 or \$1 per share for first quarter last year.

Mr. Goldenson expressed his hope, regarding the proposed merger with International Telephone and Telegraph, that the FCC, after the completion of oral arguments before the full commission, would reaffirm its previous favorable decision.

For the first quarter 1967:

	1967	1966
Per share:		
Earnings from operations	\$0.86	\$0.95
Net earnings	0.83	1.00
Earnings from operations	7,575,000	8,100,000
Net earnings from operations	4,025,000	4,450,000
Net earnings	3,885,000	4,680,000

## Stock arrangement moves CBS-Holt merger

CBS Inc. moved a step closer to merger with the publishing firm of Holt, Rinehart and Winston Inc. last week when both corporations signed the pending merger agreement which provides for the creation of a new CBS preference stock. Each outstanding share of Holt, other than shares owned by CBS, will be converted into one share of new CBS preference stock and one half share of CBS common.

Details of the plan were announced by William S. Paley, chairman, and Frank Stanton, president of CBS, and Alfred C. Edwards, president and chief

## Want a Show to Reverse the Norm?

Want to keep the young women viewers to your station, even at a time of night when they normally turn off the set? Then take note of what happened when KTLA Los Angeles programmed Dr. Kildare across-the-board at 11:00 PM. At 11:00 PM there is a drop of 41% in women 18-49 watching television. However, KTLA with Dr. Kildare increases its young women viewers at this hour by 14% and holds this audience for the hour, ranking KTLA second in the time period in Los Angeles among these important viewers. That's putting programming where the demographics count.

Ask the Man from MGM-TV for availability in your market today.



(NSI—Feb./Mar. 1967)

executive of Holt. Terms of the new CBS preference stock will be: preference as to cumulative dividends at the annual rate of \$1 per share; convertible in perpetuity into 0.575 shares of CBS common stock; and noncallable for five years and redeemable thereafter. As previously announced, it is planned that Holt will operate as an autonomous, wholly owned subsidiary of CBS.

Special shareholders meetings, at which the merger agreement will be voted upon, have been scheduled by CBS and Holt for June 29 in New York. Holt shareholders will meet at 10 a.m., CBS shareholders at 3 p.m.

## Movielab's net income up 196%, sales up 21%

Movielab Inc., New York, reported an increase of 196% in net income after taxes in 1966 on a sales increase of approximately 21%. After-tax return of nearly 12% on sales and more than 35% on net worth was also announced in its annual report issued last week.

The company's annual stockholders meeting will be held May 9 in New York.

For year ended Dec. 31:

	1966	1965
Earned per share	\$1.28	\$0.43
Net sales	10,944,087	9,025,218
Net income before taxes	2,344,847	741,138
Provision for taxes	1,059,994	307,586
Net income after taxes	1,284,853	433,552

## Earnings decline at Filmways

Filmways Inc. New York, has reported a drop in profits during the six-month period ended Feb. 28 as compared to the similar period a year ago. The new Filmways figures reflect acquisition of Acme Film Laboratories Inc. last February, and 2% stock dividend paid last June.

For six months ended Feb. 28:

	1967	1966
Earnings per share	\$0.72	\$0.80
Revenues	14,870,994	18,457,868
Net income	544,896	605,331
Shares outstanding	759,910	753,652

## Financial notes . . .

Audio Devices Inc., New York, reported sales for the first quarter of 1967 were \$4,447,065, up 18% over last year's first quarter sales of \$3,766,115. Earnings amounted to \$133,490, or 14 cents per share, as compared to \$233,375 or 24 cents per share, for the first quarter of 1966.

Chirurg & Cairns Inc., New York, has announced 1966 assets increased by \$79,732 to \$2,201,713 from \$2,121,981 in 1965. The agency also reported stockholders' equity rose from \$1,223,259 in 1965 to \$1,279,664 in 1966. C&C President W. L. Shepardson noted that since 1960, when the merger of the Chirurg and Cairns agencies occurred, stock value has increased 56%.

Technicolor Inc., Hollywood, reported net earnings from operations for the first quarter of 1967 were 11% higher and sales about 8% better than the same period last year. Estimated net income after taxes for the quarter ended April 1 was \$1.3 million or 39 cents per share. Net sales for the quarter were \$23.3 million.

## Gross up, net down in Metromedia report

Metromedia Inc., group owner, reported gross revenues of \$35,321,796 for the first quarter ended April 2, an increase of 18% over the comparable 1966 period. Net income and per-share earnings were down during the first quarter this year compared to a year ago.

The quarter ended April 2:

	1967	1966
Income per share	\$0.23	\$0.31
Gross revenue	\$35,321,796	\$29,870,206
Net income	\$507,730	\$651,436
Shares outstanding	2,175,018	2,121,753

## Trans-Lux holds its own

Trans-Lux Corp. reported last week that earnings for the first quarter rose slightly over the corresponding period of 1966.

For the first quarter ended March 31:

	1967	1966
Earnings per share	\$0.19	\$0.18
Net earnings	135,432	129,819
Cash flow	371,342	327,819

## EQUIPMENT & ENGINEERING

# Stadiums brightening for sports TV

## LIGHTING DEMANDS OF COLOR HASTEN LIGHT IMPROVEMENTS

In TV sports the networks and local stations are tuned for color, yet the capability of stadiums and arenas to provide the necessary lighting remains, for the most part, adequate only for black-and-white. But the immediate future of sports lighting does look brighter.

The most promising development is a move to establish color TV lighting standards for sports arenas. Also underway are the research and development of a number of new lamp products.

**Lighting Standards** ■ Efforts are underway in the U. S. and Canada to establish lighting standards for color-cast pickups, which in a majority of sports arenas now fall below par. Two committees of the Illuminating Engineering Society are working toward this end through publication of recommended standards. One IES commit-

teeman said that hopefully by the end of this year IES-approved lighting standards will be introduced to the industry.

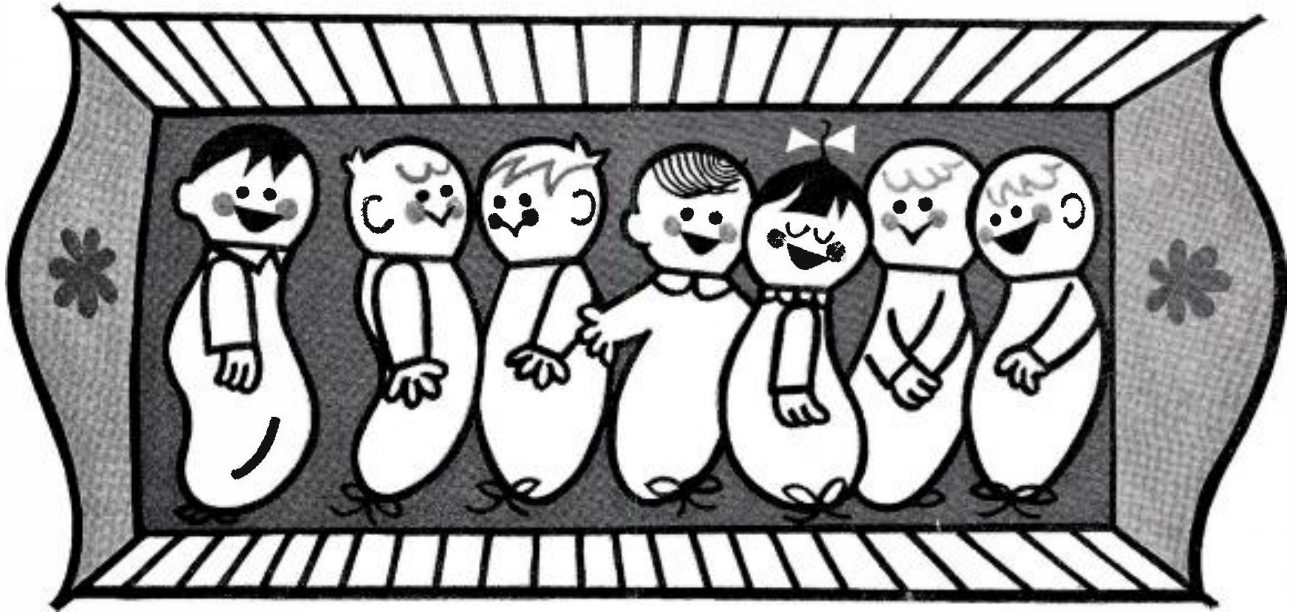
ABC, CBS, and NBC last year formed an ad hoc committee to determine the networks' color TV lighting specifications for greater levels of illumination in stadiums and arenas. From surveys of baseball, football and basketball sites, they recommended a standard level of 300 footcandles (light units) for central playing areas. Lesser foot-candle levels were prescribed for various locations, depending on the type of sports activity. Such specifications, they said, would result in improved close-up camera shots, sharper focus and better picture quality in color TV pickups.

Speaking before a Society of Motion Picture and Television Engineers technical conference last month in New

York, two lighting engineers, in a paper on outdoor lighting for color TV, concluded that a need exists for from three to four times as much light for color as for monochrome telecasts.

Charles Neenan, a lighting consultant (Charles Neenan Associates, Bridgewater, Conn.) for CBS and ABC, and Kenneth M. Palius, lighting supervisor of ABC, told the SMPTE conferees that stadium lighting for color TV can be improved with the use of from 250 to 300 footcandles, instead of the 75 to 100 footcandles deemed sufficient for black-and-white TV pickups.

**Mercury Lamps** ■ General Electric has begun marketing several high intensity discharge electric lamps (using rare earth phosphors) in the mercury family, including "Lucalox," "Multi-Vapor" and "Deluxe White Mercury" lamps. The firm claims that all are



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First, we took a picture off our black-and-white monitor of the contour signal alone (above). Derived from the green channel and matrixed to all three channels, the contour signal increases the contrast and emphasizes both edges of every transition in the scene. Finally, we photographed the color monitor (above right), with "contours-out-of-green." Now you have it! Lifelike sharpness, with minute detail clearly defined.







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# Business is business.

**Says who?** Says too many people.

You've probably heard it yourself many times. It's used to justify almost *anything*.

But how many times have you ever questioned this attitude or raised your voice in protest? An idea like this takes root just because not enough people do anything to stop it.

If you have ever asked yourself "Why doesn't someone do something about it?" you're talking to the right person. You.

It won't be easy. Sometimes you'll need encouragement. The kind you'll find in your place of worship.

Here you'll discover you're not alone. That, in itself, can give you the strength to say "Says who?" once in a while when it needs to be said.



Religion in American Life

Published as a public service in cooperation with The Advertising Council

suitable for outdoor lighting and can achieve levels of 200 to 300 footcandles in an economic and feasible way. Through further improvements, GE hopes to adapt them for efficient indoor lighting. (Recently, two indoor hockey rinks—at Brown University and Middlebury College—bought this type of lighting to improve their lighting levels for spectators, and in one case for closed-circuit TV.)

GE also has available an incandescent-filament lamp (PAR-Q or par quartz), used last March to boost levels in Freedom Hall in Louisville, Ky., from 35-40 to over 200 footcandles, permitting colorcasts from the sports arena for the first time. (Sports Network's live coverage of the National Collegiate Athletic Association basketball playoffs.) Prior to GE's relighting job, the arena had 144 1,000-w incandescent lamps. The new installation included 112 1,000-w PAR-Q lamps.

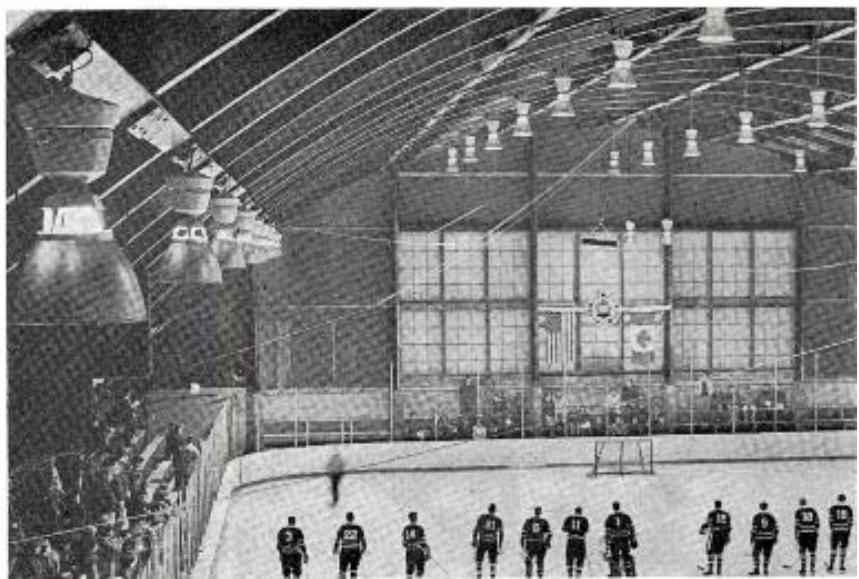
The firm expects to supply a "Multi-Vapor" filament-type lamp to Cleveland stadium this July. Its lamps have recently been installed in the Houston Astrodome, Atlanta stadium, St. Louis Busch Memorial, the Orange Bowl in Miami and the Minnesota Twins stadium. GE in the past has sold its lamps to Yankee stadium in New York, Boston's Fenway Park, Dallas's Cotton Bowl and to the Green Bay Packers field.

CBS, which owns the Yankees, recently invited GE and Sylvania to Yankee Stadium to evaluate the lighting and to estimate costs for relighting the stadium in 1968. The stadium at present is equipped with GE's incandescent regular tungsten-quartz-iodine units, which, according to one expert, permit levels of from 150 to 160 footcandles. The units were installed previous to the first telecast night game there in May 1946.

William P. Thierfelder, Yankee vice president, said the stadium's lighting is "adequate" for color TV. Relighting the stadium, he estimated, might cost from \$250,000 to as much as \$1 million. Yankee Stadium, he admitted, doesn't come up to industry lighting standards, but neither, he said, does any other ball park in the country.

Sylvania, relatively new in this field, markets a metal halid type "Metalarc" lamp and a phosphor-coated (red radiation) "Brite-White DeLuxe" lamp. The Metalarc lamp was installed in the Montreal Forum in Montreal in November 1966, last January in Boston Garden and in early February in the San Diego (Calif.) Chargers Stadium. Colorcasts of National Hockey League games for both CBS-TV and the CBC in Canada originate in the Montreal facility.

Sylvania's units in the Boston Garden include 383 Metalarc lamps as well as



At Middlebury College, the problem for TV has been solved by installing

GE Lucalox high intensity discharge electric lamps.

fixture and ballast units that raise the light level to 250 footcandles. ABC-TV's National Basketball Association games and CBS-TV's NHL hockey games, as well as local station coverage of events originate at the garden.

Westinghouse's lamp division claims its new "BOC" (Best Output and Color) lamp, of metal halid additives with mercury, was "found to be best of all light sources tested for color television pick-up of sports events." The lamp (list price \$25.35) operates at 400 w, but has not been fully developed. The firm is also seeking a number of patents on various color-improved mercury floodlamps (using rare earth additives) that are said to improve color by 20%, reduce maintenance and yield more light output per wattage.

Westinghouse has equipped some eight or nine major league baseball stadiums with about 1,200 to 1,600 floodlights per installation. Each lamp costs \$50 to \$70. The stadiums are lighted at levels of from 120 to 150 footcandles, and for TV coverage can be increased to about 200 footcandles, the company reported.

Duro-Test Lamp Co., North Bergen, N. J., is marketing a "Fluomeric" lamp or high-intensity gaseous discharge mercury unit available in wattages of from 300 to 1,750. The Fluomeric has already been installed in the Denver Stadium and in a number of college stadiums. Its features are said to improve lighting levels over incandescent lamps by as much as 50% or better.

The company also markets a \$2,000-and-under xenon high-pressure lamp for the U. S. government. The cost limits its use for the present, but Duro-Test officials indicate a breakthrough

in the next three or four years might bring the price down to stadium budgets. Xenon lamps are said to equal daylight as a sort of "perfect sun" with 98% color rendition of sunlight.

(Simmons of West Germany has already installed xenon lamps in sports stadiums in Mexico City, Athens and Johannesburg, South Africa, and at the Expo '67 in Montreal for use in a sports stadium.)

**Light Spill** ■ Most sports lighting—roughly about 50%—spills off the target, if the fixtures are not corrected. Crouse-Hinds Co., Syracuse, N. Y., is testing a new fixture claimed to be 85% to 95% efficient for this problem. C-H expects to have the new fixture ready for distribution this fall. With it, the company has developed a computer technique to interpret light requirements for stadiums.

## Portable audio console for TV shown by Gates

What was said to be the largest and most comprehensive display of professional audio equipment ever presented on the West Coast was shown last week at the Audio Engineering Society's 32d national convention in Hollywood. The four-day meeting (April 24-27) also featured the delivery of some 60 technical papers.

Most of the technical sessions concerned transducers, amplifiers, instrumentation and tape systems. There was one session, however, on recording and broadcasting facilities. During that session, John R. Gable of Gates Radio Co., Quincy, Ill., told about a new port-



**“I don’t see how a farmer can stay in business unless he keeps up with the times. One way I do it is by closely following Arnold Peterson and Gary Kerr and the WOW Stations.”**

Harold Steffen, Cumberland, Iowa



In Nebraska and Iowa, there are two men the farmers listen to and pay attention to — WOW Farm Director Arnold Peterson and Associate Farm Director Gary Kerr. Call your Blair man for the full story on how WOW Radio and WOW TV farm programming works for the farmer. And for everyone who does business with the farmer.

## WOW AM TV CBS OMAHA, NEBRASKA

**the  
Meredith  
bunch**

OMAHA WOW AM FM TV; KANSAS CITY KCMO AM FM TV;

PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

44 (EQUIPMENT & ENGINEERING)

able audio console for television remote broadcasting. The solid-state system is supposed to incorporate the features and flexibility of operation normally found in network studio consoles.

At this same technical session, Pat Tobin of Alto Fonic Programming Inc., Hollywood, told about the necessary techniques for preparation of program tapes for automatic broadcasting systems. In all, some 30 equipment-makers exhibited at the convention.

## FCC requests funds for spectrum studies

The FCC hopes to use a relatively modest war chest to launch a two-front attack on what it considers an “impending frequency management crisis.”

It plans to begin work as soon as possible on projects intended to provide solutions for the pressing spectrum-shortage problems facing land-mobile radio users.

And it will launch long-range studies, also, aimed at predicting demands for frequency use 10 and 20 years in the future, testing alternative criteria for the allocation of scarce frequencies, and constructing an inclusive, coordinated research program for the future.

Chairman Rosel H. Hyde disclosed those proposals to a House Appropriations subcommittee during a hearing or the administration’s budget request of \$19.1 million for the agency for fiscal 1968. The record of the March 5 closed-door hearing was made public last week.

The proposed budget figure, up \$1.2 million from the \$17.8 million appropriated for the commission for the fiscal year, contains \$300,000 for research designed to provide the means for improving the overall efficiency of the utilization of the spectrum. The \$300,000 is understood to be part of a planned five-year FCC project that may run to \$2 million (BROADCASTING, Jan 30).

Chairman Hyde noted that support for a spectrum study had come from the Department of Commerce’s independent panel of experts, which recommended a new \$10 million to \$50 million research program, as well as from the director of telecommunications management and the President’s Crime Commission.

“We are not now prepared to recommend a multimillion-dollar program to the President and the Congress,” Chairman Hyde said. “The President and the FCC do believe, however, that a research program of the modest magnitude we are requesting is not only war-

BROADCASTING, May 1, 1967

ranted but is long overdue." He also said the studies would be made in cooperation with DTM, which is responsible for regulating the government section of the spectrum.

Congressional interest in the spectrum-shortage problems of land-mobile users, especially, was reflected in Representative Robert N. Giaimo's (D-Conn.) constant questioning of Chairman Hyde on the subject.

Representative Giaimo had expressed an interest in the possible allocation of a portion of the UHF section of the spectrum to land-mobile services. And it was in a colloquy with him that Chairman Hyde disclosed that the commission was considering such a possibility.

That possible solution to the land-mobile problem was one of several mentioned by the commission in a general study of the problem it announced three weeks ago (BROADCASTING, April 17).

The hearing record indicates the commissioners received a sympathetic hearing as they made their case for a budget increase. Representatives Giaimo and Edward P. Boland (D-Mass.) expressed concern over the commission's lack of resources—a rare display of feelings in such proceedings.

Representative Boland at one point said, "It is inconceivable to me how the commission can come up with answers to this [spectrum-management] problem with the present staff."

And Representative Giaimo, after listening to Chairman Hyde relate the commission's difficulties in keeping even with its licensing responsibilities, said: "So . . . you have all you can do just to keep up with licensing and have no time left to think of your present and future problems."

"That is a good generalization of it," said Chairman Hyde.

### Tiny antenna looks useful

An Air Force miniature antenna development is said to hold promise for a revolutionary breakthrough in the commercial TV field.

Called a subminiature integrated antenna, it uses transistors as an amplifier "married" to the antenna, resulting in a radical reduction in size.

Edwin M. Turner, technical manager of the antenna radome group, in the laboratory at Wright-Patterson Air Force Base in Dayton, Ohio, said that the miniaturization project was directed at satellites and aircraft, but that it could, "if a manufacturer wants it," be put into commercial production in a year. It could sell for \$2 or \$3, he said.

Mr. Turner noted that the antenna could perform some tuning functions also, when properly designed.



**"KCMO stations' George Stephens and Paul Pippert are a big part of my 600-acre grain and purebred beef cattle farm. They're on top of all farm developments and help make my farming pay."**

Harold Thieman, Concordia, Missouri



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**KCMO AM TV CBS KANSAS CITY, MO.**



KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

# NAB varies from CPTV script

Wasilewski recommends local and state control  
of public television as parade of affirmations  
from national leaders resound in the hearings

It took until the second day of the second week for the rosy glow to flicker, but flicker it finally did. The witness in the Senate hearing room was Vincent Wasilewski, president of the National Association of Broadcasters. The subject was the administration proposal to establish a Corp. for Public Television in line with the grand design of the Carnegie Commission's report. As the NAB president finished giving his prepared testimony, a perplexed look on the chairman's face brought silence to the room. Finally, the chairman, Senator John O. Pastore (D-R. I.), observed wonderingly: "Mr. Wasilewski, you're opposed to this bill."

It was a star-crossed moment: none of the preceding witnesses had found fault with the substance of the measure. But the threat of outright opposition dissolved in gentle laughter. "No, I'm not," protested Mr. Wasilewski. "You're not opposed to it, you just don't like the way it's written," suggested the chairman. "I just don't like the way it's written," agreed the NAB president.

Senator Pastore, the only Communication Subcommittee member present during Mr. Wasilewski's appearance and an avowed supporter of the CPTV bill, didn't detain the NAB witness with further questions. And as the parade of witnesses continued to come and go, it seemed likely that the full Senate hearing record would show no closer approach to outsoken hostility for the proposal than that put forth by the NAB.

Later, in an interview, Senator Pastore said the NAB proposal deviated from the spirit of the bill and would "open another can of worms" (see page 49).

Mr. Wasilewski's criticisms, as well as his alternatives, were presaged in a speech before the NAB convention in Chicago April 3 (BROADCASTING, April 10). Following lines laid down then, the NAB president testified to "an honest and good faith reservation" that the bill does not provide sufficient insulation from political pressures. The bill would establish a corporation directed by presidential appointees that would allocate funds in large part provided by the federal government into programing

and interconnection facilities for use at the option of ETV stations.

**Local Power** ■ The NAB plan would have federal support for programing being granted to educational outlets in the same manner as facilities grants are now disbursed. The local stations would appoint directors and pass on some of the federal money to support the CPTV's activities.

In using a framework already in existence Mr. Wasilewski said "a strong and vital noncommercial broadcasting system can be built on the solid foundation that has already been achieved for the present system of educational television." The first section of the administration bill continues the program for extending facilities grants directly to states for ETV station construction and purchase of equipment. The NAB proposal would follow the same pattern for bringing programing support.

Mr. Wasilewski's alternatives, however, fell on the ears of a chairman who expressed impatience with outright supporters of the bill for suggesting even minor changes in the proposal's language. Several times he reminded supporters that the object "was to get the show on the road and not get bogged down in minor details." At one point he reminded witnesses who had been differing over whether the corporation should have an active or passive role in interconnection arrangements, "I don't consider it to be of tremendous importance. We have a lot of fine, reasonable people interested in this legislation. It's necessary we do something affirmative about this legislation. And this has to be heard all over again by the House," he reminded supporters.

**Little Help** ■ The NAB position got scant support from commercial broadcasters present (although Mr. Wasilewski hazarded that a poll of educational broadcasters would favor his plan). Frank Stanton, CBS president, reaffirmed his company's vow to give the CPTV an unrestricted gift of \$1 million on the day it is formally chartered. He expressed agreement with all three sections of the bill: the continuing facilities grants, the establishment of the Corp. for Public Television and setting

up a study of the needs and goals of instructional television. He sided with James R. Killian, chairman of the Carnegie Commission, on the question of granting the corporation operating authority over an interconnection (BROADCASTING, April 17). "I am," he said, "in general agreement . . . that the proposed corporation should not be foreclosed from arranging and scheduling interconnections as need and occasion occur."

Dr. Stanton said he saw not much difficulty with the problem of political insulation but expressed hope that "enough fat" could be provided in financing to add to the independence of the corporation. He agreed with the decision to defer problems of financing for a year of further study.

**Both Benefit** ■ Julian Goodman, president of NBC, sees a developing competition between educational and commercial broadcasters as beneficial to both camps. Some overlap in programing is unavoidable, he noted. Supporting all sections of the administrator



NAB's Wasilewski  
Another funding plan

bill, he seconded Carnegie Commission testimony that the corporation should be allowed to deal with carriers in setting up interconnection systems. He also said that NBC "does not oppose the principle of preferential rate treatment."

The Ford Foundation's plan to subsidize ETV with satellite profits was criticized by Mr. Goodman, and he noted with approval that the CPTV bill supported the NBC position.

At one point he came into conflict with NAB's stand. Addressing the problem of government intrusions on programming decisions, he said he questioned whether the situation "would be altered by the form government support may take—whether from general tax revenues, dedicated taxes, or federal action providing direct or indirect bounties."

Leonard H. Goldenson, ABC president, also spoke out against using satellite profits to support ETV. He said, however, that ABC would voluntarily donate a portion of any satellite savings to ETV. He affirmed opposition to any special tax or surcharge on the industry. For this reason, he said, ABC also opposes a suggested excise tax on television receivers (the financing method proposed by the Carnegie Commission).

Mr. Goldenson focused on interconnection as central to the effective operation of ETV, and dwelt at length on the need to utilize satellites for this purpose. He reminded the committee that ABC was first to propose a domestic broadcast satellite and that under ABC's proposal a channel was to have been dedicated for free use by ETV's. He urged prompt approval by the FCC of a domestic system in time for immediate use by the CPTV.

### CPTV birth in May?

A godfather of the administration bill to establish a Corp. for Public Television got a Mother's Day promise last week. When Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee and sponsor of the CPTV legislation, asked Senator John O. Pastore (D-R.I.), chairman of the Commerce Committee's Subcommittee on Communications, if it could cause trouble if the CPTV bill does not pass before the end of the fiscal year (June 30), Senator Pastore replied: "With a little bit of cooperation from the agencies we'll have a bill by Mother's Day or soon after." The subcommittee plans a legislative conference with the Department of Health, Education and Welfare on points raised during the two weeks of hearings just completed.

**Shoot Down Satellite** ■ During the hearing, the Ford Foundation proposal to finance programming on ETV via satellite profits came under attack from the White House, the Communications Satellite Corp., AT&T and Western Union. The attacks came in an area that is not directly under consideration in the pending legislation.

Dr. James O'Connell, telecommunications adviser to President Johnson, did not refer specifically to the Ford plan, but he said he disagreed with proposals

"to decide in the short-range future on a specialized satellite distribution system" for ETV.

The present domestic system of land lines, he said, seems to meet all needs.

The Carnegie Commission report, he added, "did not make the consideration of educational television needs dependent upon the immediate development of massive communication satellite support."

Satellite communication, he continued, is not the "complete panacea for all communication problems," it is not the "last and ultimate breakthrough in communication technology."

Commercial television, Mr. O'Connell pointed out, has probably "contributed more to the stimulation of growth in our national economy than any other single advertising medium." It has a profit motive but that is not "reprehensible or blameworthy," he said, adding "it has made entertainment available to more people, in greater variety and at lower cost than the world has ever before experienced. Its growth, its coverage, its propensity for service, its success has been literally phenomenal."

**Comsat View** ■ A general criticism of single-purpose satellites was made by James McCormack, chairman of Comsat. Subdividing domestic satellite service among special users, he said, would retard advances that can be achieved in satellite communication.

Comsat is convinced, he said, "that a coordinated multiuse system can meet the national broadcast transmission requirements at lower cost than can a separate broadcast system. The cost differential may be small at first, but it will greatly increase as the nonbroad-



ABC's Goldenson  
No excise tax



CBS's Stanton  
\$1 million awaits



NBC's Goodman  
Awaits competition



Comsat's Charyk  
A pilot satellite system

cast use grows and assumes a larger proportion of the fixed costs."

Mr. McCormack also said the language of the bill should clearly give the corporation the authority to decide what shows will be transmitted over which facilities at what hours.

Chances that conflicting demands for transmission time will increase if low-cost or free channels are offered for noncommercial programs, he said, and in that case, "some entity should have authority" to pick and choose.

Comsat, he added, doesn't want the job of choosing among those, who would seek the same transmission times.

**ETV Can't Wait** ■ Satellites will provide "significant economies" in all kinds of transmissions, but "public television need not wait for domestic satellites," Kenneth G. McKay, vice president-engineering, AT&T, told the subcommittee.

Also supporting multipurpose satellites, he said establishing any satellite system "to meet the reasonable needs of ETV can, at best, take several years." In the interim and to get ETV moving, he said, the Bell System's land lines can be used.

Mr. McKay noted that a week earlier AT&T had filed with the FCC for a reduced rate for transmissions between 2 a.m. and noon. Designed to be used by everyone, he said, the reduced rate would provide answer to one of ETV's basic needs: "an economical means of transmitting program tapes at off-peak hours for later broadcast" by stations.

Senator Pastore acknowledged that the rates could be a boon to ETV, but he noted that AT&T was trying to drum up business for a period when its facilities are seldom used by broadcasters.

**Now is Time** ■ Western Union came

out in strong disagreement with the carriers who urged a delay on satellite systems. Earl D. Hilburn, vice president of WU, said limited service by satellite should be started immediately and that it should be a multipurpose satellite.

Saying that it would take any governmental agency from six months to a year to get ground stations ready for a domestic service, he said WU would make its facilities available for a test "without charge" to ETV. Western Union could move in this direction, he



White House's O'Connell  
Satellites not whole answer

added, only if the FCC would take "favorable action" on a series of applications filed in late 1966 for construction permits for ground stations. The applications were returned pending the commission's decision on satellite ownership.

The Western Union plan, Mr. Hilburn continued, would provide one channel for use by ETV, and his company would be willing "for the duration of this demonstration to interconnect the satellite network with private microwave systems devoted to public broadcasting and authorized by the FCC for public television service."

**Senator Speaks** ■ Senator Jacob Javits (R-N. Y.) appeared in support of the bill, but he urged that the membership in the CPTV directorate should be divided between 10 directors appointed by the President, with five of these recruited from the field of ETV, and five additional directors elected by the presidential 10. He also advocated a clearly authorized and funded study of all possible financing methods—with emphasis on devising a source of income for the CPTV that would be independent of short-run political pressures.

Senator Pastore replied in rebuttal that presidential appointments can and should rise above any possibility of presidential control. He also questioned whether a study on financing would duplicate other efforts. Basically, he expressed the fear that emphasizing such areas of conflict would weaken the bill and strengthen opposition.

Dore Schary, dramatist and screenwriter, appeared on behalf of four organizations of American authors in support of the bill. He said that the groups, The Dramatists Guild, The Writers Guild of America, The Authors Guild and The Authors League of America, share a concern with the "condition of American television." They see a large potential in educational television for strengthening the theater arts and providing "a valuable means of encouraging and developing the talents of young writers, dramatists film writers and makers and other creative artists throughout the country," he noted. As writers can have much to offer, he observed, they should be among those considered for representation on the CPTV board of directors.

**Editor's Opinions** ■ Referring to commercial television as "private TV" Lester Markel, associate editor of the *New York Times*, said that anything the viewers of that medium "acquire by way of information or culture is incidental and almost accidental. It is intent on giving the public what it wants—or at least what it thinks the public wants—and I'm not at all certain it has adequate means of finding out."

TV can improve public opinion and elevate public culture, he said, but com-



## Pastore urges fast CPTV action for early operation

If Congress will speedily pass the administration's bill to establish a Corp. for Public Television and get it on the President's desk for Mr. Johnson's signature, CPTV ought to be operating by the end of this year.

That's the prediction—and hope—expressed by Senator John O. Pastore (D-R. I.), whose subcommittee wound up hearings on the bill last Friday (see page 46). Senator Pastore also urged the House to begin its consideration now, saying he would be "hopefully pleased" with a speed-up there.

Senator Pastore's remarks, laced with a note of urgency, were given in an interview with Richard Doan in Washington last Thursday. The session was aired last night (April 30) on WNEW New York.

Senator Pastore said it would be "unfortunate" if this session of Congress failed to see the legislation passed. He acknowledged several factors are yet to be resolved, including safeguards for CPTV against "political influence," but said he was convinced the corporation could be established with sufficient "insulation" from political influence.

He also said that the local non-commercial station would make the "ultimate decision" on whether or not a CPTV program would be telecast; that both commercial and non-commercial TV can "live together and prosper and render public service without hurting each other," and that he took a dim view of most "alternative" plans for CPTV.

The proposal of the National As-

sociation of Broadcasters suggesting that the states dispense funds for educational TV purposes to individual stations, Senator Pastore said, was a "deviation from the spirit" of CPTV's would-be creators, would dilute public television's "effectiveness" and serve to "open another can of worms."

He suggested some of this thinking might be traced to "an imaginary fear that public television would hurt commercial TV in profits."

Senator Pastore recalled that CBS was in favor of the CPTV concept and that Dr. Frank Stanton, CBS president, had pledged \$1 million from CBS toward a \$25 million private endowment for CPTV. The senator said he would "like to see the other networks do the same."

mercial TV is not doing the job and will not do it, and noncommercial TV has not done the job because it doesn't have the money or the audience.

He chided commercial television for giving only "a bulletin service, backed up only occasionally by documentaries" for general news. In cultural programming, he went on, the medium has made "some fine contributions but these are too sporadic . . ."

In sum, he told the subcommittee,

public TV should provide daily newscasts with perspective, programs for leisure time and "guideposts for other leisure activities."

Entertainment on TV should be at a higher level, he continued, because "the public taste is far better than the pap dispensers reckon it to be" and "the minority audience for culture can be largely increased."

Contrary to those who have expressed fear of getting too much government money to subsidize public TV, Mr. Markel said "it seems clear that the larger part of the funds will have to be supplied by the federal government." The kind of money he was talking about "is not \$9 million or \$10 million a year but something in the neighborhood of \$200 million or even more. This to my mind is a small price to pay for an informed public opinion and an even-higher cultural level."

Breaking down the public into four categories, he described 20% as "moronic"; 20% "capable of learning if they had the desire to learn, which they do not have"; 20% well informed, and 40% "ready to listen if they are properly approached."

**Broadcasters and CATV** ■ Besides the major networks, other broadcasters made appearances, as did CATV businessmen and educators. Donald H. McGannon, chairman and president, Westinghouse Broadcasting Co., stressed the need for clear-cut criteria for public broadcasting, which he would prefer to term "educational broadcasting."

Mr. McGannon foresees a similarity between commercial and educational broadcasting and urges creation of a free flow of programming and personnel

between the two fields.

As to financing, he said: "My own view leads me to project that the excise tax suggested by the Carnegie Commission and the cost-savings rebate plan of the Ford Foundation will both prove to be undesirable. Rather, a periodic (perhaps tri-annual) appropriation by the Congress out of general tax funds will provide . . . continuity for ETV along with absolutely proper and desirable congressional assistance and re-



Dramatist's Schary  
Ready to write



'Time's' Markel  
Uplifting the 40%

view."

One broadcaster, Ted Jones, president of WCRB-AM-FM Waltham, Mass.-Boston and WCRQ(FM) Providence, R.I., asked that ETV be allowed to accept limited advertising, in the form of more substantial identification of companies that support programs. Mr. Jones also had kind words for the NAB proposal that CPTV directors be named by the ETV stations themselves. He proposed that five of the 15 directors be so appointed, but said he was not too concerned about a need to shield the directors from political pressure.

Irving B. Kahn, chairman and president, Teleprompter Corp., New York, CATV operator and builder, and Robert H. Beisswenger, president of Jerrold Corp., Philadelphia, also a CATV operator and manufacturing supplier to the cable industry, spoke in support of the bill. At the same time, they urged the subcommittee to consider CATV's role in development of educational broadcasting. At issue were CATV seats on the CPTV board and language, either in the bill or in committee reports, that cable systems are to participate in the ETV development.

"CATV has a vital role to play in this drama due to its character as a local service with so many different channel capabilities," noted Mr. Beisswenger. Cable also can provide two-

way communications, he said, adding to its usefulness for education.

Mr. Kahn zeroed in on another consideration: CATV is a system "that places absolutely no added burden on the broadcast spectrum." As token of his company's belief in public television, he said, Teleprompter, with its New York City partner, Hughes Aircraft Co., is offering a channel on its New York system for ETV experimentation.

### Stanton asks release of USIA material

Dr. Frank Stanton, president of CBS, addressed a congressional committee on an issue other than educational television (see page 46) last week, but in his other testimony he wore a different hat. Before the Senate Committee on Foreign Relations, Dr. Stanton spoke as chairman of the U. S. Advisory Commission on Information. His purpose: to open up for domestic distribution material produced for overseas consumption by the U. S. Information Agency.

Dr. Stanton's advisory panel had urged a relaxation of a tradition imbued with almost the force of law that prohibits the USIA from complying with

domestic requests for copies of communications distributed for use abroad. The Foreign Relations Committee is considering a proposal to permit the USIA to maintain a file of such material open for inspection by those interested.

Dr. Stanton's testimony was intended to persuade the committee to pass legislation allowing the materials to be sent out on request. He emphasized that the USIA was not to promote domestic distribution but merely respond to requests. In explaining to the committee that inspection was an improvement over the present situation, he argued that it doesn't go far enough. In this regard, he said, "It is a paradox that, come face to freedom, we so often build walls around it."

"Our proposals," he continued, "are not so far apart on goals as on means for achieving them. You would protect the American people from any government instrument of thought control or coercion. So would we. We would have the American people know how their government postures itself before the rest of the world. So, I believe, would you. Our difference is on whether these goals are irreconcilable. I am persuaded they are not."

### Changing hands . . .

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

■ WNOR-AM-FM Norfolk, Va.: Sold by Louis H. Peterson and Jack H. Harris and others to Arnold and Audrey Malkan and Stanley E. Wilson for \$1,233,750 (see page 58).

■ WOHI-AM-FM East Liverpool, Ohio: Sale being negotiated by Joseph Coons to Herbert Scott and associates for over \$400,000 subject to formal agreement. Mr. Scott is president of Great Scott Stations Inc., licensee of WPAZ Pottstown and WKST New Castle, both Pennsylvania, WLWL Georgetown, Del., WTTM-AM-FM Trenton, N. J. and WTIG Massillon, Ohio. WOHI is fulltime on 1490 kc with 500 w days and 250 w nights. WOHI-FM operates on 104.3 mc with 26 kw. Broker: Edward Tornberg Co.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 75).*

■ WOPA-AM-FM Oak Park, Ill.; WOL-AM-FM Washington; WDIA and WNTL(FM) Memphis; KDIA Oakland, Calif.; WWRL New York and KFOX-AM-FM Long Beach, Calif.: 40% interests to be sold to public by Richard Goodman and Mason Lundy for maximum return of \$4.48 million (see page 58).

■ WKYT-TV Lexington, Ky.: Sold by Taft Broadcasting Co. to Kentucky

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Central Television Inc. (Kentucky Central Life Insurance Co.) for \$2.5 million (see page 58).

▪ **KALI** San Gabriel, **KUFY(FM)** San Mateo, **KECC-TV** El Centro (CP), all California: Sold by Tele-Broadcasters Inc. (H. Scott Killgore and others) to United Broadcasting Co. Inc. (Richard Eaton, group broadcaster) for \$1.9 million with adjustments (see page 58).

▪ **KOFY** San Mateo, Calif.: Sold by Tele-Broadcasters Inc. to H. Scott Killgore, principal owner of Tele-Broadcasters, for \$425,000 (see page 58).

▪ **WANT** Richmond, Va.: Sold by United Broadcasting Co. to John and Robert Sinclair for \$210,000 (see page 58).

▪ **KAGI** Grants Pass, **KOTI(TV)** Klamath Falls, **KTVM(TV)** Medford and **KPIC(TV)** Roseburg, all Oregon: Sold by Southern Oregon Broadcasting Co (Earle E. Voorhies, John E. Voorhies and family) to Redwood Broadcasting Inc., which now owns 50% of Southern Broadcasting Co. Redwood Broadcasting is owned by William B. Smullin and wife. Upon completion of transaction, Mr. Smullin will own 70% and the Voorhies family will own 30% of Redwood. Redwood and Southern also own 40% of **KRCR-TV** Redding, Calif. and operate CATV systems in Grants Pass, Medford, Klamath Falls, Cave-Selma and Roseburg, all Oregon, and 15% of CATV in Redding, Calif. **KAGI** is on 930 kc with 5 kw days and 1 kw nights. Stock transfer. **KOTI** is on ch. 2 with 13.5 kw visual and is affiliated with all three networks. **KTVM** is on ch. 5 with 30.2 kw visual and is affiliated with ABC-TV and CBS-TV. **KPIC** is on ch. 4 with 5.37 kw visual and is affiliated with NBC-TV.

## WLW takes the space as Avco shifts offices

Avco Broadcasting Corp., Cincinnati, will move its corporate offices to the city's new Provident Tower building. Their old home at Crosley Square, which it occupied since 1943, will be occupied by **WLW-AM-TV**. The separation between corporate offices and stations will be effective July 1.

Crosley Square will undergo a \$500,000 renovation for station operations.

Avco's President John T. Murphy announced that the new offices in Provident Tower will occupy a total of 15,700 square feet, room enough for accounting, advertising, promotion, community affairs, personnel and public information offices to spread wings to work with Avco's five television stations and six radio stations.

# United tries its wings tonight

## Ventures out of Las Vegas nest with 90-minute series to compete with Carson and Bishop

The newly organized United Network is scheduled to begin on-the-air operations today (May 1) with the presentation of the late-night *Las Vegas Show* on about 125 stations in the U. S. and 32 in Latin America.

A United Network spokesman said that more than 75% of the program had been sold to advertisers but declined to name them. It was understood that the network was working toward 100% sponsorship before "opening night," at which time full advertising details would be announced.

The network has assembled powerhouse programing for the first week in a strong effort to make the variety-entertainment series with Bill Dana as host, competitive in many markets with NBC-TV's *Tonight Show*, starring Johnny Carson, and ABC-TV's *Joey Bishop Show*, both carried in the 11:30 p.m.-1 a.m. slot. The *Las Vegas Show* will be presented largely in various late-time periods, starting at 10:30

p.m., 11 p.m., 11:30 p.m. and, in some instances, at midnight, though various stations in major markets are scheduling it in prime-time periods (BROADCASTING, April 24).

The premiere program tonight will present seven U. S. astronauts (Alan Shepard, Gordon Cooper, James Lovell, Michael Collins, Charles Conrad, John Young, and Richard Gordon) as well as entertainers Milton Berle, Billy Daniels, Abbe Lane, Allen and Rossi, Dave Astor, Chad and Jeremy, Jackie Gayle, Sarah Vaughan, Big Tiny Little, Rich Little and the Trombones.

Other personalities scheduled during the first week include Julius La Rosa, Della Reese, Don Cornell, Helen O'Connell, Maureen O'Hara, Jaye P. Morgan, Roberta Sherwood, Barbara McNair, Rusty Draper, Tommy Leonetti, Sheila McRae, Craig Stevens and Frank Gorshin.

The *Las Vegas Show* originates from the Hotel Hacienda theater in that city.

### EXCLUSIVE BROADCAST PROPERTIES!

**SOUTH CENTRAL TEXAS** —Old established fulltimer serving single station market of 15,000. Owner wants quick sale and has priced accordingly. \$125,000 all cash, absolutely nothing less.

**NEW MEXICO** —KGFL, oldest station in Roswell, now dark but once grossed in excess of \$120,000 and was number one in market. Now available for \$10,000 down and the balance of \$444.00 per month over ten years. Excellent equipment and lots of it. 5 kw day, 1 kw night, 1430 kc. With additional \$10,000 working capital you can possibly become a quarter millionaire in three years.

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Acts to be carried on the program will be taped at nine other Las Vegas hotels. Bill Dana and a repertory company will appear between the segments.

**30 Hours in Can** ■ More than 90 acts, covering 30 hours of color programming, already have been taped. The repertory company segments will be taped one or two days before air time to keep the material topical.

The United Network claims to cover

almost 80% of all TV sets in the U. S.

Officials of the United Network are Jack V. McGlothlin, board chairman; Oliver Treyz, president; James W. Nichols, managing director, and Lewis M. Marcy, executive vice president.

The network begins operation one week after Johnny Carson made his long-awaited return to the *Tonight* series and two weeks after Joey Bishop began his program. The only avail-

able rating for last Monday (April 24) was the New York Nielsen. It showed *Tonight* with an 11.4 rating and a 41 share compared to Joey Bishop's 3.4 rating and 12 share. Mr. Bishop, whose guest on last Monday's show was Jack Paar, former star of NBC-TV's *Tonight*, also was outrated by a feature film on WCBS-TV (6.2 and a 22 share) and the *Merv Griffin Show* on WNEW-TV (4.4 and a 16 share).

# Johnson attacks FCC's enforcement

## LABELS REGULATORY SYSTEM 'LUDICROUS' IN LATEST DISSENT

FCC Commissioner Nicholas Johnson expressed concern last week over what he considers the inadequacy of the commission's machinery for enforcing its regulations. He called the level of the present effort "ludicrous" and said a strengthening of regulation-enforcement practices is needed.

He was challenged by Chairman Rosel H. Hyde, however, on his analysis of the commission action that gave rise to his statement—the elimination of a questionnaire used by commission engineers in their prerenewal inspection of broadcast stations.

Commissioner Johnson said that the action constitutes a step backward from a policy of enforcement that was already less than adequate. Chairman Hyde said the commission was not abandoning its interest in enforcing regulations—that, on the contrary, the action would permit more efficient use of commission personnel.

**Other Machinery** ■ But much of Commission Johnson's statement dealt with the commission's regulatory machinery apart from the questionnaire. He noted that the commission's complaints and compliance division is authorized to employ six investigators to check into complaints regarding the nation's 7,000 broadcasting stations, and added:

"As if that were not ludicrous enough, the staff has recently been cut to three because of backlogs elsewhere. As field investigators work in pairs, I presume that means the U. S. Federal Communications Commission is now sending out a force of two men to cover a beat as vast as the 2,314,000,000 acres that are the United States."

He said that situation illustrates the extent to which the commission and its staff "are struggling to serve our society's most fundamental need—effective, efficient and satisfying private and mass communications systems—against truly impossible odds."

It's obvious, he said, that the commission lacks "the rudimentary informa-

tion, analysis, staff, funds, public understanding and support necessary to serve the industries we regulate—let alone the long-forgotten and never-defined 'public interest.'"

The questionnaire whose elimination sparked the commissioner's statement had been in use since 1961 and contained eight questions about nontechnical matters—is the station identifying itself correctly, does it identify sponsors correctly, is it broadcasting lottery information, among them.

**Staff Recommendation** ■ The staff recommended the deletion, contending that the questionnaire was badly written, that the questions duplicate others asked by the commission and that the Broadcast Bureau does not find the information turned in on the forms useful.

But Commissioner Johnson said he was not so much concerned with the abandonment of the form as he was with the fact that "a vitally important commission responsibility—enforcement of regulations—is now to receive

even less attention than before."

Chairman Hyde, in talking to reporters last week, said that "the engineers will still make the same inspection—but they won't have to do it twice." He said all of the material covered in the questionnaire can be reported in a checklist the engineer are required to use in inspecting the stations.

Thus, he said, the engineers will be able to make more inspections than previously—60% of all stations over a three-year period rather than 54%, according to figures contained in Commissioner Johnson's statement.

The decision to eliminate the form was an internal matter, and normally would not have been announced. However, the commission issued a public notice on the act in order to permit the commissioner to air his views.

**No Solution** ■ Commissioner Johnson didn't offer a specific recommendation as to what the commission might do to improve its regulatory procedures, although he said that of several possible alternatives the adoption of an improved version of the abandoned form offers "the most promise."

He said lack of money is an obvious problem, in many areas of commission activity, but added that a study should be made before additional funds could be requested or wisely used.

He said "it may very well be" that some regulations now on the commission books should be repealed. But "elimination should follow, rather than precede, a thorough analysis of the purpose of the regulations involved and the alternative means by which they might be enforced," he said.

In indicating the view that the commission's regulatory machinery is inadequate, he said that the staff he suggested investigations of complaints from the public would be an adequate substitute for the form being abandoned. But that is going full circle, he said.

"The people looked to their electe

### Dille to confer in Japan

John F. Dille Jr., Communicana Group of Indiana, chairman of National Association of Broadcasters, will be in Japan for three weeks this month under the auspices of the U.S. State Department.

Mr. Dille will be taking part in the U. S. Television Program Exchange from May 10-31. During that period he will meet with Japanese broadcasters and government officials to examine broadcast facilities and to discuss techniques, mutual problems and the television cultural and educational exchange programs between the two nations.

representatives, Congress, to exercise responsibility over communications; Congress established the FCC to deal with the problems and passed to it the rather broad responsibility to act in the 'public interest, convenience and necessity'; now the Commission has turned back to the people the responsibility to investigate and report violations of FCC regulations."

But, as he also noted, the public does provide the commission with leads to violations—14,000 annually. And the problem there, he said, is that the commission is not equipped to follow up on such complaints.

Even discounting the large proportion of communications that are frivolous, he said, many remain that are worth investigation. But, he added, the complaints and compliance division "is able to detail field investigators to only about 40 each year."

That isn't the extent of the division's investigatory work, however. It gets information from other divisions of the commission and is able to check out many complaints—some up to the point of final commission action—through correspondence.

## Ethics panel asks for Dodd's censure

The Senate Select Committee on Standards and Conduct closed the books on its investigation of Senator Thomas J. Dodd (D-Conn.) last week and recommended to its colleagues a resolution of censure be passed on him.

In an unanimous decision the six-man committee cited the senator for exercising the influence and power of his office for his personal benefit over a period of five years. The committee said that his conduct was contrary to accepted morals and tended to bring the Senate into "dishonor and disrepute." Later Senator Dodd maintained to reporters his adamant conviction that he had done nothing wrong: "My conduct is being judged by hindsight," he said, "I will answer every charge on the Senate floor as soon as possible."

Senator Dodd, as chairman of the Senate Juvenile Delinquency Subcommittee, was a frequent critic of the major TV networks during on-again, off-again hearings on television sex and violence held in 1961, 1962 and 1964. In his analysis of TV programming the senator intimated that the networks had ordered unsavory scenes laced into their shows to entice an audience (BROADCASTING, May 21, 1962).

**Committee Findings** ■ In its report the committee found that the senator had directed, organized and controlled

seven fund-raising events from 1961 to 1965 and had received from these events funds of at least \$450,273; the senator authorized the payment of at least \$116,083 from these funds for his personal expenses including federal income tax, improvements to his Connecticut home, club expenses and other expenditures either for his family or his representatives. The committee also found that the senator had authorized payment of an additional amount of at least \$45,233 from these proceeds for purposes which are "neither clearly personal nor political."

After the 1964 campaign the committee said the senator received \$8,000 in cash from the funds of the International Latex Corp. in partial fulfillment of a promise to donate \$10,000 to the senator's campaign if he would, in return, help in obtaining an ambassadorship for A. N. Spanel, chairman of the board of the corporation. The committee further noted that over the five-year span the senator requested and accepted reimbursements for his "double-billing" of travel expenditures, and that he accepted as a gift the loan of three automobiles in succession from a constituent and used them for personal transportation for almost two years.

Answering some of its critics, the committee said that certain allegations developed during the course of its investigation could not be sustained through its own fact-finding efforts and that the allegations would be referred to the Department of Justice. The committee also said it would refer to the attorney general the matters of the ILC contribution and the loan of the automobiles and to the commissioner of internal revenue the taxability of the testimonial and campaign funds used by the senator for personal purposes.

**Conflict of Interests** ■ In its report the committee said it specifically refused to admit into evidence copies of 4,000 documents stolen from the senator's office by former staff employes because "it would be improper to use documents taken without consent." The documents purported to show, according to the employes, the senator's conflict of interest in receiving cash and gifts from executives of firms whose industries, some of whom were broadcasters, were being investigated by committees on which he served (BROADCASTING, April 17).

The committee reserved its harsher words for the employes in terming their actions as reprehensible—a breach of trust between a senator and his staff, an invasion of privileged communications between a senator and his correspondents and a threat to the orderly conduct of business of a public office.

# The Sure Bet Show Proves It Again

If you're missing the women in your audience you're missing a good bit. The remedy is Dr. Kildare, as in Louisville on WAVE. Scheduled across-the-board from 1-2 PM, Dr. Kildare has placed the station in number one position among young women viewers (and against the strong network serial *As the World Turns*). This is a strong performance in any market, one that has grown by 6,000 women, 18-34, per show since the previous NSI report. Performance as predicted. Performance as planned. Dr. Kildare, the sure show to show up women in your availabilities. Ask the Man from MGM-TV about availability in your market today.



(NSI—Feb./Mar. 1967)

# ABC-ITT one step nearer decision

4,000-page hearing record finally closes

with hope that final word will arrive in June;

ABC witness finds merger best financial source

The record was finally closed last week in the FCC hearing on the proposed \$2.4 billion merger of ABC into the International Telephone & Telegraph Corp., the largest case of its kind ever to come before the commission. A final decision by the commission—on whether or not to affirm the approval it gave in December—is expected within two months.

The hearing's end came at 11:15 a.m. Wednesday, 13 business days after Chief Hearing Examiner James D. Cunningham gavelled the proceeding

exhibits (356 by the Justice Department).

On the basis of that record the commission will decide whether Justice was correct in contending, in its petition for reconsideration, that the commission had failed to consider adequately the anticompetitive consequences that might flare from the merger when it voted 4-to-3 to approve the transfer of ABC's 17 AM, FM and TV stations to ITT. The principal reason for that failure, Justice said, was that the commission had not held a full

independent entrant into broadcasting or into CATV and other activities competitive with broadcasting.

A third dealt with the potential effect in retarding development of technology that would facilitate new entrants in broadcasting. A fourth was the effect in eliminating ABC as an independent network in commercial dealings with common carriers (which ITT owns) and in regulatory proceedings. A fifth involved the potential effect on the advertising market of a network combined with "ITT's diversified interests



Investment banker Wilbur Ross argued in the FCC hearing last week that merger was the most practicable solution to ABC's problems.



Paul E. Sonkin, director of research for ABC, cited problems the television network faces because of a lack of affiliates.



Professor John C. Burton of Columbia University told hearing that various financing plans were available to ABC.

to order—and began holding counsel to a gruelling pace in order to dispose of the case with the expedition requested by the commission.

With sessions beginning at 9 a.m. and running until past 7 p.m., counsel for the Justice Department, the commission's Broadcast Bureau and the applicants presented a total of 18 witnesses who contributed to a hearing record of some 4,000 pages, and introduced 554

evidentiary hearing. The commissioners themselves had conducted a two-day oral hearing in September.

**Six Specifics** ■ The department subsequently laid out six areas it said the commission had not explored sufficiently. And, to a greater or lesser degree, these were gone into during the hearing.

Two involved the merger's potential effect in eliminating ITT as a potential

and economic leverage."

The sixth issue involved the validity of the claim that the merger is justified by ABC's need for the financial support of ITT. The commission gave great weight to this argument in its decision approving the merger.

An issue not included in the department's list of specifications but which figured in the dissents to the merger of Commissioners Robert T

Bartley and Nicholas Johnson, as well as in congressional criticism of the proposal, was the potential impact on the integrity of ABC's news operations. This issue was left principally to the FCC's Broadcast Bureau to develop.

**Record to Commission** ■ Examiner Cunningham, in accordance with the order designating the case for hearing, certified the record directly to the commission without preparing the customary initial decision. Parties were to have filed proposed findings by today (Monday), and oral argument before the full commission was to have been held in 10 days.

However, counsel for all the parties have requested an extension until May 15 of the deadline for proposed findings. They also asked that reply findings be filed by May 22. If the request is granted, as expected, the oral argument would probably be held early in June. A final commission decision, in that event, would be likely by the end of June.

In its final days the hearing focused

plans he said ABC could follow to raise some \$110 million (BROADCASTING, April 17).

But through cross-examination and the use of its own expert witness, ABC last week sought to discredit the testimony of the department's expert, Professor John C. Burton. Wilbur Ross Jr., an investment banker, said Professor Burton's plans were unsound and shot through with errors.

**Omissions** ■ Among other things, Mr. Ross said, the plans do not take into consideration all of ABC's long-term debt, nor provide for various costs he said would be involved in refinancing existing debt. Several of the alternative plans provide for debt refinancing in whole or in part. Some of the plans also provide for the issuance of new stock.

In his criticism of Professor Burton's testimony, Mr. Ross, a member of the New York brokerage firm of Faulkner, Dawkins & Sullivan, forecast a sharp drop in the price of ABC stock in the event the merger is not approved. Pro-

ferred to as arbitrage, have sold their ITT stock on the assumption that the merger will be approved. Mr. Ross said these shareholders would dump their ABC stock. The price would be depressed, also, he said, by the "negative" effect of ABC's failure to achieve a merger and by the fact that the company "does need quite a lot of dough."

Mr. Ross offered a financing plan of his own, which provides for a sale of \$64 million in convertible debentures and for borrowing \$39.5 million at 5.55% interest. Both he and Professor Burton based their plans on figures provided by ABC in a projection of its cash flow over the next five years.

However, Mr. Ross said the most practicable solution to ABC's money needs is a merger with "an entity" that could provide needed capital. Any plan, including his own, he said, would result in dilution of the value of existing stock and in lender-imposed restrictions on ABC's use of its funds.

**Exercises** ■ ABC counsel Herbert Bergson, in cross-examining Professor

## Hyde's view of CATV's dilemma: to program or to relay

FCC Chairman Rosel H. Hyde says community antenna TV systems "will have to make up their minds" as to whether they are to be program originators or remain primarily a relay of broadcasters' programming.

His comment, at a news conference Thursday (April 27) is in line with the commission's position in support of the House Judiciary committee bill which would have imposed full copyright liability on CATV systems that originate programming on more than a limited basis.

"Some commissioners feel strongly" that CATV's that use the product of broadcasters "should be limited in the extent to which they may originate programming and carry advertising—and there's a good basis for that," he said.

He feels that the committee bill

would have gone far to relieving the commission of its regulatory responsibility in CATV matters. The CATV measure was stripped from the bill when it was passed by the House, but an identical provision is in the copyright bill still pending in the Senate.

Chairman Hyde is understood to feel that if nothing is done in Congress to prevent CATV systems from both originating programs and relaying signals of broadcasters that the commission will have to consider rules limiting origination.

**Informal Talk** ■ The news conference was believed to be the first one in years arranged for an FCC chairman that was not called in connection with an important announcement. The conference was set up by the commission's office of reports and information to permit the chairman to talk to reporters

about commission matters generally. It is expected to be repeated at irregular intervals.

The chairman also had a gentle rejoinder for House Commerce Committee Chairman Harley Staggers (D-W. Va.) who has expressed concern over what he considers trafficking in broadcast licenses (BROADCASTING, April 24). He said the time might be ripe for repealing a 1952 law barring the commission from considering alternative purchasers in station-assignment and transfer cases.

Chairman Hyde noted that the commission 20 years ago adopted a rule permitting it to consider alternative purchasers. But it proved so unworkable—principally because of the delays it caused in consummating sales—that the commission abandoned it, even before Congress outlawed it, he said.

on the key question of whether the merger constitutes the only feasible means by which ABC could obtain capital it says it needs in order to become fully competitive with CBS and NBC. The company has listed needs totaling \$141 million. Justice maintains that alternatives are open to ABC, and two weeks ago presented as a witness a professor of securities analysis at Columbia University, who offered five financing

plans he said ABC could follow to raise some \$110 million (BROADCASTING, April 17). But Mr. Ross said it would more likely drop to the "high \$50's" if the merger fails—a fact, he said, that would complicate efforts to raise money through a stock issue.

Mr. Ross said he believes that between 400,000 and one million shares of ABC stock have been purchased by persons who, in a kind of speculation

Burton, said his plans were merely an "exercise in arithmetic." The plans simply provide "various ways of coming up with the money ABC needs without regard to how the money would be obtained," he said.

Professor Burton protested that his plans were feasible—that they provide for repayment proposals.

Mr. Bergson attempted to have Professor Burton's testimony stricken on

the ground he is not an expert—a ploy the government attorneys tried in connection with Mr. Ross. Mr. Bergson brought out that Professor Burton had had no experience in attempting to provide financing for corporations and that his principal knowledge of the money market came from contacts with friends active in it and from “reading literature in the field.”

Mr. Ross said that although he had helped arrange financing for many corporations he had not in at least four years attempted to raise funds for any broadcasting network.

Examiner Cunningham subsequently accepted the advice of Broadcast Bureau attorney Thomas Fitzpatrick. He said that he didn't think “either one” qualified as an expert but added that their testimony should be allowed to remain in the record for whatever consideration the commission wished to give it.

Earlier, ABC, through its director of research, sought to remove any doubt that it trails CBS and NBC. The Justice Department had attempted to demonstrate that the network is virtually tied with CBS and NBC in prime-time ratings and therefore doesn't need ITT's help in becoming competitive with the other networks.

Paul E. Sonkin said, in effect, that ABC has to run faster than the other networks in order to stay even. He said that because of its fewer affiliates, ABC must top NBC by 1.3 rating points and CBS by 2.7 in the Nielsen 30-market survey (which covers markets in which the networks are equally represented) in order to tie them nationally.

**Disadvantages of Inequality** ■ He also said that if ABC were fully competitive with the other networks it could have increased rates to a point where it would have grossed at least \$73 million more than it did last year—\$26 million in prime time, \$47 million in daytime. He noted that ABC's 176 primary and secondary affiliates cover 96.8% of the nation's TV homes, where-

### NBC fetes its friends

NBC was host at a reception and buffet on April 23 for 26 members of the American Newspapers Publishers Association who are associated in ownership or management of broadcast stations affiliated with the network. Walter D. Scott, board chairman, and Julian Goodman, president of NBC, presided at the affair held in the Rainbow Grill of the RCA building in New York. NBC said the guests, in New York for the annual ANPA meeting last week, were favorable in their comment and that the reception may become an annual event.

as CBS's affiliates cover 98% of them and NBC's, 97.8%.

He said that in most of the top 150 markets where one network affiliate is at a competitive disadvantage—either because it is a UHF outlet in a two-VHF-station market or because its transmitter is located far from the center of population—that station is an ABC affiliate. He said this was true in 54 of the 71 cases where such inequality exists.

The exhibits on which Mr. Sonkin relied in making these points were sharply challenged by Mr. Fitzpatrick and Justice Department attorney Milton Grossman. They said the documents didn't prove what they set out to prove.

Examiner Cunningham indicated he, too, had doubts about their validity. But he noted that the rules of admissibility were not as strict in an administrative proceeding as they are in a court of law, so he admitted them into the record—with the comment that “the burden of proof rests with ABC.”

In another hearing development, Sidney W. Dean Jr., of New York, who had been withdrawn as a witness by

the Justice Department, got his wish and was permitted to testify—and was subjected to sharp cross-examination for his efforts. Mr. Dean, who was scratched by Justice after he released copies of the testimony to news media before appearing at the hearing, is a former New York advertising executive who serves on the American Civil Liberties Union's radio-TV committee.

Mr. Dean said the merger would have an adverse impact on ABC's news operation and based that assertion on his observation that broadcasters tend to “stay away” from news affecting the business or economic interests of advertisers. He also said the merger would discourage ITT's competitors from advertising on the ABC network or its owned and operated stations, and would tend to block the development of a fourth network.

However, Marcus Cohn, ITT counsel, developed in his cross-examination, that Mr. Dean did not know if Ralph Nader, chief critic of automobile safety, had appeared on network television (he has), although he said he was aware of some network coverage of the controversy dealing with health and cigarette smoking.

**Competitors on NBC** ■ Mr. Dean also said, in response to questions, that he doesn't know if NBC's owned-and-operated stations carry advertising placed by manufacturers who compete with the network's parent, RCA. He wasn't familiar, either, with ITT “commitments” made during the hearing to help develop UHF television—a step which could, presumably, lead to the creation of a fourth network.

Among the torrent of exhibits entered into the record last week was material ABC submitted in response to a Broadcast Bureau request for copies of documents in which ABC-TV had urged affiliates to oppose the Justice Department's efforts to block the merger. ABC-TV President Thomas W. Moore had testified on April 21 that such messages were sent to affiliates.

The only communication actually calling for affiliates to contact their senators and congressmen, as well as Attorney General Ramsey Clark, was signed by Burton B. La Dow, chairman of the ABC Affiliates Association. The message was transmitted over ABC's Teletype on Jan. 24, at a time when members of Congress were criticizing the commission for approving the merger.

The same message contained copies of wires sent to Mr. Clark and Chairman Hyde noting that the board of governors of the affiliates association had reaffirmed its endorsement of the merger.

The other material ABC had supplied its affiliates were copies of news releases ABC and ABC-ITT had is-

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sued in connection with the department's efforts to force a reopening of the merger case.

In another final "housekeeping chore," ITT and the department resolved a dispute as to the extent of the minutes of ITT board meetings that should be made available to Justice. ITT, in response to a department request, had supplied extracts of minutes dealing with the proposed acquisition of ABC and with other matters involved in the hearing.

However, the department attorneys said it was difficult to put the extracts into an intelligible context. They wanted the complete minutes of the meetings involved. ITT, apparently fearful of setting a precedent that would permit the department to engage in "fishing expeditions" in the future, balked.

Under the procedure agreed on, only the extracts were turned over. But a department attorney was permitted to examine the complete sets of minutes relating to the ABC acquisition. In the event he finds material he feels should be made part of the record, a request will be made.

## Dust off presunrise file, NAFMB asks

The National Association of FM Broadcasters has called on the FCC to reopen the record on its five-and-one-half-year pending presunrise rulemaking.

In its petition for further rulemaking, the NAFMB said it was disturbed about recent reports in the trade press that the commission was set to adopt, without providing an opportunity for additional comments, rule amendments permitting 500-w class III daytime AM's to begin operation at 6 a.m. (BROADCASTING, Dec. 12, 1966). The NAFMB noted that the question now, after such an extended period, is whether any presunrise operation by AM daytimers is necessary, particularly when authorization of such operations would in all probability impede the development of a more efficient system—FM.

Since comments were last filed on the proposed rule in 1963, NAFMB said the present record does not adequately reflect current conditions and an opportunity for additional comment should be given to all interested parties.

## New agency for UN

The United Network, whose first programming is scheduled to be telecast today (May 1), will have a new agency, Norrito, Res Inc., New York, on May 8.

BROADCASTING, May 1, 1967

# NAB sets radio clinic lineups

## How-to theme marks agendas for two-day meetings in six cities starting May 18

Ten speakers have already been lined up for the six National Association of Broadcasters radio clinics that begin later this month. The clinics open in Salt Lake City, May 18-19 and conclude in Philadelphia June 8-9.

They will also be held in Palo Alto, Calif., on May 22-23; in Oklahoma City on May 25-26; in Nashville on June 4-5, and Detroit on June 6-7.

Each session will cover four areas: "How to be a hero in your own home town," "Finding the FM niche," "How to get (and hold) listeners" and "How to be humorous on the air."

Covering home-town heroics will be: Marianne B. Campbell, Avco Broadcasting Corp., Cincinnati, in Detroit and Nashville; Edward J. Patrick, KAVI Rocky Ford, Colo., in Salt Lake City; Harry M. Thayer, WGHQ Kingston, N. Y., in Philadelphia; Ted A. Smith, KUMA Pendleton, Ore., in Palo Alto, and H. Downey Hewey Jr., WSOY Decatur, Ill., in Oklahoma City.

Getting and holding listeners will be discussed by: Philip Nolan, Westinghouse Broadcasting Co., New York, in Palo Alto, Salt Lake City and Oklahoma City, and Irv Lichenstein, WWDC Washington, in Detroit and Nashville.

FM will be covered in Salt Lake

City by Frank McIntyre, KLTB, that city. Humor on the air will be handled in Philadelphia by Andrew M. Ockershausen, WMAL Washington.

Additional speakers for these latter three topic areas will be named later.

At each of the sessions, a tape presentation "Sounds from Modern Radio" will be played. The 30-minute tape will feature excerpts from 45-50 radio stations and cover all facets of programming in all sizes of markets.

A special discussion at the Palo Alto meeting will be on helicopters and their use in radio by Russ Barnett, KMPC Los Angeles.

Registration at the clinics is limited to 125 at each. The cost is \$20.

## Church groups petition for unbiased policy

Three national agencies of the United Church of Christ have asked the FCC to adopt a rule that would deny a license to any station that engages in discriminatory employment practices. The agencies further requested that all licensees be required to show annually, through detailed reporting forms, evidence of compliance with the proposed rule.

In their joint petition the church's Office of Communication, Board for Homeland Ministries and Committee for Racial Justice Now called on the commission to effect the rule immediately and without regard to the number of persons employed by licensees. The agencies noted that discrimination in the employment of radio-TV personnel sets a conspicuous public example of unfairness, and that broadcasters as federal licensees should be held to a higher standard than private businesses less directly affected with the public interest.

The agencies said their petition was filed to coincide with the coming license renewals for TV and radio stations in southern states because it was evident that many of these stations discriminate against Negroes in employment practices. Such practices, said the Rev. Dr. Everett C. Parker, director of the church's office of communication, are "a continuing daily insult to the Negro people these stations are licensed to serve; such discrimination is an affront to Americans everywhere who grant exclusive licenses to broadcasters only to see some of them openly defy the laws of the land."



Sherril Taylor (r), vice president for radio of the National Association of Broadcasters, goes over some ideas for the NAB's radio program clinics with Andrew M. Ockershausen, WMAL Washington, who will speak at the Philadelphia clinic.

# Station sales total \$10.7 million

Sale of Sonderling stock may total \$4.5 million, WKYT-TV Lexington goes for \$2.5 million and three California stations for \$1.9 million

One radio station property was sold for almost \$1¼ million last week, and the FCC approved four sales totaling over \$5 million and a fifth that could amount to almost \$4.5 million.

Submitted for FCC approval was the sale of WNOP-AM-FM Norfolk, Va., by Louis H. Peterson and Jack H. Harris and others to Arnold and Audrey Malkan and Stanley E. Wilson. The price was \$1,233,750. Mr. Malkan is a principal stockholder in Texas State Network, owning KFJZ-AM-FM Fort Worth and KEYS Corpus Christi, both Texas. Mr. Wilson is the operating chief of these stations.

WNOR, founded in 1949, is fulltime on 1230 kc with 1 kw days, 250 w nights. WNOP-FM operates on 98.7 mc with 59 kw. Broker was Jack L. Stoll and Associates.

Approved by the FCC were the sales of WKYT-TV Lexington, Ky., by group broadcaster Taft Broadcasting Co. to Kentucky Central Television Inc. for \$2.5 million; KALI San Gabriel, KUFY (FM) San Mateo, construction permit for KECC-TV El Centro, all California by Tele-Broadcasters Inc. to United Broadcasting Co. for \$1.9 million with adjustments; KOFY San Mateo, Calif., by Tele-Broadcasters to H. Scott Killgore for \$425,000; WANT Richmond, Va., by United Broadcasting Co. to John and Robert Sinclair for \$210,000. Mr. Killgore also is to get \$30,000 a

year for five years as a consultant from UBC.

The possible \$4.5 million sale is the maximum potential return forthcoming from sale to the public of 40% of Sonderling Broadcasting stations by two of its principal stockholders.

Buyer of the Lexington channel 27, ABC-affiliated station is the Kentucky Central Life Insurance Co., of which G. D. Kincaid owns 52.5%. Mr. Kincaid is president and principal owner of the Bluegrass Broadcasting group (WVLK-AM-FM Lexington, WINN-AM-FM Louisville, WCMJ-AM-FM Ashland, all Kentucky, and WHOO-AM-FM Orlando and WFFG Marathon, both Florida).

Dissenting to the approval was FCC Commissioner Robert T. Bartley who stated: "... the assignor [Taft] states that sale of the station is for the purpose of expanding operations and securing another television station in a larger market. The showing made is insufficient for me to make an affirmative finding that the assignment would improve the overall structure of broadcasting." Commissioner Kenneth A. Cox concurred, commenting that his approval of the Lexington sale does not involve approval of Taft's future plans. Commissioner Nicholas Johnson also concurred, but without a statement.

In the sale of the Tele-Broadcasters Inc. stations, all of the California holdings went to Richard Eaton's UBC

group except KOFY which is being bought by Tele-Broadcasters' principal stockholder, H. Scott Killgore.

The Tele-Broadcasters sale to UBC, for \$1.9 million with adjustments, required the buyer to dispose of one of his stations, since the acquisition would put him over his limit of seven radio stations. This was WANT Richmond, which was sold to John and Robert Sinclair. John Sinclair is manager of WSAZ-TV Huntington, W. Va.; he and his brother own and operate restaurants in Macon and Augusta, both Georgia.

Commissioner Bartley dissented also to the Tele-Broadcaster-United Broadcasting Co. transfers. He stated he would have ordered evidentiary hearing on "trafficking" by UBC and Mr. Killgore, and "licensee responsibility" of UBC, as well as the general issue of overall broadcasting structure. Commissioner Cox agreed with Mr. Bartley, but concurred in the sale of WANT. Commissioner Johnson concurred without explanation.

KALI, in the Los Angeles area, is fulltime on 1430 kc with 5 kw. KUFY (FM), in the San Francisco area, is on 107.7 mc with 3.8 kw, and KECC-TV's permit is for channel 9. KOFY, also in the San Francisco area, is a 1 kw daytimer on 1050 kc. WANT also is a 1 kw daytimer on 990 kc.

Mr. Eaton's UBC is under challenge in two instances. His Washington WOOK-AM-TV facility, up for renewal, is being sought by two applicants—a group including Drew Pearson, newspaper columnist, seeking both stations, and another group, including James F. (Jim) Simpson, NBC sports commentator, and Lewis W. Shollenberger, Washington news service chief, seeking only the AM facility. Mr. Eaton's purchase of KTRG-TV Hawaii for \$550,000 has been challenged by the FCC itself, with the primary issue the buyer's plans to program half of the station's time in Japanese and Filipino languages.

**Public Offering** ■ The Sonderling approval was for the divestiture of 40% interest by Richard Goodman (30%) and Mason Loundy (10%), who plan to offer their interest to the public. At the maximum selling price of \$14 per share, this could bring in \$4.48 million to the two sellers. Egmont Sonderling retains his present 24.6% interest. After the transaction, Mr. Goodman would still own 24.2%, and Mr. Loundy, 9.7%. A. Harry Becker, Washington lawyer owns 1.5%.

The underwriter is Bear, Stearns & Co.

Sonderling stations are WOPA-AM-FM Oak Park, Ill. (Chicago); WOL-AM-FM

## Upper-income men viewing more, not less

A comparison of special tabulations made by R. H. Bruskin Associates, New Brunswick, N.J., for the Television Bureau of Advertising shows that college-educated men and those in higher income brackets (\$10,000 and more) watched more TV programming on the average day in 1967 than in 1965.

The analysis was designed to refute the views of some TV critics who have been contending that the better-educated or higher-income individuals are turning away from TV.

### AVERAGE MINUTES SPENT WITH TELEVISION YESTERDAY

	Jan. 1965	Jan. 1967
	Minutes	Minutes
All men (18+)'s	125	125
Family Income		
Under \$4,000	150	150
\$4,000-\$6,999	137	134
\$7,000-\$9,999	106	119
\$10,000 and over	89	107
Education		
Grade school	137	132
High school	136	134
College	96	104
Sample size	(1207)	(1255)

Washington; WDIA and WNTL(FM) Memphis; KDIA Oakland-San Francisco; KFOX-AM-FM Long Beach, Calif., and WWRL New York.

WOPA is fulltime on 1490 kc with 1 kw days, 250 w nights. WOPA-FM operates on 102.7 mc with 17 kw. WOL is fulltime on 1450 kc with 1 kw days and 250 w nights. WOL-FM operates on 98.7 mc with 20 kw. WDIA is fulltime on 1070 kc with 50 kw days, 5 kw nights. WNTL is on 102.7 mc with 100 kw (not on air). KDIA is a daytimer on 1310 kc with 5 kw. KFOX is a daytimer on 1280 kc with 1 kw. KFOX-FM operates on 100.3 mc with 59 kw. WWRL is a 5 kw daytimer on 1600 kc.

## Court orders FCC to be consistent

A federal court in Washington last week told the FCC to terminate the operating authority of a radio station in Harriman, Tenn., because its grant was under review by the commission.

The U. S. Court of Appeals for the District of Columbia ordered the commission to withdraw special temporary authority given last August to WXXL in Harriman to continue broadcasting pending the outcome of a hearing. The hearing was requested by WHBT, also of Harriman.

WHBT, which has been operating in Harriman since 1946, last year asked

the FCC to hold a hearing on the application of F. L. Crowder for 970 kc in Harriman. WHBT claimed that it would suffer economic injury if a second station were permitted to operate in Harriman; it also charged Mr. Crowder with trafficking in licenses. The FCC denied this protest and granted the Crowder application.

Following the FCC denial, WHBT appealed and early this year the appeals court told the FCC that a hearing should be held (BROADCASTING, Jan. 9). WHBT thereupon asked the FCC to withdraw its grant to WXXL pending the outcome of a hearing, but the commission last March denied this motion. WHBT again went to court, and last week's order was the result.

The court said, in an unsigned order, that the FCC's issuance of a special temporary authorization to WXXL to continue operating was "inconsistent" with its January mandate and with FCC rules. Its January order, the court said, in effect returned the Crowder application to its pre-grant status. The court also stated that there was no strong public interest reason to continue WXXL while the case was in adjudication.

In last week's order, Circuit Judge Charles Fahy dissented. In the January order, Circuit Judge Edward A. Tamm dissented. The third member of the appeals panel was Chief Judge David L. Bazelon.

Both the Harriman stations are daytimers: WHBT on 1600 kc with 5 kw; WXXL on 970 kc with 500 w.

## Like Topsy, color keeps growing

Latest Nielsen data on homes reflects substantial gains in all income brackets, all age groupings

Color television was in 16% of U.S. TV homes in March 1967, as against 9% a year ago, and in upper-income homes ranged as high as 31% as compared to 17% in March 1966, the A. C. Nielsen Co. reported last week.

Among homes whose head of household was in the 35-to-49 age bracket, 19% were color-equipped this past March, up from 10% in March 1966. Where the head of household was between 50 and 64, color ownership was at the national average, 16% (compared to 8% a year ago), while in the under-35 group it was 13% (up from 8%), and in the over-65 group it was 12% (up from 10%).

Counting by household size, Nielsen found that 19% of the TV homes with three or four persons were color-equipped, up from 11% in a year; in those with one or two persons color penetration was 15% as against 8% a

year earlier, and in homes with five or more persons it was 12%, up from 7%.

**Other Increases** ■ Middle-income homes were slightly below the national average, with penetration at 15% (as against 8% in March 1966) while low-income homes showed 5% color penetration (4% in March 1966).

The Nielsen figures, presented in "TV '67," part of an annual series on TV audiences, also showed that homes equipped with color watch television more than homes equipped only with black-and-white. The advantage, based on measurements in January-February this year, ranged from 7% per average minute during Monday-Friday daytime to 13% during prime time and 18% in weekend daytime.

The average television household was spending 44 hours, 15 minutes a week, or more than six hours a day, with television in January-February 1967, the report showed.

# The Following Information is Classified SUCCESS STORY

When a TV station buys a syndicated program the idea is to enhance the look on the tube, improve the average level of rating performance and create a saleable product. In San Francisco-Oakland, KTVU placed Dr. Kildare on the schedule Friday evenings starting in October. Since then, the rating has grown 50%, men viewers by 57% and women viewers by 58%. In the latest NSI, Dr. Kildare is delivering 10,000 more homes than KTVU's average evening program, and 28,000 more women viewers than its nighttime average.

If you're missing the women in your audience you're missing a good bit. Dr. Kildare is the best bet to remedy the situation. Ask the Man from MGM-TV for availabilities today.



THE TOTAL  
PROGRAMMING  
COMPANY

(NSI—Feb./Mar. 1967:  
7:30-11:00 PM S-S)

# A hectic week for the news crews

## NETWORKS FILLED WITH FUNERALS, SPEECHES, NEWS CONFERENCES

An unusual sequence of major news events over the past week—state funerals in Cologne and Moscow, Svetlana Alliluyeva's arrival in the U. S., two major appearances of General William C. Westmoreland, and tornadoes that ripped the Midwest—gave the network news organizations one of their busiest weeks ever. A good part of the reporting relied heavily upon satellite communications.

One network newsman compared the recent live-and-tape news reporting jobs to the one prepared—on 48-hours notice—for Pope Paul VI's historic 14-hour visit to New York in 1965 (BROADCASTING, Oct. 11, 1965). Continuous satellite relay time for that event tallied some five hours, picked up by European TV. Coverage last Tuesday (April 25) of the funeral of former West German Chancellor Konrad Adenauer in Cologne, West Germany, telecast by the three TV networks, ran a close second with continuous satellite relays of segments totaling 5½ hours.

The TV networks, during the week, telecast more than six hours of live

news coverage, the longest portion devoted to pooled coverage of the Adenauer funeral. The networks shared the pool costs of approximately \$55,000, which included video transmission on Canary Bird satellite over the Atlantic and undersea cable lines. The telecast was originated in West Germany by WDR, the German TV network. Coverage was picked up by Eurovision, the network of western European countries, and fed by satellite to the U. S. in two parts. The U. S. networks taped the first transmission from Bonn (3:30-6 a.m. EST) and ran live coverage from Cologne from 7:15-to-10:15 a.m. EST.

During the first relay, the NHK network in Tokyo ordered a 15-minute live feed (4:30-4:45 a.m. EST) off the trans-Atlantic exchange for relay from ground stations in Andover, Me., to Brewster Flats, Wash., where signals continued onto Lani Bird II satellite across the Pacific. The Japanese network paid for the NHK feed, but reportedly received poor video signals, because of heavy U. S. government use

of the Pacific satellite's circuits.

In the live coverage of the Adenauer funeral, NBC-TV preempted its *Today* program as well as *Birthdays House* and *Snap Judgment* from 7 to 10:23 a.m. EST, including news commentary. Later that afternoon, NBC featured a special three-minute spot—the only coverage in color—taped on location at the funeral and relayed as a "unilateral" satellite feed on Early Bird, around 1 p.m. EST.

The next longest live pickup was by ABC-TV from 7 to 10:16 a.m., which preempted local station programming.

CBS-TV began its live reporting at 7:30 a.m. and continued through 10:11 a.m., curtailing a schedule of news programs, *Captain Kangaroo*, *Dennis the Menace*, *Leave It to Beaver* and part of *Candid Camera*.

Two days before the funeral, the networks began tracking President Johnson on his trip to Bonn. At the time of his arrival, all networks took a 3:50-4:37 p.m. (April 23) feed live over Early Bird. Both NBC and ABC taped the arrival for later news pro-

## \$30-million minimum figure for '68 political coverage

Total election-year coverage, from the conventions through election night, will cost ABC News "between \$10-12 million," according to ABC News President Elmer W. Lower.

He was to address students of Washington State University at Pullman on "the role of radio and television in presidential elections" last Saturday night (April 29).

Mr. Lower estimated "the three networks combined will spend upwards of \$30 million" and said all three networks were planning their coverage now around "seven likely presidential primaries . . . New Hampshire, Oregon, Nebraska, Wisconsin and perhaps Indiana, Maryland and California. . . . This weekend they are sizing up Miami Beach and Houston as possible convention cities."

He proposed a meeting of network representatives and spokesmen for the nominated candidates "immediately after the conventions [to] explore the realistic desires for and

possibilities of televised debates."

He said "the American voters deserve to know early and clearly who favors televised debates and who opposes them, and why."

He also proposed all such debates should be "made available by communications satellites to all nations willing to receive and transmit them 'live' and unedited to their peoples."

Mr. Lower repeated his often-expressed opinion that conventions should be streamlined for TV coverage, but emphasized that ABC News will "supply complete coverage" however they are conducted.

He praised the achievements of the Network Election Service, the joint network-wire service operation for collecting and tabulating the vote, for "giving the public a fast, authoritative single source of actual vote tabulations."

He said ABC News's credo for computer projects next election night will be: "Better two minutes late than two votes wrong."

Mr. Lower denied allegations that rapid radio-TV election-night coverage influenced people to change their votes but urged that "if we are really serious about removing any possibility of mass media or politicians influencing voters while polls are still open [we should adopt] a uniform 24-hour voting day for the entire nation."

Overall he was convinced that extensive radio-TV coverage of elections was beneficial, if only in that "we Americans too often tend to do, see and hear those things which reinforce our already-held beliefs, information, misinformation and prejudices . . . this kind of mass political blindness is as dangerous as playing with fire in a gunpowder factory. It could cripple and destroy us."

He said that "in an out-of-political season, television and radio news is at war with this political blindness—holding up to Americans their country and their world as it really is. . . . whether they like it or not."

grams.

**Stalina in America** ■ TV news cameras were at the April 21 arrival of Svetlana Alliluyeva, daughter of Josef Stalin, at New York's Kennedy airport. Exclusive live coverage was provided by NBC-TV from 2:55 to 3:07 p.m. CBS and ABC taped the event for subsequent newscasts. Radio Free Europe broadcast the news of Mrs. Alliluyeva's entry into the U. S. direct to the Soviet Union, Czechoslovakia, Poland, Hungary, Rumania and Bulgaria.

On April 26, Mrs. Alliluyeva was again before TV cameras in a one-hour news conference in New York. All three networks carried it live from 2 to 3 p.m. EST. Through a special arrangement, coordinated by CBS, the event was also relayed to Europe for the Eurovision network via Early Bird.

**Soviet Funeral** ■ On Wednesday morning, before Mrs. Alliluyeva's talk, a special Early Bird pickup was arranged from Moscow of the funeral of Colonel Vladimir M. Komarov. The Soviet cosmonaut, killed in a spaceship crash on Monday (April 24), was being honored with a hero's burial. The Russian TV network, TSS, carried the event live and through arrangements with Intervision, the network of eastern European countries, fed the telecast to eastern bloc countries. In turn, Eurovision ordered transmission from Intervision with CBS and NBC also taking the relay live by satellite.

NBC-TV inserted a combination of live and taped segments into its *Today* program from 7 to 8 a.m., and CBS-TV taped seven inserts for inclusion in its morning news shows. ABC-TV reported the funeral later that day with taped segments.

**Midwest Tornadoes** ■ Both NBC and CBS prepared special reports of the tornadoes that struck parts of Chicago and northern Illinois on April 22. ABC also joined in that same day with spot bulletins. Local stations in the tornado areas broadcast alerts before the tragedy occurred.

Another type of storm hit New York on Monday (April 24) when General Westmoreland spoke about Vietnam at the annual AP luncheon. The three TV networks covered the event live from 2 to 3 p.m. EST.

## Radio series sales . . .

*Grand Ole Opry* (WSM Inc): WPCO Mount Vernon, Ind.; WHOW Clinton, Ill.; WJRZ Newark, N. J.; KWKY Des Moines, Iowa; WKIC Hazard, Ky.; WOAY Oak Hill, W. Va.; WAGL Lancaster, S. C.; WVLR(FM) Sauk City, Wis.; WBRG Lynchburg, Va.; WGEM Quincy, Ill., and WCRK Morristown, Tenn.

*Audio Program Service* (Triangle):

BROADCASTING, May 1, 1967

KMSC(FM) Clear Lake City, Tex.; KEZY Anaheim, Calif., and wsoc-FM Charlotte, N. C.

*30 Hours of Christmas* (Triangle): KOLY Moberidge, S. C., and KPRO Riverside, Calif.

*Jimmie Fidler Hollywood News* (Jimmie Fidler in Hollywood Inc.): KDWA Hastings, Minn.; WJTO Bath, Me.; KANE New Iberia, La., and KEYN Wichita, Kan.

*Superfun* (Spot Productions Inc.): WBPF Rochester and WPTR Albany, both New York; KAAV Little Rock, Ark.; WMEX Boston; WLTN Littleton, N. H.; WAKY Louisville and WBLG Lexington, both Kentucky; WMAK Nashville; WBBQ Augusta, Ga.; KLUE Longview and KVIL Dallas, both Texas; KDZA Pueblo, Colo.; KLMS Lincoln, Neb.; WGRD Grand Rapids and WTRU Muskegon Heights, both Michigan.

## Reardon report may be eased

### ABA committee studying suggested revisions to pretrial information curb

The American Bar Association's special committee on fair trial and free press is considering amendments to its proposals for tighter restrictions as a result of a meeting with the news media recently, the ABA disclosed last week. The proposals seek to curb crime news coverage calculated to prejudice fair trials.

The talks were held April 22 in New York in a closed session with 18 representatives of various media. The ABA committee is headed by Justice Paul C. Reardon of Boston who reported that a public announcement of the revisions would be made as soon as all members of the committee have had a chance to study them.

The proposed report was first issued last October. Its final adoption, however, still is at least a year away and additional meetings with the news media will be held.

Bruce Dennis, president of the Radio-Television News Directors Association, told the Reardon committee that the recommendations for restricting news coverage of criminal cases could lead to "judicial news management." Mr. Dennis is vice president and manager of news for the WGN Continental Group.

He asked the ABA committee to set

aside its proposals for rules governing information released by law enforcement officers and also to withdraw its recommendations for use of the contempt power to enforce restrictions on news coverage.

**Control by Electorate** ■ "The eyes and ears of the press perform one of their most valuable functions in a democratic society in conveying to the public the success and failures of law enforcement agencies," Mr. Dennis said. "To place these agencies in light-and-sound-proof shells is to remove them from control of the electorate. Of such controls are police states made," he added.

The RTNDA official proposed that the Reardon committee take only limited steps in improving and enforcing the canons of professional ethics of the ABA and in the rules governing conduct of judicial proceedings. Even here, however, Mr. Dennis contended, RTNDA feels the ABA committee report went too far in its proposed restrictions on the release of information by lawyers and in withholding of pretrial information.

Mr. Dennis urged the ABA to work with the news media for voluntary agreements. "We suggest that the disease of unfairness to defendants has not reached such epidemic proportions that radical surgery is justified," he said.

In addition to Mr. Dennis, other RTNDA representatives were Jay Crouse, WHAS-AM-FM-TV Louisville, vice president; John W. (Bill) Roberts, Time-Life Broadcast Inc., chairman of RTNDA's Freedom of Information Committee, and W. Theodore Pierson, Washington counsel for the organization. Other broadcast representatives at the meeting were Douglas Anello, National Association of Broadcasters general counsel; N. Thomas Eaton, WTIC-AM-FM-TV Hartford, Conn., chairman of NAB's Freedom of Information Committee, and Elmer W. Lower, president of ABC News. Theodore Koop, CBS Washington vice president, represented the Joint Media Committee on News Coverage Problems.

## TV series sales . . .

*Cinema 20* (American International TV): WOR-TV New York; WBNF-TV Binghamton, N. Y.; WGN-TV Chicago; KHJ-TV Los Angeles; KPIX(TV) San Francisco; WKBD-TV Detroit; WAFT-TV Cleveland; WKBG-TV Cambridge-Boston; WSB-TV Atlanta; WTCN-TV Minneapolis-St. Paul; KTSB-TV Topeka, Kan.; WALB-TV Albany, Ga.; WJHG-TV Panama City and WFLA-TV Tampa, both Florida; KORK-TV Las Vegas; KOLO-TV Reno; WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; WFBG-TV Altoona, WHP-TV Harrisburg and KDKA-TV Pitts-

burgh, all Pennsylvania; KFRE-TV Fresno and KOVR(TV) Stockton-Sacramento, both California; WNEM-TV Bay City-Saginaw-Flint and WZZM-TV Grand Rapids, both Michigan; KBTV(TV) Denver; WLWC(TV) Columbus, Ohio; KGMB-TV Honolulu; KVII-TV Amarillo, KVKM-TV Monahans-Odessa and KELP-TV El Paso, all Texas; WMTW-TV Poland Spring, Me., and WFRV-TV Green Bay, Wis.

*The Joe Pyne Show* (Hartwest Television Inc.): KTSM-TV El Paso; KMTV-TV Omaha; KTAR-TV Mesa-Phoenix; WHO-TV Des Moines, Iowa, and KIRO-TV Seattle.

*Firing Line with William F. Buckley Jr.* (RKO General Productions): Wow-TV Omaha.

*Virginia Graham's Girl Talk* (ABC Films): KVOA-TV Tucson, Ariz.; WFMV-TV Greensboro, N. C.; WROC-TV Rochester, N. Y.; WTVW(TV) Evansville, Ind.; WHBQ-TV Memphis; KTSM-TV El Paso; WFMJ-TV Youngstown, Ohio; KXLY-TV Spokane, Wash.; KWGN-TV Denver; WDBO-TV Orlando, Fla.; WCHS-TV Charleston, W. Va.; wow-TV Omaha, and KPTV(TV) Portland, Ore.

*Wyatt Earp* (ABC Films): WRCB-TV Chattanooga.

## AP to switch circuits to avoid higher fees

The Associated Press plans to install its first new telegraph multiplexing facility in June.

AP's installation will divide a relatively low-cost telephone circuit into many telegraph circuits (a single voice-grade channel is divided into as many as 44 one-way telegraph channels). The June installation will provide news requirements of members along a 4,500-mile route, covering 13 western states. The wire service will follow with major applications of similar systems in other regions of the U.S.

This was represented as AP's move to counter the cancellation of a bulk rate for leased wires (Telepak A) that is effective Aug. 1. A report of the board of directors delivered at AP's annual meeting held in New York last week noted, "the impending cancellation [of the Telepak bulk rate] will fall heaviest on enterprises like ours which require a multiplicity of telegraph circuits to maintain essential services."

At the meeting, Wes Gallagher, AP general manager, said the FCC's action

would have raised AP's costs for 10,000 miles of wire in the U. S. over 300%—about \$1.9 million—had new multiplexing plans not been made.

He said it was "ironic" that multiplexing, requiring "a large capital investment by AP" and about 18 months to install, had existed for many years and had been used by AT&T for its internal communications.

He said "the AT&T's refusal to set a pricing schedule for use of multiplexing of equipment follows their refusal to allow the newspaper industry to bulk purchase communication despite urging by a congressional committee.

"It also follows the FCC's refusal to allow the AP or the television networks to directly order satellite communications—in other words, not go through the AT&T and other established carriers.

"We feel the FCC and AT&T have treated the press and the broadcasters industry as well, in an arbitrary manner, with callous indifference."

United Press International has disclosed its field testing of UPI Sked-4 news network designed to collect and transmit news to clients more rapidly and efficiently (BROADCASTING, April 24).

Also contained in the AP directors' report:

Broadcast membership in AP in 1966 showed a net gain of 99 for a new total of 2,924 stations, highest in AP history.

AP now has 78 "News Channel" units in operation "or about to be installed." These units, consisting of a TV camera scanning specially adapted news wire machines, are primarily in use by CATV systems.

The wire service's fixed assets purchased last year totaled over \$1.3 million; its new Associated Press-Dow Jones economic report (for use outside of the U.S.) is operating on a dry-run basis and goes into service this week, and several technical production aids designed chiefly for newspaper members are being advanced.

## Panel renews charges of TV blacklisting

Charges of blacklisting were raised anew last Thursday (April 27) on non-commercial WNDT-TV Newark-New York. On the program "The Blacklist: Does It Still Exist on Radio and TV?", it was said that no representative of "the advertising or broadcasting industries" could be found to participate in the discussion.

But in the unanimous opinion of producer David Susskind, talent man-

**Win  
Victory  
over  
Arthritis**

**Support  
THE ARTHRITIS FOUNDATION**

## WBTV goes to Congress

Can't bring Congress to the video-tape monitor to show a program you feel strongly about? How about bringing the monitors, video-tape machines and all, to Congress?

That's what Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., decided to do when he learned that Congress could handle 16-mm film but had no tape replay gear. Mr. Crutchfield is sending a mobile unit from WBTV(TV) Charlotte, N. C., to Washington to show a program during a special luncheon set up by Senator Sam J. Ervin Jr. (D-N.C.) on May 10. All 100 senators and the House delegations from North and South Carolina have been invited.

The program to be shown was aired April 3 on WBTV(TV) Charlotte with an introduction by Mr. Crutchfield. Featuring Jenkin Lloyd Jones, editor of the *Tulsa, Okla., Tribune*, the show discusses current problems in criminal law, focusing on victims.

ager Harold Leventhal and performers Paul Draper, John Henry Faulk and Pete Seeger, the blacklist does indeed exist, albeit in "more subtle form . . . than during the hysteria of the 1950's."

Each of the participants had a story to tell:

■ David Susskind accused "the great mother telephone company of blacklisting "circa 1967" for its eventual refusal to carry a one-hour folk music special conceived by and starring Mr. Seeger on the *Bell Telephone Hour*.

■ Mr. Seeger said he had "absolute proof" that he had been blacklisted in connection with the ABC-TV show *Hootenany* three years ago, but that "usually it's a situation that I apply for a job, and somehow I don't get it."

■ Mr. Leventhal recounted that three-and-a-half years ago his clients The Weavers "were asked to be on the then *Jack Paar Show*, and they were called to come to a rehearsal at four o'clock at NBC studios. The same day . . . I got a call from some attorneys at NBC, somewhat embarrassed, that someone had goofed and they had to see me immediately. . . . They said before The Weavers can get on, or even appear at the rehearsal, they had to sign a loyalty oath."

The Weavers refused on the ground that nobody else has been called on to sign such an oath, according to Mr. Leventhal, who also said he doesn't

"think there's a list, but they know who's who and who not to get involved with. . . Joan Baez, because of her involvement today with the peace movement, will find it difficult to get on a commercially sponsored show."

■ Mr. Draper said, "the advertising agency would not allow the offer [of his employment] to be made to the [network] executive, knowing he would say no."

Since a series of incidents surrounding his appearance on Ed Sullivan's show in 1950, Mr. Draper said, "Not only have I not been on that show . . . I haven't been on any show." He said that after those incidents, "Ed Sullivan set up his own investigatory committee . . . of three men, whose only job was to clear people."

■ Mr. Faulk, probably the only person to have been able to make charges of blacklisting stick legally, said: "Blacklisting . . . was the logical outcome of the repressive and oppressive period we now call McCarthyism, where the term disloyalty was used to destroy any dissent in this country. That period is right around our shoulder now" (in connection with the Vietnam war).

## Stevens TV-cutting suit comes to trial

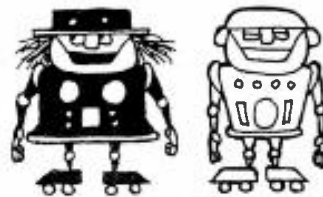
The suit producer-director George Stevens first filed in 1965 against Paramount Pictures alleging that he retained the final cut approval on the movie "A Place in the Sun" even after it had been sold to television finally made it to trial in Los Angeles last week.

Superior Court Judge Ben Koenig opened the \$2-million breach of contract suit brought by Mr. Stevens against a number of defendants including NBC and Paramount Pictures by hearing testimony from the complainant himself, also from film critic Hollis Alpert, and by screening both the uncut theatrical and edited TV versions of "A Place in the Sun."

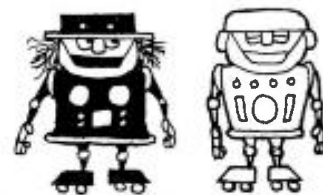
In his original complaint, Mr. Stevens contended that the movie, which won six Academy awards in 1951, was made under a contract that gave him the sole right "to edit, cut and score" it (BROADCASTING, Nov. 1, 1965). This agreement was breached, he claimed, when the movie was licensed to NBC-TV as part of the sale of a package of theatrical films from the library of Paramount Pictures. The producer-director is asking damages of not less than \$1 million, plus another \$1 million exemplary damages.

Previous to this suit coming to trial, Mr. Stevens, in a separate court action,

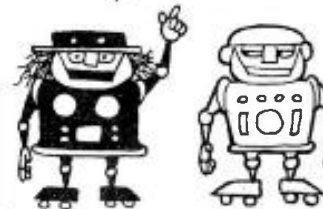
...MOLINE HAS WQUA



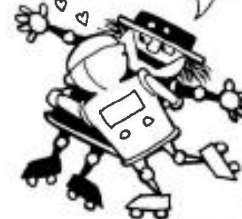
...WQUA HAS BUDDY HOLIDAY



BUDDY HOLIDAY HAS SUPERFUN



SUPERFUN WILL TURN YOU ON



SUPERFUN is the only radio comedy programming service in the world.

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tried to prevent NBC-TV from televising the movie. But despite a preliminary injunction, the film was presented by the network on March 12, 1966, and the Los Angeles Superior Court subsequently ruled that the telecast did not materially destroy or distort the motion-picture's mood, effect or continuity.

## Cox offers open-mike rules

Tells West Virginia meet safeguards for such shows are imperative

FCC Commissioner Kenneth A. Cox has stopped viewing with alarm and has started making suggestions to broadcasters, in connection with his mounting concern over open-mike programs.

The commissioner in a speech two weeks ago expressed concern over open-mike programs carried by broadcasters he feels are more concerned with shocking their audiences than with informing them, and said the commission should adopt rules to prohibit "the excesses" about which the commission is receiving complaints (BROADCASTING, April 24).

Five days later, in a speech before the West Virginia Broadcasters Associa-

tion, in Huntington, he repeated his view that there ought to be rules. But he went further and suggested procedures that he believes broadcasters should follow to assure that such programs fulfill what he feels is their potential of "serving as a means of public discussion of controversial issues."

**Recommendations** ■ His recommendations follow:

The employe selected to moderate the program "must be carefully chosen for his courtesy, tactful firmness, resourcefulness, and broad understanding of the topics to be discussed, and his handling of the assignment must be continually supervised. The supervision should include careful attention to the topics considered and the people selected to participate in the studio.

"A tape delay device should be employed to give some opportunity for deleting material that does not meet the station's standards. Members of the public calling in should be required to identify themselves, though it would not be necessary in all cases to identify them over the air. . . .

"All programs should be taped, and if any individual or group has been attacked, the tapes should be kept for a reasonable time—and, of course, the special obligations of the station with respect to such attacks should be fully met."

The purpose of open-mike programs, he said, should be to inform the audience, "not shock or titillate it or to inflame its prejudices." He added that too many broadcasters appear to have concluded that such programs offer a

"cheap means of attracting a substantial audience" and that all that is necessary is "a moderator with a glib tongue and a willingness to express an opinion on any issue. . . ."

**Spin Records** ■ Broadcasters who believe that, he said, would do themselves and their audiences a favor by sticking to records as their primary sources of programing, with an occasional documentary or panel discussion mixed in to provide an insight into the problems of the community.

He noted, also, that the fairness doctrine applies to open-mike broadcasts, a fact that imposes on stations carrying them the additional responsibility of making sure that "a reasonable balance is maintained between the opposing sides on issues under consideration.

"This means," he added, "that the moderator should not abuse or deride those who differ with him—a tendency which a good many practitioners of this art display—and that he should be on guard against the danger that one side of the controversy will monopolize the time."

The detail with which Commissioner Cox made his suggestions on handling open-mike programs was unusual. But, so apparently is his concern. Broadcasters carrying such programs, he said, seem to have lost sight of certain fundamentals—that the purpose of programing be a worthy one and that the requirements of the fairness doctrine be preserved.

"Unless this situation is corrected," he added, "I think the consequences could be serious for our country."

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## Ex-moderator of talk show claims foul

The cancellation of an open-end late night talk television show in Bakersfield, Calif., together with the filing of a damage suit against the moderator of the program and against a talk radio station in the same market, has triggered charges that powerful political forces in the state are trying to pressure all-talk programing off the air. According to Frank Winston, moderator of the now defunct *Sightline* program: "What's happening in Bakersfield now is the forerunner to what will happen everywhere else. The idea is to knock talk radio and talk television out of the box."

Last March, Mr. Winston was sued by Horace S. Massey, chairman of the Kern County (Calif.) Democratic Central Committee, in the county superior court for general damages of \$30,000 and exemplary damages of \$75,000. Also named in the suit are KGEE Bakersfield, two of its talk-show moderators

and a woman resident of Bakersfield who frequently participated in both radio and TV talk shows. KERO-TV, a Time-Life broadcast operation carrying the TV talk show, was not sued.

**Complainant's Charges** ■ Essentially, Mr. Massey alleges a conspiracy among the defendants, including Mr. Winston, once a moderator of KGEE's original telephone-talk program, to brand him as part of the Communist organization. Concurrent with the filing of Mr. Massey's suit, the Time-Life station cancelled the Frank Winston *Sightline* program.

The television show had been on the air for some seven months since September of last year, when it was dropped. Mr. Winston, a veteran newspaperman and broadcast newsman who was said to have conducted his TV program "in the Joe Pyne tradition," claims that the talk show was dropped

under duress of the suit and because of pressure brought to bear by the Democratic party organization in California. He contends that Mr. Massey, who also is regional vice president of the California Democratic Council, is on the record as being vehemently opposed to talk radio and television programs, believing them to be mostly rightist in approach.

Denying any pressure tactics, Kenneth R. Cross, vice president and general manager of KERO-TV said that Mr. Winston's show was cancelled "because it simply was a problem of economics." The program, he pointed out, was very expensive to produce, being "our most expensive single locally produced show, other than news." It also totally lacked advertiser support, he said, because "it didn't get enough numbers" for national advertisers and because it was too controversial for local advertisers.



## Study to limit network programing appears

The FCC, in a masterful example of government gobbledygook, indicated a surprise may be in store in connection with its long-pending proposal to limit network ownership of prime-time programing.

The proposal was issued as a notice of rulemaking two years ago (BROADCASTING, March 29, 1965), and voluminous comments were filed in March 1966 and reply comments the following June.

Little has been heard of the project since. But last week evidence was provided that work is proceeding on the proposal. It came in the release of a record of a House Appropriations subcommittee hearing on the commission's budget request for fiscal 1968 (see page 44).

Part way through a statement in the record containing the justification for the commission's activities in broadcasting was a section on the Network Study Staff, which has staff-level responsibility for the proposal.

The statement said it is expected that "appropriate steps preliminary

to formal commission consideration" of the proposal "will be completed early in 1967" but that "it is also anticipated, because of the far-reaching importance on network broadcasting of the commission's proposed rules, alternate remedial measures may be required."

Here the going gets tough:

"While the commission's notice comprehends alternate solutions to the conditions it found as a result of its long inquiry, other action beyond or different from the proposed rules may be appropriate to achieve the same objectives.

"Should methods different than the proposed rules be adopted by the commission the basis of the various suggestions and recommendations of the interested persons and respondents, new procedures will have to be devised and effectuated to meet the chosen direction of the FCC."

Cryptic though the language is, it appears that the commission may be preparing a new approach to the problem of network influence on programing—or maybe several.

## KWWL-TV wins case for better spot on CATV

The FCC has granted an Iowa station's claim of competitive disadvantage because a CATV system would provide program exclusivity against its signal.

In an unopposed petition, Black Hawk Broadcasting Co., KWWL-TV Waterloo-Cedar Rapids, asked for a waiver of the CATV rules so that Dubuque TV-FM Cable Co. could not accord program exclusivity for WOC-TV Davenport. Though both stations are NBC affiliates, KWWL falls below WOC on a CATV carriage-priority list because it operates a 100-w translator serving Dubuque while WOC places a grade B signal over the city.

Black Hawk claimed competitive disadvantages because the signals of its competitors in the Waterloo-Cedar Rapids market—WMT-TV (CBS) and KCRG-TV (ABC)—are not subject to deletion from the Dubuque CATV system while its signal may be deleted. WOC is the only station in its market that is presently being carried on Dubuque TV-FM; and even if the cable system were to add the signals of WOC's competitors, that station would continue to have a competitive advantage because it is the only station in its

market to place a grade B signal over Dubuque.

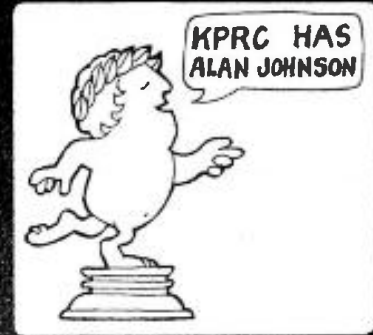
The commission said that though its rules require carriage of both stations and entitle WOC to program exclusivity, Black Hawk's arguments "persuade us that there is reason to grant" its unopposed petition.

## Networks draw contract with film cameramen

The three television networks have reached agreement with three union locals on a new contract covering approximately 150 film cameramen employed at ABC-TV, CBS-TV and NBC-TV, it was reported last week.

Members of New York Local 644, Chicago Local 666 and Hollywood Local 659 of the International Photographers of the Motion Picture Industry will vote tomorrow (May 2) on ratification of the proposed contract.

Though terms of the agreement were not revealed, it was learned that they call for a weekly salary increase of \$15 in the first year, \$10 in the second and \$5 in the third for a base staff pay of \$310 during the third year of the pact. The contract, retroactive to Jan. 1, 1967, also calls for improved fringe benefits and working conditions.



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## Tydings backs Friendly in Loevinger dispute

Senator Joseph Tydings (D-Md.) said Thursday (April 27) in remarks prepared for floor delivery but inserted in the *Congressional Record* instead, that FCC Commissioner Lee Loevinger's "tasteless and inappropriate attack on Fred Friendly," Ford Foundation consultant, "raises serious doubts" about Mr. Loevinger's fitness to hold his FCC post.

Senator Tydings also said Mr. Loevinger's "flippant and irresponsible attitude" on TV program quality also raised the same doubts. The senator cited a speech made during the National Association of Broadcasters convention in Chicago last month in which the commissioner discussed Mr. Friendly's separation agreements with CBS (BROADCASTING, April 3). He resigned from the network after a conflict on scheduling of news matter on the air. The senator criticized Mr. Loevinger's statements about Mr. Friendly's separation payments as incorrect.

Senator Tydings also referred to Mr. Loevinger's attitudes toward TV programming as "devil-may-care."

## CBS News setting up news research division

Creation of a new department of news research for formulation of vote samples for election projection and analysis, and the application of opinion research to news broadcasts was announced last week by Bill Leonard, vice president and program director, CBS News.

Dr. Richard Maisel, a sociologist and

statistician currently with General Electric, will become director of news research. Warren Mitofsky, at present head of the U. S. Census Bureau's special statistical projects branch, will become manager of news research, reporting to Dr. Maisel.

Mr. Leonard said the new department "represents a breakthrough into the vital area of social research." In addition to providing CBS News the internal capability of researching vote samples, the department will enable it "to expand our use of general public opinion research techniques and resources in our regularly scheduled broadcasts and documentaries."

## Firestone gains series in Wrather move

Firestone Film Syndication Ltd., New York, was named last week to handle U. S. distribution for television programming of the Wrather Corp., which has been handled by the Telesynd Division of Wrather.

In the changeover, the Telesynd operation in New York is being dissolved. Unaffected by the move is Wrather's new production in TV programming, which includes the *Lassie* series on CBS-TV. No reason was given or the dissolution of Telesynd.

Len Firestone, president of the syndication company bearing his name, said the following series will be added to his company's portfolio: *Timmie and Lassie* (reruns of the *Lassie* series), 156 half hours; *The Lone Ranger*, 221 half hours, 39 in color, and *Sergeant Preston of the Yukon*, 78 half hours, all in color.

Firestone Film Syndication is represented in the West by TV Cinema Sales Corp., which will distribute the Wrather product in that region.

## Seven win extensions of nonduplication rule

The FCC ruled on requests made by nine stations that they be exempted from the AM-FM nonduplication rule. Under the 1965 rule FM's in cities of more than 100,000 population were prohibited from duplicating the programming of commonly owned AM's in the same area more than 50% of the time.

The commission granted seven of the requests and extended the deadline for compliance to Nov. 1 for WKAQ-FM San Juan, P. R.; to April 1, 1968 for KTNT-FM Tacoma, Wash.; WNUS-FM Chicago; KBEY Kansas City, Mo., and KPOJ-FM Portland, Ore., and to June 1, 1969 for WEVD-FM New York. Two station requests were denied and the deadline for compliance remains Aug. 1 for KIXI-FM Seattle and KKHI-FM San Francisco. The commission also granted an extended deadline to WFQM San Juan, P. R., to 90 days after a decision is rendered in a pending revocation proceeding (BROADCASTING, Feb. 6).

## NATPE lists speakers for New York sessions

The National Association of Television Program Executives will hold its fourth annual convention May 10-12 at the Americana hotel in New York.

The association, which consists of program executives at stations throughout the country, has scheduled workshop and panel discussions on various phases of TV programming. John Haldi, vice president, programming, WBNS-TV Columbus, Ohio, is president of NATPE.

Among the speakers will be Joseph Levine, president of Embassy Pictures; Elliott Abrams, vice president, TV sales, Walter Reade Organization; Tad Reeves, vice president of creative services, Westinghouse Broadcasting Co.; Judith Crist, motion picture critic, and Eddie Albert, TV and motion picture performer.

## L.A. suit alleges promoter 'blacklisted'

For the second time in three years, a record promoter in the Los Angeles area has filed a damage suit charging that the actions of local radio stations and disk jockeys forced him out of business.

In a brief filed with the superior court of Los Angeles county on April

## Reeves theme: We won't be home for dinner

Streisand, Mostel and Goulet provided a bonanza workload for Reeves Sound Studios, New York, last week. Work on network specials featuring the three performers took place simultaneously at the production house.

*The Zero Hour*, a special featuring Broadway star Zero Mostel, was being taped for Yorkshire Productions Inc. The program will be telecast by ABC-TV today (May 1) at 10 p.m., EDT. Sponsor is Monsanto Textile Division through Doyle Dane Bernbach.

At the same time, Reeves was at work on *Carousel*, a two-hour television adaptation of the Rodgers and Hammerstein musical which stars Robert Goulet and newcomer Mary Grover. Armstrong Cork Co., through BBDO, is sponsoring the show which will be on ABC-TV on May 7 at 9 p.m.

Reeves's workload was further increased by taping video and audio for a Barbra Streisand special, *Belle of 14th Street*, scheduled for presentation this fall on CBS-TV.

19, Currie Grant, a self-acknowledged agent "in the business of exploiting and promoting records" for the last 10 years, sued Crowell-Collier Broadcasting Corp., former owner of KFWB Los Angeles; Oak Knoll Broadcasting Corp., current owner of KRLA Pasadena; seven record manufacturing, sales and distributing companies; four former and current radio station management personnel, and 17 disk jockeys and 12 record promoters for a total of \$272,500 in actual and exemplary damages.

In his suit, Mr. Grant charges the defendants "acted in concert" in a plan to "expel and oust" him from the record promotion business and have also "blacklisted" him so that he's unable to continue to work in the record industry.

Al Huskey, another record promoter, filed a similar suit against many of the same defendants in 1964. It led to an investigation by the FCC into alleged payola practices in the Los Angeles area (BROADCASTING, June 27, 1966). Mr. Huskey's suit is still pending.

## Students produce tapes to celebrate centennial

Students at the University of Nebraska School of Journalism are enjoying initial experience in the broadcasting field by doing historical research, writing, announcing, recording and dubbing scripts for one month of news reports from the Nebraska of 100 years ago.

As part of the statewide centennial program, 40-second segments are being sold commercially to be used in any manner that suits a particular station's needs. The tape plus the script has been sold to 23 stations, while five more are having their own staffs read the daily news reports. Stations furnish their own tapes and pay \$1.50 per month to cover production costs.

The project is under direction of Assistant Professor Lee Coney, head of the broadcasting sequence at the university.

## Program notes . . .

**Feature sales** ■ Initial sales on American International Pictures' *Amazing Adventures 1967* package of 26 feature films have been completed to 35 stations. Among the purchasers are: WBKB-TV Chicago, WIC-TV Pittsburgh, WBAL-TV Baltimore, WABC-TV New York, WTOP-TV Washington and KTTV(TV) Los Angeles.

**Tennis anyone?** ■ KHJ-TV Los Angeles has asked that caricature question, "tennis anyone?" and come up with an

BROADCASTING, May 1, 1967

## KDKA-TV gets its tenth

KDKA-TV Pittsburgh installed its 10th video-tape machine on its premises less than two weeks ago to fortify its claim as the top "producer" of taped shows.

KDKA-TV is the center of the WBC Productions Inc.'s program duplication and distribution activities. To keep tapes of the five-days-a-week, 90-minute *Mike Douglas Show* and *Merv Griffin Show* rolling to 135 and more than 85 stations respectively, KDKA-TV bought another Ampex high-low band color-tape recorder. In all the station has four color tape machines and six black-and-white ones to produce dupli-

cates of the programs.

Leslie G. Arries, president of WBC Productions, reported last week that four full-time dubbers handle the engineering load that produces 734 of the 90-minute shows each month to the expanding number of markets buying the Douglas and Griffin properties. In any given week, he estimated, there are approximately 1,500 reels of tape produced by WBC in motion. Tapes are transported to stations by plane, railroad and bus.

WBC Productions Inc. and KDKA-TV are owned and operated by the Westinghouse Broadcasting Co.



Inspecting tape of the 'Mike Douglas Show' at KDKA-TV Pittsburgh, site of WBC Productions Inc. tape duplicating and distribution activi-

ties, are a group of WBC executives (l to r): George Hagerty, Ralph Cunningham, Frank Maser and Jack Rhodes.

affirmative answer. The station believes there's a sizable audience in Southern California for televised tennis matches, so it will telecast three days of the 1967 International Professional Tennis Tournament to be held in Los Angeles

next month. The first telecast will be taped a day prior to airing. The second telecast will be live and the final telecast will be a delayed telecast of the championship matches held earlier that day.

**Michelangelo returns** ■ NBC News

## R. C. CRISLER & CO., INC.

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## More TV coverage for Dodgers? It's up to sponsors

The Los Angeles Dodgers may be off to a slow start in the annual pennant race—at last look the team was nestled in second division—but club President Walter O'Malley is going great guns on the banquet circuit. Earlier this season, the controversial baseball owner, who has never permitted more than nine regular season telecasts of his team's games since moving west nine years ago, indicated that he can now live with television more generously but that there's probably no living with the three-hour time differential between East and West coasts.

Appearing on the *Newsmakers* program on KNXT(TV) Los Angeles, April 16, Mr. O'Malley maintained that he's "not opposed to television," and indicated that the Dodgers may be willing to permit telecasts of more games, particularly those played on the road.

But Mr. O'Malley added a big qualifier: "When we are playing in the East and the game starts at 8 o'clock, the people that advertisers want to reach are in automobiles on the freeways at 5 o'clock in Los Angeles, not getting home until 6 o'clock," he cautioned. "Therefore,"

he went on, "the sponsor does not reach the audience he wants and is reluctant to spend for it."

Last week Mr. O'Malley took this same argument to the Hollywood Radio and Television Society to see if it would stand up under professional evaluation. Addressing a luncheon meeting of the organization in Beverly Hills, the Dodgers' boss gave even further evidence that he's prepared to bring in some more of his team's road games if advertisers will pick up the tab.

He apparently was using the occasion as a sounding board, hoping to stir up some interest in potential sponsors and their agencies. No attempt was made to gloss over the disadvantage of the time differential. Instead, Mr. O'Malley predicted that whether more Dodger games wound up on television in the future was going to be more a matter of economics from the advertiser's standpoint than from his own. He pointed out that when the Dodgers were in Brooklyn, the team dropped 40% of its yearly attendance, or some 800,000 people, in a 10-year period from 1946-56 primarily because most of the games were televised.

**Partners** ■ But, according to Mr. O'Malley, conditions have now changed to where "television has become a great promoter of baseball." A team can use television extensively today, he suggested, "and live with it."

He still believes the ultimate answer for major sports in this country is some form of pay television. It's "the fairest and squarest way," he said, "for those sports than can command an audience that can pay." He expressed concern, however, about community antenna television's involvement with sports and particularly the piping into Santa Barbara, Calif., of Dodger telecasts carried by KTTV(TV) Los Angeles. Nobody has given the Dodger club support in trying to keep its games off of CATV, he complained.

Mr. O'Malley also indicated that "we might be overdoing it in sports" at the present time. He wondered whether rights fees may not have climbed too high and reached a saturation point for advertisers and networks. If so, he suggested that clubs in all sports "get their houses in order and learn to live within the normal income" of their operations.

will present its first repeat telecast of part one of *Michelangelo: the Last Giant*, on Sunday, May 7 at 6:30 p.m. EDT. Part two is scheduled for June 4, same time.

**UA-TV moves** ■ United Artists Television Inc., including its United Artists Associated Division, has moved from 555 Madison Avenue, New York, to the United Artists Building, at 729 Seventh Avenue, same city. The new phone number is Circle 5-6000.

**Program availability list** ■ A compilation of programing available to stations broken down by series made for TV, theatrical short subjects and feature film packages is contained in the latest source book released last week by the Broadcast Information Bureau, New York. It shows the number of color programs jumped by 130% from 1966 to 1967 and the number of available features to stations increased slightly from 11,000 to 11,604.

**'Experiment' extended** ■ NBC-TV will continue to carry its *NBC Experiment in Television* color series next season. It has been scheduled on NBC since last February (Sunday, 4-5 p.m.). New scheduling will be announced at a later date.

**More of McGee** ■ NBC News correspondent Frank McGee will appear as anchorman on a new weekly program, *The Frank McGee Saturday Report*, which replaces *The Scherer-MacNeil Report* on NBC-TV (Saturday 6:30-7 p.m.) effective May 20. Mr. McGee continues with his Sunday news program, 6-6:30 p.m.

**Mutual in Midwest** ■ WCFL Chicago became the regional news bureau for Mutual last week. Announcement was made by Ken Draper, WCFL general manager, and Steve McCormick, vice president for news and editorial chief for MBS. Move centralizes news functions that in the past had been covered through wire services, stringers and local affiliates.

**Birdman and three** ■ NBC-TV will start the *Birdman* cartoon series by Hanna-Barbera, Hollywood, on Saturday mornings in the fall. Two sequences of *Birdman* will be run with one of *The Galaxy Trio* in the 11-11:30 a.m. slot. NBC Enterprises will handle foreign distribution.

**'Eva'** ■ Rill International Films Ltd., New York, has acquired U. S. television rights to Joseph Losey's film "Eva," starring Jeanne Moreau, Stanley Baker

and Virna Lisi.

**Supermarket strip** ■ ABC-TV's 11-11:30 a.m. strip, *Supermarket Sweep*, is now being originated in color from Miami permanently.

## Foreign policy briefing slated for May 22-23

The Department of State has scheduled another National Foreign Policy Conference for Editors and Broadcasters May 22-23 in Washington. The conferences have been semiannual affairs in Washington since 1961 and give broadcasters and editors an opportunity to get off-the-record briefings on current foreign policy issues.

The secretary of state is a principal speaker in each conference and acts as host at a late afternoon reception.

Any domestic radio or TV network or station or other information medium engaged in informing the public on foreign affairs may request an invitation to one or all of these conferences for its bona fide representative by writing to the director, Office of Media Services, Department of State, Washington 20520.

## 64 radio-TV honors conferred in S. F.

### STATIONS, TALENT, INDUSTRY LEADERS HONORED

WBZ-TV Boston, with four awards in the commercial field, and Ohio University, with five awards in the educational and collegiate class, highlighted the Broadcast Industry Conference recognition in San Francisco April 20-21.

CBS's Roger Englander and producer Rod Serling, both honored for their accomplishments in TV, addressed the San Francisco State College's 17th annual academic-industry gathering. Dame Judith Anderson and Maurice Evans were recognized for bringing "great theater to television."

Industry leadership awards were presented to Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N. C.; Ward Quaal, WGN-TV Chicago; William Wuerch, WBZ-TV Boston; Betty Cope, WVIZ-TV Cleveland, and Jerrold Sandler, National Educational Radio, Washington.

Winners of the 1967 Broadcast Media Awards in the commercial category:

**LOCAL NEWS**—KIRO-TV Seattle, "A Communist Meeting"; KNBC(TV) Los Angeles, "Sixth Hour News"; WSBT-TV South Bend, Ind., "World at Six; World at Ten."

**INFORMATION/DOCUMENTARY**—KIRO-TV Seattle, "Treasure of Puget Sound"; KRON-TV San Francisco "Little Red Schoolhouse"; KNXT(TV) Los Angeles, "The Last Resort"; WBZ-TV Boston, "Face of Genius"; KGO-TV San Francisco, "It Can't Happen Here"; KBT(TV) Denver, "The Westernaires" and "That Little Box"; WMAR-TV Baltimore, "A Carnival of Ugly"; WGN-TV Chicago, "The O'Hare Field Nobody Knows" and "Seaport of Chicago"; KNEW Oakland, "General Election Coverage" and "The Public and The Police"; KNBR San Francisco, "The San Francisco Story"; KSFO San Francisco, "Therapeutic Abortion"; KCBS San Francisco, "Harv Morgan Contact."

**SPECIAL EVENTS**—KNBC(TV) Los Angeles, "Dejision at Delano"; WBZ-TV Boston, "S.O.S. Safety Off Shore"; KRON-TV San Francisco, "Return of The Enterprise"; KTBC-AM-FM-TV Austin, Tex., "Coverage of The Sniper."

**STATION EDITORIALS**—KIRO-TV Seattle, "Timothy Leary Speech Ban."

**ENTERTAINMENT**—WBZ-TV Boston, "Bob Kennedy/Contact!"; KGO-TV San Francisco, "Oh My Word!"; KKHJ San Francisco, "Our Youth in Concert."

Winners in the educational category:

**SPECIAL EVENTS**—WBUR-FM Boston, "Coda on 39th St."

**LOCAL NEWS**—WBUR Boston, "Newspaper of the Air."

**INSTRUCTIONAL**—KVIE(TV) Sacramento, Calif., "Our Changing Community"; KFME-TV Fargo, N.D., "Children of The Dark"; WCVE-TV Richmond, "Adventures in Science."

**INFORMATION/DOCUMENTARY**—WMAQ-TV Chicago, "Mission: Chicago."

**ENTERTAINMENT**—WMAQ-TV Chicago, "It's Academic"; KFME-TV Fargo, N.D., "Pop Art."

In the collegiate category:

**LOCAL NEWS**—PL-3 TV News, University of

Oregon, Division of Broadcast Services, Eugene, Ore., "Collegiate News."

**INFORMATION/DOCUMENTARY**—KCSM-TV College of San Mateo, San Mateo, Calif., "Oakland Theatre"; WOUB-AM-FM Ohio University, Athens, "The Ivy Plant"; Broadcast Services, Brigham Young University, Provo, Utah, "Americana Series."

**INSTRUCTIONAL**—WMSB-TV Michigan State University, East Lansing, Mich., "Open Door to Michigan"; WOUB-TV Ohio University, Athens, Ohio, "Raw Materials of Architecture II."

**ENTERTAINMENT**—WOUB-TV Ohio University, Athens, Ohio, "Teen Beat"; Radio-TV Department, Indiana University, Bloomington, Ind., "Don Pasquale"; Central Washington State College, Ellensburg, Wash., "Little Fanny Frosh"; WMSB-TV Michigan State University, East Lansing, Mich., "Young American Musicians."

Broadcast preceptor awards, a series of individual honors in the broadcast industry in recognition of signal accomplishments, leadership, and adherence to the highest standards were also conferred:

**LITERATURE OF THE MEDIA**—Charles S. Steinberg, (ed.) Mass Media and Communications. Hastings House; Robert E. Summers and Harrison B. Summers. Broadcasting and the Public. Wadsworth Publishing Co.

**PRODUCTION**—Caryl Coleman, director of public affairs, KPIX(TV) San Francisco; Dennis Podracky, Ohio University, producer, "Teen Beat"; George Joachim, Ohio University, director, "Teen Beat"; Roger Englander, CBS, New York, producer and director.

**ACADEMIC LEADERSHIP**—Harold B. McCarthy, University of Wisconsin; Dr. R. Russell Porter, University of Denver; Dr. Glenn Dumke, chancellor, California State Colleges.

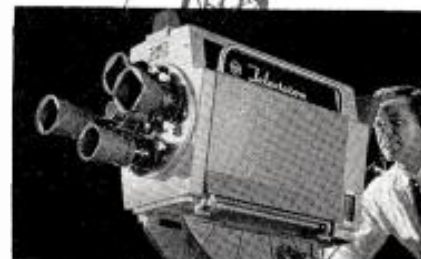
**PERFORMING**—Dame Judith Anderson, for bringing great theater to television; Maurice Evans, for bringing great theater to television; Skipp Maynor, Ohio University, host, "Teen Beat"; Bruce McGhie, KFME-TV Fargo, N. D., instructional television; Dr. Lawrence Swan, San Francisco State College.

**INDUSTRY LEADERSHIP**—Ward Quaal, WGN-TV Chicago; Betty Cope, WVIZ-TV Cleveland; Jerrold Sandler, director, National Educational Radio; William Wuerch, WBZ-TV Boston; Charles H. Crutchfield, Jefferson Standard Broadcasting Co., Charlotte, N C

### Adult pop replaces rock through ballot campaign

KDEO San Diego had a serious problem. Last October it got new ownership and a new programing format. Out went a long-standing rock 'n' roll format and in came something the station describes as "good pop adult music." But the rating books showed little apparent endorsement for the move.

General Manager Don Balsamo and Sales Manager Morton Sidley, both former KHJ Los Angeles executives who



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bought the San Diego station, knew they had to take drastic action. As a calculated risk, for it would be exposing their indecision, they decided to take their case to the public. For a week, once on every hour, the station broadcast a 60-second referendum posed by its general manager. "Should we continue as we are or do you want us to go back to rock 'n' roll?" Mr. Balsamo asked.

To add weight to the campaign a ballot ad was run in the local newspapers and two college newspapers. No gimmicks, however, were used, and no prizes offered.

The results: Within the week following the campaign, 12,046 ballots had been received. Almost all were in favor of maintaining the non-rock 'n' roll format. The replies, which would indicate that the station has a significant listenership, have given KDEO potent research to counteract its less than im-

pressive ratings. In addition the station can show that many listeners cared enough to go beyond just mailing in a ballot. One listener, for example, stapled her garter to a card with the assurance that "KDEO has my support!"

## White confers awards to five NET stations

John F. White, president of National Educational Television network, presented awards for excellence to five affiliated stations at the end of their convention (BROADCASTING, April 24).

WQED(TV) Pittsburgh received the top \$2,500 award for "A Total Television Project," its weekly series *The Place*, which features a TV coffee house for teenagers, and an award for its cultural affairs show *Ofoeti*.

WETA-TV Washington received three

awards: one in public affairs for *Look Further Than Tomorrow*, and two in children's programming for *Cover to Cover* and *Living or Dead*.

KQED(TV) San Francisco won two awards, one in public affairs for *Profile: Bayarea—Hunter's Point* and one in children's programming for *You and Eye*.

WNBT(TV) Newark, N. J.-New York was honored for *Under Milkwood*. KUHT-TV Houston was honored for its public affairs program *The Wrong End of Main*.

## Drumbeats ...

**Flying pies** ■ Spring madness descended on the Pacific Northwest and enveloped KOL Seattle. Air personalities from the radio station were challenged to a pie-throwing fight by coeds from the University of Washington and they accepted. As a result 150 pies got hurled about and KOL was able to fill the air with promos about the event. Both sides claimed victory but the winner had to be the station. It scheduled a rematch for the first week in May.

**AP man of the year** ■ Associated Press' assistant general manager in charge of broadcast news, Robert Eunson, presented the 1966 "Man of the Year" award to Bob Shipley, AP regional membership executive. Mr. Shipley won the honor for his work with member broadcast stations in Mississippi, Louisiana and Alabama. Presentation was made at an AP regional membership executives staff meeting in Chicago.

**Media awards** ■ The University of Missouri will present a Distinguished Service in Journalism award Friday, May 5, to WCKT(TV) Miami, which will be accepted by its president, Sidney Ansin. Paul Miller, president of the Associated Press and the Gannett Co. will also receive an award. Gannett Radio-TV Group owns WHEC-AM-TV Rochester and WINR-AM-TV Binghamton, both New York; WDAN-AM-FM Danville and WREX-TV Rockford, both Illinois; and WEZY-AM-FM Cocoa, Fla.

**Corinthian campaign** ■ Corinthian Stations, New York, is conducting a campaign based on the issue that public service is an integral part of TV programming. The campaign addresses itself to national problems, which will be featured in local editorial and public service programs. An advertising campaign through Van Brunt & Co., New York, emphasizes that national problems must be dealt with on a local level. Corinthian stations are KOTV(TV) Tulsa, KHOU-TV Houston, KXTV(TV) Sacramento, Calif., WISH-TV Indianapolis,

## Blind TV reporter gains national recognition

A blind jazz musician who found himself out of a job in Toledo 14 years ago was honored April 27 as the handicapped American of the year.

Art Edgerton, newsman and music director at WTOL-TV Toledo, Ohio, was presented the award in Washington by Vice President Hubert H. Humphrey at the annual meeting of the President's Committee on Employment of the Handicapped.

Mr. Edgerton was hired as a part-time music director at WTOL-TV, and through his association with the station's newsmen worked into that side of the business. Sightless since birth, he takes notes with a braille slate and stylus and then transcribes them

by typewriter. On-air assignments have included interviewing and spot reporting. The highlight of his news career was covering the 1963 civil rights march on Washington.

From a Philadelphia family of musicians, Art Edgerton grew up in the world of modern jazz. However, he took his undergraduate degree at St. Joseph's College, Philadelphia, and his masters degree in sociology at Fordham University, New York. But music's attraction was still strong: he attended the Juilliard School of Music in 1952, and later joined a combo touring the U. S. When the combo disbanded in Toledo, Mr. Edgerton found work as a music teacher and then at WTOL-TV.



At a special Washington reception, Mr. Edgerton displays his musical ability for (l-r) Harold Russell, chairman of the President's Com-

mittee on Employment of the Handicapped, FCC Chairman Rosel H. Hyde and G. Richard Shafto, president of WTOL-TV.

and WANE-TV Fort Wayne, Ind.

**Red Cross awards broadcaster** ■ John T. Murphy, president of Avco Broadcasting Corp., Cincinnati, received a national award from the American Red Cross for his leadership in securing nationwide support for Red Cross from radio and television. The presentation was in a closed-circuit telecast beamed from New York to approximately 200 NBC affiliates. The purpose of the telecast was to thank the communications media for its support and to tell further about Red Cross. Mr. Murphy is president of Broadcast Pioneers and vice president of the television board of directors, National Association of Broadcasters.

**McNeill picked** ■ Don McNeill, host of ABC Radio's *Breakfast Club*, named "Broadcasting Man of the Year" by Chicago's Broadcast Advertising Club.

**Something for the sponsor** ■ WTOP Washington, which is carrying the full schedule of the local baseball Senators, is distributing 259,000 pocket schedules of the team through sponsors of the play-by-plays. Each of the eight firms has been provided with schedules with

its own emblem and slogan on the front fold. Also listed is information on WTOP's Booster Club which gives special game admissions and other bonuses to members.

## ETV has commercial production on auction

Advertisers and agencies in the Chicago area can get a special discount on color commercial video-tape production work this week at WMAQ-TV there, and at the same time help the financial efforts of educational WTTW(TV) Chicago. NBC-owned WMAQ-TV donated \$3,500 worth of taping facilities for inclusion in the WTTW telethon auction April 25-29.

The highest bidder gets the services for color commercial production with the money going toward's WTTW's fund goal of nearly \$500,000. Auction items were donated by other Chicago area commercial stations too. The annual on-air auction is the only time the ETV outlet goes "commercial" with guest announcers including one-time FCC Chairman Newton N. Minow.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Moxcey

**Ralph E. Moxcey**, formerly with BBDO in New York and Boston, joins Reach, McClinton & Co., Boston, as VP and executive art director.

**James M. Durfee**, executive VP, elected president, Carl Ally Inc. Advertising, New York; **Amil Gargano**, creative director, succeeds Mr. Durfee. Messrs. Durfee and Gargano, founders of agency, also continue as copy chief and creative director, respectively. President's post was vacated by **Paul J. Caravatt Jr.**, who joined The Marschalk Co., New York (BROADCASTING, April 17). Elected senior VP's and members of board of directors: **Peter A. Berla**, media director, who now becomes director of marketing services; and **Joseph P. Foran** and **Richard S. Seclow**, both management supervisors, who become associate directors of service management. **Carl Ally** continues as chairman and chief executive officer.

**Anthony P. Galli**, **John E. Naylor**, **Charles R. Hogen**, **Stuart Minton Jr.**, **Thomas C. Sweitzer**, and **Robert Van Riper**, VP's with N. W. Ayer & Son, New York, named senior VP's and

management supervisors.

**Ronald Deluca**, creative group head; **Mack Edwards**, account supervisor; **Paul Levy**, group head, TV production; **Garth Montgomery**, creative group head, and **Louis Tripodi**, director of corporate public relations, all of Kenyon & Eckhardt, New York, elected VP's.



Mr. Thompson

**Francis K. Thompson**, media director of Ted Bates & Co., New York, elected VP.

**Enrico DeVoto**, partner and VP of Patton, Holloway and Sparks Inc., Dallas, named director of agency's new international department and firm's name changed to Patton, Holloway, Sparks & DeVoto Inc.

**John C. Thiele**, veteran TV and film writer, director and producer, appointed broadcast director for MacManus, John & Adams, Los Angeles.

**John Harper**, with Marvin Frank Advertising, Chicago, named media director for BBDO, that city. **John E. Chapin**, VP of BBDO, Detroit, named supervisor of Dodge Truck account. **James D. Grant** named national account supervisor of 25 Dodge Dealer

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advertising associations of U. S. at BBDO, Detroit.

**Paul Martin**, promotion manager of Triangle's WFIL-AM-FM-TV Philadelphia, named director of advertising and promotion, Triangle Stations, that city. **Robert M. Newhook**, director of market relations (specializing in CATV and UHF), Triangle, appointed as Mr. Martin's successor at stations.

**James R. Nesbit**, account executive with WPTA(TV) Roanoke, Ind., appointed radio-TV production director for Martin-Evans Inc, Fort Wayne, Ind.

**Lloyd Oliver Collins**, formerly with Yardis Advertising Co. and Aitkin-Kynett Co., both Philadelphia, joins The Roy Silver Co., that city, as art director and production manager.

**Martin J. Darity**, director of promotion, publicity, and merchandising for WRBL-AM-FM-TV Columbus, Ga., appointed director of national sales for WRBL and sales manager of WRBL-FM.



Mr. Gray

**Robert M. Gray**, advertising and sales promotion manager of Humble Oil & Refining Co., Houston, retires in order to devote more time to outside business interests. Mr. Gray said retirement will also enable him to accept invitation to teach advertising on part-time basis at University of Texas. Mr. Gray joined Esso Standard Oil Co., now part of Humble Oil, in 1934.

**Lorraine Presnick** appointed to new position of associate director of research at Foote, Cone & Belding, New York. **Edward Merdinger**, research project director for FC&B, New York, succeeds Mrs. Presnick as manager of creative research unit.

**Richard J. Butterfield**, VP and general manager of KMSP-TV Minneapolis-

St. Paul, named sales manager of WHDH-TV Boston.

**Andrew E. Jacobs**, formerly with Henry I. Christal Co. in Chicago and Minneapolis, joins KOIN-AM-FM Portland, Ore., as sales manager.

**Alan Lamb**, with WLWI(TV) Indianapolis, named traffic sales service manager at WZZM-TV Grand Rapids, Mich.

**Edward (Ted) O'Rourke**, national sales coordinator for WMTW-TV Poland Spring, Me., named manager of Boston office of Katz Television.

**Lee Bell** appointed manager of Dallas office of Venard, Torbet & McConnell.

**James A. Hanlon**, account executive with Needham, Harper & Steers, Chicago, named to newly created post of marketing manager at L. S. Heath & Sons, Robinson, Ill., candy manufacturer.

**Marlo Lewis**, producer of Perry Como location specials for NBC, New York, joins Norman, Craig & Kummel, that city, as general executive.

**Robert M. Olson** named media supervisor at Needham, Harper & Steers, Chicago. **Robert Cohen**, with Libby, McNeil & Libby, joins NH&S as account executive on Campbell Soup.

**Neal Davis**, with Young & Rubicam, New York, named merchandising executive for LaRoche, McCaffrey and McCall, that city. **John van der Kieft**, with Benton & Bowles, New York; **George Watts**, with Basford Inc., New York, and **Lawrence J. Lewis**, with Zimmer-McClaskey-Lewis Inc., Louisville, Ky., join LM&M, New York, as account executives.

**Edward W. Powell Jr.**, with Fuller & Smith & Ross, New York, appointed senior account executive for Pampel & Associates, that city.

**Frederick G. N. Pearson**, general

manager of WINF Manchester, Conn., joins WSBK-TV Boston, as account executive.

**Reginald Bisgrove**, with KPIX(TV) San Francisco, appointed account executive for KFMB-TV San Diego.

**Lewis C. Greist**, national sales manager at WCAU Philadelphia, joins KYW there as account executive.

**Cliff Trotter** rejoins sales staff of KCBS San Francisco after absence of five years.

**Gary Shute**, sales manager of WKTJ Farmington-West Farmington, Me., appointed account executive for WGAN-FM Portland, Me.

**Mark L. Green**, onetime with Campbell-Ewald Co., joins Sander Rodkin Advertising, Chicago, as account executive.

**Thomas B. Moody Jr.**, on-air promotion specialist for KNBC(TV) Los Angeles, named administrator of advertising and promotion.

**Jerry Siegel** named head of editorial services, Colodzin Productions Inc., New York, TV commercial production company. He was senior editor at MPO Videotronics Inc., New York.

**Linda Miller**, sales service assistant for WMCA New York, named sales promotion and research assistant.

**Dianne Gorman**, on account staff of Botsford, Constantine & McCarty Inc., Seattle, appointed assistant promotion and merchandising assistant for KOI Seattle.

**John Redfield**, general manager of KIFN Phoenix, joins sales staff of KOOL, that city.

## MEDIA

**Jack Crosby**, president of Gencoe Inc., nominated to be next chairman of National Community Television Association (BROADCASTING, April 24). Other nominees: **Frank Thompson**, Rochester, Minn., regional manager for American Cablevision Co., vice chairman; **Albert J. Ricci**, Keene, N. H., president of Pioneer Valley Cablevision, secretary, and **W. Randolph Tucker**, Stamford, Conn., president of United Cablevision Inc., treasurer. All systems are multiple CATV groups. Nominated to fill six vacancies on NCTA board of directors: **S. C. Haddock**, Moscow, Idaho; **Monroe Rifkin**, Daniels & Associates, Denver; **Claude Stevanus**, Coshocton, Ohio; **Ralph Demgen**, Willmar, Minn.; **Douglas H. Dittrick**, GE Cablevision Corp.; **William F. Hemminger**, Port Charlotte, Fla.; **E. Stratford Smith**, Moses Lake, Wash., and **LeFollette**, Tenn.

**Lee C. Kitchin**, VP and general manager of CATV division of Landmark

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Communications Inc., Norfolk, Va., named president of WTAR Radio-TV Corp. (WTAR-AM-FM-TV Norfolk), succeeding Robert M. Lambe, who resigned (BROADCASTING, April 24).

**Robert Paul**, with KELK Elko, Nev., named general manager.



Mr. Eisenberg

**Allan J. Eisenberg**, southeastern regional manager of Radio Advertising Bureau, New York, appointed general manager, WCCC-AM-FM Hartford, Conn.

**John F. Dembeck** and **Frank X. Suter** elected assistant treasurers, CBS Inc., New York. Mr. Dembeck, director of financial planning since joining company in 1965, placed in charge of finance section. Mr. Suter, director of treasurer services section since 1965 when he joined CBS, is in charge of that section.

**Hal O. Knutson**, general sales manager of KLAC Los Angeles, appointed general manager of KBLA Burbank, Calif.

**William F. Hemminger**, Port Charlotte, Fla., was elected president of Southern

CATV Association at its meeting in Asheville, N. C. two weeks ago (BROADCASTING, April 24). Other officers: **Orlando Brillante**, Melbourne, Fla., VP; **Douglas Talbott**, Cox Cablevision, secretary-treasurer.

**Graham Moore**, manager of San Francisco office for Metro TV Sales, named to direct coordinating preparations for Metromedia Inc.'s acquisition of KSAN-TV San Francisco. When option is exercised and approved by FCC, Mr. Moore will be VP and general manager of UHF station. Meanwhile, he continues as head of Metro TV Sales office.

## PROGRAMING

**Earle D. Schwieger**, in industrial relations for North American Aviation's Los Angeles division, named VP. industrial relations for Technicolor Inc., Hollywood.

**Ray Adell**, general manager of WGSN Huntington, N. Y., appointed group director of special programing and sales for Greater New York Radio which owns WGSN and WGSN-FM Babylon, N. Y., and WCTC-AM-FM New Brunswick, N. J.

**David D. Grant**, promotion manager of KGNC-AM-FM-TV Amarillo, Tex., appointed program director of WIBW-TV Topeka, Kan.

**Don Grady**, program director of

BROADCASTING, May 1, 1967

KCLU-AM-FM Rolla, Mo., joins staff of KLIK Jefferson City, Mo.

**Ward Byron**, with National Recording Studios Inc., New York, joins Gotham Recording Corp., that city, as account executive.

**John Oven, Jr.**, producer and director for WTTV(TV) Bloomington-Indianapolis, joins WRC-TV Pittsburgh, as producer and director.

**Bill Lieder**, producer-director for Provence Productions, Atlanta, named producer-director at WWL-TV New Orleans.

**Wayne Hickox**, with KGIL San Fernando, Calif., joins KDEO San Diego as production manager.

**Frank Koss**, with American Society of Composers, Authors & Publishers, New York, appointed manager of station relations department.

**Jim Simpson**, sportscaster for major league baseball and American League football for NBC, New York, also named sportscaster for NBC's WRC Washington.

**Al Rush**, who has resigned as VP in network television for MCA-TV, New York, joins Creative Management Associates there as officer of company and general executive.

## NEWS

**Robert M. Evans**, southern bureau chief for CBS News, Atlanta, named Moscow correspondent for CBS.

**Robert W. Haring**, assistant chief of bureau at Columbus, Ohio, appointed chief of bureau for AP in New Jersey. At Newark, he succeeds **John O. Koehler**, who will undertake new assignment at AP headquarters in New York. **Dale Nelson**, newsman for AP, Seattle, appointed AP correspondent in Olympia, Wash.

**Phil Barton**, newsman for KNX Los Angeles, appointed news director for KGFJ, that city. **Averill Berman**, newsman for KRLA Pasadena, Calif., joins KGFJ's news staff.

**George Rogers**, host-commentator for *The Wonderful World of Golf* which appeared on major television networks, joins WMAR-TV Baltimore, as assistant news director.

**Christopher Kelley**, with WICC Bridgeport, Conn., named acting news director.

**Roland Kelly**, news director of WSBT-AM-TV South Bend, elected president of Indiana AP Broadcasters Association.

**Buddy Carter**, KWHK Hutchinson, elected chairman of Kansas AP Radio-TV Association.

**James Harper**, news editor, reporter



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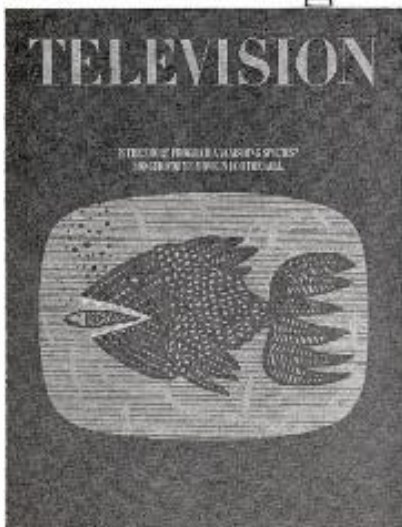
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and political editor for WJR Detroit, joins WCBs New York, as reporter.

**Errol G. Wuertz**, with WFIN Findlay, Ohio, joins KAYS-AM-TV Hays, Kan., as newsman.

**David Larson**, with WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va., joins news staff of WBT and WBTW(TV) Charlotte, N. C.

**Charles Edwards** joins news staff of WINZ Miami.

**Curt Johnson**, newsman for KLWW Cedar Rapids, Iowa, appointed to news staff of WDGy Minneapolis.

#### FANFARE

**James D. Woelm**, with KDWB St. Paul, named promotion director.

**Roxie Roker Kravitz**, with NBC, New York, named coordinator of public service announcements.

**Leonard J. Hansen**, freelance PR consultant, named radio and television consultant to Alaska 67 Centennial Ex-

position in Fairbanks.

#### EQUIPMENT & ENGINEERING

**Robert V. Holton**, VP of advertising services and protective products group of 3M Co., St. Paul, named VP of marketing for 3M. **Robert N. Wolfe**, VP of adhesives, coatings and sealers division, succeeds Mr. Holton.

**Ernest E. Nesbit**, with Winston Research Corp., Los Angeles, appointed engineering manager. **George S. Howardell**, head of naval marketing operations for Hughes Aircraft Co., Culver City, Calif., appointed advanced planning manager for Winston Research, Los Angeles.

**Gene Francis** named to new post of distributor sales manager of Rohn Manufacturing Co., Peoria, Ill. **J. M. Fleissner** named factory distributor customer service coordinator for Rohn, Peoria.

**Andrew F. Liersch**, marketing official with Motorola Semiconductor Products Inc., Phoenix, joins marketing services department of Electronic Industries Association, Washington, as manager of

### Broadcast pioneer Harry Bannister dies

**Harry Ray Bannister**, consultant and former VP in charge of station relations for NBC, died Thursday (April 27) at Columbia Presbyterian Medical Center, New York. He would have been 73 on April 30.

He was one of broadcasting's best-known figures, and his wit made him one of its most popular toastmasters—a role he filled at virtually all NBC affiliates meetings in recent years.

Born on New York's upper West Side on April 30, 1894, he served overseas in the Army during World War I, eventually moved to Detroit where he spent 13 years with E. I. duPont de Nemours, and other businesses, all in a sales or sales super-

visory capacity. After two years with WNBZ and WJR, both Detroit, he joined WWJ Detroit's sales department. Two years later he was named sales manager and in November 1941, general manager. While at WWJ, he also presided over the emergence and growth of WWJ-TV.

In 1952 he joined NBC as VP, station relations. He left the post in May 1961, but remained active as a consultant until his death. He helped plan and preside over an NBC party for station-affiliated newspaper publishers less than a week before he was fatally stricken with a virus.

Last month, he was honored with a special citation at the Broadcast Pioneers dinner during the National Association of Broadcasters convention in Chicago (BROADCASTING, April 10), but a foot infection kept him from attending. "With experience, wisdom and understanding," the citation read, "Harry Bannister was instrumental in establishing the NBC-TV network. Admired by all, he is truly a Broadcast Pioneer."

Mr. Bannister also was author of "The Education of a Broadcaster," published by Simon & Schuster in 1965.

Survivors include his widow, Mrs. Frances Kaplan Bannister. Funeral services will be held today (May 1) at 11:30 a.m. at the Frank Campbell Chapel, 81st Street and Madison Avenue, New York. Burial will be private.



marketing services for semiconductors and microelectronics. He succeeds A. J. D'Apollito, who resigns to become manager of market research for General Instrument Corp., Newark, N. J.

**John H. McCorkle**, with WWAY(TV) Wilmington, N. C., joins engineering department of WBTv(TV) Charlotte, N. C.

**Charles Overstreet**, with Concord Electronics Corp., Los Angeles, appointed advertising manager.

**Walter J. Curran**, marketing communications representative for electronic components and specialty products group of Westinghouse Electric Corp., Pittsburgh, appointed electronic distributor sales representative for Westinghouse in Dayton, Ohio.

### ALLIED FIELDS

**Carl M. Ravitch**, with Market Research Corp. of America, New York, joins Audits and Surveys Inc., same city, as retail market specialist.

### DEATHS

**Irving L. Lindow**, 64, deputy chief of radio engineering branch of Voice of America, Washington, died April 23 at George Washington hospital in Washington after heart attack. He had been with VOA since 1950. He is survived by his wife, Mildred, and son.

**Paul Blakemore**, 68, who retired as advertising manager of John Blair & Co., New York, in 1962, died of apparent heart attack April 20 in New York. For over 25 years Mr. Blakemore headed his own advertising agency, based in Des Moines, Iowa. Surviving are his wife, Mary Elizabeth, and son.

**Tom Conway**, 63, actor who starred

## AP re-elects Gannett's Paul Miller in New York

The Associated Press at its annual meeting in New York re-elected the following officers: President, **Paul Miller**, Gannett Co. (group owner of newspapers and stations); VP's, **Franklin D. Schurz**, *The South Bend (Ind.) Tribune* (WSBT-AM-FM-TV South Bend), **Bernard H. Ridder Jr.**, *St. Paul Dispatch* and *Pioneer Press* (station interests via Mid Continent Radio-TV Inc.); secretary, **Harry T. Montgomery**, AP's deputy general manager; assistant secretaries, **Keith Fuller**, AP's assistant general manager, and **Fred L. Strozier**; treasurer, **Robert R. Booth**; assistant treasurers, **Stanley M. Swinton**, AP's assistant general manager, and **Harold Glasser**. AP board also elected executive committee members, designating Mr. Miller as chairman: **Mr. Schurz**; **Robert McLean**, *Philadelphia Evening* and *Sunday Bulletin* (WPBS [FM] Philadelphia

and KTMS-AM-FM Santa Barbara, Calif.); **William Dwight**, *Holyoke (Mass.) Transcript-Telegram* (WHYN-AM-FM-TV Springfield-Holyoke, Mass.); **Eugene C. Pulliam** of *Phoenix Gazette*; **Hugh N. Boyd**, *The New Brunswick (N. J.) Daily Home News*, and **Richard L. Jones Jr.**, *The Tulsa Tribune*. Appointed to the news service's finance committee: Mr. Schurz, who is chairman, Mr. McLean, Mr. Dwight and Mr. Pulliam; **Max E. Nussbaum**, *Moultrie (Ga.) Observer* and Mr. Miller, who serves ex officio.

Newly elected to the AP board were D. Tennant Bryan, *Richmond (Va.) News Leader and Times-Dispatch* (WRNL-AM-FM Richmond); **Richard H. Amberg**, *St. Louis Globe-Democrat* (Newhouse newspaper chain-stations); **Dolph C. Simons Jr.**, *Lawrence (Kan.) Journal-World*.

Re-elected to the board: Messrs. Jones, Pulliam and Dwight.

in such radio serials as *Sherlock Holmes* and *The Saint*, died of liver ailment April 22 at Washington hospital, Culver City, Calif. Mr. Conway also appeared in title role in *Inspector Mark Sabre* TV series during 1950's. He is survived by his brother, actor George Sanders.

**Helen Bard Nixon**, 74, former radio-choir soloist, died April 24 at Phelps Memorial hospital, North Tarrytown, N. Y. Mrs. Nixon was singer on WJZ

New York (now WABC) in early twenties, later joined The Happiness Boys. She is survived by her husband, Allen, and daughter.

**Frank Overton**, 49, who played Maj. Frank Stovall on ABC-TV's *Twelve O'Clock High* series, died of apparent heart attack April 24 at his home in Pack Pacific Palisades, Calif. Survivors include his wife, actress Phyllis Hill, and daughter.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 20 through April 26 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

Meridian, Miss.—Delta Communications Corp. Seeks UHF ch. 24 (530-536 mc); ERP 278 kw vis., 27.8 kw aur. Ant. height above average terrain 610 ft.; ant. height above ground 409 ft. P. O. address: c/o Weyman H. D. Walker, 4432 Jim West, Bellaire, Tex.

77401. Estimated construction cost \$347,000; first-year operating cost \$129,500; revenue

\$90,000. Geographic coordinates 32° 19' 34" north lat.; 81° 41' 05" west long. Type trans.

## EDWIN TORNBERG

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Townsend and Associates BT TA-15. Type ant. Jampro JZZ 3-OB. Legal counsel Scharfeld, Bechhoefer & Baron; consulting engineer David L. Steel Sr., both Washington. Principals: Weyman H. D. Walker, president (25%), James L. Britton III, chairman and F. Carrington Weems, treasurer (each 28.125%) et al. Mr. Britton is in insurance, real estate, drive-in groceries and director of bank. Mr. Weems is in real estate. Ann. April 26.

Utica, N. Y.—P. H. Inc. Seeks UHF ch. 20 (506-512 mc); ERP 206 kw vis., 41.2 kw aur. Ant. height above average terrain minus 120 ft.; ant. height above ground 280.3 ft. P. O. address: Room 301, 102-104 Lafayette Street, Utica. Estimated construction cost \$375,875.03; first-year operating cost \$185,401.82; revenue \$206,960. Geographic coordinates 43° 06' 08" north lat.; 75° 13' 53" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-24DL. Legal counsel (send all communications to applicant); consulting engineer Edward Susterich, Utica, N. Y. Principals Allen Bonapart, president, Edward Susterich, vice president (each 6.25%) et al. Mr. Bonapart is officer, and employe at WUFM(FM) Utica and is director at WADR Remsen, N. Y. Mr. Susterich is engineer with General Electric Co. Ann. April 20.

#### INITIAL DECISION

■ Commission gives notice that Feb. 24 initial decision which looked forward toward granting application of Maxwell Electronics Corp. for CP for new television station to operate on ch. 33 at Dallas (Doc. 16389, BPTC-3489) became effective April 17, pursuant to Sec. 1.276 of rules. Action April 20.

#### OTHER ACTIONS

■ Review board in Selma, Ala., television broadcast proceeding, Doc. 15888, granted petition to accept late filed pleading, filed March 27 by Selma Television Inc., and denied appeal from presiding officer's order granting petition for leave to amend and accepting amendment tendered therewith, filed March 13 by WCOV-TV. Action April 26.

■ Review board in Savannah, Ga., television broadcast proceeding, Docs. 16976 and 16978, denied motion to enlarge issues filed March 13 by WSGA Television Inc. Action April 25.

■ Review board in Jackson, Miss., television broadcast proceeding (Doc. 16663), denied appeal to review board from hearing examiner's ruling filed April 7 by Lamar Life Insurance Co.; granted appeal from order of hearing examiner released March 31, filed April 6 by office of communications of United Church of Christ, and modified hearing examiner's memorandum opinion and order consistent with board's opinion. Board Member Nelson absent. Action April 21.

■ Office of opinions and review on April 19 granted request of Citizens Television Corp. and Star Television Inc. for extension of time to April 12 to reply to joint response of Federal Broadcasting System Inc., Heritage Radio and Television Broadcasting Inc. and Main Broadcasting Inc. in Flower City Television Corp., Rochester, N. Y., ch. 13 television proceeding (Docs. 14394 et al.).

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 18 designated Hearing Examiner Forest L. McClinting to serve as presiding officer in proceeding on TV applications of Desert Empire Television Corp. and Oasis Broadcasting Corp., both Palm Springs, Calif.; scheduled prehearing conference for May 18, and hearing for June 19.

■ Hearing Examiner David I. Kraushaar on April 21 in proceeding on TV applications of Rovon Television Inc. and Romac Macon Corp., both Macon, Ga., rescheduled hearing at parties' request to July 24, and scheduled other procedural dates (Docs. 17316-7). And on April 24 in proceeding on TV applications of Lewis Broadcasting Corp. and WSGA Television Inc., both Savannah, Ga., granted motion of applicant WSGA Television Inc., and corrected transcripts of hearing as set forth in motion papers (Docs. 16976, 16978).

■ Hearing Examiner Jay A. Kyle on April 24 in proceeding on TV applications of WTCN Television Inc., Minneapolis, et al., by four separate orders, granted petitions to amend of applicants Twin City Area Educational Television Corp., WTCN Television Inc., United Television Inc. and Midwest

Radio-Television Inc. to reflect changes in trans. sites and increases in ant. heights (Docs. 15841-43, 16782-83).

#### RULEMAKING ACTIONS

■ By report and order in Doc. 17147, commission amended its table of TV assignments to add UHF ch. 51 as a first assignment at Hopkinsville, Ky. Action April 25.

#### CALL LETTER APPLICATION

■ \*San Diego State College, San Diego. Requests KEBS-TV.

#### CALL LETTER ACTIONS

■ \*South Carolina Educational TV Commission, Allendale, S. C. Granted WEBA-TV.

■ \*South Carolina Educational TV Commission, Florence, S. C. Granted WJPM-TV.

#### DESIGNATED FOR HEARING

Aurora, Ill. Aljir Broadcasting Inc. and South Kane-Kendall Broadcasting Corp.—FCC designated for consolidated hearing applications for new TV's to operate on ch. 60; made Federal Aviation Agency party to proceeding with respect to application of South Kane-Kendall. Commissioner Bartley dissented. Action April 26.

#### Existing TV stations

##### FINAL ACTIONS

WPCT(TV) Melbourne, Fla.—Broadcast Bureau granted mod. of CP to change ERP to 723 kw vis., 72.4 kw aur., increase ant. height to 480 ft. and to extend completion date to Oct. 20. Action April 20.

WISH-TV Indianapolis—Broadcast Bureau granted CP to add visual amplifier to auxiliary trans. and ant. Action April 21.

WACO-TV Waco, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 10. Action April 10.

##### OTHER ACTIONS

■ Commission on April 17 granted request by WBRE-TV Inc. Wilkes-Barre-Scranton, Pa., and extended time to May 15 to file comments and to May 31 for replies in matter of amendment of Sec. 73.684(c) of part 73, prediction of coverage of TV stations (RM-1060, Doc. 17253). Action April 20.

#### CALL LETTER APPLICATION

■ KTES(TV), Fredonia Broadcasting Corp., Nacogdoches, Tex. Requests KAEC-TV.

#### New AM stations

##### APPLICATIONS

Buffalo, Minn.—Herbert Gross d/b as Buffalo Broadcasting Co. Seeks 1360 kc, 500 w-D P. O. address: 2212 Foshey Tower, Minneapolis 55402. Estimated construction cost \$29,050; first-year operating cost \$36,000; revenue \$38,000. Principal: Mr. Gross is operator and stockholder of CATV system in Fergus Falls, Minn. Ann. April 28.

Poison, Mont.—Lloyd E. Scott. Seeks 1240 kc, 1 kw. P. O. address: 516 Avenue E. Billings, Mont. 59102. Estimated construction cost \$13,776.20; first-year operating cost \$40,000; revenue \$41,990. Principals: Lloyd E. Scott, Leonard J. Bubak and Robert K. Toombs (each 33⅓%). Mr. Scott is engineer at KULR-TV Billings, Mont. Mr. Bubak is technical director at KULR-TV. Mr. Toombs is salesman for KGH Billings. Ann. April 21.

Randleman, N. C.—Randolph Broadcasting. Seeks 1170 kc, 1 kw-D. P. O. address Rural Route #2, Randleman 27317. Estimated construction cost \$17,485.40; first-year operating cost \$46,000; revenue \$48,000. Principals: J. R. Hinshaw, (40%), D. F. Owen, W. B. Belche and C. E. Leeper (each 20%). Mr. Hinshaw owns 33% interest in rental property. Mr. Owen, Mr. Belche and Mr. Teeper together own WIDU Fayetteville, N. C. Ann. April 25.

##### FINAL ACTIONS

Fair Bluff, N. C.—Marion H. Davis, Carl W. Meares, Bobby Morgan and Jesse P. Chance d/b as Universal Broadcasting Co. Broadcast Bureau granted 1480 kc, 1 kw-D. P. O. address c/o Marion H. Davis, Box 188, Whiteville, N. C. Estimated construction cost \$23,000; first-year operating cost \$27,494; revenue \$39,000. Four principals each own 25% of stock. Mr. Morgan is salesman-announcer at WTAB Tabor City, N. C. and WENC Whiteville, N. C. Action April 21.

#### INITIAL DECISION

■ Commission gives notice that Feb. 28 initial decision which looked toward granting application of Fox River Broadcasting Co. for new AM to operate on 690 kc, 250 w. DA-D, in Oshkosh, Wis., (Doc. 16824;

BP-15129), became effective April 19 pursuant to Sec. 1.276 of rules. Action April 24.

#### OTHER ACTIONS

■ Review board in East St. Louis, Ill., standard broadcast proceeding, Docs. 17256-7, granted petition filed April 19 by East St. Louis Broadcasting Co., and extended to May 8 time to file responses to petitions to enlarge issues filed by East St. Louis Broadcasting Inc., and Metro-East Broadcasting Inc., March 29. Action April 25.

■ Review board in South Beloit, Ill., standard broadcast proceeding, Docs. 17209 et al., granted petition filed April 24 by Victory Broadcasting Inc., and extended to April 28 time to file reply to Broadcast Bureau's opposition and joint opposition to Victory's motion to enlarge issues filed March 13. Board Member Nelson not participating. Action April 26.

■ Review board in Shenandoah, Iowa, standard broadcast proceeding, Doc. 14651, a panel of review board granted request for official notice filed April 4 by KFN Broadcasting Corp. Board Members Berkemeyer, Slone and Kessler participating. Action April 21.

■ Review board in Bethesda, Md., standard broadcast proceeding, Docs. 16706-8, denied petition for partial review filed Feb. 2 by Bethesda-Chevy Chase Broadcasters Inc.; denied petition for review filed Feb. 3 by Atlantic Broadcasting Co.; denied petition for review filed March 6, by Bethesda-Chevy Chase Broadcasters Inc., to extent that it seeks to have engineering amendments rejected, and granted said petition to extent that programing amendments tendered are rejected; and, on board's own motion, ordered that, in event of a grant of amended application of Atlantic Broadcasting Co., CP shall contain condition that before program tests are authorized permittee shall submit engineering data to establish that antenna complies with the Commission's minimum efficiency requirements. Board Member Slone dissenting to acceptance of engineering amendment. Board Member Nelson and Kessler not participating. Action April 25.

■ Review board in Lexington, Neb., standard broadcast proceeding, Docs. 15812-3, granted petition filed April 18 by Nebraska Rural Radio Association and extended to May 15 time to file exceptions to initial decision (FCC 67D-14, released March 6). Board Member Nelson absent. Action April 20.

■ Review board in Jacksonville, N. C., standard broadcast proceeding, Docs. 16465-6, scheduled oral argument before panel of review board for 10 a.m., May 11, in room 7134, New Post Office building, Washington. Board Member Nelson absent. Action April 21.

■ Review board in Kettering, Ohio, standard broadcast proceeding, Docs. 17243 et al., granted motion filed April 17 by Voice of The Ohio Valley Inc., and extended to April 28 time to file responses to oppositions to Voice's motion to delete issues, filed March 21. Board Member Nelson absent. Action April 20.

■ Review board in Kettering, Ohio, standard broadcast proceeding, Docs. 17243 et al., granted joint motion filed April 17 by Kittyhawk Broadcasting Corp. and Gem City Broadcasting Co., and extended to April 28 time to file responsive pleadings to their petitions to add and delete issues filed on April 5 and 7 respectively. Board Member Nelson absent. Action April 20.

■ Review board in Harriman, Tenn., standard broadcast proceeding, Doc. 17255, denied notice and contingent request for construction of issues, filed March 24 by Folkways Broadcasting Co. Action April 26.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 18 designated Hearing Examiner Millard F. French to serve as presiding officer in proceeding on AM application of William O. Barry tr/s Great Southern Broadcasting Co., Donelson, Tenn.; scheduled prehearing conference for May 24, and hearing for June 19 (Doc. 17365).

■ Hearing Examiner Charles J. Frederick on April 20 in proceeding on AM applications of Salter Broadcasting Co., South Beloit Ill. et al. granted joint petition of applicants Great River Broadcasting Inc., and Missouri Broadcasting Inc., for clarification of issues (Docs. 17209-15, 17217, 17219). By separate order, granted petition to amend of applicant Victory Broadcasting Inc., to reflect corrected plan of financing.

■ Hearing Examiner Isadore A. Honig on April 19 in proceeding on AM applications of Du Page County Broadcasting Inc., Elmhurst, Ill., and Central Du Page Broadcast-

ing Co., Wheaton, Ill., scheduled further prehearing conference for April 27 (Docs. 16965-66). And on April 20 in proceeding on AM applications of Circle L Inc., Reno, et al., continued hearing from May 31 to June 27, and scheduled other procedural dates (Docs. 16110-11, 16113, 16115).

■ Hearing Examiner Forest L. McClenning on April 21 in proceeding on AM applications of L & S Broadcasting Co., Jacksonville, N. C., et al., granted motion of applicant Roy H. Park Radio Inc., and extended date for exchange of exhibits from April 21 to April 25 (Docs. 17148-50).

#### CALL LETTER APPLICATION

■ C. R. Womack, Henderson, Tenn. Requests WHHM.

### Existing AM stations

#### APPLICATIONS

WXPQ Eatonton, Ga.—Seeks CP to increase power from 500 w to 1 kw. Ann. April 25.

WKRZ Oil City, Pa.—Seeks CP to change from DA-D to non-directional ant. Ann. April 24.

KWSC Pullman, Wash.—Seeks CP to antenna location to WSU Experimental Farms, Pullman, Wash.; install new trans.; and increase height of ant. system. Ann. April 21.

#### FINAL ACTIONS

KTMS Santa Barbara, Calif.—Broadcast Bureau granted license covering installation of new trans. at main trans. location as an alternate main trans. Action April 25.

WGKA Atlanta—Broadcast Bureau granted license covering change in frequency. Action April 25.

WRIN Rensselaer, Ind.—Broadcast Bureau granted license covering increase in power. Action April 25.

KKIC Iowa City—Broadcast Bureau granted license covering changes in DA-pattern. Action April 24.

WKJK Granite Falls, N. C.—Broadcast Bureau granted CP to change frequency, make changes in ant. system and make changes in ground system. Action April 19.

KEOR Atoka, Okla.—Broadcast Bureau granted mod. of CP to make change in DA system, change height of #1(s) tower of ant. system; conditions. Action April 25.

WTRA Latrobe, Pa.—Broadcast Bureau granted renewal of license; condition that assignment of license covered be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter. Action April 26.

WBLL Batesburg, S. C.—Broadcast Bureau granted CP to change ant.-trans. location to East Church extended, Highway 23, Batesburg, and make changes in ant. system. condition. Action April 24.

WKKR Pickens, S. C.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to Road #138 Pickens, S. C. Action April 20.

KCTA Corpus Christi, Tex.—Broadcast Bureau granted CP to make changes in ant. system, condition. Action April 26.

■ Broadcast Bureau granted renewal of licenses for following stations and co-ordinating auxiliaries: WIRB Enterprise and WFHK Pell City, both Alabama; WFBF Fernandina Beach, Fla.; WCLB Camilla, WOMN, Decatur and WACL Waycross, Ga. and WSAZ Huntington, W. Va. Action April 19.

■ Broadcast Bureau granted renewal of licenses for following stations and co-ordinating auxiliaries: WELR Roanoke, Ala.; WDOL-FM Athens Ga.; WAVC Warner Robins, Ga. and WAEL Mayaguez, P. R. Action April 21.

#### OTHER ACTIONS

■ FCC waived provisions of Sec. 73.24(g) of commission's rules and granted application of Maui Publishing Co. Ltd. for an increase in power of KMVI Wailuku, Hawaii, from 1 kw to 5 kw; subject to condition that Richard E. Mawson dispose of his interest in either KONA Kealahou, Hawaii, or KMVI. Commissioner Cox would have granted application without condition. Action April 19.

■ Office of opinions and review on April 24 granted petition by Madison County Broadcasting Inc. (WRTH), Wood River, Ill., for extension of time to May 8 to file replies to Radio WEW's opposition to, and Broadcast Bureau's comments on, petition for reconsideration and grant without hearing filed by WRTH in proceeding on its AM application (Doc. 16980). Action April 25.

#### ACTIONS ON MOTIONS

■ Hearing Examiner James D. Cunningham on April 18 in proceeding on AM ap-

plications of Royal Broadcasting Inc. (KHA1), for renewal of license, and Radio KHAI Inc., for CP, both Honolulu, continued hearing from April 18 to April 28 (Docs. 16676-77).

■ Hearing Examiner Charles J. Frederick on April 19 in proceeding on AM applications of Salter Broadcasting Co. (WBEL), South Beloit, Ill., et al., dismissed with prejudice applications of KWK Broadcasting Corp. and Clermont Broadcasting Co., both St. Louis. By separate order, granted petition to amend of applicant Home State Broadcasting Corp. to reflect changes in broadcast interests (Docs. 17209-19).

■ Hearing Examiner Jay A. Kyle on April 24 in proceeding on AM application of Stokes County Broadcasting Co. (WKTE), King, N. C., rescheduled further hearing conference from April 28 to June 1 (Doc. 17143).

■ Hearing Examiner Chester F. Naumowicz Jr. on April 24 in proceeding on AM renewal application of Western North Carolina Broadcasters Inc. (WWIT), Canton, N. C., scheduled hearing conference for May 10 (Doc. 17050).

■ Hearing Examiner Herbert Sharfman on April 19 in proceeding on AM application of Harriman Broadcasting (WXXL), Harriman Tenn., ordered that the proposed depositions mentioned in notice of taking depositions filed for Folkways Broadcasting Inc. (WHBT) shall not be taken (Doc. 17255).

#### CALL LETTER APPLICATIONS

■ KTAN, John B. Walton Jr., Tucson, Ariz. Requests KIKX.

■ KWFS, Willamette Family Stations Inc., Eugene Ore. Requests KZEL.

■ KOHN, People's Broadcasting Inc., Logan, Utah. Requests KBLW.

#### CALL LETTER ACTIONS

■ KSIR, Mr. D's Radio Inc., Wichita, Kan. Granted KEYN.

■ WCNF, Smiles of North Carolina Inc., Weldon, N. C. Granted WSMY.

### New FM stations

#### APPLICATIONS

Cathedral City, Calif.—Glen Barnett. Seeks 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain minus 688 ft. P. O. address: Box 2805, Palm Springs, Calif. Estimated construction cost \$13,097.48; first-year operating cost \$3,600 above AM; revenue \$9,000 above AM. Principals: Mr. Barnett is owner-manager of KWKY Cathedral City. Ann. April 24.

Portland, Ind.—Glenn West. Seeks 100.9 mc, ch. 265, 3 kw. Ant. height above average terrain 170 ft. P. O. address: Box 608, Portland 47371. Estimated construction cost \$12,995; first-year operating cost \$10,000; revenue \$15,000. Principal: Mr. West is owner and manager of WPGW Portland. Ann. April 24.

Hardinsburg, Ky.—Blancett Broadcasting Co. Seeks 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 259 ft. P. O. address: Box 147, Hardinsburg 40143. Estimated construction cost \$9,500; first-year operating cost \$21,600; revenue \$27,000. Principal: J. C. Blancett, owner. Mr. Blancett is owner of automobile dealership and housing development and general farming concern. Ann. April 24.

Rome, N. Y.—Maurer Broadcasting Corp. Seeks 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 105 ft. P. O. address: R.D. 1 South Jay Street, Rome 13440. Estimated construction cost \$15,175; first-year operating cost \$1,000; revenue \$2,500. Principals: Maurer Broadcasting is licensee of WKAL Rome. J. B. Maurer, president, R. W. Maurer, secretary-treasurer. Ann. April 20.

Texarkana, Tex.—KATQ Radio Inc. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 158.25 ft. P. O. address: 303 West Broad Street, Texarkana 75501. Estimated construction cost \$12,300; first-year operating cost \$4,500; revenue \$4,500. Principal: Floyd Bell, president and general manager. Applicant is licensee of KATQ Texarkana. Ann. April 24.

#### FINAL ACTIONS

Columbus, Ga.—WOKS Broadcasting Co. Broadcast Bureau granted 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 54 ft. P. O. address: Box 1998, Columbus 31902. Estimated construction cost \$19,055; first-year operating cost \$15,000 over present AM; revenue \$20,000 over. Principals: Joseph S. Ray, president (50%) and Milton Hirsch, vice president, secretary and treasurer (50%). Messrs. Ray and Hirsch are stockholders in WVGW Nashville and WOKS Columbus. Action April 20.

Aurora, Neb.—Capitol Broadcasting Inc.

FCC granted 106.3 mc, ch. 276, 3 kw. Ant. height above average terrain 275 ft. P. O. address: c/o James E. Kamas, 443 S. 13th Street, Lincoln, Neb. 68508. Estimated construction cost \$19,850; first-year operating cost \$19,600; revenue \$24,752. Principals: James E. Kamas (52%), Everett A. Evnen (34%), Wendell H. Graham (13%). Messrs. Kamas and Graham are Lincoln printers; Mr. Evnen is wholesale food dealer. Action April 26.

WKSJ-FM Jamestown, N. Y.—Broadcast Bureau granted mod. of licenses covering change in name of licensee to Trend Broadcasting Inc. Action April 20.

Scranton, Pa.—The Scranton Times (co-partnership), Jean O'Hara Lynett, executrix of estate of Edward J. Lynett, deceased and Jean O'Hara Lynett, administratrix D.B.N.C.T.A., of estate of Elizabeth R. Lynett, deceased. FCC granted 107.1 mc, ch. 296, 123 w. Ant. height above average terrain 1,170 ft. P. O. address: Scranton Times Building, Scranton. Estimated construction cost \$30,274; first-year operating cost \$50,000; revenue \$25,000. Principal: Jean O'Hara Lynett owns The Scranton Times newspaper and WEJL Scranton. Action April 26.

Sweetwater, Tenn.—Sweetwater Radio Inc. Broadcast Bureau granted 95.3 mc, ch. 237, 2.55 kw. Ant. height above average terrain 150 ft. P. O. address: Box 330, Sweetwater 37874. Estimated construction cost \$21,590.90; first-year operating cost \$8,000; revenue \$10,000. Principals: Robert Lynn Sherlin, president. Sweetwater Radio Inc. owns WDEH Sweetwater. Action April 20.

#### OTHER ACTIONS

■ Review board in Austin, Minn., FM broadcast proceeding, Docs. 17157-8, granted joint request for approval of agreement, filed March 28 by Lee Broadcasting Corp. and Minnesota-Iowa Television Co.; approved agreement; dismissed with prejudice application of Lee Broadcasting Corp.; granted application of Minnesota-Iowa Television Co. subject to condition, and terminated proceeding. Board Member Nelson absent. Action April 21.

■ Review board in Martin, Tenn., FM broadcast proceeding, Docs. 16655-6, denied petition to enlarge issues filed March 3 by Jones T. Sudbury. Action April 25.

#### ACTION ON MOTION

■ By Chief Hearing Examiner James D. Cunningham on April 19 designated Hearing Examiner Herbert Sharfman to serve as presiding officer in proceeding on FM applications of WBIZ Inc., and WECL Inc., both Eau Claire, Wis.; scheduled prehearing conference for May 11, and hearing for June 20 (Docs. 17353-54).

#### CALL LETTER ACTIONS

■ Central Arizona Broadcasting Inc., Scottsdale, Ariz. Granted KDOT-FM.

■ South Valley Broadcasters, Gilroy, Calif. Granted KPER-FM.

■ Tri-City Broadcasting Inc., Morgan City, La. Granted KMRC-FM.

■ Monroe Broadcasting Co., Monroe, Mich. Granted WVMO(FM).

■ Smiles of Virginia Inc., Petersburg, Va. Granted WSML(FM).

#### DESIGNATED FOR HEARING

New Britain, Conn. Hartford County Broadcasting Corp. and Central Connecticut Broadcasting Co.—FCC designated for consolidated hearing applications for new FM's to operate on ch. 263 (100.5 mc), Hartford county with ERP of 20 kw, ant. height of 135 ft., and Central Connecticut with ERP of 10 kw, ant. height of 931 ft. Action April 26.

### Existing FM stations

#### FINAL ACTIONS

KBMS(FM) Los Angeles—Broadcast Bureau granted mod. of license covering change in studio location to 301 East Colorado Blvd., Pasadena, with waiver of Sec. 73.210(a) of rules to extent of permitting relocation of main studio outside corporate limits of Los Angeles; to become effective upon notification by licensee that programming has commenced from new studio. Los Angeles station identification to be continued. Action April 20.

KLGS(FM) Los Gatos, Calif.—Broadcast Bureau granted mod. of license covering change in name to Richard A. Ingraham. Donald R. Ingraham and Bernice A. Ingraham, d/b as Radio Station KLGS. Action April 20.

KOCM(FM) Newport Beach, Calif.—Broadcast Bureau granted license covering installation of new ant. Action April 25.

KGEN-FM Tulare, Calif.—FCC granted application to change ant.-trans. location, ant. system, decrease ERP to 850 w, and increase ant. height to 2,560 ft. Commissioner Cox abstained from voting. Action April 26.

KCMB-FM Wichita, Kan.—Broadcast Bu-

## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, April 20

	Lic.	ON AIR		NOT ON AIR	
		CP's	CP's	CP's	CP's
Commercial AM	4,104 <sup>1</sup>	15	87		
Commercial FM	1,603	16	269		
Commercial TV-VHF	479 <sup>2</sup>	16	24		
Commercial TV-UHF	92 <sup>2</sup>	28	131		
Educational FM	300	3	32		
Educational TV-VHF	60	7	9		
Educational TV-UHF	42	8	52		

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 20

	VHF	UHF	Total
Commercial	519	259	778
Noncommercial	76	102	178

## STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 <sup>1</sup>	1,533	570 <sup>2</sup>	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

of their time to duplicating programs of commonly owned AM station in same area. Six of 9 were stations previously given exemption until May 1, because of their individual economic circumstances. Two were stations in Puerto Rico, previously given exemption until the same date because of need for FM signal for pickup and rebroadcast (a microwave system has now been put into operation for this purpose). One was request based on AM-FM coverage differences. Five of requests were granted entirely or in large part; four were denied and stations given until August 1 to come into compliance. Effective date of rule as to 9 stations is now as follows: Aug. 1: KIXI-FM Seattle; KKHI-FM San Francisco; Nov. 1: WKAQ-FM San Juan, P. R.; April 1, 1968: KTNT-FM Tacoma; WNUS-FM Chicago, KBEY Kansas City, Mo. and KPOJ-FM Portland, Ore.; June 1, 1969: WEVD-FM New York City, and 90 days after decision in pending revocation proceeding (Doc. 15140), WFQM San Juan. Commissioner Cox dissented as to KBEY Kansas City, Mo. and KPOJ-FM Portland, Ore. Action April 25.

### RULEMAKING PETITIONS

Fulton, Ky.—Requests initiation of rule-making proceeding to amend table of assignments for FM's as follows: Fulton, Ky., present 285A, proposed 257A, and McKenzie, Tenn., present 295, proposed 285A, 295. Also requests issuance of order directing Ken-Tenn Broadcasting Corp. to show cause why license of WFUL-FM Fulton, Ky. should not be modified to specify operation on ch. 257A. Ann. April 21.

Murfreesboro, N. C. WWDR—Requests institution of rulemaking proceeding so as to make following changes in table of assignments as follows: Murfreesboro, N. C., proposed 252A; Ahsokie, N. C., present 249A, proposed 257A; Washington, N. C., present 252A, proposed 249A; Plymouth, N. C. present 257A, proposed 240A, and New Bern, N. C., present 249A, proposed 257A. Ann. April 21.

### RULEMAKING ACTIONS

Carbondale, Ill. WCIL—Denied that channel allocation in commission's table of assignments, FM's be amended as follows: Carbondale, Ill., delete 269A, add 264B, and Cape Girardeau, Mo., delete 264B, add 269A. Ann. April 21.

### CALL LETTER APPLICATIONS

\*KEBS(FM), San Diego State College, San Diego. Requests KEBS-FM.  
 ■ WOHI-FM, Constrander Corp., East Liverpool, Ohio. Requests WRTS(FM).  
 ■ KWFS-FM, Williamette Family Stations Inc., Eugene, Ore. Requests KZEL-FM.

### CALL LETTER ACTIONS

■ KCMB-FM, Kansas State Network Inc., Wichita, Kan. Granted KARD(FM).  
 ■ KSTL-FM, Foreground Music Inc., St. Louis. Granted KRCH(FM).  
 ■ WNTL(FM), WDIA Inc., Memphis. Granted WDIA-FM.

### Translators

#### ACTIONS

Willits, Calif.—Broadcast Bureau granted CPs for new VHF TV translators to serve Willits, operating on ch. 13 by rebroadcasting programs of KPDK(TV), ch. 5, San Francisco; and operating on ch. 11 by rebroadcasting programs of KGO-TV, ch. 7, San Francisco. Action April 20.

■ Commission waived Sec. 1.534(b) of its rules and granted the late-filed application of Laughlin Peak TV Association for CP to replace expired permit to make changes in facilities of translator K09FW Willits, Calif. Action April 25.

K13GM Niobrara, Neb.—Broadcast Bureau granted CP for VHF TV translator to change trans. location to Knox county, and make change in ant. system. Action April 25.

K75AK Wasco, Ore.—Broadcast Bureau granted CP to make changes in ant. system for UHF TV translator. Action April 25.

■ Commission waived Sec. 1.534(b) of its rules and granted late-filed applications of E.A.O. TV for CPs to replace expired permits of translators K13BI and K11BI, Entiat and rural area, Wash. Action April 25.

Wyodak, Wyo.—Broadcast Bureau granted



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reau granted CP to change ant.-trans. location to 1/8 mile East and 3/4 mile South of Colwich, near Colwich, change studio location to 833 North Main, Wichita, and increase ant. height to 860 ft. Action April 19.

WJDX-FM Jackson, Miss.—Broadcast Bureau granted license to operate auxiliary trans. into auxiliary or main ant. using ERP 50 kw (main); and 29 kw (auxiliary). Action April 25.

KORK-FM Las Vegas—Broadcast Bureau granted CP to install new type trans., increase ERP to 44 kw. Action April 20.

WKJF(FM) Pittsburgh—Broadcast Bureau granted license covering use of former main trans. as an auxiliary trans. at main trans. location to be operated on 93.7 mc, ERP 19.4 kw, ant. height 530 ft. Action April 25.

WSPA-FM Spartanburg, S. C.—Broadcast Bureau granted license covering changes in transmission line and decrease ERP. Action April 25.

KLUB-FM Salt Lake City—Broadcast Bureau granted mod. of CP to change ERP to 100 kw. Action April 20.

■ Broadcast Bureau granted mod. of CPs for extension of completion dates for following stations: KGMR-FM Jacksonville, Ark. to Oct. 29; KABC Los Angeles, to Oct. 1; KAMB(FM) Merced, Calif., to July 1; WBMI(FM) Hartford-Meriden, Conn. to Nov. 1; WEZY-FM Cocoa, Fla. to June 15; WFDR-FM Manchester, Ga. to Aug. 6; WDAN-FM Danville, Ill. to June 17; WRVI(FM) Winnebago, Ill., to Aug. 15; WHSY-FM Hattiesburg, Miss. to June 1; WDWL-FM Vineand, N. J. to July 31; KAVE Carlsbad, N. M. to July 10; WFIN-FM Findlay, Ohio to Nov. 15; WERI-FM Westerly, R. I. to Oct. 16; WENR Englewood, Tenn. to June 14, and KFRD-FM Rosenberg, Tex. to Oct. 8. Action April 25.

### OTHER ACTIONS

KCY5(FM) Richland, Wash.—Broadcast Bureau approved data submitted Mar. 8, in compliance with commission report and order. (Doc. 15937) released Mar. 17, 1966, showing operation on 102.7 mc, ch. 274, changes in ant. system, ERP 52 kw, ant. height 860 ft. Action April 24.

■ By memorandum opinion and order, commission ruled on requests by 9 stations for further exemption from Sec. 73.242(a) of rules, "AM-FM nonduplication rule," which provides that FM stations in cities of over 100,000 may devote no more than 50%

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CP for new VHF TV translator to operate on ch. 8, serving Wyodak, by rebroadcasting programs of KTWO-TV, ch. 2, Casper, Wyo. Action April 19.

■ Broadcast Bureau granted CPs to replace expired permits which authorized changes in following UHF TV translators: K73AE Redmond JC-TV Inc., Redmond, Ore., and K79AJ Redmond JC-TV Inc., Redmond and Prineville, Ore. Action April 20.

## CATV

### APPLICATIONS

Hutchinson Cablevision, Inc.—Requests distant signals from KCMO-TV, KMBC-TV and WDAF-TV, all Kansas City; WIBW-TV and KTWU, both Topeka, Kan.; and (CP only) KBMA-TV, KCIT-TV and KPCT-TV all Kansas City to Hutchinson, Kan. Ann. April 21.

Gemini Communications Inc.—Requests distant signals from WOR-TV, WNEW-TV, and WPX(TV) all New York to Webster, Mass. Ann. April 21.

Quinebaug Valley Cablevision Inc.—Requests distant signals from WSBK-TV and WKBG, both Boston to Southbridge, Mass. Ann. April 21.

Grand Island Multi-Vue-TV System Inc.—Requests distant signals from KLOW-TV, KMTV, KETV and KYNE, all Omaha to Grand Island, Neb. Ann. April 21.

General CATV Inc.—Requests distant signals from WOR-TV and WABC-TV, both New York (Willingboro township); WABC-TV, WCBS-TV, WOR-TV, WPX(TV) and WNEW-TV, all New York (Maple Shade township, Delran township, Cinnaminson township, and Riverside township) to Maple Shade township, Delran township Cinnaminson township, Riverside township and Willingboro township, all New Jersey. Ann. April 21.

Valley Video Cable Co.—Requests distant signals from WPHL-TV and WIBF-TV both Philadelphia, and WTTG(TV) Washington to Derry township, Pa. Ann. April 21.

Valley Video Cable Co.—Requests to distant signals from KYW-TV, WFIL-TV, WCAU-TV, WKBS-TV, WPHL-TV and WIBF-TV, all Philadelphia, and WTTG(TV) Washington to Borough of Hummelstown, Pa. Ann. April 21.

Bluefield Cable Corp.—Requests distant signals from WPX(TV), WOR-TV and WNEW-TV, all New York to Bluefield, W. Va. Ann. April 21.

Complete Channel TV Inc.—Requests distant signals from WCEE-TV Freeport (Rockford), Ill.; WTVO-TV Rockford, Ill.; WGN-TV, WFLD(TV) and WCUI(TV), all Chicago, WTV(TV) Milwaukee, and (CP only) WGAN-TV Milwaukee to Madison, Wis. Ann. April 21.

### OTHER ACTIONS

Malibu Cable TV Inc., Malibu, Calif.—CATV task force dismissed without prejudice, request for waiver or for other relief as premature. Action April 20.

■ Office of opinions and review on April 24 granted petition by General Electric Cablevision Corp. for extension of time to April 28 to file reply to oppositions in proceeding on its applications for authority pursuant to Sec. 74.1107 of rules to operate CATV systems in Peoria, Ill. TV market (Docs. 17144, 17155). Action April 25.

■ By memorandum opinion and order, commission denied "motion for temporary stay" filed by Teleprompter of Liberal Inc., operator of CATV system at Liberal, Kan. Commission also discussed certain procedural questions involving compliance dates. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 26.

■ FCC by memorandum opinion and order, granted petition for extension of time and for special relief filed by Al-Pines Cable TV Inc., operator of CATV system at Alexandria, La., in order to delay compliance date of earlier order until switching equipment can be installed on CATV system. Acting Chairman Bartley and Commissioner Loevinger concurred; Commissioner Cox dissented and issued statement; Commissioner Wadsworth not participating. Action April 19.

■ FCC by memorandum opinion and order, commission granted waiver of top-100 market hearing rule to permit Fletcher's TV Service Inc., to carry on its existing system in Rumford, Me. (Portland-Poland Spring, Maine market, ARB 60), distant independent and network signals from Canada. Boston, Bangor, Me. and Burlington, Vt. Waivers were denied for CATV systems in Lewiston and Auburn, both Maine, and petitions were designated for hearing. Acting Chairman Bartley concurred in part and dissented in part and issued statement; Commissioner Loevinger concurred. Action April 19.

Springfield Television Broadcasting Corp.

and Pioneer Valley Cablevision Inc., Greenfield, Palmer, Monson and Ware, all Massachusetts—CATV Task Force dismissed various petitions and responsive pleadings with respect to operation of these CATV systems, at request of petitioners. Action April 24.

■ Office of opinions and review on April 20 granted petition by Television Corp. of Michigan Inc., for an extension of time to April 27 to file comments or responses to petitions for reconsideration of commission's designation order (FCC 67-223, Feb. 17), as well as petition for stay, in Kalamazoo, Roosevelt Park, Allegan, Mich., CATV proceeding in Docs. 17200 et al.

■ Review board in Van Buren, N. Y., CATV proceeding, Docs. 17131 et al., granted motion filed April 24 by Newchannels Corp. and Eastern Microwave Inc., and extended to May 10 time to file oppositions to the motion to enlarge issues filed April 13 by Channel 9 Syracuse Inc. Action April 26.

■ By memorandum opinion and order, commission dismissed "petition for temporary waiver" of program exclusivity requirement of Sec. 74.1103(e) of commission's rules filed by Carolina Communications Corp., operator of CATV systems in Chadborn and Whiteville, both North Carolina. Commissioner Bartley concurred and issued statement; Commissioner Loevinger concurred. Action April 26.

Nuremburg Cable TV Corp., Nuremburg, Pa. and Cable TV Inc., Weatherly, Pa.—CATV Task Force dismissed as moot, request and petition of Taft Broadcasting Co. concerning operation of these CATV systems. Action April 9.

Cable TV Inc., Nuremburg, Pa. and Cable TV Inc., Weatherly, Pa.—CATV Task Force dismissed as moot, petition of WBRE-TV Inc. for order pursuant to Sec. 74.1103 with respect to operation of these CATV systems. Action April 19.

■ FCC directed Television Cable and Waymart Cable TV, operators of CATV systems in Carbondale and Waymart, both Pennsylvania, to show cause why they should not be ordered to cease and desist from further violation of Sec. 74.1103(e) of commission's rules and afford program exclusivity to WBRE-TV and WNEP-TV, Wilkes-Barre and Scranton, both Pennsylvania, respectively; and denied requests of David A. Adams, owner of CATV systems, for waiver of Sec. 74.1103(e) of rules. Acting Chairman Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 19.

■ FCC by memorandum opinion and order, denied petition for waiver of carriage and program exclusivity requirement of Sec. 74.1103 of the rules filed by Tower Cable Systems Corp., operator of CATV systems at Beaver Falls and New Brighton, both Pennsylvania. Acting Chairman Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 19.

■ By memorandum opinion and order, commission denied request for waiver of program exclusivity provisions of Sec. 74.1103(e) of rules, filed by South Side Cable Co., operator of CATV system in Titusville, Pa. Commissioner Bartley dissented and issued statement; Commissioner Loevinger concurred. Action April 26.

■ Review board in North August, S. C., CATV proceeding, Docs. 17056-7, granted petition to enlarge issues filed Jan. 23 by Cosmos Cablevision Corp. to extent of enlarging issues to determine whether there are unsatisfied needs in North Augusta and Aiken, South Carolina, for in-state television programming; and, if so, extent to which applicants' proposed CATV services would meet those needs for their respective communities. Action April 25.

TV Cable Service Co. Appalachia, Big Stone Gap and Norton, all Virginia—CATV Task Force extended, pursuant to Sec. 0.289(c)(1) of commission's rules, time for compliance with FCC 67-237 to and including July 19. Action April 24.

■ By memorandum opinion and order, commission granted request of Blue Ridge Cable TV Corp. to operate CATV system in Buena Vista, Va., in Roanoke market, carrying distant television signals from Richmond, Harrisonburg and Roanoke, Virginia, and Raleigh-Durham, North Carolina. Commissioner Bartley concurred and issued statement; Commissioner Cox concurred. Action April 26.

### ACTION ON MOTIONS

■ Hearing Examiner Millard F. French on April 21 in proceeding on CATV petitions by Susquehanna Broadcasting Co., York, Pa., and H. C. Ostertag Cable TV Co., Columbia, Pa., dismissed above-styled petitions for failure to prosecute and terminated proceeding (Docs. 17334-5).

■ Hearing Examiner Chester F. Naumowicz Jr. on April 20 in proceeding in the matter of petition of Midwest Television Inc., San Diego, Calif. (CATV), scheduled conference for April 24 (Doc. 16786). And on

April 24 in proceeding in the matter of petition of Midwest Television Inc. (KFMB-TV), San Diego, Calif. (CATV), et al., scheduled further hearing for May 8. (Docs. 16786, 17008).

## Ownership changes

### APPLICATIONS

KDAN Eureka, Calif.—Seeks assignment of license from Radio KDAN Inc. to Phil D. Jackson for \$24,500. Principal: Mr. Jackson is 50% partner in Grants Pass Broadcasting Co., licensee of KAJO Grants Pass, Ore., and is in real estate. Ann. April 26.

KLIV San Jose, Calif.—Seeks assignment of license from Cal-Radio Inc. to Empire Broadcasting Corp. for \$1.1 million plus adjustments. Principals: Robert S. Kieve, Maurice Forman and Fred A. German, New York investors. Ann. April 26.

KLOK San Jose, Calif.—Seeks transfer of control from P. & T. Davis Investment Co. to W. Thomas Davis, William Lloyd Davis and Elizabeth Lloyd Davis as trustees under 1967 Tom Davis Trust (50.02%) and Philip C. Davis and Carolyn Lyle Davis as executors of will of M. Philip Davis (49.88%). Consideration for 20 shares of stock as follows: transfer by 1967 Tom Davis Trust to M. Philip Davis of one share each of stock of following: Davis Farms Inc.; Del Norte Lemon Co.; Davis Management Corp., and Bellevue Cattle Co. Ann. April 26.

KWIZ-AM-FM Santa Ana, Calif.—Seeks transfer of control from Davis Broadcasting Co. to W. Thomas Davis, William Lloyd Davis and Elizabeth Lloyd Davis as trustees under 1967 Tom Davis Trust (42½%), Philip C. Davis and Carolyn Lyle Davis as executors of will of M. Philip Davis (42½%), and William Weaver (15%). Voice of the Orange Empire Inc. Ltd. is wholly owned by Davis Broadcasting Co., and stock of Davis was owned by M. Philip and W. Thomas Davis. Consideration \$52,500. Ann. April 26.

WDCA-TV Washington—Seeks assignment of CP from Capital Broadcasting Co. to Channel 20 Inc. Principals: Milton Grant, president, Edward Mermone, vice president and treasurer, Alan Kay, vice president, Clara Iglauer, assistant treasurer, Sheery Grant secretary and Patricia Latham, assistant secretary. Channel 20 Inc. is wholly owned subsidiary of Capital, has same directors and officers and will operate WDCA-TV now operated by Capital. Consideration concerns 100 shares of stock at par value of \$10 per share. Ann. April 20.

WPKM(FM) and SCA Tampa, Fla.—Seeks assignment of license from Frank Knorr Jr. to Technico Leasing Inc. for \$60,000. Principals: Frederic T. C. Brewer, president, Dr. J. William Douglas, vice president and Don E. Hofman, secretary-treasurer (each 33%). Mr. Brewer owns WPEX-FM Pensacola, Fla., manufacturing and service center, background music service, Daytona Music and Electronics Inc. and electronic holding company. Dr. Douglas is gynecologist; president and has interest in medical building; secretary and has interest in Gulf Development Corp.; has land holding partnership, is vice president and has interest in Drycrete Inc. Mr. Hofman is stockholder, first vice president, trust officer and director of bank and is stockholder and director of franchise restaurants and pizza crust manufacturing. Ann. April 25.

WCRY Macon, Ga.—Seeks transfer of negatives control from Billy R. Mercer to Ben G. Porter Jr. Principals: Mr. Porter (25% before, 50% after) and Charles F. Adams (50% before, 50% after). Consideration \$20,595.30. Ann. April 25.

WCNT-AM-FM Centralia, Ill.—Seeks assignment of license from Four County Broadcasters Inc. to PrairieLand Broadcasters Inc. for \$87,000 plus \$50,000 covenant with option to purchase complete property at end of six years for additional \$60,000. Principal: James A. Mudd, executive vice president and general manager.

WADM-AM-FM Decatur, Ind.—Seeks transfer of control from Ralph Jerrell Henry to WFYC Inc. Principals: Robert V. Coleman, 33.33% and WFYC Inc. 66.66%. Mr. Henry wishes to dispose of his 25% stock interest in permittee Airon Inc. Consideration \$10,000. Ann. April 20.

WNWI Valparaiso, Ind.—Seeks transfer of control from Emmett M. Mellinthin and W. Jerome Deo to Nettie B., Arthur L. and G. Edward Hershman. Transferees have no other broadcast interests except as stockholders of Northwestern Indiana Radio Co. Consideration \$24,000. Ann. April 26.

KSMO Salem, Mo.—Seeks assignment of license from W. Earl Dougherty d/b as Emerlann Broadcasting Co. to Emerlann Broadcasting Co. Purpose is to function as Missouri corporation on perpetual basis. Principals: Mr. Dougherty is president, and his wife, Emma is secretary-treasurer. Mr.

Continued on page 88



DEADLINE: Monday Preceding Publication Date

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owners risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- 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 at run-of-book rate.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

## RADIO

### Help Wanted Management

Station manager, about 35, middle Atlantic states. Station needs smart, hard working management. Box D-183, BROADCASTING.

Immediate opening for experienced medium market broadcast executive. Manager upper midwest full timer and handle national sales for group. Excellent growth opportunity and chance to work with real professionals. Salary open. Send complete details, salary requirement, and recent photo. Box D-282, BROADCASTING.

Operations manager—upper midwest—1st class license—Ability to supervise others. Maintain close working relationship with sales, control internal affairs of the station. Complete information and tape. Reply Box E-51, BROADCASTING.

Station manager, suburban Chicago—Must have successful experience in direct sales, sales training, supervision and management; ability to recruit, train and supervise an effective staff is essential. Long established profitable stations. Initiative within established policies. Complete information in confidence first letter including detailed employment history and compensation requirements. Future equity possible but not essential. Mr. Wheeler, WEAW, Evanston, Illinois 312-869-8900.

Station manager. Strong on sales, community service for WGLC-AM-FM, Mendota, Illinois. Base, car allowance, override. Good income to hard worker. Send resume to John Hurlbut, Jel-Co. Radio, Inc., Box 553, Mt. Carmel, Ill. 62863.

Want to be in business for yourself? Chapman Associates, station brokers, offers such an opportunity along with training and team work help. Requirements are sales experience, age under 40 for learners, clean character record. Contact Paul H. Chapman, Chapman Associates, 2045 Peachtree, Atlanta, Ga. 30309.

### Help Wanted—Sales

Short on sales experience? Long on enthusiasm, empathy, desire to learn and earn? You have a fine future in midwest city under 50,000 with midwest group. Box D-266, BROADCASTING.

Unbelievable! Only station in county selling over 100,000. Near two midwest metros. You'll earn more here than in bigger, tougher markets. Send complete resume, including earnings past 2 years. Box E-11, BROADCASTING.

Sales manager for top rated all FM stereo station. America's 4th largest market. Box E-53, BROADCASTING.

Salesman/announcer—permanent. Start \$100 week plus commission for experienced man. Hospitalization insurance. Small staff. Station located farwest-midwest. Complete resume first letter. Box E-64, BROADCASTING.

Three aggressive commission sales for expanding radio sales force. C & W format. Beginners considered. Write KFNF, Shenandoah, Iowa.

Professional country music time salesman. Hottest station, midwest, KLOL, Hottest market, midwest Lincoln, Nebraska. Top opportunity, group operation. Area Code 402-489-6575.

Tacoma—Professional radio salesman—proven track record—management capability—high income bracket—rush resume to—KMO—Tacoma, Washington.

Ground floor opportunity in prosperous 30 thousand city with excellent trade area. Excellent guarantee. Midwest only. Contact Dale Low, KSMN, Mason City, Iowa.

## Sales—(cont'd)

Experienced sales personnel for Mobile, Alabama's fastest growing Country & Western Station. Guaranteed salary draw against commission. Contact Walter A. Duke, WZAM, Mobile, Alabama. 456-6547.

Medium market south Florida station wants young hardworker from small or medium market where selling hasn't been a pushover—Where living conditions don't compare with south Florida. Our selling is no pushover, either, but good men make as much here with happier families. Guarantee, good commission incentive. Very, very good future. Send resume and picture to Box 8325, West Palm Beach, Florida.

Creative Salesman For The California Exposition. California's new Exposition and Fair in Sacramento is looking for energetic, imaginative and creative salesman to contact and sell major industrial participation in the Exposition. These are permanent positions with one of the most challenging and exciting projects in the country. \$12,168 per year with annual increases. Send detailed resumes to: Director of Marketing, The California Exposition, 1600 Arden Way, Sacramento, California 95815.

Salesman for top rated Baltimore station. Experience necessary. Must be neat and willing to work. Call 542-1021. Baltimore, Maryland.

## Announcers

Talented, mature Jocks and newsmen: Good, secure Top 40 positions with a future open in group operation. Send tape, resume to Box C-171, BROADCASTING.

Immediate need for experienced dj in pleasant major university town. Box C-199, BROADCASTING.

Dominant Virginia, medium market MOR seeks mature, experienced, morning man fully aware of how to appeal to rural and urban audiences. If you're the man we need you'll find a happy home here. Station also operates TV and interchanges personalities. Beautiful scenic area. Send complete resume, salary, picture, references to Box D-218, BROADCASTING.

Young, articulate, high IQ news director looking for opportunity to express personal beliefs and convictions in idealistic-minded, youth conscious, midwest, small market operation. College town. Write Box D-233, BROADCASTING.

Midwest, full time, contemporary radio station needs immediately, imaginative talent, for midday show. Box D-247, BROADCASTING.

Chief announcer—Operations Manager. Permanent position, open immediately. New 150,000 watt stereo, educational FM station in Minnesota with classical format. Box D-257, BROADCASTING.

Sleep late. Up to \$100 for afternoon man. Illinois. Box D-265, BROADCASTING.

First phone announcer. Immediate opening. Ideal living, good income and benefits. Contact Gene P. Loffler, KGEZ, Kalispell, Montana 406-756-4331.

C&W DJ with first ticket. Announcer, maintenance and sales, if you desire. We are playing C & W music without the rock sound. We need a man to move into this medium market and stay 100 years. Box E-6, BROADCASTING.

Where are the good announcers? I've been listening for months and I'm really a little concerned for the future of our industry. One of the nation's finest radio stations is ready to add to its staff, but only when we find the man with a radio announcer's voice and an honest personality. Your first letter must include commercial and news audition, resume, salary requirements and availability. Box E-8, BROADCASTING.

## Announcers—(cont'd)

Announcer—newman for midwest MOR daytime single station market. All benefits. Modern operation near metro area. Send tape, photo resume. Start \$125 a week. Box E-14, BROADCASTING.

Wanted: First phone announcer. . . . No maintenance. . . . For KOWB regional in Laramie, Wyoming; University City. Curt Gowdy Enterprise. Contact manager immediately. Box E-17, BROADCASTING.

Summer announcer needed at WWCN Radio & TV. Car necessary. \$105. Good music radio. Send tape and resume. Box E-22, BROADCASTING.

News oriented announcer to join 10-man program staff in highly successful midwest medium market station. Salary based on ability and experience. Box E-42, BROADCASTING.

1st phone combo morning announcer—maintenance engineer, MOR. Heart of nation's finest hunting and fishing. University city of 50,000. Fastest growing broadcast organization in Northwest. Join staff of 50 in AM-FM-TV, expansion oriented company. Great future. Up to \$650 for personable young man to become involved in community. Resume to Box E-57, BROADCASTING.

Announcer/salesman—permanent. Start \$100 week plus commission for experienced man. Hospitalization insurance. Small staff. Station located farwest-midwest. Complete resume first letter. Box E-65, BROADCASTING.

Contemporary personality for important midwest top 40 operation. Top earnings and other benefits commensurate with background and ability. All inquiries individually considered. Tapes returned. Immediate telephone interview will follow for qualified applicants. Box E-77, BROADCASTING.

"Come to California"—Two first phones wanted immediately—good voice—no maintenance—high base—extra talent. MOR, Sports-oriented station. Tape, and resume to Bob Donnelly, KGNU, Santa Clara, Calif.

First phone, announcer salesman. New showcase studios. . . . 5 kw. . . . Participation health insurance. . . . Paid vacation. . . . 35 hour board shift. Call Roy Mapel, KIML, Gillette, Wyoming.

KOLY has first opening in four years. Good pay to start, excellent pay to right man, fringe benefits. Send tape, photo and resume of what you can do to Q. P. Coleman, Box 800, Moberg, S. D.

Phoenix, Arizona. Outstanding opportunity to join this city's most progressive adult music radio station KRFM. Trade in your big city problems for the perfect climate in the nation's fastest growing metropolis. Air-mail tape, resume, salary requirements, photo to Tom Churchill, 329 N. 3rd Ave., Phoenix 85003.

First phone announcer needed for top quality MOR operation in midwest. ABC affiliate. Send tape and resume immediately to Don Hetherington, KRGI, Grand Island, Nebraska 68801. A Stuart station.

Need Top 40 DJ 7-12 P.M. slot. Send tape and resume—Joe Ethridge, KRYS, Corpus Christi, Texas.

Good solid announcer strong on news-production. Excellent working conditions. Send tape and resume to KSAL, Box 180, Salina, Kansas.

Quality 3rd phone announcer wanted FM stereo station. Must do excellent newscasts and commercials. New station and equipment. Program better adult non-classical music. Send complete resume and tape to KVMN, 2828 West Northern, Pueblo, Colorado 81004.

**Announcers—(cont'd)**

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. Send tape to KWAL Radio, Box 512, Osburn, Idaho.

Immediate opening for top notch announcer at WAAY Radio in Huntsville, Alabama. Prefer announcer have first phone license, but not required. Top salary offered commensurate with ability. Send complete resume and audition tape to Henry Beam, WAAY Radio, P.O. Box 3347, Blue Springs Station, Huntsville, Alabama.

Combination radio news announcer and TV sports announcer wanted, shift will be Monday through Friday, from 10 a.m. to 6 p.m. Must have quality voice, experience in news and/or sports field preferred, you will be working in Huntsville, Alabama, state's 3rd largest market at WAAY Radio and WAAY-TV. The South's most powerful TV station. Contact M. D. Smith IV, 1000 Monte Sano Blvd., Huntsville, Ala. Zip 35801 or call area code 205 539-1783.

Combination DJ-newsman wanted. Man who can handle early morning news and then fill air shift from ten till two and follow MOR format. If you are experienced and can do college football and basketball play-by-play, addition of talent would make this even more attractive position. Vacation, hospitalization and life insurance. Ideal college town. Send tape and resume immediately. WBCI Radio, P. O. Box 180, Williamsburg, Virginia 23185.

Announcer. Morning shift announcer, 1st phone. Ideal community. M.O.R. established station. Send tape and resume. WBRD, Bradenton, Florida

Chicago suburban: 1st class. Complete information, tape to WEAW, Evanston, Illinois.

Suburban Chicago, combo, 1st class preferred, but will consider 3rd-class and financing arrangements for 1st class in Chicago school. Permanent. Send tape and background details, WEAW, Evanston, Illinois.

First phone announcer needed immediately for daytimer in suburban Hartford market. Write Manager, WEHW, Windsor, Conn. or call 203-688-6221. References required.

Announcer DJ—Immediate opening for experienced, good-sounding, young man, for good music format! Excellent salary, fringe benefits. Send tape, background, and photo to WFDF, Flint, Michigan.

Immediate opening for announcer with 1st phone for WGAI, Elizabeth City, North Carolina. No screamers. Starting salary \$85.00-\$100.00 weekly depending on experience and ability. Send tape and resume to Bob Thomas, Manager.

Morning man wanted for top station in small market area. Must have first class ticket. Six-day week. Three-week vacation. Life insurance and hospitalization. Must have good voice. Must have experience. Will start as high as \$120 or a little more, depending on qualifications. Guaranteed six months increments, tape may be sent but personal interview mandatory. Latter could be at Kingston, New York City, Philadelphia, Washington. Reply H. M. Thayer, President, WGHQ, 82 John Street, Kingston, New York.

Experienced announcer-production man to be hired by modern MOR network affiliate in the heart of the thriving Pennsylvania Dutch Country. Excellent, responsible job with low turn-over, quality station. Duties to include air shift and work in creative copy department. Good salary, working conditions and fringe benefits. First phone preferred but not mandatory. Please send tape and resume to Philip A. Jacobs, Program Director, WGSA, Box 1310, Ephrata, Penna. 17522.

Experienced combo — heavy news/sports MOR. Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

Experienced announcer with 1st phone. Leading station in area. 5-KW-AM—50-KW-FM. WION, Ionia, Michigan 48846. Good pay.

First phone announcer, Adult, middle of the road programing. Medium size market. Send audition, tape, and salary requirement to Program Director, WKBZ, Muskegon, Michigan 49443.

**Announcers—(cont'd)**

Wanted: Radio Announcer-salesman. 3rd class license (prefer 1st). Ability to sell, write copy, produce spots. Will work air shift. Phone 522-3232 or 3383, Wilburn Wilson, General Manager, WKDZ, Cadiz, Kentucky.

WOIC, Columbia, South Carolina, has its first opening in six years for top R&B jock; must do news. Send air check and resume to Charles Derrick, WOIC, Box 565, Columbia, S. C.

1st phone announcer—immediate opening N.Y.C. metro area. Top-40, no maintenance. Why slave in the small market when you can slave with us where the action is. Not much bread to start, but why not take a chance. Send tape, resume, monetary requirements pronto. WRRRC, Nanuet, N. Y. 10945.

Wanted! Rock 'n roll dj with some experience. Copy writing ability helpful. Contact WSAC Radio, Box 70, Fort Knox, 502-351-3121.

Saginaw, Michigan—Needs top 40 dj. Should have experience in news and production. No. 1 rated station, WSAM—NBC. Contact Dave Hollis, P.D.

Immediate opening—experience preferred. Salary based on experience. WVOS, Liberty, New York.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Our Oregon stations have openings for first and third class announcers and salesmen. Excellent opportunities. Write Manager, P. O. Box 5025, Eugene, Oregon 97403.

National capital area station—Upping power and hours. Need 3 combo men. Progressive broadcast group. Contact our agency: Metro Advertising, 3010 N. Tenth St., Arlington, Virginia, (703) 525-5677.

#1 in metro market, resort area, rapidly expanding chain looking for top adult sounding personality for contemporary music station. Immediate opening. Rush tape and resume to Atlantic States Industries, 270 Park Ave., New York, New York.

Florida Gold Coast—Adult-fulltime-CBS. First ticket. no maintenance—evening serenade host. Ideal working conditions and crew, all fringe benefits—salary open. Creative freedom—double in sales if qualified for limitless opportunity. We believe in and promote good Radio and our personalities who create it. Call collect—1-305-278-1420.

**Help Wanted—Technical**

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately \$200 per week. Write Box C-138, BROADCASTING.

First phone engineer needed by modern directional station in Iowa. Must be able to learn construction and maintenance. Box D-48, BROADCASTING.

Metropolitan area directional daytimer going FM wants experienced first class engineer. Strong on maintenance, some construction experience. Good salary and growth opportunity with growing independent group. Send resume to Box D-73, BROADCASTING.

1st phone—beginners accepted. Must have car. 5 kw AM directional & 50 kw FM stereo. Can attend local university if desired. Box D-161, BROADCASTING.

Engineer, experience, 1st class ticket, small station, east coast. Please send picture with resume. Box D-182, BROADCASTING.

Engineer with 1st class ticket and ready for responsibilities. Close to metropolitan area. Box D-199, BROADCASTING.

1st phone capable of maintenance, for 5 kw AM and 50 kw FM Stereo. Box D-213, BROADCASTING.

Chief engineer needed at once for midwest 1 kw non-directional AM and automated stereo FM operation. Must be strong on maintenance. Salary open. Box D-290, BROADCASTING.

**Technical—(Cont'd)**

Anticipated expansion of our extensive group operation and upcoming retirement of key personnel have created our need for experienced Chief Engineers who are technically competent, capable supervisors and administrators. We offer the challenge of managing all station technical operations, the opportunity to move up to greater management responsibility, an excellent starting salary and complete fringe benefits. Send a confidential resume of your qualifications to Box D-260, BROADCASTING.

First class engineer for position as chief—some announcing desirable. Pleasant northern New England area and excellent working conditions. Will construct new facilities this summer. FM planned for very near future. 1000 watts daytime—well-equipped. Position available mid-May. Box E-26, BROADCASTING.

Florida high power UHF seeking chief engineer who can take charge of complete construction and operation. Excellent ground floor opportunity. Experienced only. Full resume, references and salary requirements first letter. Box E-76, BROADCASTING.

Immediate opening. Engineer/Announcer, with maintenance and air experience. Need man capable of building, repair and CATV desire. Some air work with a group station. Now AM and CATV, building FM. Contact Thomas Holmquist, Manager, KMCD, Fairfield, Iowa. 515-472-4191.

Chief engineer for 1 kw AM non-directional station southeastern Massachusetts. No announcing. Need take-charge guy for all technical matters. Contact Manager, WALE, Fall River, Mass. 607-674-3535.

Midwest—5-kw—Directional—and FM—seeks engineer with know how. Ability to announce desirable but not necessary. Send complete resume and salary desired to Box 143, WION, Ionia, Michigan 48846.

Chief engineer for WLFM, Suffolk, Virginia. Must be able to handle non-directional AM, 80,000 watt FM stereo and SCA. Top salary, no announcing, 5 day week. Fringe benefits. Contact: E. D. Baydush.

Immediate opening—full or part time board operators—Steady-3rd class required. WSBC, Chicago. 312-666-9060.

Engineer, full time, must have first class radio-telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone OW 4-4146.

1st class engineer experience in complete maintenance or extensive vocational training for daytime AM-250 watt and 50 kw FM. Prefer man interested in community of 10,000. Salary depends on qualifications. Send complete resume with salary information to: C. R. Griggs, Radio Station WVLN, Box L, Olney, Illinois.

ABC Radio needs vacation relief man, 1st phone and audio experience necessary. Contact: Gilmore, 263-0800, collect, Chicago, Illinois.

**NEWS**

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

Medium market near major city needs first phone newsman. A real opportunity with advancement future. Ohio. Box E-3, BROADCASTING.

Top 100 midwest market needs experienced on-air news director. All necessary equipment and staff, salary 8,500 to 10,000. Send air check and resume. Box E-7, BROADCASTING.

Upgrading station sound. Need at once. . . . Newsman capable of setting up and managing local news department. Will consider person now working as second or third man in live wire operation. Also need good production man willing to take air shift. Contemporary programed station upstate New York. Contact now. We have much to offer. Box E-16, BROADCASTING.

Need addition to large, well-equipped news department. Midwest independent with heavy news schedule. Salary open. E-43, BROADCASTING.

## NEWS—(Cont'd)

Full-time newsman or woman, must be aggressive and able of gathering, writing and delivery with professional sound. Dept. is yours. Tolliver Rivers, WJAZ, Albany, Ga.

**WLIP-AM-FM, Kenosha, Wisconsin**, seeks experienced News Director or Newsmen to assume major responsibilities as Supervisor of award winning news department, serving metro area of 100,000. Growing community with exceptional recreational, educational and industrial facilities. Should have interest in community and civic affairs. Rush resume, tape, references.

**Newsman—50,000 watt popular music station** in major market. Strong on-air man with first phone. Must be aggressive, write and deliver with authority. Prefer format experience. Excellent salary. Rush tape and resume to WDGY Radio, Box 6606, Minneapolis, Minnesota. (A Storz Station).

## Production—Programing, Others

**Program director, major market, east, nationally known Top 40 Station.** Must be solid citizen with good documentable background and willing to work hard to maintain station stature. Send resume, references and recent photo or snapshot. Box D-232, BROADCASTING.

**Radio commercial tape production/librarian.** N.Y.C. Catalogue as basis for creative service to radio stations. Station experience required. State salary requirements. Box E-15, BROADCASTING.

**Immediate opening for creative copy writer,** experienced in writing, producing, and occasionally announcing for all types of accounts. Would you please send scripts, tapes, and salary requirements with application to: WNAE Broadcast Center, Bridgeport, Connecticut 06608.

**Wanted experienced operations manager** for 5,000 watt prestige dual network talk and good music format station in Oklahoma metro market. Requirements: First phone, copywriting ability, leadership capabilities and able to run the entire departments of engineering and programing, with minimum of supervision. Salary open. Present operations manager being promoted to sales manager. Knowledge of engineering preferred. Forward all inquiries to Keith Rowland, 8601 South Harvard, Tulsa, Oklahoma.

**Half-time graduate assistantship** available September, supervising news programing, and student performance, on 6-day university station. Must have commercial news experience. Can work for M.A. or Ph.D. School of Journalism, University of Iowa, Iowa City.

## RADIO

### Situations Wanted—Management

**Experienced professional, background** includes programing, engineering, now selling. first phone, college, family man, small markets only. Box D-249, BROADCASTING.

**Experienced manager** has new, refreshingly different programing idea, suitable for southern metropolitan markets. Box E-24, BROADCASTING.

**Manager-chief engineer.** Small or medium market. Competent, 13 years experience. Available 30 days. Box E-27, BROADCASTING.

**Professional operations manager.** Thoroughly experienced in major market top 40 operation. Excellent references. Presently employed, but desire stimulating challenge and growth potential. Box E-28, BROADCASTING.

**Will invest \$20,000 and bring 20 years of successful management experience** to your station. Object: Improve your property and earnings, and, acquire position of responsibility and growth for myself. Box E-50, BROADCASTING.

**Professional broadcaster—8 years experience.** Currently good music PD at \$175/week. University graduate. Stable, mature, completely dependable, married, 3rd endorsed. Light sales experience, but definite management potential. Will pay half cost of personal interview. Box E-60, BROADCASTING.

**Attention small markets.** Experienced combo station manager, program director, traffic manager, announcer seeking permanent position. Creative, four years experience. Married, not a floater. Salary required \$120.00. Phone 212-629-1184 or write Marc Richards, 862 East 51st St., Brlyn, N.Y. 11203.

## Sales

**Southeast—Sales Manager** with announcing & play-by-play experience. 33, College, family. Box D-248, BROADCASTING.

**Top 40 stations: Sales rise** with Stagg Starbeat, Jim Stagg's capsule interviews with hit artists customized for your client. Free facts and demo: Windsor Court, 1101 Forest Avenue, Evanston, Illinois 60202.

### Situations Wanted—Announcers

**Third phone dj, tight board, solid news, commercials.** Box D-135, BROADCASTING.

**Top 40 swinger, 3rd endorsed** seeks larger market with future. 8 yrs. exper.—tight show, good on production. Married, dependable. Box D-184, BROADCASTING.

**DJ—Writer—Production.** 7 years experience, past four major market. Top 40, middle road. Personality plus dependability. Excellent references. Stable, married, veteran. Box D-229, BROADCASTING.

**Announcer-newscaster, 3rd endorsed, family.** College background. Recent NYC broadcast graduate. Box D-231, BROADCASTING.

**Chicago-based DJ showman.** Mor/Top 40. I'm pro—Are you? Box E-2, BROADCASTING.

**Los Angeles area employers: Wife and I** are moving west September, desire radio/TV job. Have endorsed 3rd, 2 years tight board, news, plus year TV studio production. Give a hard young honest worker an honest chance. Box E-5, BROADCASTING.

**Top pro morning man—Available** for major market—Also do TV. Currently earning over \$15,000. Seeks advancement—Tape and resume available upon request. Box E-8, BROADCASTING.

**Beginner—23—third endorsed—married—college—broadcast school graduate—work hard—take orders.** Box E-10, BROADCASTING.

**DJ tight board—Presently nightman—Available** in two weeks—Will relocate in Ohio, Indiana, Michigan or Illinois—Happy sound—7 years experience in all phases—Strong commercials—3rd endorsed—References draft exempt—permanent position desired. Box E-18, BROADCASTING.

**Radio graduate Negro, Production minded,** 3rd endorsed. Available now. Box E-19, BROADCASTING.

**Goodtimes to you from "Goodtime Charlie".** Put some soul on your console. (Boss top-40 or MOR). Write Box E-20, BROADCASTING.

**Top jock wants top 40, 1 year experience,** 3rd endorsed, available now. Box E-23, BROADCASTING.

**Do you want that contemporary funny man** who does not sound like a jock? I please the entire audience, teens-young adults. If you are looking for that big voiced swinger, don't contact me, but if you want something new in your evening slot, please come. Just left major market, still presently employed by same group, in TV operation. Box E-29, BROADCASTING.

**Experienced announcer, newscaster** tight board, veteran, 3rd phone endorsed. Box E-30, BROADCASTING.

**Young announcer-newscaster** experienced, authoritative news. Tight board, prefers MOR. College background. Well read. Married, responsible, draft exempt. 3rd endorsed. Will relocate. Box E-32, BROADCASTING.

**Good music man** mature, intimate style, relaxing sound. Extensive music background. Writes and delivers creative and believable copy. Prefers night trick. Chicago area. Box E-33, BROADCASTING.

**Pro DJ with Pro sound.** For pro market. Available now. Box E-36, BROADCASTING.

**Negro air personality broadcast graduate,** dj-announcer. Light experience, dependable, 3rd endorsement. Will relocate. Married. Box E-46, BROADCASTING.

## Announcers—(cont'd)

**DJ-announcer—Experienced, 3rd phone.** Authoritative news. Tight board. Married. Will relocate. Draft deferred. Box E-55, BROADCASTING.

**Announcer-disc jockey.** Draft exempt, third endorsed, sales ability. Experienced, tight board, authoritative news, dependable, musical background, creative, versatile. Commuting distance N.Y.C. preferred. Box E-56, BROADCASTING.

**Good music pro.** 8 years experience. 28 years old. College graduate. Married. Currently program director. Hard working, dependable, mature. Good board, production, music, interviews. Able to take responsibility. \$175/week, minimum. 3rd endorsed. Box E-61, BROADCASTING.

**Competent 1st phone announcer, salesman** seeks MOR, rock position in southern California radio. Married, 4A, dependable. 25 yrs. old, personality plus. Tape, photo recommendations on request. Box E-71 BROADCASTING.

**Experienced news and sports announcer** seeking medium to large market. Box E-72, BROADCASTING.

**Pro jock/Entertainer/Newsmen** with oneliners and ad-libs to score with major midwest Top 100 sound. Box E-73, BROADCASTING.

**Bright, alive, experienced DJ** for major Midwest Top-100 station. Box E-74, BROADCASTING.

**Attention. Interested in continuing to learn** top forty radio your way. Pennsylvania preferred. Have three endorsed. Draft exempt. Two years experience. I like personality radio. Willing to learn. Contact Frank Churik, 739 Prince Street, Turtle Creek Pennsylvania 15145. Telephone 412-824-3120.

**Experienced news and sports director.** Play-by-play all sports. News gathering and sales. Radio-TV. Andy Denonn. P. O. Box 582, Sebring, Florida. Tel. (813) EV 5-7440.

**Announcer. Producer** of own program in NYC, with extensive copy and production experience. For part time, single days or for vacation needs. Greater New York area. (212) PL 5-5607.

**Mature announcer-chief engineer, 38,** divorced, 6 years experience, desires affiliation with friendly, smaller AM station with sense of humor. Easy, relaxed delivery appealing to adults. Need personality-type shift. Excellent DJ—talk show—superb copy writer. Can maintain any type equipment. Rusty—7 years off air. Optimum recommendations. Salary no object. Russ Myer, 2111 3rd, LaGrande, Oregon.

**Just finishing military service.** Two years with AFRTS, Guam, last 18 months as station manager. Two years commercial experience in addition to being a broadcast school graduate. Smooth, relaxed, easy listening style. 3rd phone working for 1st through CIE. Availability starting July 15. Prefer Pacific NW, or Washington, D. C. area. For tape and resume write, Bob Davis, Station manager, AFRTS, Box 148, c/o FPO, S. F. 96630.

**Young budding announcer** wants a chance. Career Academy graduate, 3rd endorsed. Wishing experience more than money. Ambitious, willing to learn, Top 40, Folk, jazz. Will relocate. Prefer near college town. Will consider all replies. Don Kinnee, 26305 Delton, Madison Heights, Michigan 48071. 313-547-6732.

**DJ-newscaster—Seeks fulltime position.** 23. Draft-exempt. 3rd endorsed. 2 years college radio. BA in radio. Some part-time experience at 5000 watt, AM-FM operation. Any format acceptable. Will relocate. Call 914-452-2838 after 6 p.m. or write James R. Taylor, 319 Dutchess Turnpike, Poughkeepsie, New York, 12603.

**Jim Stagg's interviews** with top 40 artists are now available customized for your station. 69 new Stagg Starbeat capsules each month. Link your call letters with the stars and lock up sales. Free facts and demo: Windsor Court, 1101 Forest Avenue, Evanston, Illinois 60202.

## Technical

**Manager-chief engineer.** Small or medium market. Competent, 13 years experience. Available 30 days. Box E-27, BROADCASTING.

## Technical—(Cont'd)

Chief engineer now employed desires change. Thoroughly experienced in construction and maintenance, AM to 5kw, directionals and FM. No announcing. Box E-37, BROADCASTING.

First class engineer, 17 years experience directionals, construction, bench and maintenance, seeking position outside small market radio. Box E-40, BROADCASTING.

## NEWS

Top rated reporter seeks news directorship. Can build department from bottom. Box D-230, BROADCASTING.

Dateline: Vietnam—An opportunity for aggressive regional networks or group owners to secure the services of two correspondents for Vietnam. One is experienced in news writing and documentaries, the other is returning for second trip (AFRTS vet). Minimum two-month "in-country" contract to provide news, commentary, documentaries, and "home-town" interviews for you! All serious inquiries answered. Box E-13, BROADCASTING.

18 years experience radio & TV news. Authoritative delivery. Top rated in current market for ten years. Box E-34, BROADCASTING.

Experienced newsmen, sidetracked six years present job as announcer newsmen, desires opportunity to specialize news again. Box E-62, BROADCASTING.

Over twelve years radio, experienced newsmen, available now. Box 1026, Stamford, Conn.

## Production—Programing, Others

PD & Morning man, 1st phone. Top-40. Box E-4, BROADCASTING.

Director, 32, first phone, experienced on full hour news, sports, remotes. VTR spots, switching, TD background. Now on west coast, will relocate. Box E-21, BROADCASTING.

Sportscaster (under 30) ready to take charge of aggressive sports department. Capable of projecting personality, stating opinions. TV, degree family. Top references. Box E-49, BROADCASTING.

Good music professional—28. 8 years experience. College graduate. Presently PD, pulling air shift. Married, mature, stable, completely dependable. 3rd endorsed. Currently earning \$9,000/year. Desire opportunity for more responsibility and advancement. Will pay half cost of personal interview. Box E-59, BROADCASTING.

Northern city boy in small Southern market seeks major market opportunity. 1966 earnings: \$11,000 as radio program director, TV-radio personality. Starting salary secondary to potential. Extensive experience all phases programing, air work, promotion. Box E-69, BROADCASTING.

Copywriter, male, experienced, references, car, go anywhere, now, third limited announcing, wire collect, L. Greene, Las Cruces, New Mexico.

Stagg Starbeat, Chicago's #1 top forty artist-interview series with Jim Stagg is now available customized for your station. 69 new capsules each month link your sound with the stars and lock up sales. Free facts and demo: Windsor Court, 1101 Forest Ave., Evanston, Illinois 60202.

## TELEVISION—Help Wanted

### Management

Business manager required for major market UHF TV station. Only highest qualifications will be considered. Reply Box E-39, BROADCASTING.

### Sales

Group-owned VHF station in South is seeking an Assistant General Sales Manager. Our company is among broadcasting's most highly regarded and applicants should be committed to working for a reputable, quality station. We want a man who has a record of success in local and national business and who will be ready for promotion at an early date. Send resume and photo to Box D-244, BROADCASTING.

## RADIO—Help Wanted

### Sales—(Cont'd)

Outstanding salesman wanted for nation's only charismatic TV-Radio station. Must have born again experience. Send resume to Tom Wright, Box 111, Portsmouth, Virginia 23704.

### Announcers

Booth announcer for ETV station in Northeast. Reasonable familiarity with foreign languages, good liberal arts background. Send audition tape and resume stressing educational background and announcing experience. Box D-243, BROADCASTING.

Announcer/sports — Experienced, mature man needed for mid-Atlantic net affiliate in medium market. Reply by mail only with resume, photo & VTR if possible. Nell Kuvin, WXXE-TV, Box 8765, Richmond, Va.

### Technical

Chief engineer for expanding New England television station. Must be good at maintenance. Will also consider qualified mature technician ready to move up. Box D-3, BROADCASTING.

Major midwest market TV needs 1st class engineer. VHF full power. If just recently licensed or long on experience send resume to Box D-221, BROADCASTING.

Immediate opening for Engineering—first phone Television Station, operation—no announcing. Location, Northern Lower Michigan. Box D-253, BROADCASTING.

Good opportunity for Trade School Graduates and experienced men in AM-FM-TV. First class phone required. Station fully color equipped; good pay. Southeastern area. Send resume and information to Box D-263, BROADCASTING.

Chief engineer for new UHF station in major midwest market. Your chance to build station from ground up. Must be experienced all phases of installation and technical operation, including VTR, color, and personnel supervision. You know what we want. If you have it, send complete summary, references, photo, salary to Box E-54, BROADCASTING.

A first class engineer for mountain top transmitter installation needed now. Located in the beautiful Lake Tahoe area. Send resume and salary requirements to Jim Bull, KOLO-TV, Reno, Nevada.

Major market television station is looking for top notch transmitter Supervisor. Excellent opportunity for advancement. Contact—Glenn H. Romsos, WKBS-TV, Kaiser Broadcasting, 3201 S. 26th St., Philadelphia—336-6400. Equal opportunity employer.

WREX-TV Rockford, Illinois has opening for engineer with first class ticket. PD experience not necessary. Call or write WREX-TV Dick Peck, Chief Engineer.

First phone operators for expanding TV operation. Will train. Apply Elmer Grabb, WXXI, 410 Alexander Street, Rochester, N.Y. 14607, 716-473-4160. An equal opportunity employer.

Engineering supervisor—Color-VTR—2500 mc—Degree preferred—good salary—benefits—resume to Roy Johnston, Director ITV, Northeastern University, Boston, Mass.

Television engineer—1st phone, heavy maintenance experience, excellent working conditions, fringe benefits. Immediate opening, south central Pennsylvania. Phone 717-533-9121.

Engineers: Chief for CCTV system; experience; RF and video system design capability; July 1 start. Technician to operate helical scan VTR, studio and audio equipment. Open now. Degree work possible. Contact: Instructional Broadcasting, Eastern Michigan University, Ypsilanti, Michigan 48197.

Immediate opening for chief engineer at new university CCTV facility. Must be experienced in studio-VTR and 2500 MC operation and maintenance. Supervisory experience desirable. Send resume to Director of Personnel, University of West Florida, Pensacola, Florida.

## TELEVISION

### Situations Wanted

#### Management

Director with 9 years television experience wants relocation with progressive station. Producer-director position desired. Capable, conscientious, versatile with strong production background. Box E-45, BROADCASTING.

General manager for medium to large market. Thoroughly experienced every phase, including national and local sales. Can establish new station or develop old one into highly profitable property. Also, capable manager-developer of group-operation. A quality competitor. Box E-48, BROADCASTING.

#### Sales

Television sales manager. Excellent record. My system works. Box C-95, BROADCASTING.

#### Announcers

Northern city boy in small southern market seeks major market opportunity. 1966 earnings: \$11,000 as radio program director, TV-radio personality. Starting salary secondary to potential. Extensive experience all phases programing, air work, promotion. Box E-67, BROADCASTING.

#### Technical

Engineer, excellent announcer, asst. manager, good administrator, married, desires permanency in prosperous market. Interested in TV. Nine years experience. Box D-283, BROADCASTING.

#1 or #2 position in your television station. I bring 14 years of trouble shooting, construction experience; VHF & UHF. College engineering. Permanent only. Box E-35, BROADCASTING.

Desire position as working chief, small to medium market Florida commercial. Presently chief, major ETV broadcaster. Reply Box E-47, BROADCASTING.

## NEWS

Am looking for situation where management enthusiastically believes in, and promotes, documentaries and news specials, and has sufficient technical talent and equipment to make it possible to produce top product. At present am writer-producer of monthly documentaries and news specials at major-midwestern TV station. I also research, edit, narrate, sound-mix, and film 30% of show. During past 3 years with these limitations, have won four national awards of excellence for these documentaries, plus 1 regional award and 2 state awards. Seek position where have more assistance, so can produce still better finished product. Resume, tapes, films, photo available on request. Write Box D-164, BROADCASTING.

## Production—Programing, Others

Production/operations manager. Young, aggressive, executive, with heavy background in remote, sports and commercial production in medium and major markets. Experienced in all phases of TV operations. Runs tight, well organized departments. Excellent references. Box D-201, BROADCASTING.

Chief photographer/Film director, ETV, commercial experience in film, photography, news, sports, documentaries. Seeking larger market. Box E-41, BROADCASTING.

Operations manager available. 12 years experience all phases broadcasting, currently in medium eastern market, will relocate anywhere. Resume and references on request. Box E-63, BROADCASTING.

Northern city boy in small Southern market seeks major market opportunity. 1966 earnings: \$11,000 as radio program director, TV-radio personality. Starting salary secondary to potential. Extensive experience all phases programing, air work, promotion. Box E-68, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

**WANTED TO BUY—Equipment**

**Continued**

Four In-Put production mixer for production work, must be in top shape. Write to Radio KPRL, Paso Robles, California, 93446. Or Call 238-1602.

Cash for broadcast boards, mikes, recorders, etc. Any age or condition. The Maze Corp., Box 6636, Birmingham, Alabama.

**FOR SALE—Equipment**

Television radio transmitters, monitors tubes, microwave, cameras, audio, Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable-Hellix, Styroflex, etc. Air foam and solid types. Unused at surplus prices. Guaranteed-TDR tested. Write for list. S. W. Elect. Co., Box 4668, Oakland, Cal. 94623. Phone 415-832-3527.

6 bay RCA turnstile channel 9, 6 bay RCA channel 4, 2000 feet 3/4 transmission line, reflectors, 1000 foot tower with elevator, other surplus equipment, Write Box B-255, BROADCASTING.

Spotmaster cartridge equipment, QRK turntables, will take any trade. Audiovox, 4310 S.W. 75 Ave., Miami, Florida.

For sale—1 used RCA type TTU-12A transmitter currently tuned to channel 32. This transmitter is available immediately at an attractive price. Box C-104, BROADCASTING.

One Presto 6N disc recorder with 160 LPI, 120, 96, and 88 line per inch screws, 1-D record head, playback arm, Spencer microscope and Presto 92B record amplifier. All in mint condition—\$500.00. One Ampex 350-R-4 channel microphone amplifier/mixer rack mount \$225.00. Both items FOB KCOR San Antonio, Texas 78204.

Gates studioette, ATC cartridge playback and record, Ampex 602 & speaker assembly, two 16" Gray arms, two 16" QRK turntables, two Fairchild pre-amps, two Gray equalizers, beautiful custom console desk and chair. . . . All new except studioette. Make offer, must sell. Box E-12, BROADCASTING.

For Sale: UHF equipment, good operating condition, tuned to channel 36. Station changed power. Frequency 4-TT25A1, 12 1/2 kw transmitter, complete with color correction equipment, less klystrons. 4TV 21C1 demodulator. 4TX11A1 GE sweep generator. 4FY24B2 GE filterer. TY25D GE antenna. 1185-T3 GR frequency and modulation monitor, calibrated and rebuilt Feb. 1965. Stainless T33 450' guyed tower. 500' Andrew 3/8" coaxial line. Also for sale, the following UHF equipment, good operating condition, tuned to channel 25: 1 TY25C GE antenna, 1 4PY24C GE filterer, 480' 3/4" coaxial line, antenna filterer and line available now. 1 TT25 12 1/2 kw transmitter less klystrons, available approximately 4 months. Telephone Don Kassner, Vice President WCCB-TV, Charlotte, N. C. 372-0357.

Serviced—Anything electronic, shipped, precisely repaired to factory specifications. Monitors, carts, kits, testers. 109 Pinetree Dr., Woodbridge, Va.

Mike boom and dolly RCA type good condition, quiet operation, priced at \$450. Phone Washington, D. C. 202 223-9400, extension 641.

Commercial crystals: New or repairs for Gates, RCA, Billey, W. E. and J-K oven Gates, RCA, Billey, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eldson Electronic Co. Box 96, Temple, Texas 76501. Phone 817-773-3901.

**MISCELLANEOUS**

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif, 95338.

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.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St. Brooklyn, N.Y. 11229.

**MISCELLANEOUS—(Con't.)**

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

Score a "beat" with Newsbeat! Story ideas galore! 3-month trial, \$5. Newsfeatures Associates, Box 14183, St. Louis, Mo.

One-Liners, gags, exclusive in your market! 1000—\$15.00; 2000—\$25; 3000—\$30.00. Lyn Publications, 414 Mason, San Francisco, California.

Editorials custom-written for your local market. Five per week, highest professional quality, reasonably priced. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

Owners-Managers in trouble? We can help if you will work and follow advice. Call night rates, W. T. Woods, Consulting Services, AC 612 455-7547.

Instant humor, Throw away that jokebook. Professional humor secrets revealed to give you a sparkling ad lib personality. Simple techniques, no memory work. Guaranteed. Details free. Innovations Through Research, Inc. Dept. 4J, P. O. Box 1111, Lake Grove, Oregon 97034.

Link your call letters with the stars and lock up sales with Staggs Starbeat, 69 new capsule interviews with Jim Staggs and top 40 artists each month—completely customized for your station. Put Chicago's #1 to work for you! Free facts and demo: Windsor Court, 1101 Forest Avenue, Evanston, Illinois 60202.

**INSTRUCTIONS**

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

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.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for May 10, July 12, October 4. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

**INSTRUCTIONS—(Cont'd)**

"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 May 22—June 26—July 31. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition \$295. Job placement. Housing available for \$10-\$15 per week. Located in downtown Kansas City at 3123 Gillham Road, Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

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 June 19 and August 7. 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.

FCC first phone license training by correspondence. Low cost, pay-as-you-go plan. Free particulars. The Willard Foundation, P. O. Box 1049, Washington, N. C. Z7889.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Minneapolis, Memphis or Hollywood. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90286.

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BRIGHT YOUNG PEOPLE NEEDED  
New Radio Broadcaster expanding and growing—Northern and Southern California stations need:  
1. Newsmen  
2. Ad. Lib. Interviewers  
3. Creative Copy-Salesmen  
4. Producers  
5. D.J.'s  
Ambitious men and women with Big League abilities, only.  
On-air personalities send tape and resume to: Larry Grannis  
Sales and Executive personnel send resume to: Don Estey  
Davis Broadcasting Company, 3101 W. 5th Street, Santa Ana, California

**Help Wanted—Announcers**

First Phone Announcer  
Religious oriented daytime needs First-Phone who can announce. Rise above the rat-race. You can live in the city or near-by rural communities. Plenty of good educational institutions nearby. Call or write Vern Kuehn and find out about "Bible Radio."  
WBRI, 4802 East 62nd, Indianapolis 317-255-5484

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WIBC — Indianapolis	WRKO — Boston	KQV — Pittsburgh
WIFE — Indianapolis	WSLR — Akron	
WIND — Chicago	WSPD — Toledo	
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	WTIX — New Orleans	
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**WHO'S** helping you?... find management, sales,  
programming and engineering personnel.

Station management, please call conference number 312 337-5318  
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**Help Wanted—Announcers**

**Florida Radio**

We are a large Broadcasting and Publishing Company with excellent employee benefits located in a major Florida market. We do not have openings very often but we have one now for a morning man who has medium to large market experience and knows how to handle good music in a bright and lively manner on a leading network affiliate that features personality and promotion. The man we want will be checked out in every sense of the word, however, you may send resume and recent air check in confidence.

Box E-58, Broadcasting.

**Help Wanted**

**Production—Programing, Others**

**PROMOTION DIRECTOR**

Major east coast market contemporary FM station-(group ownership) needs young imaginative promotion director. Promotional experience at youth oriented station valuable. Excellent opportunity for the right man to upgrade himself. All replies confidential.

Box E-70, Broadcasting.

**Situations Wanted Management**

Somewhere in the southern part of the United States is the owner of a small radio station who is looking for me. He would like a man with recognized management ability who can take over his operation and show a fair profit. He would be intrigued by the idea of getting a leading advertising agency top executive in his early fifties who would rather switch to a small town and live, than fight the big pressure battle and die. He would find that this man has a pretty good media sales background too. He would even give him an option to buy a piece of the action.

Box E-44, Broadcasting.

**Situations Wanted—Announcers**

**A MAN FOR ALL REASONS**

Nationally-respected announcer/executive, creative, self-starting, 25-year member of 221 music and news independent in 221 market, wants to hear from any station or group of stations offering stimulating, permanent position definitely out of New York City. California, Hawaii, Florida or Texas preferred, but eager to consider any other locale affording combination of professional opportunity, community involvement and family contentment. Money important but secondary to environment. Background covers every aspect of quality broadcasting: News and personality announcing, news directing, station operations and station management—complete with titles. Thorough knowledge of FM and automation. Promotion-minded. Energetic.

In short, here is a singularly-accredited radio pro looking for growth potential in a livable part of the country. Ready to make important contribution to progressive organization.

Box E-25, Broadcasting.

**CATV—Help Wanted**

**CATV OPENINGS**

Immediate openings nationwide for MSO Management Executives, MSO Chief Engineers, System Managers & Chief Technicians. Send resume today. No Fee!

Nationwide CATV Personnel Consultants  
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Chicago, Illinois 60611

**TELEVISION**

**Help Wanted—Technical**

**Television and Radio  
Broadcast Technicians  
Wanted**

For New England Major market UHF all color station. Experience desired. Union scale. Please reply.

Box D-225, Broadcasting

An Equal Opportunity Employer

**BUSINESS OPPORTUNITY**

**Franchise  
Distributorships  
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Leading U. S. manufacturer, expanding distributor territories, offers to those who qualify distributor franchises for background music, with wire, FM multiplex and on-location systems. Manufacturer backs your operation with factory field engineering service, selling aids, national advertising. His experts train you, work with you to help assure your success. For personal executive interview:

Box E-66, Broadcasting.

**EMPLOYMENT SERVICE**

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"365 Days of Laughs"  
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**WANTED TO BUY—Stations**

**WANTED**

AM station in Southwest, priced from \$80,000 to \$100,000. With a history of being profitable. We are financially qualified to pay cash.

Box D-83, Broadcasting.

**FOR SALE—Stations**

**Southern California**

Top rated daytimer. Needs owner-management. Gross now low but has done near \$100,000. Priced \$125,000. Terms to qualified buyer.

Box E-31, Broadcasting.

Doctor says I must "Get Out."  
Priced to sell immediately. Daytimer in two station market.

Box E-38, Broadcasting.

**Northwest station**

Valuable real estate. Excellent network affiliation. Priced at firm \$325,000. Terms available. Qualified financial principals only.

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\* Small, profitable group operation. Attractive, single-station markets. Rocky Mountain Area. Full timers. Excellent frequencies. Realistic pricing.

\* 1 KW daytimer in state Capital city. Holds CP for 10KW-D, 1 KW-N. Well equipped. Bargain for cash.

\* For professional service to buyers and sellers of broadcast properties.

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**MOUNTAIN STATES BROADCAST  
PROPERTIES, Inc.**

1615 California St., Denver, Colo. 80202  
(303) 292-3735

Dougherty owns 20% in KXEO and KWWR-FM, both Mexico, Mo. Ann. April 25.  
**WKTR-FM Kettering, Ohio**—Seeks assignment of license from Kittyhawk Broadcasting Corp. to Kittyhawk Television Corp. Principals: Kenneth D. Caywood, president. Purpose of application is to legally separate television broadcasting interests for AM broadcast interests. Applicant will remain applicant for new AM in Kettering. Ann. April 26.

**KLOR-FM Ponca City, Okla.**—Seeks transfer of control from Marrol M. Mash to Jerry L. Mash, president. Ann. April 26.

**WMNT Manati, P. R.**—Seeks transfer of positive control from Ernesto Archilla-Rivera, deceased, to Efrain Archilla-Roig, son. Consideration \$5,000. Ann. April 25.

**KBYP Shamrock, Tex.**—Seeks assignment of license from The Eugene B. Henderson Enterprises to The Irish City Broadcasting Co. for \$35,000. Principal: Malcolm W. Yarborough. Mr. Yarborough is ranch manager. Ann. April 26.

**WCFV Clifton Forge, Va.**—Seeks transfer of control from Charles F. Berry Jr. and William S. Creech to Buford D. Epperson. Consideration concerns increase of Mr. Epperson's interest from 26% to 51%. Ann. April 26.

**KOL-AM-FM Seattle**—Seeks assignment of license from Seattle Broadcasting Co. to Buckley-Jaeger Broadcasting Corp. of Calif. for \$1 million. Principals: Applicant is licensee of KGIL San Fernando and KKHI-AM-FM San Francisco, both California. Richard D. Buckley (89%) is president, chairman of board and treasurer of assignee corporation; president, chairman of board and 94% stockholder in Buckley-Jaeger Broadcasting Corp. of Connecticut, licensee of WDRG-AM-FM Hartford, Conn., and president, chairman of board and 94% stockholder of Buckley-Jaeger Broadcasting Corp. of Minnesota, licensee of WWTC Minneapolis. Richard D. Buckley Jr. is vice president and 11% stockholder of assignee, and vice president, director and 6% stockholder of corporation in Minneapolis. Ann. April 26.

**ACTIONS**

**WOL-AM-FM Washington; WOPA-AM-FM Oak Park, Ill.; WDIA and WNTL(FM) Memphis; KDIA Oakland, Calif.; WRWL New York; KFOX Long Beach and KFOX-FM Los Angeles**—FCC granted relinquishment of control from Richard Goodman, controlling stockholder of Sonderling Broadcasting Corp., through prospective sale to public of 30% of his stock. An additional 10% of stock is to be sold to public by Mason A. Loundy. After public sale, Sonderling Broadcasting Corp. will be owned by Mr. Goodman, 24.2%, Mr. Loundy, 9.7% with Egmont Sonderling retaining 24.6%. A. Harry Becker, Washington attorney, owns 1.5%. Action April 19.

**WMJR-FM Fort Lauderdale, Fla.**—FCC granted assignment of CP from Anderson-Brandel Inc. to WMJR Inc. for \$150,000. Principals: Nancy E. Crider, president (75%) and Robert A. Roberts, vice president (20%). Paul Koenig, secretary and Harley F. Melton (5%). Mrs. Crider is housewife and secretary of Broadcast Engineering Inc. Mr. Roberts is WMJR general manager. Mr. Koenig is attorney, bank director and

shareholder. Mr. Melton is WMJR program manager. Action April 19.

**WJGA-AM-FM Jackson, Ga.**—Broadcast Bureau granted assignment of CP from Robert P. Shapard Jr. to Central Georgia Broadcasting Co. Mr. Shapard is assigning CP's of stations to corporation solely owned by him. Action April 21.

**WRAJ-AM-FM Anna, Ill.**—Broadcast Bureau granted transfer of control from Pierce E. Lackey estate to F. E. Lackey, brother (25% before, 50% after) and Donald C. Michel (50% before, 50% after). Licensee Anna Broadcasting Inc. Mrs. Rubye L. Lackey is executrix of estate. Consideration \$25,237.50. Mr. Lackey owns 100% of WHOP Hopkinsville, Ky. Action April 25.

**WJBC-AM-FM Bloomington and WROK-AM-FM Rockford, both Illinois**—Broadcast Bureau granted transfer of control from Bloomington Broadcasting Corp. to The Daily Pantagraph. Bloomington Broadcasting is parent company of WROK Inc., licensee of WROK-AM-FM Rockford, Ill. Principals: At present, assignee owns 50% of Bloomington stock. Leslie C. Johnson owns 25 shares and Leslie C. Johnson, trustee for Vernon A. Nolte, owns 25 shares. Officers of corporation are Loring C. Merwin, president, Leslie C. Johnson and Vernon A. Nolte, vice presidents, Timothy R. Ives, treasurer and assistant secretary and Robert S. Johnson, secretary. Consideration \$375,000, payable to Leslie C. Johnson estate for his 25 shares and corporation will hold shares as treasury stock. After transaction, assignee will own 50 shares of stock in Bloomington, 25 shares of which will be held by Mr. Nolte (1/3 and 1/3 respectively). Action April 21.

**WSIV-AM-FM Pekin, Ill.**—Broadcast Bureau granted transfer of control from F. F. McNaughton to W. Dean McNaughton (40% before, 51% after). No consideration. Action April 25.

**WSJR Madawaska, Me.**—Broadcast Bureau granted assignment of license from Vaughn F. Currier and Melvin R. Aungst, partners, to Melvoe Inc. All assets of partnership business are being transferred to corporation and constitute consideration for interest assigned: Mr. Currier (63% before, 62.6% after); Mr. Aungst (37% before, 36.8% after); Mrs. Lois M. Currier and Mrs. Miriam P. Aungst (each 0% before, 0.3% after). Action April 21.

**WSJS-AM-FM Winston-Salem, N. C.**—Broadcast Bureau granted assignment of license from Piedmont Publishing Co. to Triangle Broadcasting Corp. Triangle is

wholly owned subsidiary of Piedmont and is licensee of WSJS-TV Winston-Salem. Consideration will concern capital stock. D. J. Chipman is president and W. L. Maynard is secretary-treasurer. Action April 25.

**KAGI Grants Pass, KOTI(TV) Klamath Falls, KTVM(TV) Medford, and KPIC(TV) Roseburg, all Oregon**—Broadcast Bureau granted transfer of control of southern Oregon Broadcasting Co., from Earle E. Voorhies, John E. Voorhies and family to Redwood Broadcasting Inc., which now owns 50% of Southern Broadcasting Co. Redwood Broadcasting is owned by William B. Smullin and wife. Upon completion of transaction, Mr. Smullin will own 70%, and the Voorhies family, 30% of Redwood Broadcasting. Redwood and Southern Oregon own 40% of KRCR-TV Redding, Calif., and operate CATV systems in Grants Pass, Medford, Klamath Falls, Cave-Selma and Roseburg, all Oregon; and 15% of CATV in Redding, Calif. Stock transfer. Action April 21.

**WGPA-AM-FM Bethlehem, Pa.**—Broadcast Bureau granted assignment of license from Pauline H. Adams and Girard Trust Bank, trustees u/d of Rolland L. Adams to George L. Roehr and Girard Trust Bank, trustees u/d of Rolland L. Adams. Principals: Mr. Roehr has no other broadcast interests. Action April 21.

**WTRA Latrobe, Pa.**—Broadcast Bureau granted assignment of license from Gerald N. Ziskind to WTRA Broadcasting Co. for \$45,000, in cause of bankruptcy. Principals: Louis Rosenberg, Paul W. and Henry J. Mahady and Kenneth E. Rennekamp (each 25%). Mr. Rosenberg is U. S. district judge for western Pennsylvania. Paul Mahady is attorney and state senator. Henry Mahady is attorney. Mr. Rennekamp is attorney and has interest in WKZR and WDJR-FM, both Oil City and WKBI-AM-FM St. Mary's, all Pennsylvania. Principals of applicant were principals of Latrobe Broadcasters Inc. Action April 25.

**WAPA-TV San Juan, P. R.**—Broadcast Bureau granted assignment of license from WAPA-TV Broadcasting Corp. to AFAW Corp. All stock of assignor & assignee is owned by Screen Gems Inc. This request is for merger. No consideration. Principals: A. Schneider, president, Jerome Hyman, executive vice president, et al. Screen Gems has interest in WOLE-TV Aguadilla-Maya-guez, P. R., KCPX(TV) Salt Lake City and WVUE-TV New Orleans. Action April 25.

**COMMUNITY ANTENNA ACTIVITIES**

The following are activities in community antenna television reported to BROADCASTING, through April 26. 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.
- Delano, Calif.—Kern Cable Co. (jointly owned by Time-Life Broadcasters Inc., Harriscope Broadcasting Co., Lincoln Deller Enterprises Inc., all group broadcasters and CATV owners, and a group of 40 individuals) was granted a franchise. The city will receive a \$20,000 advance payment on future franchise fees. Delano Cable TV and International Telemeter Corp. were the other applicants.
- Redwood City, Calif.—Nationwide Cablevision Inc., a subsidiary of Peninsula Cable Television, has been granted a non-exclusive franchise. The city will receive 2% of the annual gross revenue.
- Riverbank, Calif.—Charles W. (Pete) Hall and Harold Farrow have applied for a franchise.
- Shafter, Calif.—Kern Cable Co. (owned jointly by Time-Life Broadcast Inc. [multiple CATV owner], Harriscope Broadcasting Co., group radio and TV station owner, Lincoln Dellar Enterprises, and about 40 individuals) has applied for a franchise.
- Stockton, Calif.—California Antenna TV, American CATV (multiple CATV owner), and General Electric CATV (multiple CATV owner) have each applied for a franchise.
- Aurora, Colo.—Time-Life Broadcasting Co. (multiple CATV owner) has applied for a franchise. The system would carry nine channels and a 24-hour news and weather station.
- Middlesex county, Conn.—Shoreline Cable TV has applied to the State Public Utilities Commission (PUC) for a franchise to operate a system in Clinton, Westbrook, Old

- Saybrook, and Essex.
- Hartford City, Ind. — Soundvision Inc., Dixon, Ill., has applied for a franchise. The system would provide 12 channels.
- South New Castle, Ind.—Lawrence Cablevision Inc. has been granted a franchise. The city will receive \$100 annually.
- Albia, Iowa—United Transmission Inc., subsidiary of United Utilities Inc. the parent company of United Telephone Co. of Iowa, has applied for a franchise. A special election will be held May 23 concerning the granting of the franchise. Should the franchise be granted, subscribers will pay a maximum monthly service charge of \$5. A maximum of eight channels would be carried by the system.
- Algona, Iowa—Electronic Specialties has applied for a franchise. The city would receive an estimated \$1,800 annually. Maximum monthly service charge and installation fee would be \$8 and \$30 respectively.
- Ottumwa, Iowa—Televewers Inc., owned by radio station KBIZ (50%) and 24 Ottumwa citizens (50%), has applied for a franchise, subject to a special election before June 1. KBIZ is owned by group broadcaster, Post Corp., which owns television station KTVO Ottumwa.
- Jonesville, N. C.—Yadkin Valley Cablevision Corp. has been granted a franchise.
- Bryan, Ohio—The Williams County Broadcasting System Inc., operator of WBNO Bryan, has applied for a franchise. The system would serve about 1,000 homes at a rate of \$5 per month. The city would receive 3% of the annual gross revenue.
- Anadarko, Okla.—Oklahoma Cable System Inc., Oklahoma City, has applied for a franchise. The proposed nine-channel system would cost subscribers \$0 a month.
- Penn Hills Pa.—Centre Video Inc., State College, Pa. (multiple CATV owner), has been granted a franchise. The township will receive 3% of the annual gross revenue. Installation fees and monthly service charges are \$5 and \$4.50 respectively.
- Lubbock, Texas—Lubbock Television Cable Co. has put its \$1.5 million nine channel system into operation. Subscribers will pay a \$6.50 monthly service charge and a \$16.50 installation fee.

**FOR SALE—Stations—(Cont'd)**

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N.Y.	small	daytime	\$135M	terms
Fla.	medium	daytime	125M	cash
East	medium	fulltime	252M	75M
South	TV	profitable	850M	cash
West	TOP 50	daytime	200M	20%

**CHAPMAN ASSOCIATES**  
 2045 PEACHTREE, ATLANTA, GA. 30309



**F**OR the past year Julie Chase Fuller has been getting on planes, living out of a suitcase and subsisting on airline and hotel meals.

During the same period spouse Andrew Fuller has been existing on home-cooked, albeit refrigerated sandwiches and casseroles, while the lady of the house in Worcester, Mass., visits various chapters of the American Women in Radio and Television and foreign countries to explore international membership for AWRT.

This week at AWRT's 16th annual convention in Atlanta, Mrs. Fuller, director of community service for WTAG Worcester, will hand over the gavel to her successor. "I'll miss the excitement, but I'll be glad to get back to normal life."

Normalcy, however, becomes a matter of semantics when talking about Mrs. Fuller's life.

Coming out of the Chester, Vt., high school as valedictorian in 1940, she went to Syracuse University, Syracuse, N. Y., took an accelerated program and received her baccalaureate in three years, graduating magna cum laude.

How does a smart girl work her way through college? In Julie's case it was a Rosie-the-Riveter approach on the midnight shift at Easy Washing Machine Co.'s plant that had been converted to war material production.

More normalcy: Working as a barmaid in a Vermont inn one summer, she filled in for the bartender, created a drink with "a little bit of everything in it" for the cook and it was added to the menu as the "Julie Special."

This past year the normal routine of doing a talk show on WTAG as well as handling all the community service programming and promotion for the station has been augmented by the work that accompanies the AWRT presidency.

**Jingles and Dramas** ■ The tall Vermont-bred blonde has been in radio for 23 years, starting out writing singing jingles in Boston and writing radio dramas for Raytheon Manufacturing. It may have been a prosperous wartime economy, but the word hadn't been passed to Julie. "My salary was \$8 a week with extra given to me for dramas written. I not only wrote the dramas, but worked out sound effects and music, and produced them."

It was while producing those dramas that she heard of an opening in the WBZ Boston production department. In 1944 she applied for and got the job and later became production director.

But, as she recalls it, "the ham was still there," so when an on-air opening turned up at WTAG in 1946, Julie went after it.

To this day she is astounded by her audition in Worcester where "they auditioned me as a piano player. My predecessor had played the piano beau-

## Julie Fuller: pacemaker in AWRT's world

tifully. I don't and never did, and when they asked me to play it was getting pretty grim."

Piano playing aside, the job was hers, and now 21 years later, she adds: "I've never played the piano on the air."

**Professional Acceptance** ■ In the years she has been a part of the broadcasting industry, Mrs. Fuller has seen women become increasingly accepted for jobs where even a decade ago they wouldn't have been considered. But she thinks one "underlying problem" from the dark ages of feminine acceptance into the business world exists: to be accepted as a professional.

Dealing with management is also a somewhat rougher chore for a gal than it is for a guy, she feels. Women—at least men prefer to think—are emotional creatures, far more so than the male of the species. So, she finds: "when you go into a meeting with man-

agement you're doubly careful to think without emotion."

As far as on-air work is concerned, she thinks news coverage is still the most difficult area for women to break into. "Men just don't like to hear women doing news—at least in this country," she explains. Overseas, she adds, women do more hard-core news.

Julie Chase Fuller is well versed on what is going on overseas. Within the past few months she has been in London to make plans for a 1970 international meeting of the women broadcasters, and in the Orient to explore international membership for AWRT.

In addition, she and her husband have conducted tours around the globe for the past 15 years. The tours and her vacation seem to fall at the same time.

This sideline guide program actually started with one of her sponsors, a travel agent, who suggested that Julie and Andrew Fuller get the feel of the sponsor's product by taking a group of New Englanders on a packaged tour.

**Global Shepherds** ■ Since then the Fullers, with tape recorder and movie camera, yearly have been shepherds to groups of 30 or more on trips to Europe, the Caribbean, the Far East, the Greek Islands and Hawaii.

Just prior to her trip to the Orient last month, Mrs. Fuller was in Chicago to accept for AWRT an award from the National Association of Broadcasters for AWRT's contributions to the industry in the past 16 years.

It was recognition of an association with 43 chapters and 1,900 members. "It used to be," she recalls, "that an AWRT member would have a woman's show—recipes and household hints. Today the members are from advertisers, agencies and public relations firms as well as broadcasting."

Even more important, she adds, is that AWRT meetings aren't geared to gossip. The meetings are "stimulating." The women "talk about ideas and promotion. They ask how you handle news stories, how you handle spots."

Broadcasting has been growing up and the women in it have kept pace with the industry, Mrs. Fuller feels. She notes her daily talk, call-in show on WTAG covers adult topics and reflects society's growth in accepting programming that not too many years ago would not have gotten beyond the idea basket of a station manager.

In her own case, she recalls the only time it was necessary to delete a caller's remarks with a music fill. It did not come in a discussion of abortion, birth control or homosexuality, sexual freedom or venereal disease.

In the normal world of Julie Chase Fuller the caller turned out to be an average housewife who cut loose with a "string of profanities" in describing the sorry state of a soggy pie crust.

### WEEK'S PROFILE



Julie Chase Fuller—President, American Women in Radio and Television, 1966-67; director of community service, WTAG Worcester, Mass.; b. Chester, Vt.; BS Syracuse University, Syracuse, N.Y., 1943; jingle, radio drama writer, Boston, 1943; WBZ Boston production department, later production director, 1944-46; WTAG, 1946-present; m. Andrew C. Fuller, Sept. 8, 1945; member—Worcester International Center, Worcester Art Museum, Worcester Business and Professional Women's Club, Worcester League of Women Voters, Worcester Players Club, director of Massachusetts 4-H Foundation; hobbies—travel, cooking, sports car rallies, racing.

Back to Athens

THE George Foster Peabody awards are becoming an embarrassment to the media they are supposed to encourage. They were even embarrassing to John Charles Daly, a member of the Peabody board, when he presented the 1966 awards a fortnight ago at a New York luncheon meeting of the Broadcast Pioneers.

Mr. Daly, whose audience contained a heavy representation of broadcasters, omitted from his reading of citations a number of gratuitous insults they contained. The omissions, as reported in detail in last week's issue of this publication, spoke of television's "mediocrity," its appeal to 12-year-old minds and its overcommercialization.

The newspaper accounts of the awards were not as graceful as Mr. Daly. In all those that we saw the slurs were fully reported.

With the present company of judges, the Peabodys promise little improvement. The chairman of the Peabody advisory board is Bennett Cerf, chairman of Random House, which is now a subsidiary of RCA. When his company was merged into one that also owns NBC Mr. Cerf was ill advised to stay on as the chief judge of awards that have been coveted by all networks and stations.

Until the Peabodys are restored to their original purpose which was to recognize distinguished achievement and not to indulge in wild swings of criticism, broadcasting organizations ought to quit giving them house room. If the University of Georgia, which administers the awards, wants to proceed on the current course, let it put up its own money for presentation ceremonies, for which a suitable site would be Athens, Ga., where the school is situated.

Why Washington?

IT is painful to note that it has taken the American Association of Advertising Agencies all of its 50 years to conclude that *perhaps* Washington is sufficiently important to warrant fulltime representation to establish "an economic justification of advertising."

The attack against advertising now in full siege began more than two decades ago. While the trade associations identified with advertising per se were probably too preoccupied to consider Washington their battleground, their members for the most part recognized the threat. During World War II, when rigid controls were imposed on goods in short supply, many trade associations moved their headquarters to Washington. Most have remained and have been augmented by others so that Washington is in fact the trade-association capital too. But their primary interests are single purpose; advertising is a secondary factor.

Seven years ago the erstwhile Advertising Federation of America (now the American Advertising Federation) proposed moving its headquarters to Washington. It settled for a small office that did not have the muscle or prestige to become the all-inclusive advertising voice.

There has always been the fallacious notion that Washington is a place to stay away from, that it means trouble. It is that kind of fuzzy thinking by even the most talented men who sway millions with their brilliant copy writing and scintillating campaigns that has deterred advertising men from making Washington their beat.

With multi-billion-dollar advertising budgets at stake, Washington is no parttime assignment for advertisers or their agencies. Pennsylvania Avenue is less than a jet hour away from Madison Avenue. But the climates are entirely different. As we said seven years ago, there is a "feel" about being on the scene and part of the Washington en-

vironment. It is little different from the state house or legislature in any one of the 50 states. The chips are simply bigger. The considerable persuasive talents of the leadership in advertising could, in our view, deter and eventually reverse the present trend toward rigid controls.

The fire is in Washington, not in New York or Chicago or Detroit. The fire-fighting equipment can't be shuttled back and forth, to answer every alarm. This is a conflagration not likely to burn out any time soon.

We respectfully suggest that a unilateral attack by a single trade association through a branch office is not the answer. What is needed is a task force, expertly staffed, representing all major trade associations identified with advertising, to operate as a permanent unit in Washington to perform the missionary work essential to tell and retell the story of advertising's indispensable contribution to the national economy as only advertising's statesmen can tell it.

Talk about discrimination

THE United Church of Christ, it now becomes apparent, has assigned itself the commendable job of eliminating racial discrimination from radio and television. But it is going about its self-appointed work with shocking disregard for the same civil rights it professes to be advocating.

Last week three agencies of the church petitioned the FCC to adopt a rule requiring all broadcasters every year to submit proof that they are not practicing discrimination in their hiring. It would be no different in principle if the church requested the Congress to pass a law requiring every citizen to prove once a year that he is not engaged in counterfeiting, kidnapping, income-tax evasion or the commission of other violations of federal law.

There is already a federal statute, enacted in 1964, that prohibits any business in interstate commerce from practicing racial discrimination in choosing employes. The same law provides legal remedies for those who consider themselves the victims of discrimination, but the burden of proof is where it belongs—on those who are aggrieved.

The Civil Rights Act of 1964 applies to radio and television stations. Why should they, alone among the myriad of other enterprises, be considered guilty of civil-rights violations until they prove themselves innocent?

This is one petition for rulemaking that the FCC ought to reject out of hand.

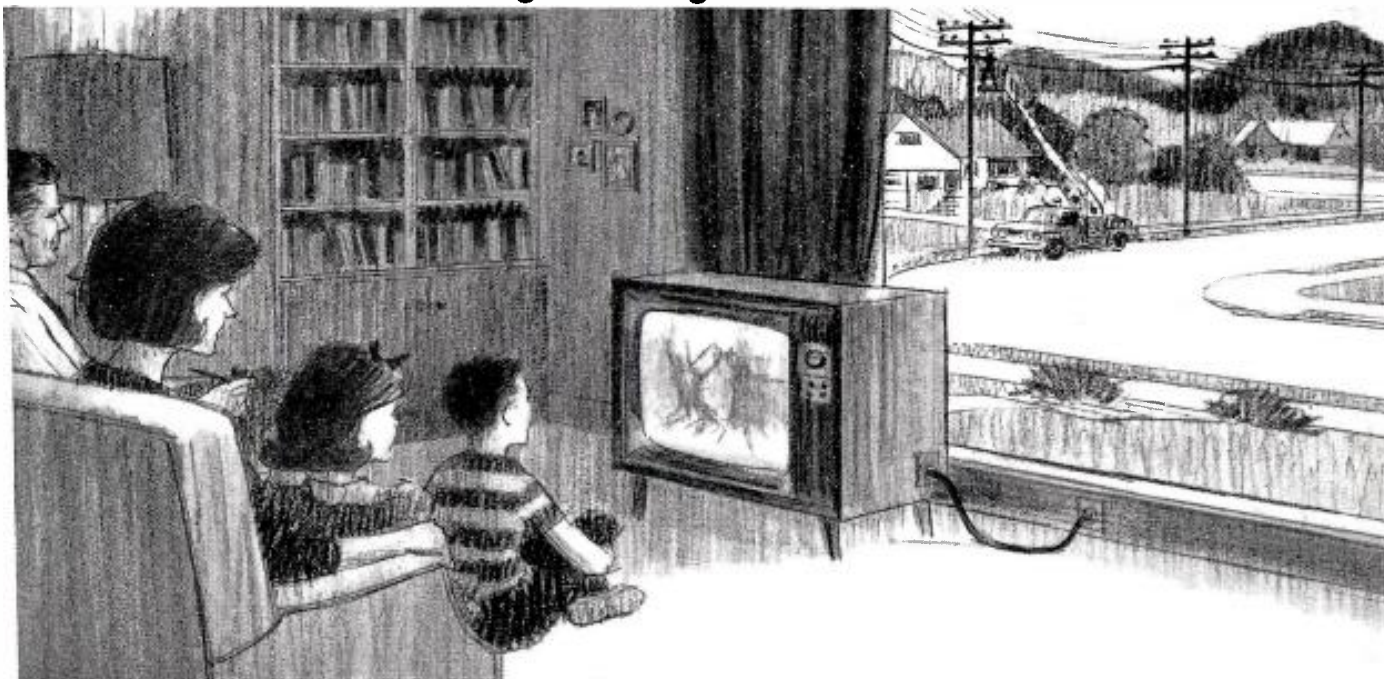


Drawn for BROADCASTING by Sid Hix

"Don't be so damned bull-headed. . . Admit you made a lousy forecast!"

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in continuous seamless lengths up to ½ mile. This means fewer splices, fewer trouble points, less maintenance . . . and less labor cost. And because it's seamless, it's water and vaporproof . . . won't stop the signal short of target. All in all, you get improved electrical performance from Times cable and matching Timatch connectors. Long after so-called economy cable has been replaced, Times cable will still be a top performer, even while you're upgrading your system.

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