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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Networks quicken pace toward all-color in prime time. p27  
Special report: FM's face fall program-split deadline. p40  
A new proposal advanced for the regulation of CATV. p56  
Action on multiple-ownership rules runs snagged. p66

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## WHAT'S AN Influencible?

...stener. Specifically, a Storz  
...o listener. Influencibles  
...the "in-touch" young  
...terns with ideas... buying  
...as. It stands to reason that  
...en you talk to the greatest  
...mber of people in a given  
...rket, your product or  
...vice gets known, and  
...ght, faster. Got something  
...sell? Influence the  
...uencibles.® On a Storz  
...tion you get action where  
...ounts—in sales.

© 1965 Storz Broadcasting Co., Inc.

# STORZ



WDGY Minneapolis-St. Paul  
(Blair)  
KXOK St. Louis  
(AM Sales)

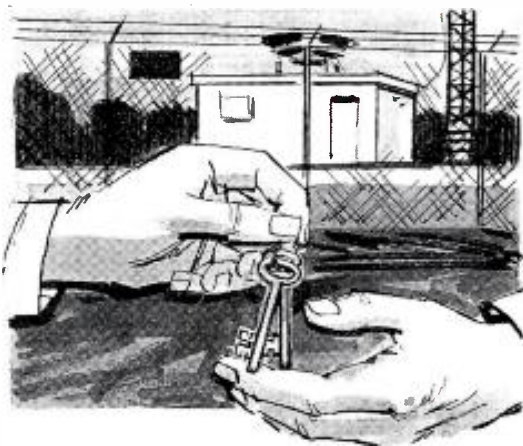
WHB Kansas City  
(Blair)  
WTIX New Orleans  
(Eastman)

KOMA Oklahoma City  
(Blair)  
WQAM Miami  
(Blair)

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# YOU CAN RELY ON **JERROLD'S** **15** YEARS OF **CATV EXPERIENCE**

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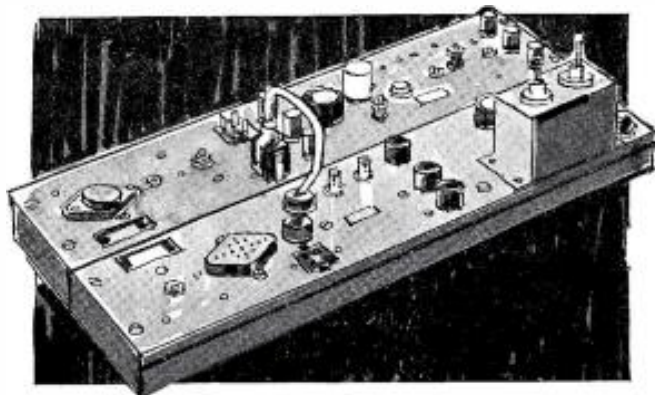
## **TURNKEY SERVICES**

Don't contract for less than the best.

Jerrold has built more systems on a turnkey basis than any other manufacturer-contractor in the CATV business. When you contract with Jerrold for a turnkey system, you get a complete job, including:

- Market and Feasibility Surveys
- Cost Estimates
- Antenna-site survey and selection
- System Engineering
- System Financing
- System Construction, by the industry's most experienced crews

Also, Jerrold will supply any or all of the above services on an individual basis.



## **THE CATV INDUSTRY'S MOST RELIABLE SOLID-STATE TRUNKLINE EQUIPMENT**

The famous Jerrold Channel Commander made 12-channel system capability a reality. Jerrold solid-state amplifiers and automatic-gain-control units, manufactured to the industry's most rigid quality-control standards, are recognized by system operators as the finest in CATV. Jerrold microwave gear, specially designed to meet the needs of CATV, is known for its reliability in installations ranging from the shortest single hops to the most complex multi-channel, multi-hop systems. Jerrold makes the industry's most complete, most reliable line of CATV equipment.



CATV Systems Division, JERROLD ELECTRONICS CORPORATION  
15th & Lehigh Ave., Philadelphia, Pa. 19132 • Phone (215) 226-3456

**FIRST IN CATV!**

**THE NATION'S LARGEST AND MOST EXPERIENCED MANUFACTURER-SUPPLIER OF CATV EQUIPMENT AND SERVICES**

ST. LOUIS TELEVISION IS A BRAND-NEW BALL GAME

# ST. LOUIS' MOST IMPROVED STATION!

TOTAL VIEWING UP 14.4%  
PRIME TIME VIEWING UP 19%

Source: ARB Homes — Mar. '65, Mar. '64

THE  
EXCITING  
NEW

**KTVI** Channel **2**  
ST. LOUIS **abc** **HR**



First in Dallas, the magnificent new 52 story First National Bank Building looms above the ever expanding skyline of Dallas.

# ACCENT ON ACTION!

The Dallas-Fort Worth market continues to grow by leaps and bounds. Just one of the accents on the burgeoning economy in the nation's 12th ranking market.

Viewers in the market depend on KRLD-TV for the finest information and entertainment in television. Channel 4, the "Housewife Preferred" station, leads the second station in the market by 79.7% homes delivered per average quarter hour from 9:00 AM to 4:00 PM Monday through Friday, according to the March 25-April 21, 1965, NSI rating.

See your ATS representative for a schedule accented with action.



represented nationally by Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President



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

## Panic button

Members of both House and Senate are being besieged by constituents with "don't black-out our CATV channels" plea. Hundreds of telegrams and letters during past 10 days indicate campaign stimulated by CATV operators. Most support Harris Bill (HR 7715) which would set ground rules for FCC regulation of CATV but no licensing. Virtually all oppose new copyright bill to prevent CATV's from picking up broadcast programs without consent of copyright holders (BROADCASTING, May 31) but general theme was "don't let anything happen that hurts CATV."

*But big fight ahead relates to telephone company activity in CATV. Question being raised is, "Who's business is it?—CATV or Bell companies or independent companies identified with USITA?" Bell companies propose only to supply circuits and hardware but independents want to go all way, contending they can do it without necessity of local franchises.*

## UHF penetration study

Most widespread and detailed sampling of UHF TV set penetration ever conducted is to be undertaken by U. S. Census Bureau this summer, covering major markets primarily, in 368 primary sampling areas in all 50 states. Bureau's initial sampling of UHF circulation is being made at joint request of FCC and Advertising Research Foundation and financing will be by ARF through contributions from television networks.

*Total of 25,000 completed questionnaires will be basis of report to be issued in October. It is understood in future sampling will be conducted by bureau on semi-annual basis. "Ability-to-view" benchmark of UHF TV is statistic of value to all segments of TV broadcasting and advertising.*

## Group owners rally

Deferred meeting of multiple owners in television, originally scheduled for April 29-30, has been rescheduled for July 20-21 at WGN's Mid-America Broadcast Center, Chicago, at call of steering committee. Group owners having stations in top 50 markets (excluding networks) are being invited. Steering committee comprises George B. Storer, Sr., Storer Broadcasting Co., Frank M. Smith, Capital Cities Broadcasting Co. and Ward L. Quaal, WGN Inc.

# CLOSED CIRCUIT®

*Originally meeting was postponed because of uncertainty of manner in which regulatory ball might bounce following FCC's fiat that any transfers involving top 50 markets automatically would go to hearing, barring extenuating circumstances. With FCC action expected this week (see page 66) and with hearing scheduled before Senate Communications Subcommittee next Wednesday (June 23), broadcasters group then would have roadmap for future activity.*

## NAB's TIO tab

If NAB wants to supply all of its television members with full service of Television Information Office, it will have to jump its annual contribution to TIO of \$75,000 to \$350,000. That, it's understood, is crux of recommendation TIO Chairman Willard E. Walbridge, KTRK-TV Houston, will make to NAB Television Board at its meeting Thursday (June 24) at Buck Hill Falls, Pa.

*Three networks, which now contribute \$195,000 of TIO's total \$550,000 budget, insist they won't increase their contributions, preferring to go it alone if need be. CBS and NBC now match NAB's current contribution of \$75,000, while ABC contributes \$45,000, with balance of budget coming from individual television stations. Best bet: status quo with TIO continuing outside of NAB fold.*

## WGN news expansion

Expansion of news operations constitute primary objective of trip to Europe by Ward L. Quaal, president of WGN Inc. Mr. Quaal will explore on spot means of establishing news coverage from London, Paris and Madrid. Possibilities of using Comsat also will be investigated. WGN domestic news bureaus now are providing service for affiliated properties but contemplate service on contract basis to other station groups.

## Busy signal

What may become test case on telephone company competition in CATV operations is under scrutiny of FCC, hamstrung now by lack of clear cut authority to regulate wire medium. Pacific Telephone Co. has offered turn-key job to serve Pacifica, San Francisco suburb, on ground it needs

no authority from city of Pacifica because, as common carrier, it's business is to lease facilities. Applicant, which has received city franchise, plans to protest to FCC when tariffs are filed in hope of blocking AT&T or Bell client preemption of market.

## P & G steps down

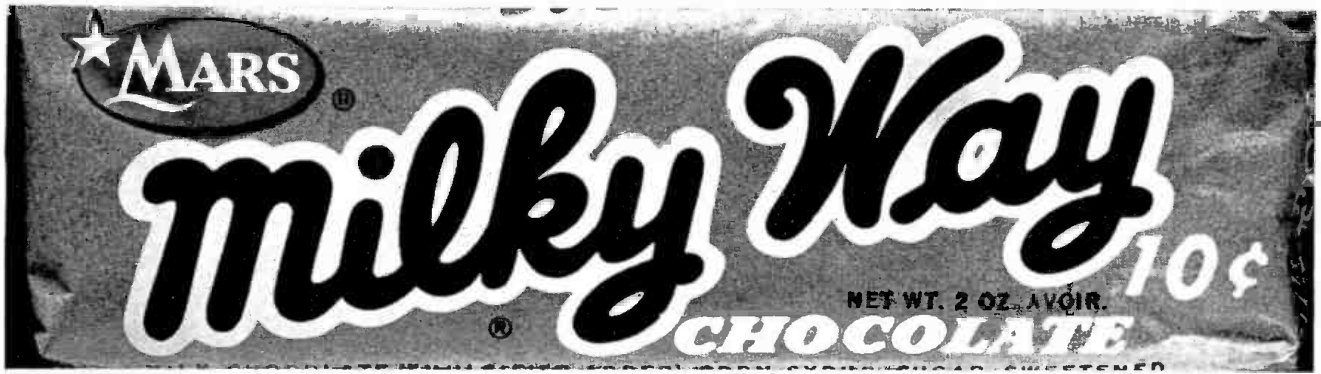
Procter & Gamble, which waged vigorous battle against "triple-spotting" and warned stations it would not pay for its commercials placed adjacent to "piggyback" announcements (BROADCASTING, Dec. 16, 1963), has reversed its policy. Television's top investor for many years (approximately \$150 million in 1964), P & G, through Compton Advertising, has been advising stations and representatives quietly that henceforth it will abide by NAB regulations which permit three consecutive announcements in prime time. P & G had invoked its non-payment or make-good policy only on few occasions.

## Cox consent

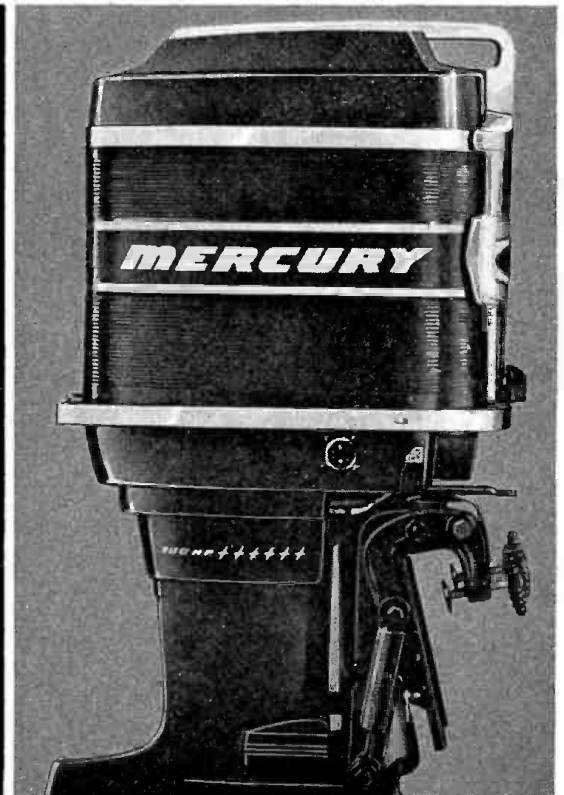
FCC Commissioner Kenneth A. Cox was first to give assent to issuance of notice of proposed rulemaking on multiple ownership (see page 66). And he gave it by long-distance telephone Thursday evening from Ketchikan, Alaska, where he had addressed Alaska Broadcasters Association. FCC Chairman E. William Henry telephoned him for confirmation of previously expressed opinion in view of changes in document. Those changes, it was indicated Friday, extend not only to proposed limits on cross-ownership of broadcast and newspaper properties, but to proposed limits on TV properties broadcasters could own within one state.

## CATV chain

Within past few months two former executives of Polaris stations have quietly but efficiently built foundation for CATV empire through new firm of their creating, Telesis Corp., Chicago. They are Richard Shively, president, and Charles Bevis, vice president. They now have eight CATV systems under construction, hold franchises for systems in 13 other areas and have still more applications pending. Heading their technical development subsidiary: Jack Hopkins, formerly of WSM-TV Nashville.

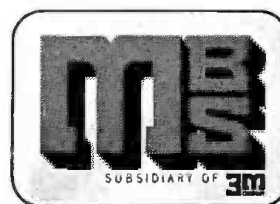


**QUAKER  
STATE  
MOTOR OIL**



## **The wise money's on Mutual!**

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



MUTUAL BROADCASTING SYSTEM

# WEEK IN BRIEF

Color, color and more color is in store as ABC and CBS plan to have 1966-67 prime-time schedules full of hues and tints. RCA announces \$50 million expansion to double color tube output in three years. See . . .

## ALL-COLOR TV . . . 27

Mediators are busy bees in area of CATV regulation. Broadcasters, CATV operators and Congress taking interested look at resurrected plan to regulate CATV through amended Communications Act. See . . .

## WAY TO SETTLEMENT? . . . 56

FCC's rulemaking on 50% nonduplication of AM-FM operations in cities of more than 100,000 finds owners moving at snail's pace. Rule goes in effect Oct. 15 but 112 waiver requests are still pending. See . . .

## DRAG ON PROGRAM SPLIT . . . 40

AM-FM rep firms not overly enthused about selling major and medium-market FM's separately when non-duplication rule goes into effect. Some firms urging FM's to go to specialized reps. See . . .

## LIMITED ENTHUSIASM . . . 44

FCC still trying to shed more light on dark-UHF situation. Fourteen permittees and applicants get six-month extension and renewal to sell or go on air. Seven applications denied additional time. See . . .

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Wadsworth's dissent, Bartley's demand for changes in draft notice leaves proposed multiple-ownership rules still hanging fire. Staff revision expected this week, but little real change seen. See . . .

## RULES HIT SNAG . . . 66

Community antenna television remains at top of agenda at coming five-day meeting of NAB boards in Pennsylvania. Proposed PR program, status of TIO, Schroeder memos also up for discussion. See . . .

## BUSY AGENDA FOR BOARDS . . . 68

Carriers, networks up in arms over Early Bird. CBS and NBC protesting planned rates. Say carriers shouldn't be able to veto satellite users. Carriers arguing over who should have rights. See . . .

## BIRD COSTS SOAR . . . 78

In counterattacks, TIO produces its own study of TV audience showing better paid, better educated adults are spending more hours in front of set. Survey rebuts Lou Harris and newspaper polls. See . . .

## TIO'S POLL CLIMBING . . . 72

CATV operators answer broadcaster's arguments made at House hearing. NCTA statement says survival of free television isn't threatened by CATV. Says broadcasters' not CATV, will bring about pay TV. See . . .

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## Broadcasting

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

# When Wmca announced the names of 116 housewives 117 housewives called back.

The response was 101%.

When we announced the name of Mrs. Smith on Greenwich Avenue, as a Plaid Stamp winner, Mrs. Smith on Greenwich Street called us. So did Mrs. Smith on Greenwich Avenue. And so did the other 115 housewives whose names were announced that month.

Actually, Wmca Good Guys started announcing Plaid Stamp winners early in February, 1964. Each day the names of four married women were announced only once, between 7:00 A.M. and 4:00 P.M.

If these women called back in ten minutes

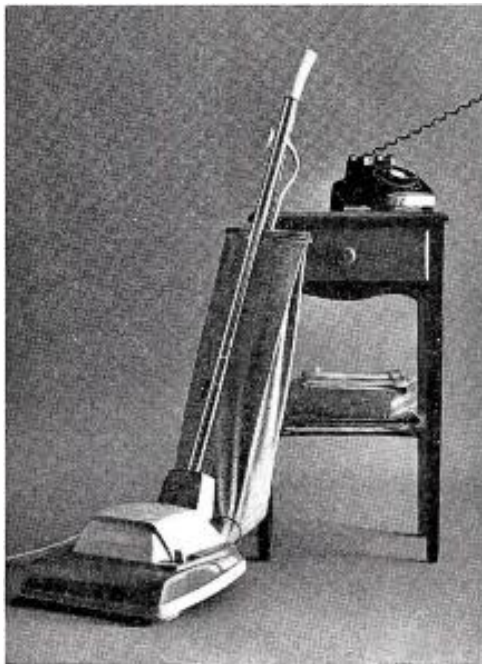
they won two books of Plaid Stamps.

In a 40 week period only 23 out of 1160 housewives failed to call back within ten minutes. Half of the 23 phoned subsequently to explain that they were "in the shower" or "driving the car" or "on vacation."

Certainly this is a spectacular response. Of course, more housewives listen to Wmca between noon and 6:00 P.M. than to any other New York station.\*

But now you know how well they listen.

We think your client will listen well, too, when you tell him about Wmca.



## wmca turns people on.

(AND ALL KINDS OF WONDERFUL PEOPLE TURN ON Wmca.)

the straus broadcasting group  
415 madison avenue  
new york, n.y. 10017 (212) MU 8-5700  
**wmca—new york—570 kc**  
represented by robert e. eastman & co., inc.



\*ADVERTISERS AND THEIR AGENCIES ARE REFERRED TO SURVEY REPORTS FOR DETAILS. DATA QUOTED OR DERIVED FROM AUDIENCE SURVEYS ARE ESTIMATES SUBJECT TO SAMPLING AND OTHER ERRORS.



## WBC turning KYW into all-news plant

KYW Philadelphia will become all-news operation in six to eight weeks, Donald H. McGannon, president, Westinghouse Broadcasting Co., announced Friday (June 18). WBC resumed operations in Philadelphia over weekend as it swapped radio-TV properties with NBC, which moved back to Cleveland on FCC order (BROADCASTING, June 14).

KYW will remain NBC affiliate until all-news operation begins. WINS New York, also owned by Westinghouse, switched to all-news in April (BROADCASTING, March 22).

Mr. McGannon said KYW-TV will continue *Johnny Carson Show* in present time slot from NBC-TV and will find new time period for Westinghouse-syndicated *Merv Griffin Show*. Production of *Mike Douglas Show*, also syndicated by WBC Productions will move from Cleveland to Philadelphia in about six weeks.

Mr. McGannon said 18 Westinghouse personnel were transferred from Cleveland to Philadelphia with NBC sending 16 in opposite direction.

Executive appointments, in addition to those already announced: Earl Higgins, business manager, AM-TV; James Monro, TV public relations director; Al Primo, TV news director; Win Baker, TV program manager; Dave Henderson, TV sales manager; Charles Pickering, TV assistant sales manager; Doug Schull, AM promotion manager, and Thomas Tiernan, AM sales manager.

### Lever color spots

Decision to go color in commercials this fall apparently has been made at Lever Brothers. It's reported that Lever's commercials will show up in color on at least two shows on CBS (*Lucy and Sullivan*) and three on NBC (*Please Don't Eat the Daisies*, *Mr. Roberts* and *Get Smart*). Lever's commercials now are all in black-and-white. Also being studied: probable use of color prints for Lever's spot commercials as well.

### Seeks review of press rates

NBC asked FCC Friday (June 18) to suspend amendment to AT&T tariff, scheduled to become effective June 28, imposing new limits on use of lower "press rates." Network also asked com-

## TV 'clutter' doesn't hurt impact at all

### RECALL OF SPOT IN OR OUT OF OTHER ITEMS IS EQUAL

New light on controversy over effect of "clutter" on TV commercials was seen Friday (June 18) in research showing commercials in "clutter" situations generated as much viewer recall as those in "island" positions.

Study was conducted among Chicago housewives by three research executives of Needham, Harper & Steers and was reported in June issue of Advertising Research Foundation's *Journal of Advertising Research*, out Friday.

Recall levels for "clutter" commercials (those near credits, promos, spot announcements, etc. at start or end of program) and for "island" (isolated) commercials were found to be practically identical, whether in daytime or nighttime programs.

Study found other positionings that did produce differences, however. Among findings:

- There was no substantial difference between recall levels for average daytime and average nighttime commercial—finding that agency authors thought worth consideration "in view of approximate three-to-one cost ratio per unit of audience between these two day

mission to reject amendment after hearing.

Proposed amendment would prohibit press rates schedule unless customer utilized private line more than 50% of time for collection and dissemination of news. At present, rates apply to those services used by news media in collection and dissemination of news.

### Straight buy better than PI, David says

Per Inquiry proposal to radio stations by Warner Electric Co., Chicago, prompted wire Friday (June 18) from Radio Advertising Bureau's Miles David, executive vice president, calling Warner's approach "self-defeating." Mr. David wired Warner Electric if bonus money advertiser budgeted for PI promotion (\$150,000 over 90-day period) was converted to "straight time buy" advertiser could produce more "sales impact."

Stations, according to proposal, would receive "points" based on amount of inquiries that spots generated and dollar volume of product sold via PI, with leaders in points becoming eligi-

parts." Recall was higher, however, for commercials scheduled between 8 p.m. and 9:30 p.m. than for those during 6:30-8 p.m. period.

- In-program commercials attained "relatively large advantage" over "spot" (between-programs) commercials, but authors said this may have resulted partly from usually greater length of in-program messages. Recall levels were found to rise "consistently" with increasing commercial length.

- Rating of program had "no appreciable influence" on commercials in daytime programs, but at night highly rated shows got "substantially higher" recall. Recall was higher in nighttime sponsored shows than in nighttime participating shows, regardless of rating.

- In daytime, commercials in serials generated "somewhat more recall" than those in other program types. Those in situation comedies "fared least well." At night, program type seemed to have "relatively little" effect on recall.

Study was by NH&S's Lyron T. McMurtrey, director of media research, and William D. Barclay and Richard M. Doub, research supervisors.

ble for cash bonus up to \$5,000. Spots net station 25 cents per inquiry, it was noted by Warner Electric. Agency—Reynard Press—prepared commercials on fee basis but no agency commissions are involved in PI deal.

### Repeal of excises due today

Presidential signature is expected today (June 21) on excise tax reduction bill eliminating 10% manufacturers' tax on radios, TV's, phonographs and host of other consumer goods.

Bill sailed easily through both houses of Congress last week following minor changes made by joint conference committee.

### Comsat studying protests on TV rates by networks

Communications Satellite Corp. officials Friday (June 18) were preparing replies to protests to FCC by three television networks against rates and other provisions filed by Comsat May 28 for use of Early Bird communications satellite. Objections were filed by CBS,

## WEEK'S HEADLINERS

**Alfred L. Mendelsohn**, sales manager of EUE / Screen Gems, commercial films producer of Screen Gems Inc., named VP and general sales manager with offices in New York. Mr. Mendelsohn joined Elliot, Unger and Elliot as sales manager in 1959 at time company became Screen Gems subsidiary. He was made general sales manager in 1962. Prior to joining EUE, he was with Universal Pictures Corp., Hollywood.



Mr. Mendelsohn



Mr. Klauber



Mr. Rich

**W. Robert Rich**, VP and general sales manager of Seven Arts Associated Corp., appointed executive VP and general manager of Seven Arts Television, new subsidiary of Seven Arts Production Ltd., which will develop programs for network presentation and syndication (see page 52). Mr. Rich has been active in sale of TV features,

programs and series since 1955. **Donald Klauber**, VP and national sales manager, Seven Arts Associated, promoted to VP and general sales manager with responsibility over feature film sales.



Mr. Thrower



Mr. Mitchell



Mr. Harris



Mr. Freeman

**Fred Thrower**, executive VP and general manager of WPIX(TV) New York, elected president of WPIX Inc., (WPIX-FM-TV). Mr. Thrower, who joined station in 1953, was named to board in 1953 and elected executive VP in 1961. VP's **Otis Freeman**, **Blaney Harris** and **T. E. Mitchell**, elected to board. Mr. Freeman joined WPIX in 1948, was named chief en-

gineer in 1953, and elected VP in 1959. Mr. Mitchell, controller and auditor, joined station in 1948 as chief accountant and was elected VP in 1956. Mr. Harris, general sales manager, who joined WPIX as account executive in 1952, was elected VP last February.

**Hal H. Thurber** named to head new Chicago office of New York-based Lennen & Newell which is expected to open July 1 with small staff. Mr. Thurber resigns vice chairmanship of Wade Advertising, Chicago, new post to which he recently was named after several years as Wade president.



Mr. Thurber

**Arthur E. Duram**, senior VP, Fuller & Smith & Ross, named manager of agency's New York office. Mr. Duram, who continues as director of broadcast, joined F&S&R in 1952 as head of corporate TV services for all branches. He was elected director in 1957 and appointed to executive committee in 1961. Mr. Duram succeeds **William E. Holden** who joins Benton & Bowles, New York, as senior VP and member of board. Mr. Holden had been with F&S&R since 1961 and before that with Doherty, Clifford, Steers & Shenfield as senior VP and board member.

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

NBC (see page 79) and ABC.

ABC protest called proposed rates for TV use of communications satellite "prohibitive" and complained it cannot judge fairness because basic costs have not been revealed by Comsat. Network noted that Comsat hourly rate is "appreciably higher" than cost of comparable land facilities. ABC also objected to (1) 30-minute minimum requirement—most transmission, ABC said, will be in 10 or 15 minute range; (2) lack of any reference to "authorized user," and (3) lack of assurance that there ever will be "actual availability of facilities for television users."

### MPO's net shoots up

Production of television commercials continues to be largest segment of MPO Videotronics' business, according to

latest six-month figures released by company. Sales and earnings of MPO for first half of current fiscal year climbed comfortably over 1964 levels.

For first six months ended April 30:

	1965	1964
Earnings per share	\$0.40	\$0.06
Net earnings	187,780	30,522
Sales	7,117,099	5,757,537

### Open books rule called unfair

Washington communications attorney Friday (June 18) called for Congress to either affirm or repeal FCC rule permitting public inspection of station records. Keith Putbrey told Virginia Association of Broadcasters that rule was unfair, especially opening financial records of applicants.

VAB also approved resolutions calling for seven-year licenses and opposing any super-power AM stations.

Robert M. Lambe. WTAR-AM-FM-TV

Norfolk, was elected president: Howard B. Hayes, WPIK Alexandria, vice president, and William R. Preston, WRVA-AM-FM-TV Richmond, secretary-treasurer.

### Public rules programing

Competition and individual enterprise should be criteria for programing rather than government regulation, broadcasters heard Friday (June 18). FCC Commissioner Rosel Hyde told Maryland-D. C.-Delaware Association of Broadcasters he would expect competition to take care of poor quality programs.

At same session Commissioner Robert E. Lee said judgment of licensee on what to program should be considered in lieu of government standards. He said licensee carries public responsibility which must be fulfilled to retain license.



**How can you  
schedule local  
color programming  
at such  
a low cost?**

**Easy...use our  
taped adventures.**

Sail the Spanish Main with Columbus. See the birth of the Atomic Islands. Tour the Village Beneath the Sea.

Call it adventure. Put it on color tape.

Make it available for across the board first run local programming. 260 hours of pure excitement. With Academy Award winner Colonel John D. Craig, world-renowned explorer-photographer, as your personal host.

Now call it: "Of Lands and Seas".

Indianapolis (WLW-1) will.

And Cincinnati (WLW-T) will.

So will Los Angeles (KHJ-TV).

New York (WABC) already has (under the name "Passport 7").

Viewers in these cities already have their tickets for five trips a week to Hong Kong, Viet Nam, Tokyo, Kenya, Istanbul. Around the world in gorgeous color.

Similar Monday through Friday programs snared 47% of the total adult audience against two other stations in Cleveland, 44% against three other stations in Detroit.

Now call it yours. Call us now. For an early fall start in your market.

## **OF LANDS AND SEAS**

**OLAS CORPORATION / HILLCREEK LANE / GATES MILLS, OHIO / PHONE 216-449-2955**

# WWDC<sup>radio</sup> salutes Washington's finest



In 1928, when ex-insurance salesman Reginald Pledger joined Manhattan Laundry as Office Manager, the company had yet to see its first \$10,000 week! Today, under his aggressive leadership, Manhattan launders and dry cleans \$3,000,000 worth of Washington sheets, shirts, draperies and carpeting. His sharp instinct for *what people want* inspired a series of traffic-building customer services. Manhattan's exclusive soft-bodied shirt service was one. Hand-finished linens, insured storage vaults for furs and out-of-season clothing, rug cleaning and repairs were others. Elected Vice President and General Manager in 1942, Mr. Pledger doubled Manhattan's volume—acquiring four competitive giants. Long recognized as a leader in his field, Mr. Pledger was elected President in 1958. He has served as President of Washington's Laundry and Dry Cleaning Association and the Tri-State Laundry Association. We are delighted that Manhattan Laundry and its agency, Henry J. Kaufman and Associates, look to WWDC for local radio promotion to hold and to build its ever-increasing volume.

Represented nationally  
by Blair Radio



WWDC RADIO WASHINGTON D. C.

## DATEBOOK

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

■Indicates first or revised listing.

### JUNE

June 14-Aug. 31 — Boston University's School of Public Information's first in-depth study of cinema and television at institutes in three European countries (London, July 26-Aug. 6; Birmingham, Aug. 7-21, and Edinburgh, Aug. 23-31 all Great Britain; Turin, Italy, July 5-11, and Vence, France, June 14-25).

June 18-23—International Television Contest in Berlin. For further information write Dr. A. Bauer, Bundesallee 1-12, Berlin 15.

June 19—United Press International Pennsylvania News Broadcasters Association annual workshop. Allenberry, Boiling Springs.

June 21-Aug. 14 — 23rd Stanford Radio-Television-Film Institute. Ten courses offered by Stanford University with the cooperation of KPIX(TV), KQED(TV), non-commercial, and KNBR-AM-FM, all San Francisco.

June 22-26—Summer meeting of the combined boards of the National Association of Broadcasters. The Inn, Buck Hill Falls, Pa.

■June 23—Federal Communications Bar Association luncheon. Philip Elman, member of Federal Trade Commission, will be the speaker. Willard hotel, Washington.

■June 23-25—CBS Owned TV Stations' Promotion and Information Services Directors eighth annual meeting. St. Regis hotel, New York.

June 24-26—Mutual Advertising Agency Network meeting with presentation of awards in 21 classifications. Bismarck hotel, Chicago.

June 24-26—Annual summer meeting of Wisconsin Broadcasters Association. Speakers include William L. Walker, director of broadcast management, National Association of Broadcasters. Deer Park Lodge, Manitowish Water.

■June 25—Annual summer meeting and election of officers of Vermont Association of Broadcasters. Speakers include Hollis Seavey, government relations representative of the National Association of Broadcasters. Fairlee.

June 25-27—American Women in Radio and Television board of directors meeting. Dora Cosse, president, is featured speaker. Parliament House Motor Inn, Atlanta.

June 26-29 — Advertising Federation of America's 61st annual convention. Speakers include Mary Gardiner Jones, commissioner of Federal Trade Commission; Sargent Shriver, director of the Peace Corps, and director of office of Economic Opportunity, and Henry Schachte, executive vice president and board member, J. Walter Thompson Co., New York. Statler Hilton, Boston.

June 27-29—30th annual convention of Florida Association of Broadcasters. Speakers include Tom Murray, vice president, Campbell-Ewald, Detroit; Miles David, executive vice president, Radio Advertising Bureau; William Carlisle, vice president for station relations, National Association of Broadcasters. Jack Tar hotel, Clearwater.

June 27-July 2—First Advertising Agency Network annual meeting. The Equinox House, Manchester, Vt.

June 27-July 2—Advertising Association of the West's 62d annual convention. Hawaiian Village hotel, Honolulu.

June 29 — Kansas Association of Radio Broadcasters annual continuity clinic. Featured speaker is Harry Haslett of Radio Advertising Bureau, New York, on general topic "How to Make Radio Copy Sell." Kansas Gas & Electric Co. auditorium,

Wichita.

June 29-30 — National Industry Advisory Committee, annual seminar. Subjects include consideration of state emergency broadcast plans as well as reports on use of radio and TV for alerting the public. Interdepartmental Auditorium, Washington.

June 29-July 1 — Annual Convention of Electronic Industries Association. Consumer Products Division will meet in conjunction with National Association of Music Merchants and National Appliance & Radio-TV Dealers Association. Conrad Hilton hotel, Chicago.

June 30 — Deadline for entries in Iris Award contest, sponsored by the Women's Conference of the National Safety Council. Women actively engaged in radio-TV as writers, producers or broadcasters may qualify. Awards will be given in two categories: one for radio and the other for TV.

### JULY

July 1 — New FCC deadline for comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was April 1.

■July 6—House Commerce Committee hears testimony by FCC Chairman E. William Henry in the first day of hearings on a bill introduced by Representative Oren Harris (D-Ark.) to establish a federal boxing commission with power to prevent the broadcast of bouts influenced by bribery, collusion or racketeering.

■July 9—New FCC deadline for filing comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was June 25.

July 9-11—American Women in Radio and Television's educational foundation board of trustees meeting. Statler Hilton, Boston.

■July 9-11—Ohio Associated Press Broadcasters Association semi-annual meeting. Imperial House South, Dayton.

■July 14—New deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

July 14—New FCC deadline for filing comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. Reply comments are now due July 29.

July 15—New deadline for filing comments on the FCC's inquiry into the optimum fre-

### NAB CONFERENCE SCHEDULE

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

Oct. 14-15—Brown hotel, Louisville, Ky.

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

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

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

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

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

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quency spacing between assignable frequencies in the land mobile radio service, and the feasibility of frequency sharing by television and the land mobile services. Former deadline was June 3.

July 15-18—American Federation of Television and Radio Artists national convention. Statler hotel, Boston.

July 18-20 — Annual meeting of Idaho Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; FCC Commissioner Lee Loevinger; Theodore Koop, vice president, CBS, Washington; Justin Bradshaw, vice president, Broadcast Music Inc., New York. Downtowner, Boise.

July 18-23—Annual convention, National Community Television Association. Principal speakers will be Representative Oren Harris (D-Ark.), chairman of House Commerce Committee; Frederick W. Ford, president, NCTA; David M. Snow, president, National Education Sciences Corp.; Tom Currigan, mayor of Denver; John Love, governor of Colorado. Meetings on the following subjects are scheduled: technical, ratings, sales methods and promotions, financial, problems and solutions, legal and legislative. Annual business meeting and election of officers will take place July 21. Denver Hilton hotel, Denver.

July 19-20 — Annual summer meeting of New York State Broadcasters Association. The Otesaga, Cooperstown.

July 20—Deadline for comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10 kw community TV stations with a 300-foot antenna limitation.

July 22-24—Third annual Broadcast Editorial Conference sponsored by National Broadcast Editorial Conference and Northwestern University's Medill School of Journalism. Northwestern University and WBBM-TV, both Chicago.

July 26—New deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

July 29—New FCC deadline for filing reply comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. The former deadline for replies was June 10.

## AUGUST

Aug. 2—New deadline for reply comments on the FCC's inquiry into the optimum frequency spacing between assignable frequencies in the land mobile radio service, and the feasibility of frequency sharing by television and the land mobile services. Former deadline was June 18.

Aug. 2—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline was June 14.

Aug. 3 — New FCC deadline for reply comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was May 3.

Aug. 5—Deadline for reply comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10 kw community TV stations

with a 300-foot antenna limitation.

Aug. 6—New FCC deadline for filing reply comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was July 26.

Aug. 6-7 — Summer convention of New Mexico Broadcasters Association. Roswell.

Aug. 20-22—Annual fall meeting and election of officers of West Virginia Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Greenbrier, White Sulphur Springs.

Aug. 24-Sept. 4—National TV and Radio Show under the direction of the Industrial and Trade Fairs Ltd. will feature various types of broadcasting equipment. London.

Aug. 27—FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating non-microwave community antenna TV systems. Among other areas of concern, Part II deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extension of station signals (3) "leap-frogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

Aug. 27-28—Fall meeting of Arkansas Broadcasters Association with election of officers. Coachman's Inn, Little Rock.

Aug. 31—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline for reply comments was July 12.

## SEPTEMBER

Sept. 10-11—Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Bar Harbor Club, Bar Harbor.

Sept. 10-12 — American Women in Radio and Television, second annual Western Area Conference. San Francisco.

Sept. 15-18—Annual summer meeting of Michigan Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 19-21—Annual fall meeting and election of officers of Louisiana Association of Broadcasters. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters, and William Carlisle, vice president for station relations, NAB. Fontainebleau motor hotel, New Orleans.

Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Blackstone hotel, Omaha.

Sept. 21-23 — Fifth annual conference of Institute of Broadcasting Financial Management. Hotel Continental, Los Angeles.

Sept. 22-24 — Annual fall conference of Tennessee Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Andrew Jackson hotel, Nashville.

Sept. 30—FCC's deadline for reply comments on proposed rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

## OCTOBER

Oct. 5 — Advertising Research Foundation 11th annual conference. Waldorf-Astoria hotel, New York.

■Indicates first or revised listing.

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EDGAR T. BELL  
THE 16TH ANNUAL ALBERT LASKER MEDICAL JOURNALISM SPECIAL CITATION FOR "THE TWILIGHT WORLD," WRITTEN AND PRODUCED BY HARLAN MENDENHALL. BROADCAST OVER STATION KWTU, OKLAHOMA CITY, IN OCTOBER, 1964



The 16th Annual Albert Lasker  
Medical Journalism Awards  
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Presented to

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For the program, "The Twilight World," on mental retardation, broadcast over Station KWTU in Oklahoma City, on October 14th and 28th, 1964, and written and produced by Harlan Mendenhall.

For the high standard of excellence which Edgar Bell, General Manager of Station KWTU, has maintained in presenting this program, which challenges other stations and producers to investigate local health problems with the same community responsibility and urgency;

For involving the participation of families, schools, voluntary agencies, and legislators in the problems of the mentally retarded, this Special Citation is given.

Albert Lasker Medical Journalism  
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### The biggest CATV operator

EDITOR: An article headed "The most wire" in your June 7 CLOSED CIRCUIT section refers in part to H & B American Corp. as the largest community antenna television operator in the nation "which reportedly has 70,000 CATV homes." For the record and in the interest of accuracy, it should be noted that as of June 4 H & B American has 88,467 subscribers, thus buttressing even further the company's standing as the largest in its field.—*John Strauss, McFadden, Strauss, Eddy & Irwin, Los Angeles.*

### Popular radio report

EDITOR: In the Dec. 14, 1964, issue there was an extremely interesting article entitled "Special Report—the Sounds of Radio in 1964."

Would you please advise me of the cost for reprints of this article. We would need no more than ten reprints. . . .

Thank you for your cooperation. . . .  
—*Willie Harris Jr., national sales manager, KGBT Harlingen, Tex.*

(Since this report was quite lengthy, nearly 50 pages, it was not put into reprint form. A limited number of copies of the Dec. 14, 1964, issue are still available at the regular issue price of 50 cents.)

### 'Monday Memo' applauded

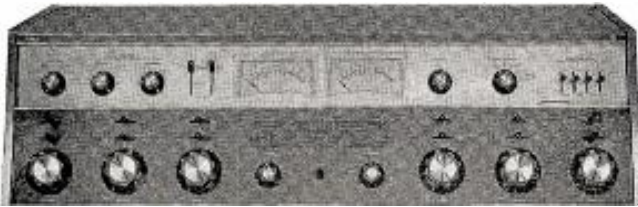
EDITOR: Great, just great, the "Monday Memo" from Stanley Nathanson, president, Republic Lumber Co., Chicago [BROADCASTING, May 31, 1965].  
—*Carl V. Kolata, president and general manager, WTTN-AM-FM Watertown, Wis.*

### Helping TV in Iran

EDITOR: . . . One of the first men to participate in the International Executive Service Corps program—indeed, the first mid-career executive — is Richard L. Spears, on leave of absence from Aerojet-General Corp., a division of General Tire & Rubber Co., which also owns RKO-General. Mr. Spears, who has been associated with RKO-General (KHJ-TV Los Angeles) is working as an IESC executive with a television station in Iran in improving programming and increasing revenue from advertising.

IESC was formed last year to aid in the task of economic development in the developing nations by assisting in building a strong private sector. In providing volunteer executives to businesses abroad which urgently need managerial and technical assistance, IESC also provides an opportunity for

**Only  
Collins' new  
212S-1 Solid State  
Speech Input Console  
offers you  
noiseless photoconductive control\***



It's the newest \*switching technique in speech input consoles. It's noiseless. The switch is made of a photoconductive cell and a lamp in a sealed container. The cell shows a very high resistance when the lamp is off, a low resistance when the lamp is on. This makes a switch with no contacts to wear, bounce or become contaminated.

A similar device for \*level control of the program material is also used. The photoconductive cell responds to a variable voltage from a potentiometer to control attenuation in the signal path. This control eliminates the maintenance time normally required for cleaning and relubrication of mixer controls.

Collins' new 212S-1 was designed primarily for stereo, but you can use it for monaural, too. It provides monaural output simultaneously on both program channels from a single input, or you can handle completely separate monaural material from inputs through two program outputs. One switch controls this function.

Like all other Collins broadcast equipment, the 212S-1 is easy to install and maintain. Simple removal of a protective cover exposes the input/output terminals on the deck. Cable

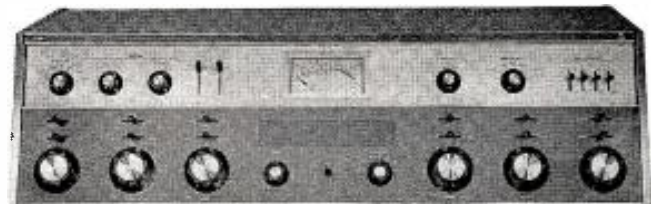
access ports through this deck permit an installation that's free of the "haywire look." Removal of another protective cover exposes the wiring to card box receptacles. And you can inspect the cards simply by lifting the hinged card box to the vertical position. An extender card is furnished for troubleshooting at the component level with the cards connected to the rest of the console.

The modules as used in the 212S-1 lend themselves to custom studio installation. The cards may be utilized in a variety of configurations depending on your requirements. Send the block diagram of your requirements to Collins for a quotation.

#### **212M-1 Monaural Console**

The basic concepts and characteristics of the 212M-1 Monaural version are the same as the 212S-1 stereo version. The same modules, in less quantity, are used with only single program and monitor outputs.

These are a few of the many features which make Collins' 212S/M-1 two of the most versatile, adaptable and reliable speech input consoles in the Collins line. For complete details and specifications on the new 212S/M-1, call or write Broadcast Communication Division today.



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Ask your HR representative for the complete Rochester story. Ask him to show you the major role played by WHEC-TV in this rich market!

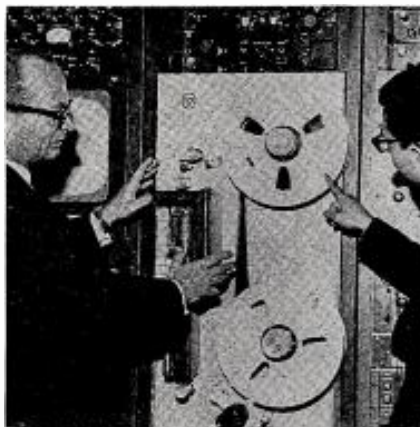
# WHEC-TV

CHANNEL 10 • ROCHESTER, N. Y.

Member of the Gannett Group

retired American businessmen to continue to use their know-how and experience, and enables younger mid-career executives to broaden their experiences.

In the case of mid-career executives, their companies grant them leaves of absence while continuing to pay their salary and maintain career benefits.—*Jo Ann Kleinman, public relations, International Executive Service Corps, 720 Fifth Avenue, New York 10019.*



Mr. Spears (l) discusses a newly installed video-tape recorder with Parvis Partovi, commercial director of Television of Iran (TVI) in Teheran.

### For the library files

EDITOR: We should like very much to have sent to us the following issues of BROADCASTING which are missing from our files: Feb. 22, March 15 and April 26.—*Janice Aabline, librarian, Honig-Cooper & Harrington Advertising, San Francisco.* (Copies sent.)

### Book Note

"*Television and Society*," by Harry J. Skornia. McGraw-Hill Book Company, 330 West 42nd Street, New York 10036. 268 pp. \$7.50.

Broadcasters may find a syllogism around which this book is built. Major premise: "Sales-oriented" TV executives produce whatever is most profitable. Minor premise: What is most profitable is not what people really want to watch. Conclusion: The American system of broadcasting needs drastic revision.

Mr. Skornia, a professor of radio and TV at the University of Illinois, offers a solution to the problem with a "national public service radio and television network." It would be semi-independent, after the fashion of the BBC, and financed through increased commercial license fees. He also suggests government-guaranteed "professional integrity" of broadcast personnel, a reorganization and strengthening of the FCC, and less congressional interference with it.

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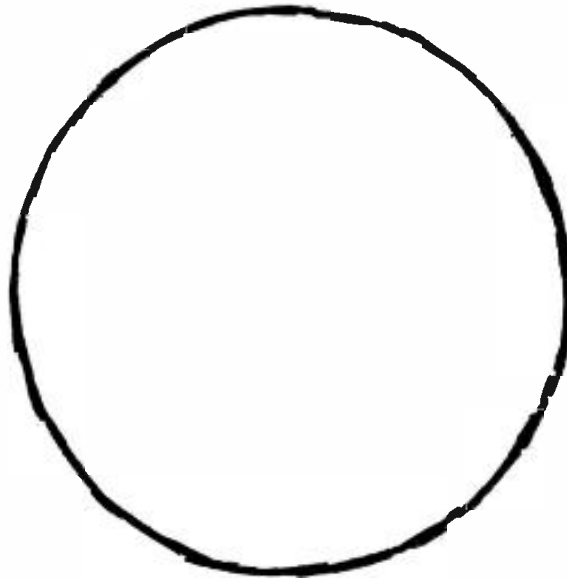
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\*Reg. U. S. Patent Office  
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BROADCASTING, June 21, 1965

**If it were red, it would be a tomato.  
If it were orange, it would be an orange.  
If it were green, it would be a pea.  
Look what color can do for a spot!**



And look what WFGA-TV can do for you: we'll air your color commercials at the same rate you'd pay for black and white! Of course, there's really no trick to it . . . we televise everything possible in color...news, station breaks, feature programs, even promos. (And with our seven years

of color experience, this is an excellent place to test your new color commercials.) We'll welcome your black and white commercials, too, of course. See your Peters, Griffin, Woodward "Colonel" for availabilities on WFGA-TV, the Southeast's most colorful station.



**WFGA-TV/JACKSONVILLE**



AN AFFILIATE OF WOMETCO ENTERPRISES, INC.

# MONDAY MEMO

from Robert J. Palmer, group media director, Cunningham & Walsh, New York

## Don't let the broadcast media be sold short

The success of the broadcast medium will depend on its ability to hold on to or to increase its share of total advertising expenditures. Selling pressures of other media then must have a pronounced effect on this success or failure. And here lies the first danger signal to broadcasting:

Other media, particularly magazines, are beginning to find ways—through research—by which they can more strongly compete with broadcast.

Ideally, an advertiser purchases media on the basis of proven ability to efficiently produce sales.

In today's complex marketing it is impossible to buy media according to proven ability in this area. But how about which media, or combinations, are most likely to produce efficient sales? Audience research is the tool: The more we know about a medium's audience, the easier we can relate this to the profile of the client's market, and the better we insure a campaign's success.

**Broadcast is King** ■ Up to this time, broadcast data dramatized by huge numbers and efficient cost, has been king. But now as the broadcast industry plunges in discussions of the best ways to report the audience, the print media are moving in with highly complex, well documented research that is far beyond simple head counting.

Data now indicates not only the size of a medium's audience but also purchasing characteristics giving information on heavy, medium and light users of dozens of product types broken down by individual brands.

Unfortunately broadcast data is generally not fully reported. Because of the time needed to complete the survey and process the data, network material is historic rather than current. And because of the size of the required samples, local data is almost nonexistent.

Another danger sign: Newspapers which for years didn't basically change their medium—seemingly giving an image something less than progressive—are changing rapidly. There's a new aggressiveness, and, moreover, they are competing directly with broadcast for local advertising dollars.

The third danger sign is perhaps more familiar: community antenna TV and pay TV. It must be restated that anything which can erode the audience shares a station currently achieves will have a depressing effect on the medium's value.

In short, your future selling efforts

will become increasingly difficult.

**Where are the Salesmen?** ■ It's my function at C&W to develop the media philosophy and strategy for 18 accounts with almost \$20 million in billing, more than half in broadcast, and yet I have had only three visits from a TV station manager or rep since the first of the year.

I have occasionally seen radio people but most of these contacts are due to old friendships or my involvement in agricultural radio. On rare occasions when a broadcast manager or rep wants to see me it is usually to suggest an unhappiness over some recent spot buy. This is in contrast to frequent calls by members of the print media.

Who is selling TV? Radio? The Television Bureau of Advertising? The Radio Advertising Bureau? To a degree. But this is a big business and by necessity their activity must be largely restricted to target account development. They have only so many men and so much time. Think how much better their efforts could be augmented by broadcasters and their reps.

**Start Changing** ■ I believe it wise if station men considered two resolutions: First, instruct your rep that each day you are on a visit to New York, or Chicago, you want one meeting with a media planner and lunch with a media director. Second, use the time not to sell one's own individual operation but to contribute to the dissemination of information about your industry.

Media planners are interested in such things as trends to lower rates for 30-minute spots; the clutter problem; effects of CATV; reasons why programs do well in some markets but die in others; the need (or lack) of power increases

for clear channel AM's; new advertisers entering broadcast, etc.

Another area is local broadcasting. Many national advertisers have need for promotion on the local level which often goes unfulfilled for lack of the method of local implementation. Broadcasters can, and should, take over this task by offering interested clients a combination advertising and promotion program.

**Emphasize Specialities** ■ There are yet other areas: One is a favorite subject, that of special interest programing, farm programing, women's shows, business news analyses, children's shows, etc. These have something in common: they defy statistical analysis. But if they have an unusual hold on audiences, ways must be found to show the selling value of this type programing.

It is also possible to consider the creation of "pre-packaged" packages for advertisers not currently in the broadcast medium to make existing programing more salable to advertisers. Adjacencies to certain types of network programing could be combined with positions in other high-level programing on the station.

There's also the question of how a station gets its market on a client list. It must be remembered that there are many types of advertisers who select markets in non-standard ways. There are those whose business is strongest in smaller cities and towns, whose national efforts need fill-in coverage and those whose sales patterns demand extra emphasis in specific regions.

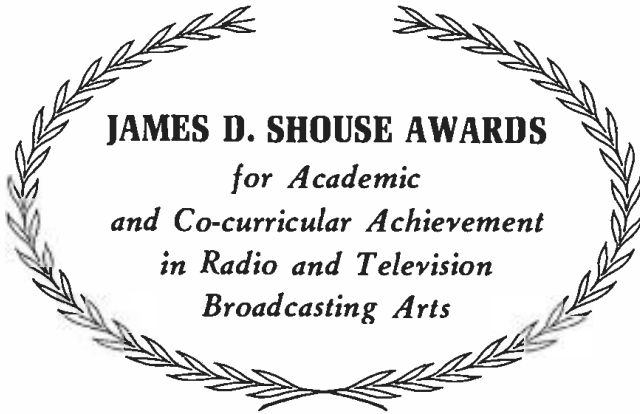
It is obvious then that one way to gain that place on the market list is to ascertain what peculiar values your area may have, and aggressively seek out those advertisers in need of those values.



Robert J. Palmer is vice president and group media director at Cunningham & Walsh, New York. At C&W, he directs one of two operating units of the media department as well as group media supervision for a number of key accounts. He joined the agency in 1956 as a media buyer. This article is a condensation of a talk, "What an agency expects from a broadcaster," presented to the Ohio Association of Broadcasters annual spring convention.

# CROSLY BROADCASTING

*Proudly Announces 1965 Winners of*



DAVID C. WELSH  
*University of Cincinnati*

CHARLES B. ADAMS  
*Ohio State University*

LYNN R. McFARLAND  
*Miami University*

KATHLEEN P. CLARK  
*Dayton University*

LOIS K. GERMANN  
*Indiana University*

KATHLEEN M. FITZGERALD  
*University of Kentucky*



JANE JURACEK  
*University of Missouri*

JOHN S. GREGORY  
*Northwestern University*

BARRY G. HOHLFELDER  
*Butler University*

HAROLD H. LEINER  
*Ohio State University*

These are young people on the move...on the go. Exemplifying the WLW Stations' vitality, quality, freshness...Crosley's policy of progressive leadership in the communications industry—today and tomorrow. Crosley's on the GO!

**CROSLY BROADCASTING CORPORATION**, a subsidiary of **Avco**

COLOR TV NETWORK: WLW-T, Cincinnati / WLW-D, Dayton / WLW-C, Columbus / WLW-I, Indianapolis / WLW RADIO, Cincinnati

# And we're still walking on air.

**During the four-day flight of Gemini 4, CBS News maintained its position as broadcasting's foremost news organization by attracting the greatest number of television viewers and winning the plaudits of the nation's press. Here is a sampling of press comment:**

NEW YORK DAILY NEWS, 6/4/65

"Cronkite... was the best of the lot."

HOUSTON CHRONICLE, 6/4/65

"Cronkite, incidentally, did an excellent job of anchoring the fine CBS coverage."

THE BOSTON GLOBE, 6/4/65

"Walter Cronkite, as CBS bulwark, did a strong job... His competence and grasp is unquestioned."

NEW YORK HERALD TRIBUNE, 6/5/65

"In the heated rivalry between the TV networks for audiences watching the Gemini 4 coverage Thursday, CBS has enjoyed a he-who-laughs-last role.

"NBC jumped in yesterday with a morning-paper splash proclaiming itself 'first again' on the basis of competitive ratings on Thursday's launch.

"But a national ARB survey for the 7 a.m.-to-4:30 p.m. sweep of three-network live coverage of the day's events from Cape Kennedy and Houston gave CBS the vic-

tory, 10.0 to NBC's 9.9 and ABC's 2.9. "CBS clearly led its rivals during Maj. Edward White's momentous walk-in-space."

LOS ANGELES TIMES, 6/7/65

"CBS viewers report being impressed with the frequent pickups from correspondent Bill Stout who, with engineer Robert Sharp, sat in a similar Gemini capsule at McDonnell Aircraft in St. Louis to show how astronauts White and McDivitt were operating, including a simulation of White's trip outside the capsule."

NEW YORK JOURNAL-AMERICAN, 6/8/65

"CBS indeed... won yesterday's TV space-news race... CBS-TV won both nationally & locally (47 per cent share to NBC's 43 per cent & ABC's 10 per cent for N. Y.;





46 per cent CBS share to NBC's 37 per cent & ABC's 12 per cent nationally)..."

THE BOSTON GLOBE, 6/8/65

CBS had a noticeable edge over its major rivals in the quality of its coverage. It showed more imagination in how it filled the screen and there was really no contest in pitting Walter Cronkite against NBC's Huntley and Brinkley.

One of CBS's best stunts was its frequent trips to the McDonnell plant in St. Louis where test astronaut Robert Sharp, under the astute and thorough questioning of Bill Stout, explained many aspects of the space voyage with commendable clarity."

HOUSTON POST, 6/8/65

'No matter how hard his rivals work, they

cannot beat Walter Cronkite. He salts and peppers his reports with common sense humor and his voice-of-history delivery is still the best in broadcasting."

LOS ANGELES HERALD-EXAMINER, 6/8/65

"From this viewer's vantage point, CBS-TV came through with the best simulations of what was going on up there... It was CBS that came up with excellent graphics..."

"...Walter Cronkite... seemed to know more about the flight than the officials in charge in Houston."

NEW YORK DAILY NEWS, 6/8/65

"Turning in the best reporting job on the re-entry was CBS-TV, which used a specially constructed reentry simulator... to illustrate what was taking place."

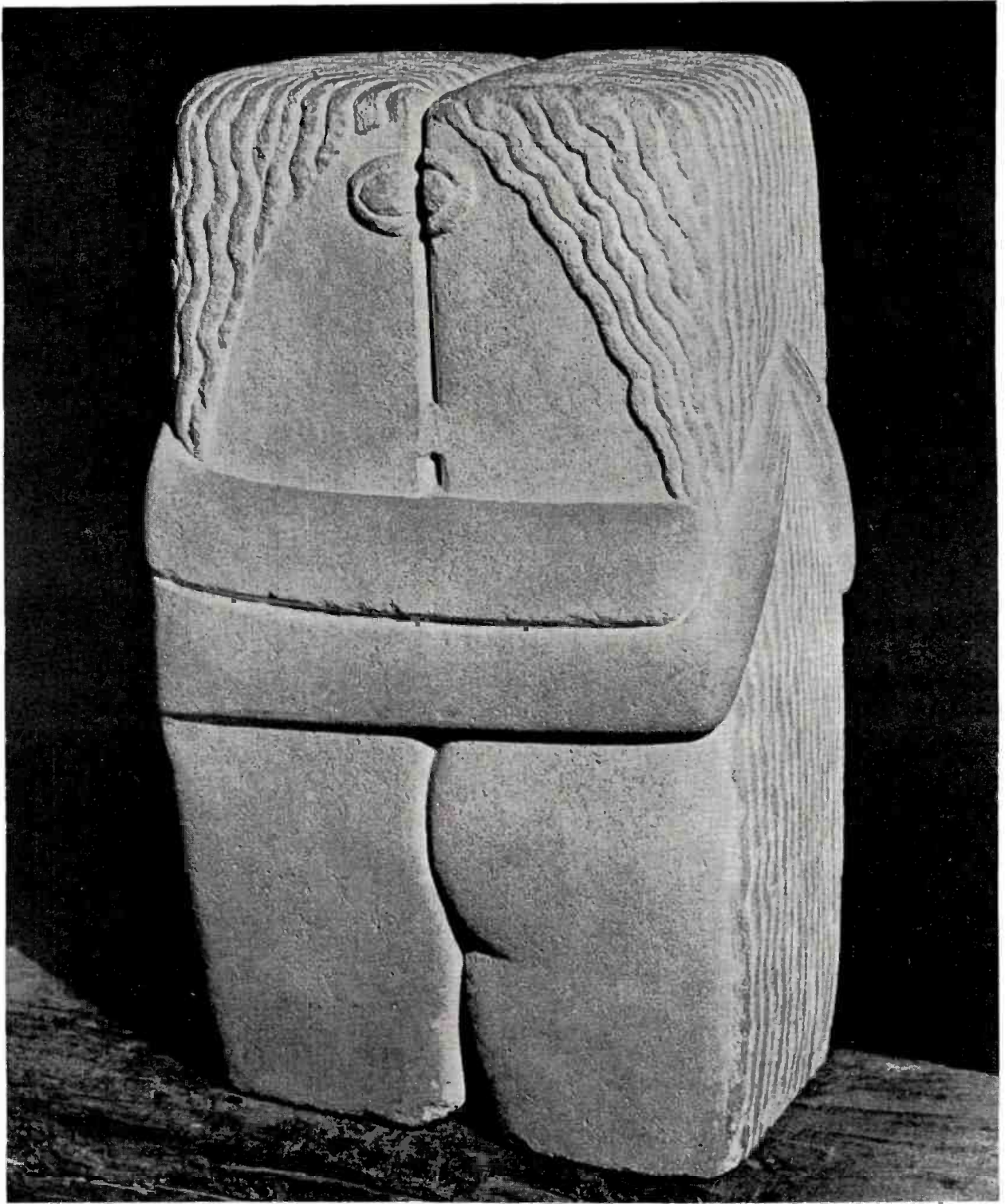
VARIETY, 6/9/65

"... CBS winged again with the durable Walter Cronkite... CBS was notably on top at the time of Major White's space walk, when the net was illustrating it with a filmed simulation..."

NEWSWEEK, 6/14/65

"Only the unflappable Walter Cronkite had the perfect blend of knowledge, professionalism and warmth. After Major White's spacewalk—CBS was the only network to illustrate effectively with a fully suited astronaut floating in an eerie simulation test... Cronkite was the perfect anchor man."

 CBS NEWS



Brancusi / The Kiss / Philadelphia Museum

***is a love affair in St. Louis any different?***

There's nothing square or cold about St. Louis' emotional attachment to KSD-TV. Our relationship to the area has matured and strengthened through 18 years of devoted courtship. Today, Channel 5 is still a robust first... in ratings\*... and in the hearts of St. Louisans\*\*.

St. Louis Post-Dispatch Television / represented nationally by **BLAIR TELEVISION**  
A Division of John Blair & Company



\*Nielsen Station Index and A.R.B. Television Market report—Feb.-Mar. '65—ratings show KSD-TV first in St. Louis (average ratings—sign on to sign off).

\*\*Frank N. Magid Associates Survey shows KSD-TV programming and personalities strongly preferred by St. Louisans. Write for details.

# All-color TV only one year away?

**CBS-TV, ABC-TV promise virtually full color prime time schedules in '66-67; NBC-TV all color this fall but will face competition in many evening segments**

The rush to color television gained new force last week, with indications that full color for the prime-time schedules of all three networks is now only one season away.

Both CBS-TV and ABC-TV announced expansions that will raise their color output to about 50% and 33% of their respective nighttime schedules this fall, and ABC-TV indicated—as CBS-TV had done earlier—that all of its prime-time programs will be in color in 1966-67. NBC-TV will be virtually all color at night this fall.

These color programing advances were accompanied by other moves to speed the production of color tubes and sets and spur already rising advertiser interest in color program sponsorship:

- RCA, foremost color manufacturer, announced a \$50 million expansion program—largest single expansion project in RCA's 46-year history—to double its color tube output in three years and its color set manufacturing capacity in two years.

- Pointing up color's rising tide, RCA said it is now experiencing a color receiver production demand that it had not expected before 1967. RCA authorities predicted color will surpass black-and-white in dollar-volume sales this year and in unit sales within about three years, and will be in 40% of all TV homes within five years.

- NBC, a division of RCA, estimated 3.28 million color sets in use in the U. S. as of April—a 76% gain in 12 months. The total is expected to reach five million by the end of this year.

- For the benefit of advertisers and agencies NBC released results of a new study showing both color set owners and prospective color set buyers as above average in income, education and other characteristics that make an advertiser's dream target (see page 29).

The disclosure by ABC-TV authorities that they expect their nighttime programing to be virtually all-color by 1966-67 made the all-color prospect unanimous.

NBC will be about 95% in color at night in 1965-66. Only two of its regular series will be in black-and-white: *Convoy* (Fri., 8:30-9:30 p.m.), whose use of World War II stock footage makes color impossible, and *I Dream of Jeannie* (Sat., 8-8:30 p.m.), whose

use of trick photography makes color filming impractical. About 70% of NBC's Tuesday and Saturday movies will be in color.

**Promise by CBS-TV** ■ CBS-TV had told its affiliates last month that it would be all-color at night in 1966-67—and about 28% in 1965-66 (BROADCASTING, May 10). Last week it added six new color entries for this fall which, on top of additions made since the affiliates meeting, will bring the 1965-66 total to an estimated 48-50%.

The six new additions: *Ed Sullivan Show*, *Steve Lawrence Show*, *Green Acres*, *Andy Griffith Show*, *Petticoat Junction* and *Gomer Pyle—USMC*.

CBS authorities doubted that their 1965-66 color list would be expanded further, since production for the season must get under way.

John A. Schneider, president of the CBS-TV network, said last week that he was convinced that CBS's decision to enter color was based on conditions that were "right" for next fall but would not have been right for last fall.

He described his network's color push—once color was decided upon—as having come in three steps. The first programs selected were "obvious" in that two regular programs, the Red Skelton and Danny Kaye shows, are taped in Hollywood studios easily equipped for color, and only color prints were necessary for motion pictures (CBS will colorcast about 20 out of 29 movies on Thursday nights in the forthcoming season). These plans were announced in early March soon after Mr. Schneider replaced James T. Aubrey Jr. as president of the network.

The next step: half-hour shows for which color film productions details could be worked out. The bulk of these were announced at the affiliates' general conference in May: *Lassie*, *My Favorite Martian*, *The Lucy Show*, *The Beverly Hillbillies*, *Gilligan's Island*, *Hogan's Heroes*, followed a few weeks later (BROADCASTING, May 31) by the addition of *Hazel* (formerly on NBC)

## Commercials in color

Color TV commercials will be the standard and black-and-white the exception for the Coca-Cola Co., Atlanta, beginning July 15. Fred W. Dickson, vice president, advertising and sales promotion, said last week that the company's only black-and-white commercials would be for special market and "news" commercials—such as those concentrating on promotions and new packages.

Coca-Cola has been producing color commercials for some time, he said, but the current all-color decision was prompted by the accelerated sales of color sets.

Color in television is a fact, Mr. Dickson commented. "We see no reason not to go all-out with color."

Also adopting color policy is Hoefler, Dieterich & Brown, San Francisco agency for such accounts as Shasta Beverages and Sunlite Bakeries. James C. Nelson Jr., HD&B vice president and creative director, pointed to the fall color plans of the networks with the possibility that black-and-white commercials may soon become as inappropriate as "silent film."

Mr. Nelson questioned the impact of a black-and-white commercial between segments of a color show and, conversely, cited the much greater effect of a color ad used in a black-and-white program.

## ALL-COLOR TV ONLY ONE YEAR AWAY? continued

and *My Three Sons* (formerly on ABC).

**Third Announcement** ■ The expansion announced by Mr. Schneider last week was the third phase, involving programs which demanded special study before a go sign could be hoisted for color. *Ed Sullivan Show*, for example, will be produced for six weeks in Hollywood, where color facilities are available, and then will return to New York, where studios in the new CBS Broadcast Center will have been converted to color.

The coming season, Mr. Schneider indicated, will provide CBS with a "year's cram course in arts and crafts in color" telecasting. Mr. Schneider noted that a number of elements have come together in color: the increments in audience; the increased number of sets and consequently circulation; the better pricing of color receivers, and advances in color equipment.

ABC-TV will have 11 prime-time programs occupying nine hours a week, more than a third of the network's prime-time programming, in color in 1965-66, Edgar J. Sherick, vice president in charge of TV programming, announced last week. The color roster includes: *O. K. Crackerby*, *Gidget*, *The F.B.I.*, *The Big Valley*, among the season's new programs, with *The Farmer's*

*Daughter*, *The Hollywood Palace*, *The King Family*, *Voyage to the Bottom of the Sea*, *The Sunday Night Movie*, *The Flintstones* and *The Adventures of Ozzie and Harriet* moving into color when they return for the new season in the fall.

Mr. Sherick last Thursday amplified his network's color plans estimating the nighttime schedule to be colorcast as "somewhat in excess of one-third of the programming" in 1965-66 but "fully in color in the season after" (1966-67).

He said ABC's current plans do not preclude additional series going into color after the first 13-week cycle but that such instances would be "more the exception than the rule."

He indicated that ABC may convert *Nightlife*, ABC's late-night offering (11:15 p.m.-1 a.m.), to color. He also said that *Ozzie and Harriet*, with ABC has announced will have at least five episodes in color, probably will be in color "all the way" in 1965-66, but that ABC programmers want to see first "how it looks."

Network spokesmen pointed out that advertisers who have purchased programming on a black-and-white basis after computing costs must be consulted—along with producers who similarly have worked out costs on the basis of black-and-white filming—be-

fore a show already set for black-and-white can be earmarked for color.

It was observed by network officials, however, that advertiser interest is on the increase, in commercials as well as in programming.

**RCA Expansion** ■ In describing RCA's \$50-million color expansion program, W. Walter Watts, RCA group executive vice president, told newsmen on a tour of company plants in Bloomington and Marion, Ind., last week that color set sales should be well over five million units a year by 1970 and that color set saturation will have reached 40% of TV homes by then.

Color receiver sales will account for 25% of all TV set sales this year, he said, and the dollar volume of color sales will exceed those for black-and-white units, reaching \$1.2 billion.

Raymond Saxon, vice president and general manager, RCA Victor Home Instruments Division, predicted the crossover point in unit sales—when color receiver sales outnumber black-and-white—would occur as soon as 1968.

Mr. Watts suggested public demand for color sets would probably exceed available units by 300,000 to 500,000 unit in 1965. As it is, RCA expects industry sales this year to be 2.32 million, a figure "entirely dependent upon the availability of color picture tubes." RCA has revised this estimate upward from an original prediction of 2.02 million, on the basis on new consumer demand.

**Color Scheme** ■ In the past two-and-a-half years the RCA board of directors has approved eight separate requests for investment in further color component and set facilities. Final approval of the new \$50 million outlay came at a board meeting early this month, but had been anticipated.

The tour of RCA's television tube and set manufacturing facilities in Marion and Bloomington indicated initial groundwork and construction of new color plants at those sites are already well under way.

RCA has been the controlling force and clear leader in the color set industry and in recent months has exerted downward pressure on set prices with significant reductions. In May last year it shook the industry with the news that its lowest priced color model would be reduced by \$50, to \$399. In March this year another cut to \$379 was announced and a still further drop to \$349 has been announced with the imminent removal of excise taxes from the sets.

There have been other pressures acting on the color television manufacturers, notably the strong demand for rectangular tube models. The 21-inch round shadow mask tube built by RCA

### Choice of color in prime time this fall

With additional color programs dotting the network schedules next fall—and with NBC going virtually full color—all three networks at various times of the week will have color programs facing each other in the same prime-time periods.

On the basis of individual network color plans for the 1965-66 season, three-network color competition will be offered in seven half-hour periods each week. This will occur on Sunday, Monday, Wednesday and Thursday nights. The programs and time periods:

**Sunday:** All three networks will be in color at 7:30 p.m., ABC with the second half of *Voyage to the Bottom of the Sea*, CBS with *My Favorite Martian* and NBC with *Walt Disney*. At 8, ABC continues with color in *The FBI Story*, CBS is in color with *Ed Sullivan*, NBC continues with *Disney* and at 8:30-9 has *Branded* in color. First black-and-white programming on Sunday comes

at 9, when CBS programs *Perry Mason*.

**Monday:** All three networks will be in color at 9:30-10 when *Farmer's Daughter* on ABC, *Hazel* on CBS and the second half of *Andy Williams-Perry Como* on NBC face each other.

**Tuesday:** No periods commonly in color.

**Wednesday:** Color on all three networks occurs at 8:30 (*Gidget* on ABC, *Beverly Hillbillies* on CBS and *The Virginian* on NBC) and continues for one hour (first half of *The Big Valley* on ABC, *Green Acres* on CBS, 9-9:30, and the first half of *Bob Hope* on NBC).

**Thursday:** All three networks will be in color at 8:30-9, ABC with *O. K. Crackerby*, CBS with *My Three Sons* and NBC with the first half of *Laredo*.

**Friday and Saturday:** No periods commonly in color.

# Color set owners advertiser's best prospects

A study profiling color TV set owners and prospective buyers pictures this segment of the population as an advertiser's dream target.

Current set owners and families planning to buy color receivers in the next two years emerge in a recent analysis by Brand Rating Index Reports Inc., New York, with these favorable demographic characteristics: they have higher incomes than the general public; are better educated; are more concentrated in major markets; are younger, centering in the 35-49 age group, and have larger families.

The color information was obtained as part of the March 1965 Brand Rating Index for NBC and was made available by the network last week. The data came from BRI's probability sample of 4,751 adult women (18 and over).

The study shows that in December 1964, 5.1% of American women lived in homes with color TV sets. An additional 9.5% of the families surveyed replied they planned to purchase color TV receivers in the next two years.

**Well-to-Do** ■ The relative affluence of color set proprietors is a high spot of the BRI report. It shows, for example, that 56% of color owners versus only 30% of all wom-

en have incomes of \$8,000 and more. With respect to families planning to buy color sets, 51% have incomes of \$8,000 and more. In addition, there are twice the proportion of families with incomes of \$10,000 and over among color owners and potential buyers than among the general population, the study discloses.

The level of education is higher among color set proprietors and prospective buyers, according to BRI. Approximately 30% of this group has a college education, as against 22% for women as a whole.

The study also points up that color set proprietors and prospective purchasers are "somewhat younger." An above-average ratio of both color owners and potential buyers are in the 35 to 49 year old bracket, said to be the age group in which family income is apt to be at its peak.

Present holders of color sets have larger families, BRI reports, with 32% of these households having five or more members, as compared with 28% for all women.

**Widely Distributed** ■ The national scope of color TV is underlined in figures showing that color set ownership and potential ownership are distributed fairly evenly throughout the country. An above-average pro-

portion of color owners (54%), compared to all women (45%), live in the Midwest and West.

The study also reveals that color proprietors and potential buyers are concentrated in large markets. Thus, 53% of current owners and 47% of potential purchasers, compared with only 38% of the population, live in "A" counties (areas with 850,000 population or more).

Income of color TV owners and potential purchasers:

Income	All Women	Color Owners	Potential Purchasers*
Under \$5,000	41	21	20
\$5,000-\$7,999	29	23	29
\$8,000-\$9,999	13	19	16
\$10,000 and over	17	37	35
Median income	\$5,930	\$8,630	\$8,120

\* Homemakers in sample who indicate they plan to buy color TV in next two years.

Age	Age of Color TV Owners	
	All U. S. Women	Color Owners
Under 25 years	16	17
25-34	18	18
35-49	29	35
50-64	22	22
65 and over	15	8

Age	Age of Potential Purchasers of Color TV	
	All Homemakers	Potential Purchasers
Under 25 years	10	8
25-34	20	21
35-49	33	41
50-64	24	23
65 and over	13	7

Source: BRI, March 1965.

has led the field to date. But Mr. Watts last week, explaining the shifting attitude of consumers and set makers, said "they don't want the round tube anymore, they want the rectangular." RCA acknowledges it did not fully anticipate the strength of rectangular tube demand.

A previous estimate that it would make 1.5 million color tubes in 1965 was reduced by RCA to 1.35 million because of the time involved in production changeover.

Next year the company will begin to phase out the round model as heavier production of 19-inch and 25-inch rectangular units begins.

**Tube Expansion** ■ Of the \$50 million allocation, \$36.4 million is earmarked for expansion of color tube facilities and \$13.3 million for color receiver production lines.

The tube expansion plan calls for \$24.7 million to be spent at the company's Marion, Ind., plant for manufacturing machinery and other supporting facilities including a plant expansion

of 264,000 square feet for both production and warehousing areas. The Marion plant will be tooled up for the production of rectangular color tubes.

Another \$11.7 million will go into RCA's Lancaster, Pa. plant (where rectangular tubes are already in production) for added equipment and 23,000 square feet of color tube manufacturing space.

The \$13.3 million headed for RCA set manufacturing expansion breaks down this way: \$5.9 million for 400,000 more square feet of production space at the company's Bloomington, Ind., plant and \$7.4 million to its Indianapolis TV components facility.

RCA's competition in the color television field has been growing stronger in recent months. As many as six companies are already heavily involved in, or have announced plans to begin color tube production.

The new picture in color competition lies behind RCA's recent announcement

that it would not be able to meet all the color tube requests of competitive set manufacturers this year.

RCA's Mr. Watts explained the company's color tube allocation policy last week. "For several years we gave a major portion of our color tubes to other manufacturers," he said. This was in keeping, he explained, with the company's understanding of antitrust law and in recognition of RCA's dominating position in the color tube field. As other companies have become able to supply themselves, he continued, RCA has changed its posture in this respect.

Other companies preparing themselves for color set demands include Zenith, whose subsidiary Rauland Corp. is producing color tubes, National Video Corp., which has been the major supplier of Motorola's color tubes and Sylvania Electric Products Corp. General Electric, Philco and Admiral are also getting started in color tube production.

# Alberto-Culver moves billings

**\$20 million transferred from Compton to JWT, BBDO and Knox Reeves**

Compton Advertising's Chicago office turned its sights toward an aggressive new-business solicitation program last week as Alberto-Culver Co. announced it will move some \$20 million of its billings Sept. 1 to three other of its agencies in the Midwest. Compton retains the toiletries firm's international products.

The three who gain the new business are J. Walter Thompson Co., and BBDO, both Chicago, and Knox Reeves Advertising, Minneapolis. Each already handles other Alberto-Culver products. Alberto-Culver now spends some \$40 million a year for advertising, virtually all in television.

Compton's Chicago office billed a total of \$33 million last year for all clients and expects to wind up this year with billing expenditures of about \$25-27 million. This week Compton will be among agencies making presentations to Libby, McNeill & Libby which has been associated with JWT's

Chicago office since before 1900.

Libby seeks to give new emphasis to individual product promotion and may have at least a dozen new products this year, hence it may go outside JWT for extra help. Others making presentations to Libby are understood to be Campbell-Mithun and Tatham-Laird & Kuder.

**Friendly Parting** - Both Alberto-Culver and Compton sources explained their parting is friendly. One Alberto-Culver official explained that the company for some time has wanted to consolidate its agency family and to more evenly distribute the work load and the billings among the agencies.

Alberto-Culver's continued product expansion at Compton appeared to many observers to be somewhat limited since the agency nationally also handles Procter & Gamble and Schick, but Alberto-Culver representatives denied the product conflict was the major reason for the change. Rather, they explained, it was a combination of many small factors on both sides of the client-agency fence.

When the switch occurs Sept. 1, Alberto-Culver said, Alberto VO5 hair-dressing, Alberto VO5 hair spray and Bestabs, an antacid now in test market, move to BBDO. New Dawn hair color, Alberto VO5 hair setting lotion, Kleen Guard floor protector and the firm's Beauty Division advertising go to JWT while Knox Reeves acquires Alberto VO5 creme rinse, Derma Fresh hand

lotion and Derma Fresh complexion lotion.

Not involved in the Alberto-Culver shuffle is the Chicago office of Campbell-Ewald Co. which continues to handle several products for the major TV advertiser.

Alberto-Culver is now in its 10th year and attributes its rise chiefly to television's selling power. It continues to expand and diversify and earlier this month was listed on the New York Stock Exchange. Products now are marketed in over 50 countries.

# Ballantine goes for news in a big way

WINS New York, an all-news station since April 19, announced last week that P. Ballantine & Son, Newark, N. J., will sponsor its entire 12 midnight to 6 a.m. schedule, Monday through Saturday, for 52 weeks, beginning today (June 21). Ballantine will also increase its daytime spot schedules on WINS.

The purchase, through Young & Rubicam, New York, in effect gives Ballantine 25% sponsorship of WINS' broadcasting schedule, excluding Sundays.

WINS all-news format offers continually updated news copy and on-the-scene reports, interspersed with news summaries and reports on sports, finance, amusements, weather, time and traffic (BROADCASTING, April 19).

## 57 categories spend more in summer TV

It's going to be a long, hot summer for 57 major product categories (40 in spot TV and 17 in network TV), which budgeted more than 25% of their 1964 TV expenditures during June, July and August.

The Television Bureau of Advertising has released a list of these "hot" advertisers, which range from catsup, mustard, and ice cream to air conditioners, refrigerators and china and glassware. The TVB listing follows:

SUMMER SPOT TV ADVERTISERS: 1964	
	Summer spot TV as % of annual spot TV budget
Building materials	84.7%
Insecticides & rodenticides	58.9
Catsup	56.3
Tea	55.7
Depilatories	50.8
Jams, jellies, preserves	47.7
Fruit & vegetable juices	47.3
China, glassware	46.8
Deodorants	43.0

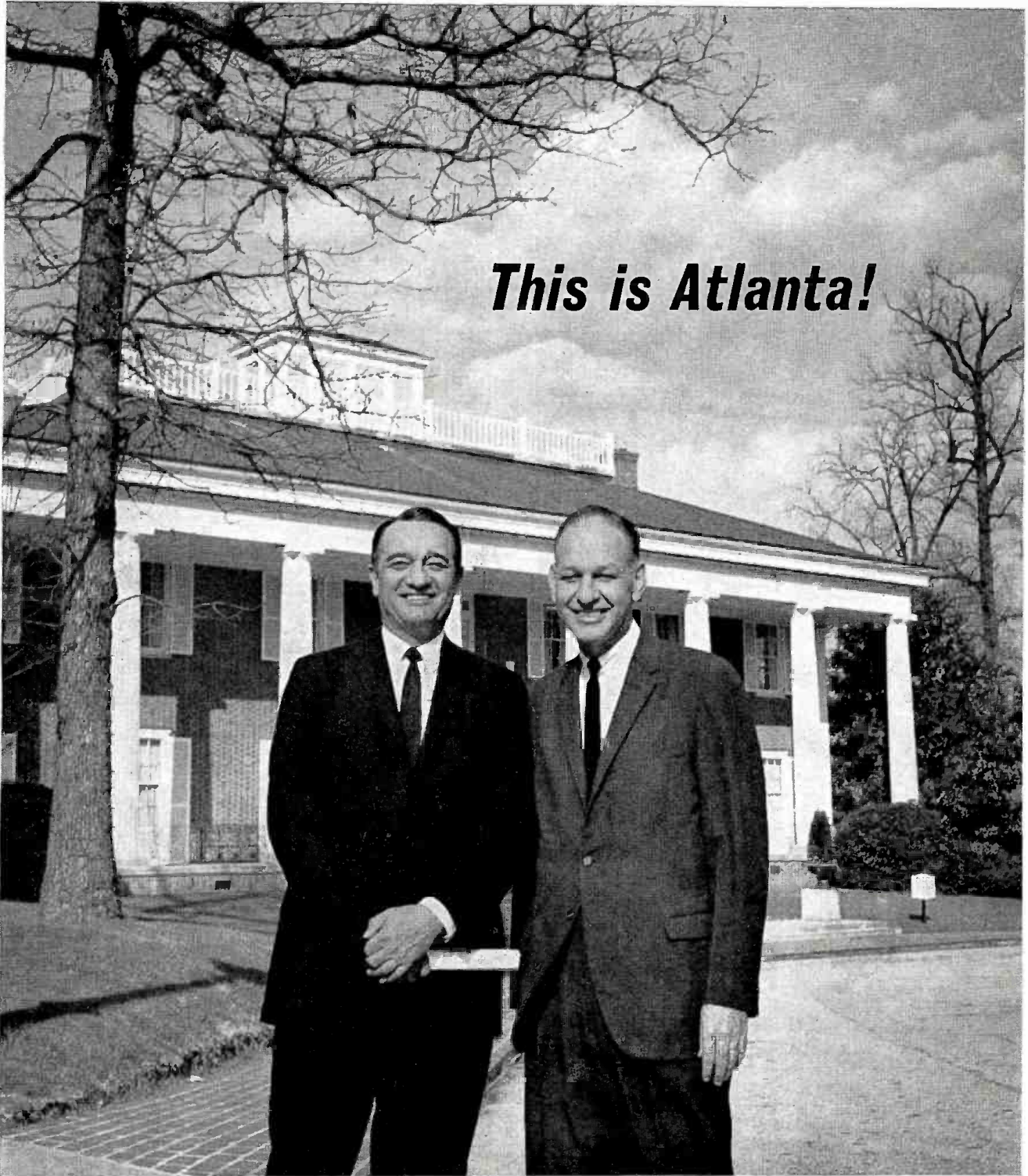
Ice cream	42.9
Mustard	39.3
Whipped toppings	39.1
Weight aids	37.8
Fertilizers, mowers, seeds	37.2
Home permanent & curlers	36.3
Tires & tubes	36.1
Toilet soaps	35.2
Fish (canned, fresh, frozen)	34.8
Paints & wallpaper	34.1
Bicycles, motorcycles, supplies	32.9
Paper napkins	32.7
Amusements	32.0
Cameras & accessories	31.2
Cigars, chewing & pipe tobacco	30.8
Schools & colleges	30.1
Paper towels	29.6
Hair tonic, oil, cream	29.6
Cereals	29.3
Bus travel	28.5
Dentifrices	28.3
Soft drinks, sodas, etc.	27.6
Hair coloring, spray, rinse	27.6
Beer & ale	27.1
Shampoos	26.6
Chewing gum	26.5
Cigarettes	26.0

Moving, hauling & storage	25.5
Packaged soaps & detergents	25.2
Bleaches & starches	25.1
Salad dressing, oil	25.0

### SUMMER NETWORK TV ADVERTISERS: 1964

Summer network TV as % of annual network TV budget

Room air conditioners	80.5%
Refrigerators & freezers	66.7
Underwear	62.6
Magazines, newspapers & other media	40.2
Fresh fruits & vegetables	32.6
Lubricants	32.6
Insecticides, disinfectants & deodorizers	31.0
Life insurance	30.9
Hosiery	30.1
Dipilatories & deodorants	28.7
Tires & tubes	28.4
Office equipment	26.7
Sportswear	26.7
Foundations & bras	26.6
Apparel fabrics & finishes	26.3
Books & music publishers	25.8
Household paper products	25.2



***This is Atlanta!***

**VOICE OF THE BRAVES!** Mel Allen and WSB-TV sports director Hank Morgan, along with former Braves pitcher Ernie Johnson, will be giving the play-by-play account of the 18 Atlanta-Milwaukee Braves games that will be telecast over WSB-TV to the over 622,700 television homes\* in Metro Atlanta this season. Sell this booming, sports-minded city by making your pitch on WSB-TV.

\*Television, March, 1965.

**WSB-TV**

**Channel 2 Atlanta**

NBC affiliate. Represented by Petry



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

# Changes planned for radio code

## NAB radio board meeting to consider amendments for both programming and advertising standards

Extensive amendments to the radio code program and advertising standards and enlarging the code board to include network representation will be considered by the radio board of the National Association of Broadcasters this week in Buck Hill Falls, Pa. (see page 68).

The proposed amendments, if adopted, would involve the biggest overhaul of code language in recent years. In addition to updating much of the language, the amendments would also rearrange some sections. A key amendment in the program standards deals with political broadcasts and would put a burden of responsibility on the political parties to observe good taste.

Two adhered to, but unwritten rules, would change the name of the code from the Radio Code of Good Practices to the Radio Code, and would spell out the requirement that only code subscribers can serve on the code board.

The political broadcasts proposal, which grew primarily out of the 1964 campaigns, would make it "incumbent upon all political candidates and all political parties to observe the canons of good taste and political ethics. . . ."

Among other program standards proposals, the amendments call for:

- Clear on-air distinction of editorials from news and other program material.
- Judgment of the broadcaster in

news and public events coverage.

- Development of programs on controversial subjects with fair representation given to opposing sides of issues "which materially affect the life or welfare of a substantial segment of the public."

- Considering equal-time requests by individuals or groups "on the basis of their individual merits."

- Clearly identifying programs dealing with controversial issues.

- Awareness of the children's audience in programs presented when children "constitute a substantial part of the audience."

- "No undue emphasis" on crime and violence and avoiding reference to "kidnapping or threats of kidnapping of children" in programs aimed toward children.

- Forbidding "profanity, obscenity, smut and vulgarity" and words which have been acceptable but acquire "undesirable meanings."

- Banning words "derisive of any race, color, creed" or national origin except for usage in "effective dramatization."

- Maintaining respect for "the sanctity of marriage and the value of the home. Divorce is not treated casually as a solution for marital problems."

In advertising standard proposals, the

code amendments:

- Take note of applicable federal and state laws in beer and wine advertising.

- Prohibit ads for "particularly intimate products which ordinarily are not freely mentioned or discussed."

- Ban ads for instruction "with exaggerated opportunities awaiting those who enroll."

- Urge caution about placing commercials in or near children's programs. The spots should not mislead the children.

- Emphasize that "surveys, tests or other research" used as basis for advertising claims "must be conducted under recognized research techniques and standards."

The proposal to increase the size of code board was originally discussed by the executive committee earlier in the spring (CLOSED CIRCUIT, May 3). The proposal would increase the code board size from nine to eleven members and let the networks fill the new seats.

The plan would put network A on the board initially for one year and network B on for a full two-year term. Following the first year, network C would replace A for a two-year term, with network D replacing B the following year.

## Business briefly . . .

**Wm. Wrigley Jr. Co.**, Chicago, through Arthur Meyerhoff Associates there, adds summer sponsorship of Walter Schwimmer Co. package *Championship Bowling* on WOR-TV New York, WBKB (TV) Chicago and KPLR-TV St. Louis.

**Colgate-Palmolive**, New York, will advertise its new Respond hair spray this summer on ABC-TV's *Broadside*, *Ozzie & Harriet*, *Addams Family* and *Sunday Movie*, NBC-TV's *Karen*, *Hullabaloo*, *Man from U.N.C.L.E.*, and *Kentucky Jones*. A heavy spot TV schedule, supplemented by regional radio spots, will be used. Agency is Norman, Craig & Kummel, New York.

**Sunbeam Corp.**, Chicago, which spent some \$3 million last year in TV, will increase its spending this fall for an estimated annual total of about \$5 million and will have commercials on all three TV networks with some in color. Foote, Cone & Belding and Perrin & Associates represent Sunbeam.

**The Pepsi-Cola Metropolitan Bottling Co.**, Philadelphia, and the **Pepsi-Cola Bottling Companies of Allentown and Reading, Pa.**; **Atlantic City and Pennsauken, N. J.**; and **Wilmington, Del.**, through J. M. Korn and Son, Philadelphia, last week began a four-week \$100,000 spot radio and TV campaign in the tri-state Delaware Valley. Campaign, featuring TV actor Bill Hinnant,

## TV code staff alert for realistic toy guns

A look into television spots for toy guns, particularly "overly realistic hand weapons" will be taken by the TV code staff of the National Association of Broadcasters. The study, which comes at a time when toy manufacturers are making ad plans for their heavy fall toy push, was initiated by the "grave concern" of the TV code board over toy hand weapons.

The TV code board, meeting in Washington last Thursday (June 17), indicated that with an influx of increasingly realistic-looking toy guns turning up on the market some advertising guidelines for such items might be in order.

Following queries by some subscribers on the possibility of using hypnosis in some programming, the code board approved an amendment saying: "The presentation of hyp-

nosis, either as fiction or in fact, should be presented with proper precautions to avoid any adverse effect on the viewing audience."

The amendment, to be submitted to the TV board for approval this week, was designed to establish minimum safeguards without interfering with creativity in programming.

The code board also heard Howard H. Bell, director of the code authority, report that evaluation of toy commercials has become a year round job with two editors in the New York office and an editor in Hollywood dealing with them. He said the code had reviewed 220 commercials from 35 manufacturers in the first five-and-a-half-months of 1965, compared with 208 commercials from 33 manufacturers during all of 1964 and 184 spots from 37 toy makers in 1963.



consists of 150 TV spots on WCAU-TV, WFIL-TV and KYW-TV, all Philadelphia, and a total of 5200 radio spots on WIP, WIBG, WCAU, WFIL, WPEN Philadelphia; WRAW, WEEU, WHUM Reading; WPAM and WPPA Pottsville; WCHE West Chester, all Pennsylvania; WFPG, WLDB, WMID Atlantic City; WOND Pleasantville, WBBZ Vineland, all New Jersey, and WAMS and WDEL Wilmington, Del.

**Hughes Aircraft Corp.**, Culver City, Calif., has joined **Goodyear Tire & Rubber Co.**, Akron, Ohio, as one-third sponsor of a trio of international sporting events that will be broadcast live by Early Bird satellite on ABC-TV this summer. Agency for Hughes Aircraft (builder of Early Bird) is Foote, Cone & Belding, Los Angeles, and for Goodyear it is Young & Rubicam, New York.

## Agency appointments . . .

- Revlon Inc., New York, has appointed Leber Katz Paccione, same city, to handle advertising of its Intimate fragrance line. The account, which reportedly bills more than \$1 million, was formerly handled by Revlon internally. LKP will also take charge of advertising for a new men's line of fragrances.

- United Screen Arts, Hollywood, has named The Mort Goodman Organization, that city, for national radio-TV campaigns. The agency has completed promotions for United's initial movie releases, "The Man From Button Willow" and "A Swingin' Summer" and next will do radio-TV drives for "The Young Sinner" and "Bend to the Wind."

- National Guard Bureau, Washington, has appointed Zimmer, Keller & Calvert, Detroit, for advertising and public relations for fiscal 1966. Radio and TV will be used.

## Xerox to present show on national spot basis

The Xerox Corp., which had planned to present a 90-minute TV documentary, *The Making of the President: 1964* on a network, elected last week to carry the program on a national spot lineup throughout the country the week of Oct. 25.

In announcing the decision to present the program by way of local stations, Donald L. Clark, Xerox vice president in charge of corporate advertising, said the company had terminated its discussions with CBS-TV. He said CBS-TV had accepted the program, but added that Xerox was unable to reach agreement with the network on such de-

tails as local station tie-ins with Xerox branch offices, on-the-air promotion and newspaper advertising.

CBS-TV's version of reasons for the disagreement differed. A spokesman said he had not heard of the considerations cited by Xerox. He reported CBS-TV had offered several prime-time periods it considered acceptable to the Xerox agency, Papert, Koenig, Lois, and added: "Apparently Xerox and its agency decided not to accept these time periods."

David L. Wolper Productions is producing *The Making of the President: 1964*, which details last year's presidential race and is based on a forthcoming book by Theodore H. White. Last year Xerox sponsored *The Making of the President: 1960* on ABC-TV.

Xerox created its own "fourth network" of 107 local TV stations for another Wolper documentary, *Let My People Go*, which was telecast in April. A company spokesman said "many more stations" are expected to carry *President: 1964*.

## Lack of measurements cuts radio's potential

One of radio's major problems in impressing advertisers and advertising agencies is the lack of proper and adequate measurements, James Stack, media director of McCann-Erickson, Los Angeles, told the Southern California Broadcasters Association at its luncheon meeting last Thursday (June 17).

Citing statistics about radio's tremendous potential circulation, with over 200 million radio receivers in working order and set sales proceeding at a record breaking pace, Mr. Stack reported that of the national advertising investments in the five major media, television gets 40%, magazines 28%, newspapers 22%, but radio only 7%, not very much better than outdoor's 3%. This 7%, Mr. Stack observed, "represents a decline from over 20% in 1950 and actually a decrease in dollar volume invested. This is a loss of share in a growing market, which is sort of an unenviable position to be in."

Calling for better measurements from radio, Mr. Stack said that at his agency, "we do not doubt that radio's audience reach is extensive, but . . . our clients insist upon our documenting the medium's effectiveness in reaching the proper audience in sufficient quantity."

The widely publicized "all-radio methodology study" or "arms" will provide a standard way of providing audience figures and cumulative reach data that we all need," he said.

# Eastern found jet power in TV

## 'High-quality dignified'

## image results from

## inauguration sponsorship

Image building "beyond the greatest of our expectations," achieved by sponsorship of a single television program, was described last week by Eastern Air Lines marketing vice president George S. Gordon.

Mr. Gordon said full sponsorship of NBC-TV's six-and-one-half hour telecast of the presidential inauguration last January had dovetailed with an extensive company program to give Eastern a new "high-quality dignified" image and provided a highly suitable atmosphere to begin this campaign.

He said Eastern credits that single TV vehicle for a marked shift in the public's attitude toward the air line.

Mr. Gordon spoke at the American Marketing Association's world congress on marketing, held Monday through Wednesday in New York.

In another of the more than 160 speeches at the congress John B. Hunter Jr., director of marketing services for B. F. Goodrich Co., foresaw "sweeping changes in the media picture."

These included development of UHF television into "a marketing communications force to be reckoned with" before the end of the 1960's; a color-TV "revolution" whose effects on television may be comparable in scope to those that television itself asserted on broadcasting, and the rise of FM into an important marketing power.

Eastern's Mr. Gordon said surveys before and afterward documented the effectiveness of the air line's sponsorship of inauguration coverage. Afterward, he said, Eastern was picked as the "airline of choice" by 35% of respondents—up from 27% before the program—and was the first domestic airline named by 46%, comparing to 31% before the telecast.

The NBC program, narrated by the network's Huntley-Brinkley news team, was carried to a lineup of 203 stations and was seen by an estimated 64 million people.

Retention of the Eastern advertising message after viewing was considered remarkably high; 70% of those questioned, Mr. Gordon said, were aware that Eastern had sponsored the pro-

gram, 20% gave the airline credit for serving good food and 13% correctly identified the carrier with specific route destinations.

Eastern Air Line's advertising budget in the first quarter of this year was ahead of a four-quarter average for 1964 by 60%. Total advertising allocation for the company this year will exceed 1964's expenditure by 50%.

## BPA forms committee to work with TVB

The formation of a TVB liaison committee by the Broadcasters Promotion Association was announced last week by BPA President H. T. (Bud) Vaden of the Triangle Stations, and Norman E. Cash, president of the Television Bureau of Advertising.

The seven-man committee, elected for a two-year period, will meet twice yearly with TVB executives. Among the committee's stated purposes are: To find more effective uses of TVB promotional material at a local station level; to collect more effectively local TV sales success stories, and to offer BPA support in TVB's regional presentations.

Also announced was a proposed joint work-plan on a new campaign urging the use of television to sell television.

First chairman of the new standing committee will be Arthur Garland, promotion manager of General Electric Stations, Schenectady, N. Y. Other committee members are: Don Foley, ABC-TV, New York; Casey Cohlma, WFAA-TV Dallas; Joe Costantino, KTVU (TV) San Francisco; Bob Hoffman, Television Advertising Representatives, New York; Bob Manning, WFBG Altoona, Pa., and Judd Choler, KMOX-TV St. Louis.

## Senate passes cigarette bill

A bill to require health warnings on cigarette packages was passed by the Senate last week by a vote of 72 to 5. The bill, S559, does not require warnings in cigarette advertising, however, and prohibits such requirements for a period of three years.

The warning statement will read: "Caution: Cigarette smoking may be hazardous to your health." An amendment to change the "may be" to "is" was rejected.

The Senate also rejected amendments to: Leave state and local agencies free to require warnings in advertising; require the Department of Health, Education and Welfare to administer additional labeling restrictions and reduce the three-year moratorium to one year.

Advertising may not contain anything that tends to negate the warning label or implies that smoking is in any way beneficial to health.

A similar bill has been reported out of the House Commerce Committee and is scheduled for a vote Thursday (June 24).

In the absence of congressional legislation by July 1, Federal Trade Commission regulations requiring a warning statement in advertising as well as on the package will go into effect (BROADCASTING, April 5).

## Three agencies merge

The Venet Advertising Co., New York, and Venet Advertising Agency Inc., Union, N. J., and Co-Ordinated Marketing Agency Inc., New York, have merged under the Venet banner. The new agency will bill over \$5 million.

Lester Wolff, chairman of the board

of Co-Ordinated, will devote full time to his duties as congressman from New York. Herbert J. Stiefel, president of Co-Ordinated will be senior vice president and executive director of Venet in New York. Zal Venet remains as president. Address: 575 Lexington Avenue, New York.

## Also in advertising . . .

**Media Stat moves** ■ Media Statistics Inc. has moved its expanded New York offices to 509 Madison Avenue. The new telephone number is 421-8380.

**Merger** ■ Tobey & Crothers advertising agency, has merged with Henry O. Dormann, public relations firm, both New York, to form Tobey, Crothers & Dormann at 820 Second Avenue, New York. Tri-Arts Productions, newly-formed associate of TC&D, will handle the TV production end of the business. Fred Tobey is chairman of TC&D, James Crothers is president, and Henry O. Dormann is executive vice president.

**Agency search** ■ Armour Grocery Products Co., Chicago, is interviewing agencies for three products involving an estimated \$1 million in billings. These are Appian Way pizza and Dash dog food, both now at Foote, Cone & Belding there, and Magic Finish, laundry spray sizing product now at Young & Rubicam, also Chicago. FC&B retains Armour's TV-heavy Dial soap business.

**Office to close** ■ Clyne Maxon Inc., New York, will discontinue operations at its Minneapolis office, effective Oct. 1. The Minneapolis office has handled advertising for the Jacob Schmidt Division of Associated Brewing Co., St. Paul, Minn., and will continue to do so until a new agency is appointed.

## Mountain Dew agency named

The Pepsi-Cola Co. has appointed Geyer, Morey, Ballard, New York, to handle the estimated \$1 million billing of its new soft drink Mountain Dew. The agency said Mountain Dew is now approaching full national distribution in the U. S. and Canada. It's expected 70% of the advertising budget will be placed in radio-TV.

## Rep. appointments . . .

■ WKNX-TV Flint-Saginaw-Bay City, Mich.: Robert Eastman TV.

■ WDAF-AM-TV Kansas City, Mo., and WWVA, Wheeling, W. Va.: The Katz Agency. Effective July 1.

■ KGMB-AM-TV Honolulu and KHBC-AM-TV Hilo, Hawaii: Edward Petry & Co., New York.

## BAR estimates for 20 markets

Estimates of the dollar volume of nonnetwork television business on the air in 20 U. S. markets during the week ended May 28 are reported below as compiled by Broadcast Advertisers Reports. The estimates are based on monitoring, using discounted-rate formulas.

Numeral in parentheses immediately following the market name indicates the number of stations monitored. Dollar figures are BAR's estimates of all national spot, regional and local business on the air during the week indicated.

Week ended May 28:

Altoona, Pa. (2)	\$108,142
Amarillo, Tex. (5)	56,368
Birmingham, Ala. (2)	137,810
Denver (4)	212,557
Des Moines (3)	102,119
Detroit (4)	599,161
Ft. Wayne, Ind. (3)	75,923
Greensboro, N. C. (3)	94,381
Harrisburg, Pa. (4)	111,378
Hartford, Conn. (3)	396,844
Little Rock, Ark. (3)	72,146
Memphis (3)	133,223
New Orleans (3)	163,986
Peoria, Ill. (3)	64,195
Pittsburgh (3)	497,559
Richmond, Va. (3)	86,283
San Diego (3)	185,547
Syracuse, N. Y. (3)	240,153
Tulsa, Okla. (3)	99,775
Wheeling, W. Va. (2)	74,266

# Our rich black soil is many yards deep!

**F**ARGO sits at what used to be the bottom of an enormous, 100-mile-wide, prehistoric lake. Over the centuries, it silted many yards deep with top soil from what is now the eastern Dakotas and western Minnesota — plus the flesh and bones of billions of birds, fish and animals.

All this is just to explain why the Encyclopedia Britannica says the Red River Valley is one of the most fertile areas in the world. Still is, to this very day — and will be, to your grandchildren's. And *this* means rich farmers, rich merchants, rich Cadillac dealers!

All we want to say about *ourselves* is, that if anybody recommends any other radio or television stations to you out here, you ought to smell his breath! Ask PGW!



## WDAY • WDAY-TV

The Know-How Stations in  
FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives

# What's in back of our surge to

## **A youthful outlook**

The ABC Owned Television Stations care about young people. We care about their future.

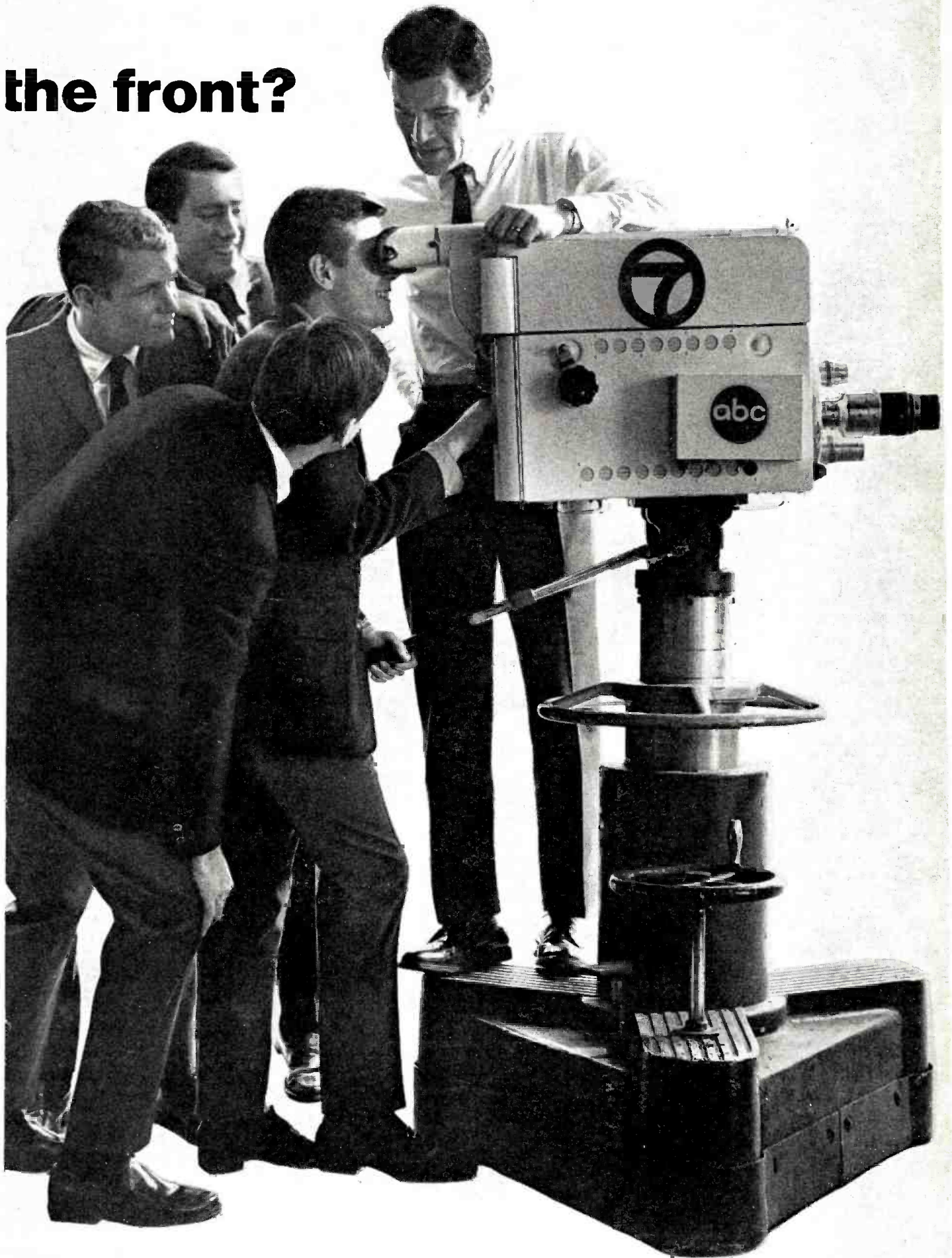
But, we don't put off until tomorrow what must be done now. KABC-TV in Los Angeles invited the city's high school seniors to a job seminar at the station.

We told them about careers in broadcasting. We also told them to stay in school if they want those jobs. WXYZ-TV in Detroit and WABC-TV in New York helped fight the school dropout problem with annual "Careerathon" shows. On these programs the youngsters got the kind of entertainment they wanted and the kind of advice they needed. KGO-TV in San Francisco and WBKB in Chicago have helped place thousands of students in summer jobs by working closely with community leaders and, of course, with the students themselves. The adults in the five great cities we serve have said some very kind things about all of these projects. So have the youngsters.

But, doing things for so many millions of our future citizens is part of our responsibility.

That's one of the things behind our surge to the front.

**the front?**



## **...and another outlook on youth**

We care enough about young people to keep up with them. At least we try.

KABC-TV was the first station in the country to sense the excitement inherent in today's young people's music. They came up with a program and called it "Shindig." That was more than a year ago. And just as music styles change, so has the show. Under the direction of the ABC Television Network, it has grown into one of the big hits. And with adults, too! Now there is "Shivaree," also from KABC-TV, and that's a hit in syndication. WBKB in Chicago uses popular music in another way.

"Kumsitz" is a youth forum—but not like any you've ever seen before. Students really probe the problems of their own generation but in a setting of their own making, complete with the Watusi, the Frug and the sanction of the Chicago Board of Rabbis. We are sure of one thing.

The future will bring more changes in the tastes of young America. The ABC Owned Television Stations will be right there when it happens. Perhaps even a little ahead.

## **That's what's behind our surge to the front.**

**ABC OWNED TELEVISION STATIONS** • WABC-TV, New York • WXYZ-TV, Detroit  
• WBKB, Chicago • KABC-TV, Los Angeles • KGO-TV, San Francisco





# FM's drag feet on program split

Faced with Oct. 15 FCC deadline, 57% ask waivers for one reason or another; most of 195 involved prepare to comply if extension of time is refused

The FCC's announced long-range goal of more diversity in radio programing reaches its first hurdle Oct. 15. On that day 195 FM stations which formerly duplicated to a large extent the programs of their AM brothers have been told to reduce their duplication to 50%.

Testimony to the fact that the proposed rule is meeting with something less than universal acceptance is the receipt by the FCC of waiver applications from 112 of the 195 stations. They feel that for one reason or another they should be exceptions to the rule.

With 57% of the affected stations requesting leniency, broadcasters are expecting the commission to be highly

selective in making decisions on the waivers. But they would like to know who will get the waivers so the losers can go ahead with programing plans to meet the deadline. At the commission, Joseph Langbart, who is doing the sifting, said last week he didn't know when the commission would act on the applications.

The duplication rule, adopted by the FCC last July (BROADCASTING, July 6, 1964), prohibits any FM in a city of more than 100,000 population from duplicating more than 50% of the programing of an AM station in the same market. The criterion is the population of the city where the FM is located.

Last March the commission noted

that there were 125 cities of 100,000 or more with FM channels assigned to them. In those cities there are 551 authorized FM stations in the commercial band, but 214 do not have AM affiliation and are not affected by the rule. Of the remaining 337, about 140 already are programed separately.

**Many Views** ■ For the 195 stations that have to change their programing there seems to be a range of action or inaction, running from indifference and a wishful belief that the rule will be postponed again (it was originally set to be put into effect Aug. 15) to eagerness to program AM and FM separately. Some stations plan to go all the way and set up two individual operations with entirely different formats and schedules, others are dragging their feet and making only very tentative plans while hoping their waiver request is approved.

One major-market broadcaster said "we need at least \$50,000 a year to break even" on separate FM programing, "and while we plan to actively promote our FM coverage it'll take a while for us to reach the break-even point." He said he felt that FM has "not yet proven itself as a money-making medium."

Another broadcaster in a major eastern market estimated his cost of running a completely independent FM operation at \$200,000 yearly. He said the station would have to be two-thirds sold at \$5 a spot for an 18-hour day to show any profit and doubted that the FM market is strong enough at this time to support such programing.

A BROADCASTING survey of stations in New York, Los Angeles, Chicago and Washington that now duplicate in excess of 50% indicates that most of them have applied for a waiver.

In New York there are eight FM stations duplicating more than 50%, one under that figure; in Los Angeles seven stations are more than 50% and one less; in Chicago five stations are more than 50% and two under that; in Washington five stations are more than 50% and four are within the new limits.

**Pattern Holds** ■ Figures in other ma-



## All ready for the cue

WMAL-FM Washington, which went fulltime stereo with its classical music format on May 1, is using an automated system that ties in reel-to-reel tape, cartridge tape and 12 turntables. The \$16,000-system, conceived by Fred Houwink, vice president and general manager of

WMAL-AM-FM-TV (above), and built by station engineers, uses the tape reels and cartridges for voice tracks and spots. All music is played from the turntables, which are operated through the switching system. The only manual operation required is cueing the records.



# Automation answer to separate FM programs?

A majority of broadcasters, who may have to separate their AM-FM facilities by FCC order, expect to automate their FM operations (66%) and almost as many feel the separation will increase costs (63%).

These were two of the findings made by Ray Lapica, California broadcaster, in a national survey of FM stations for the *University of Southern California Law Review*. Mr. Lapica is a third-year law student at USC and results of the survey will be published in the *Law Review* July issue.

Of the respondents, 31% were from stations in cities of over 100,000, the only stations directly affected by the rule which requires the FM to limit duplication of the AM signal to 50%. Of the stations that will be affected by the rule, 45% said they will separate programming, 16% are seeking postponement until expiration of the

license, 6% said they will try to enjoin the commission from enforcing it and 38% said they were presently programming separately.

Of all the stations answering the questionnaire, 28% said they were making money with their FM operation, 64% said they were losing money and 8% were breaking even. Among those who reported losses from their FM operations, the range was \$500 to \$45,000 per year.

Of the respondents, 38% felt the AM-FM split would increase FM time sales; 28% said it wouldn't and 34% had no opinion. In several areas broadcasters noted that by separating the signals more business has been generated.

Almost the same percentage of broadcasters who thought the FCC rule was fair (53%) thought it was a "form of program control and therefore indirect censorship" (51%). However, 83% said they

did not feel the FCC had the right to control programming, 8% said the commission had the right and 9% had other comments. In the same area, 70% felt "FCC program regulation" is unconstitutional and violates the First Amendment; 30% said it is constitutional.

Questioned on the commission's comment that "separate ownership of AM and FM stations in the same community is a desirable long-range goal," 10% of the stations agreed with the idea and 90% disagreed. Almost three-fourths of the respondents (73%) said they would have bought or built their FM facility even if they had known they would have to split programming; 27% said they would not have done so.

But for all of broadcasters' criticisms of commission policies, 59% of the respondents felt the FCC is doing a good job generally, 31% consider poor and 10% had other comments.

## How stations propose to comply with FCC's AM-FM nonduplication rule

*How do you propose to obey the rule?*

Simply split 50% of the time 42%  
 Shut AM down at night .....1  
 Shut AM down earlier in evening than FM .....1  
 Other .....56

*What will you program on FM?*

Rebroadcast AM programs 24 hours later (as permitted by rule) ..... 5%  
 Automate FM .....66

Add new shows .....29  
*How will this affect your costs?*  
 Raise them .....63%  
 No change .....37  
*Increases, if any, will be mostly in*  
 Personnel .....42%  
 Equipment .....35  
 Music .....20  
 Other ..... 3

*How is your FM doing economically?*

Making money .....28%  
 Losing money .....64

Breaking even ..... 8

*Will the split increase FM time sales?*

Yes .....38%  
 No .....28  
 Don't know .....34

*Will the split increase FM set sales?*

Will increase beyond present growth .....41%  
 Will not change sales pattern 47  
 Will hurt FM sales ..... 6  
 Other ..... 6

for markets like Detroit, Boston, Pittsburgh, St. Louis and Seattle show much the same pattern. Detroit has six stations duplicating over 50% of AM programs, two under; Boston five over, one under; Pittsburgh has seven over, one under; St. Louis has four over, none under; Seattle has seven over, one under.

There are also some markets where the pattern is reversed. Baltimore has two stations duplicating over 50%, four under; Columbus, Ohio, has one over, five under; San Diego has two over, three under, and Norfolk-Newport News, Va., has one over and four under.

The waiver requests generally fall into two camps: Stations seeking a few months to build new facilities or make other adjustments prior to nonduplicated programming, and stations seeking a waiver through the license period—

or if that is imminent, up to three years—to continue duplicating programs.

Stations in the latter group have come up with about a dozen reasons why they should be granted the waiver. The most common are:

- Audience studies show the station is now programming what the audience wants to hear.

- The AM and FM have different coverage areas, particularly at night when many AM's go on lower power and/or have directional patterns.

- Splitting the operations is economically unfeasible.

- The market already has a multiplicity of aural signals and programming the FM separately will only duplicate some other station's current programming.

- It is the responsibility of the broadcaster to decide what and how to program.

- The characteristics of FM, particularly in big cities, makes it necessary to fill in AM white areas.

- The stations now offer a "unique" service which would be missing on FM if they split.

Among the waiver requests are the across-the-board applications of CBS and NBC for their owned stations. It's believed that all programming decisions for FM, if the waivers are denied, will be made through the corporate offices of the two networks. There is some speculation that the CBS-owned stations would use a single FM format, planned and cut by one of the stations and shipped to the others.

NBC authorities said plans were be-

## FM's DRAG FEET ON PROGRAM SPLIT continued

ing drawn for operation of their owned stations in compliance with the FCC rule but that they were not ready to discuss them.

**Metromedia Ready** ■ An exception to the general group line of waiver requests is Metropolitan Broadcasting Radio Division of Metromedia. John B. Sullivan, president of the division, said more than \$100,000 has already been ordered for five stations (the sixth already programs FM separately), that most will be stereo operations, that overall programing objectives have been set and that individual stations are now working out proposals covering the details.

The stations involved are WNEW-AM-FM New York, KLAC-AM-FM Los Angeles, WIP-AM-FM Philadelphia, WHK-AM-FM Cleveland and WCBM-AM-FM Baltimore. KMBC-AM-FM Kansas City, Mo., already programs separately.

Generally, Mr. Sullivan said, the FM stations will have an "adult appeal" based on a "wide but slightly narrower" musical approach than their AM counterparts. Although there will be variations in each market, the overall result is expected to be "fairly close" to the programing of KMBC-FM, which like KMBC, emphasizes popular music and news, but relies more on album music

than the AM does.

The FM's, he said, will program separately at least half the time but periods of duplication are still undetermined. Separate FM rates will also be set for the nonduplicated programing, he said.

Mr. Sullivan said he thought FM stations could make money in their first year of unduplicated operation and that some would, hopefully placing Metropolitan's stations in the latter group.

In the New York metropolitan area there are now about 40 AM, FM and AM-FM stations. Unless the commission grants the waiver requests in that market, the number after the nonduplication rule goes into effect will be about 54 stations for at least half the time, a gain of about 35% almost overnight.

**10 Years To Break Even** ■ Norman Furman, general manager of WEVD-AM-FM New York, estimates his separate FM operation will lose "\$50,000 or more a year" and said "we might break even in about 10 years on FM." Mr. Furman said the ruling "is a bad one for us. Our FM signal reaches about half our total audience not reached by AM. By programing separately we stand to lose a good part of our audience."

WEVD-AM-FM now devotes about 80 of its 108 weekly duplicated hours to

ethnic programing, mainly drama, talk and music. One hour daily is not duplicated. Mr. Furman said the 6-11 p.m. period had tentatively been set for unduplicated programing, but beyond that a new schedule had not been worked out. Based on AM coverage only, he said, WEVD now charges \$250 an hour. In October, he said, the hourly rate for unduplicated WEVD-FM programs will be \$75.

WNYC-AM-FM, New York's municipally owned noncommercial stations, are now programed separately 30 to 40% and this percentage is due to be substantially increased in July and August. The WNYC format has historically been used flexibly for coverage of city council meetings, United Nations sessions and the like, in addition to its regularly scheduled programs. WNYC-FM has followed a more consistent musical format.

(WNYC-FM is affected by the rule because its channel is in the commercial band. Noncommercial stations in the noncommercial band do not come under the rule.)

WLIB New York expects to have WLIB-FM on the air this fall and will use it to extend the current WLIB daytime service to a midnight signoff. Harry Novik, general manager, said during most of the time that WLIB is operating, its programing will probably be duplicated by WLIB-FM, but the only detail set is that the FM, like the AM, will be programed to the Negro audience. Equipment and installation costs for WLIB-FM are estimated at about \$100,000.

WQXR-AM-FM New York has made "no firm plans for separate programing," Elliott M. Sanger Sr., executive vice president of the station, said "because we hope the exemption will be granted."

In its waiver petition, WQXR-AM-FM noted that programing expenses were more than \$500,000 in 1964 and that in "the past calendar year, the combined broadcast revenues of WQXR and WQXR-FM exceeded the combined broadcast expenses by only \$41,443. With net broadcast operating income of this small magnitude, it is obvious that WQXR cannot assume additional operating expenses in the form of separate AM and FM programing without suffering substantial losses with resultant adverse impact upon its program offerings to the public."

**ABC Acts** ■ WABC-FM, ABC-owned New York outlet, expanded its unduplicated coverage from 25% of its schedule to about 60% last Monday (June 14). Alexander Smallens Jr., station director, said the increase had nothing to do with the FCC rule but was "motivated almost entirely by audience and advertiser demands for an in-

### High costs of separate programing detailed

The high cost of separate programing was laid before the FCC in the waiver application of KKHI-AM-FM San Francisco. The station said it could replay its AM music on FM after the 24-hour delay period, but it would need an "additional one-half station" necessitating a large immediate one-time cost for studio and control room facilities, estimated

at \$23,000.

However, KKHI said, the more serious problem would be "permanent and steadily rising" cost of additional staff "required under present union agreements and staffing procedures."

The station said under existing contracts this figure would go to \$69,870 in the second year and to \$72,770 in the third year.

To have KKHI-FM program separately only 50% of the time, the station estimated the following yearly staff and necessary costs:

Two fulltime announcers @ 10,400	\$20,800
Two fulltime technicians @ 10,400	20,800
Announcers over-time—416 hours @ \$8	3,328
Technicians overtime—416 hours @ \$8	3,328
5% payments to pension & welfare funds	2,414
Music library and programing	5,200
Secretary-traffic girl-bookkeeper	5,200
Vacation costs	2,800
Company paid payroll taxes, etc.	3,100
	<hr/>
	\$66,970

# THE EASTMAN TV TIGERS PRESENT



## *THE MARKETING REP*

**KTEN-TV**

Ada, Oklahoma

**WHIS-TV**

Bluefield, W. Va.

**WUSN-TV**

Charleston, S. C.

**WKNX-TV**

Flint/Saginaw/Bay City

**WSVA-TV**

Harrisonburg, Va.

**WHTN-TV**

Huntington/Charleston, W. Va.

**WXEX-TV**

Richmond/Petersburg, Va.

**KTTS-TV**

Springfield, Mo.

crease in our unduplicated FM coverage." WABC-FM has had separate programming from 6 p.m. to midnight since 1960, consisting mostly of classical, show, jazz and folk music. The WABC format is primarily top 40. Mr. Smallens praised the commission nonduplication rule and said "you have to promote an FM station vigorously if you want it to succeed—you have to spend money to get money. Stations that only comply half-heartedly with the rule aren't going to succeed in making money."

In Chicago, ABC-owned WLS-FM has been spun off from the operating control of the network-owned WBKB(TV) and put under Ralph Beaudin, president and general manager of WLS. Mr. Beaudin estimates it will cost 10 times as much to run WLS-FM over the present operating costs. The FM station has always been programmed separately with everything from opera to light music, but on a noncommercial basis. WLS-FM will be introduced in a major summer promotion as the country's pioneer stereo sports station whose format also will include stereo talk and interview shows plus Sinatra-type music.

WLS-FM will have a separate rate card with spots running from \$9 to \$15 and will have a separate sales staff. Harvey Wittenberg, of the WLS news staff, has been made WLS-FM station manager and is now hiring the staff.

KABC-AM-FM, the ABC-owned outlet in Los Angeles, has applied for a waiver, citing its "unique" conversation-type format. However, the station has undisclosed alternate plans if the waiver is refused.

The other ABC-owned stations, KGO-AM-FM San Francisco, WXYZ-AM-FM Detroit and KQV-AM-FM Pittsburgh, are also seeking waivers of the rule.

Among Los Angeles area stations, KFAC-AM-FM with a 100% classical music format has requested a waiver. If it is refused it will probably reprogram the AM on FM with a 24-hour delay, as permitted in the rule.

**Automation** ■ KPOL-AM-FM Los Angeles, which has been struck by engineers and announcers since April 2, said its only immediate thought is staying on the air. The station said its automatic programming equipment, which was recently installed, is beginning to work out pretty well and if it continues to improve, it may be tried for FM as well. But at the moment there has been no firm decision on which way to go after Oct. 15.

KRKD-AM-FM Los Angeles said it is still far too early for any firm decision although there has been some thought of running completely different formats on AM and FM. The station would probably have three rate cards: one for AM, one for FM and a combination AM-FM card.

KEZY-AM-FM Anaheim, Calif., said it has several plans under discussion but there is no decision yet. The FM is a low-power operation and there is some thought of increasing the power and selling FM separately.

KWIZ-AM-FM Santa Ana, Calif., said it will separate into two distinct stations with different formats, although details are not set. Even with the split, the station said it will probably raise AM rates when new cards come out.

In Chicago, WNUS-AM-FM, the all-news operation, is seeking a waiver, but said if it is not allowed, WNUS-FM will still program all news during separate programming hours. However, the station said it would increase the costs considerably and virtually the same top stories would be aired.

Plough's WJJD-AM-FM Chicago switched to a country and western format in February, and although it is premature to say what the group's plans are, WJJD-FM will probably play C&W music during its nonduplicated hours to maintain the station image. George Dubinetz, manager of the station, said if the separate FM programming came after 6 p.m. it could have very little effect on the AM market in either rates or ratings. However, he said, the addition of separate FM programming by major AM stations will make the FM market highly competitive all over the country and could produce a "big shakeout" in the process.

In the Washington market, four stations have filed for waivers and another

is in the process of being sold.

WTOP-AM-FM Washington, which primarily has a talk and information format, has requested a three-year waiver to study the market, saying it has not reached a "satisfactory decision" of alternative formats for FM.

WAVA-AM-FM Arlington, Va., an all-news operation, said if its waiver is refused, it would probably put on middle-of-the-road music in its unduplicated hours and this would only be "duplicating somebody else's audience or format," according to John Burgreen, vice president of the stations.

Jerome Bess, vice president in charge of operations, RKO General Broadcasting, said that RKO had appealed to the FCC for a waiver to continue duplicated service on WOR-AM-FM New York, WGMS-AM-FM Washington, and WNAC-AM and WRKO-FM, both Boston.

RKO also duplicates on KHJ-AM-FM Los Angeles and KFRC-AM-FM San Francisco, but has not asked for waiver in those cases. The group's Canadian radio outlets, CKLW-AM-FM Windsor-Detroit, are obliged by Canadian law to carry at least two hours of unduplicated programming each day, but currently program four hours of unduplicated service.

WOL-AM-FM Washington said it has made no plans for separate programming since it expects sale of the station to the Sonderling group to go through before the Oct. 15 deadline. Egmont Sonderling has purchased the station from Henry Rau for \$1.4 million subject to FCC approval.

## Enthusiasm for FM sales limited

Most AM/FM reps are unimpressed by prospects for added sales volume when FM's begin own programming Oct. 15

Reaction of station representatives to the prospect that FM stations in cities of 100,000 or more would not duplicate AM's more than half of the time after Oct. 15 was widely varied.

It ranged from the enthusiasm expressed by firms representing FM's exclusively through a studied indifference by a number of firms representing a large proportion of the AM/FM combinations in the cities affected, to the expressed determination of at least one company that it would ask the new FM's to find exclusively FM firms to represent them.

Most large and medium-sized radio representative companies do not anticipate they will lose or that they will give up representation of FM outlets in view of the new FCC regulations, but indicated they are reappraising their entire relationship.

Many left the unmistakable impression that if their FM stations decided to shift to an exclusively FM-represent-

tation organization, they would have no objection. They noted, however, that several stations had attempted this change only to return to an AM-FM company to take advantage of the personnel and resources of the larger organizations.

Some stressed that FM representation has not been profitable and acknowledged that they could allocate only a modest amount of time and a minimal number of staff people to the FM effort. They pointed out that their concentration had to be placed on AM operations, where the advertising opportunities were more promising.

On the other hand a check with several leading FM representative firms revealed they are cautiously optimistic about the schedule change. They said they expect that, if nothing else, the FM medium will be "talked about" more and additional sales efforts will be exerted by the larger representative firms. They acknowledged that until

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**DETROIT**—961 2685 • **ST. LOUIS**—CH 1-7040  
**DALLAS**—FL 7-6074 • **SAN FRANCISCO**—YU 2-9760  
**LOS ANGELES**—HO 4-7276 • **ATLANTA**—525 0459  
**CHARLOTTE**—375 6146

He's got the best avails on

*Eight of America's Great TV Stations*

BROADCASTING, June 21, 1965



## THE MARKETING REP

<b>KTEN-TV</b> Ada, Oklahoma	<b>WHIS-TV</b> Bluefield, W. Va.	<b>WUSN-TV</b> Charleston, S. C.
<b>WKNX-TV</b> Flint/Saginaw/Bay City	<b>WSVA-TV</b> Harrisonburg, Va.	<b>WHTN-TV</b> Huntington/Charleston, W. Va.
<b>WXEX-TV</b> Richmond/Petersburg, Va.	<b>KTTS-TV</b> Springfield, Mo.	

stations disclose the form their unduplicated programing will take, they cannot project with any certitude a substantial increase in business. They felt that FM probably will be helped because some of the "weaker" stations will fall by the wayside.

**May Drop FM's** ■ One major representative firm said it will explore the "entire FM situation carefully" for the next month and would come to a decision at that time. The spokesman refrained from saying explicitly that it would abandon FM, but indicated that such a move would be considered.

One representative firm summarized: "If we found it hard to sell FM when we could offer it in combination with AM, can you imagine how much harder it is going to be if we have to sell FM only for half of the schedule?"

Except for isolated situations, representatives felt that the economic outlook for FM was not bright. Several companies mentioned that FM growth was impeded because its period of development was followed closely by the advent of television. They emphasized, nevertheless, that station operators intend to hold their FM licenses "as insurance" in the event that FM eventually takes hold.

One representative noted that the FCC proposal is likely to impose economic hardships on many station operations. He said one major radio station in the midwest estimated that it will cost an additional \$100,000 a year

in staff to provide the unduplicated programing.

Another New York rep firm is recommending to the "25 or so" AM-FM stations it currently represents that they assign their FM operations to FM reps when the FCC unduplicated program rule goes into effect.

"It's impossible for a large firm such as ours with many highly paid salesmen and expensive overhead to make money on FM," a spokesman said. "A small rep firm with low overhead can do all right on FM, but we can't."

He stated that his firm sold time to advertisers on the basis of AM only, and added that "90% of the sponsors who purchase time on our stations don't know about our FM coverage or don't consider it in their buy. No FM terms are written into our contracts."

A spokesman for a major rep firm said that at this stage no one can say what the FCC will do when the unduplicated FM programing rule goes into effect "because no one has yet determined what the FCC's criteria for unduplicated programing will be."

"FM is difficult to sell now and no one can say how they're going to sell it in October. Right now everyone is watching, waiting and looking. The ax is still up in the air; in a few months when it gets nearer the throat stations will start to make real programing and rate plans," he said.

**FM Support** ■ "Our salesmen will just have to know the FM story more

completely when unduplicated programing begins," according to another rep company executive.

He felt that FM "can be sold successfully" on an unduplicated basis. "An FM operation might lose money initially, but not for long if it's sold right."

"Overhead is low on FM" he said. "It doesn't take much to break even. The stations that will succeed will have to offer specialized programing away from the middle-of-the-road, such as quiet jazz or good background-type music—anything without a beat."

He said "12 to 14" stations represented by his company now duplicate AM-FM. "We have no plans to drop any FM outlet when unduplicated programing begins," he said.

Setting rates, he felt, might be a problem "in certain medium-size markets where FM has not really caught on." He indicated that some stations might solve this problem by offering unduplicated FM programing "as a free bonus" on its AM rate card.

Radio program service companies voiced the view that prospects for expanded business center around the programing plans that stations make for their unduplicated schedules. They reported that they have received a sizeable number of inquiries from stations and some companies said they have received some orders. They added that the impact of the FCC ruling probably would not be felt for a month or two.

## PROGRAMING

# Mark Century expands into TV

Will put its radio programing experience to work for use of television stations at local level

Mark Century Corp., New York, production-programing company that has been in the radio program service field over the past three years, is moving into TV.

As explained by Milt Herson, president of Mark Century and also of the newly formed Mark Century Television Corp., the firm plans to translate what it has learned in radio to service the needs of local TV stations.

F. C. Beck, named a vice president in the new company, will supervise all of the TV production. His background encompasses radio and TV program supervision on Colgate-Palmolive and P. Lorillard accounts at Lennen & Newell with association on such game shows as *Play Your Hunch* and *The Big Pay-off*.

A pilot game show has been pro-

duced. Its local feature is designed in the audio track that declares one of the players on the program represents "so and so" in the station's area. The station can control the decision on how local people will be selected as well as how to locally promote the show. Shows will be taped and also will be



Mr. Herson

Mr. Beck

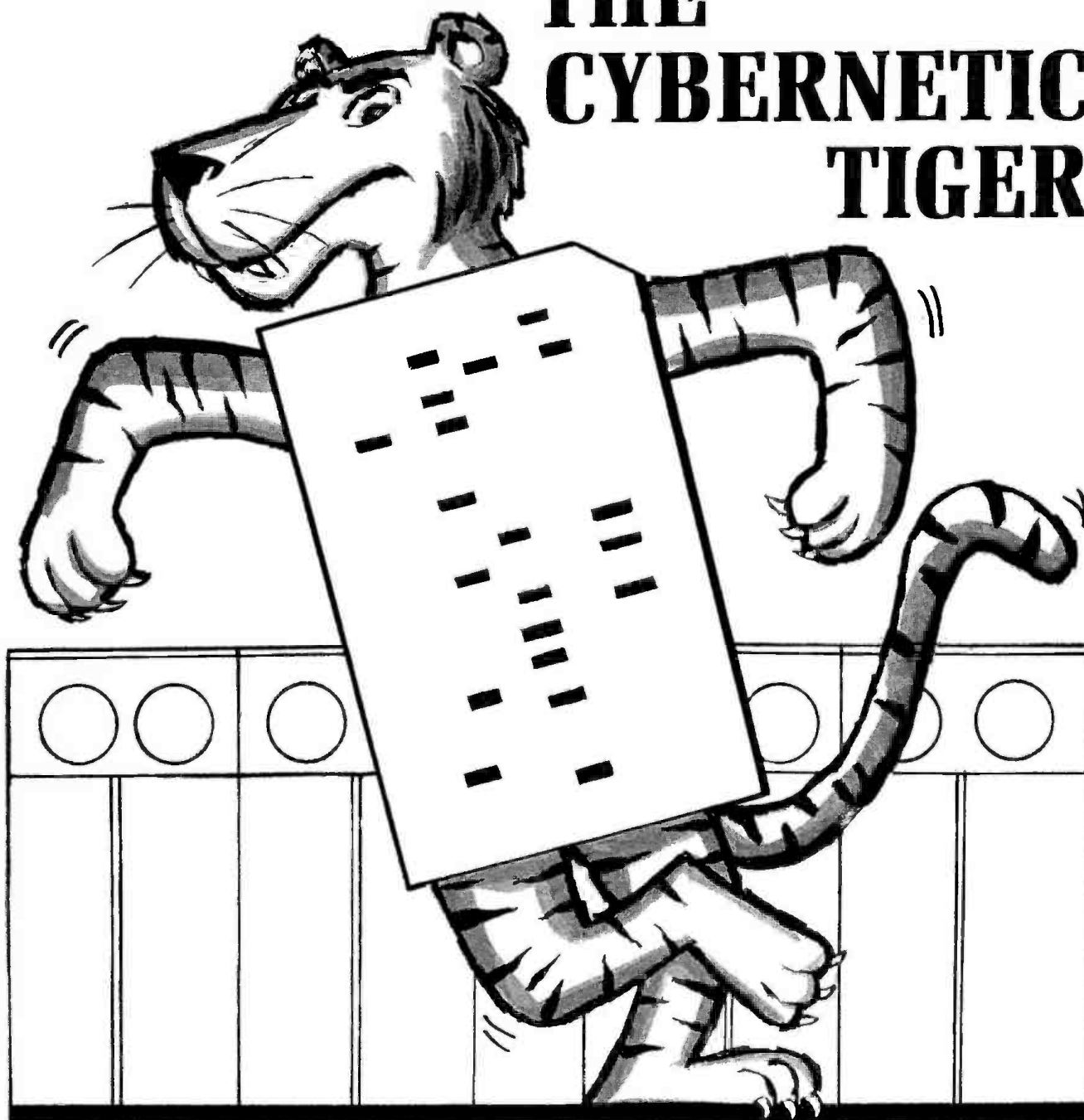
made available on film.

Also in the TV plans are "TV break-ups." A few seconds of film footage also permit the audio track to be changed for flexibility. These animated segments are for use as local introductions for station commercials, ID's, weather reports and sports introductions. Color will be included where possible. Mr. Herson said Mark Century already has produced 50 of these and will do more depending on acceptance. A third project will use existing film footage. A first effort will portray great sporting events, for example, tracing the running of the mile through filmed episodes of famed milers, etc.

Meantime, Mr. Herson said last week, the company's radio programing service continues to gain in acceptance. Its initial entry in what now has become a portfolio of shows, commercial libraries and promotions is "Radio a la Carte," which is now on over 400 stations, covering 92 of the top 100 markets.

As in radio, TV sales will be handled by a sales force under direction of Mark Century Sales Corp. of which Marvin A. Kempner is president. That unit will be expanded, it was indicated.

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Computers . . . Cybernetics—sophisticated and complex approaches to what was once paper and pencil research.

Speed and Complexity are today's words for buying and selling time.

There is no room for research amateurs.

That's why...

Every EASTMAN TV TIGER must be a research "Pro."

Just one more reason Eastman is better representation for *Eight Great American TV Stations.*

BROADCASTING, June 21, 1965



## THE MARKETING REP

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## King Features moving into radio

King Features Syndicate, active in the newspaper and TV fields, last week announced its entry in radio distribution with *Here's Heloise!* that will become available in October.



Miss Cruse

The new King Features radio venture is based on a newspaper syndicated column called "Hints from Heloise," which currently is sold to more than 500 newspapers. According to John Wright, director of special services, who heads the new radio operation for King Features, a second program for radio will be ready for distribution "within the next month."

*Heloise*, which will be aimed for Monday-Friday, five-minutes-per-day scheduling, will be produced by Delwin Enterprises in association with Ted White Productions, both in New York. Actual recording with Heloise Cruse, the author of the newspaper column, will be made in Washington.

## New pro grid loop aims for network TV

The 10-team Continental Football League last week showed hopes of getting into television in a big way and it retained a New York talent agent, the Ashley Famous Agency, to get it started in that direction.

A representative of Ashley Famous said the 1965 football season would be too soon to negotiate a contract with a major network but that an inter-connected regional lineup of television stations would hopefully be organized for the coming season.

The use of a talent agency to negotiate a football contract with a TV network is not without precedent. In 1960 the then fledgling American Football League negotiated a five-year contract with ABC-TV through MCA, which was then the major talent agency. That arrangement brought each of the AFL teams approximately \$200,000 in TV money in its first year. Rights money in each year of that contract depended on the size of sponsor support.

The Continental league is essential-

ly an East Coast lineup of teams, but the league is still not finally shaped. It has absorbed teams from what had been the Eastern Conference including a Newark, N. J., franchise and a Springfield, Mass., team which will be moving to Norfolk, Va.

Other cities now in the league are Philadelphia; Toronto; Hartford, Conn.; Providence, R. I.; Wheeling, W. Va., Charleston, W. Va., Richmond, Va. and Fort Wayne, Ind. Tulsa, Okla., is expected to have a team in the league by 1966.

The league now schedules its games on Saturday and Sunday evenings on 14 weekends between Aug. 14 and Nov. 14 with a championship game Nov. 28. Its early season start, said an Ashley Famous official, gives it a jump on the two major football leagues. According to the same Ashley Famous representative, the league's interest in television means that its scheduling is very flexible. "It's very TV, conscious," he said.

"We fully expect the league could have a contract with one of the major networks by 1966," he added.

## Kaiser's Serrao offers UHF formula

The independent UHF, particularly in a market with three or more VHF stations, has a good chance to succeed if it comes up with a programing "leader" and sells it-



Mr. Serrao

self as television, not as UHF. This viewpoint came last week from John Serrao, vice president in charge of sales for Kaiser Broadcasting, New York, and formerly general manager of Kaiser's WKBD(TV) Detroit, which went on the air in January as the city's first commercial UHF.

Mr. Serrao told the Washington chapter of the Public Relations Society of America that WKBD is using sports to attract an audience; that in time the station will have more conventional TV programing. However, he noted, the sports programing in Detroit "has forced the second set in the home . . . audience fragmentation has arrived."

The Kaiser executive maintains that major markets offer the greatest opportunity for a successful UHF operation but they also offer the greatest risks. He said the UHF battle will initially be fought in the big markets because there are more advertising dollars and

a bigger audience available there.

Mr. Serrao predicted development of a "spot network" with advertisers buying 60 or 70 markets. He asked if, when that time came, there would still be three networks as we know them today. Sports, he said, could be the vehicle for independents to gain a foothold in their markets, and sports will probably be an important program source in the spot networks.

Such a network is "inevitable" he claimed. "Agencies will buy it, advertisers will want it, reps will clear it and Sports Network will probably originate it."

For those considering UHF, he offered several suggestions: Make an intelligent marketing study to learn if there is a need for the planned station; find a "correct profile and make the story known to the public, and work closely with all communities the station will reach.

Kaiser's second UHF, WKBS (TV) Burlington, N.J.-Philadelphia, is to go on the air later this year (BROADCASTING, June 14).

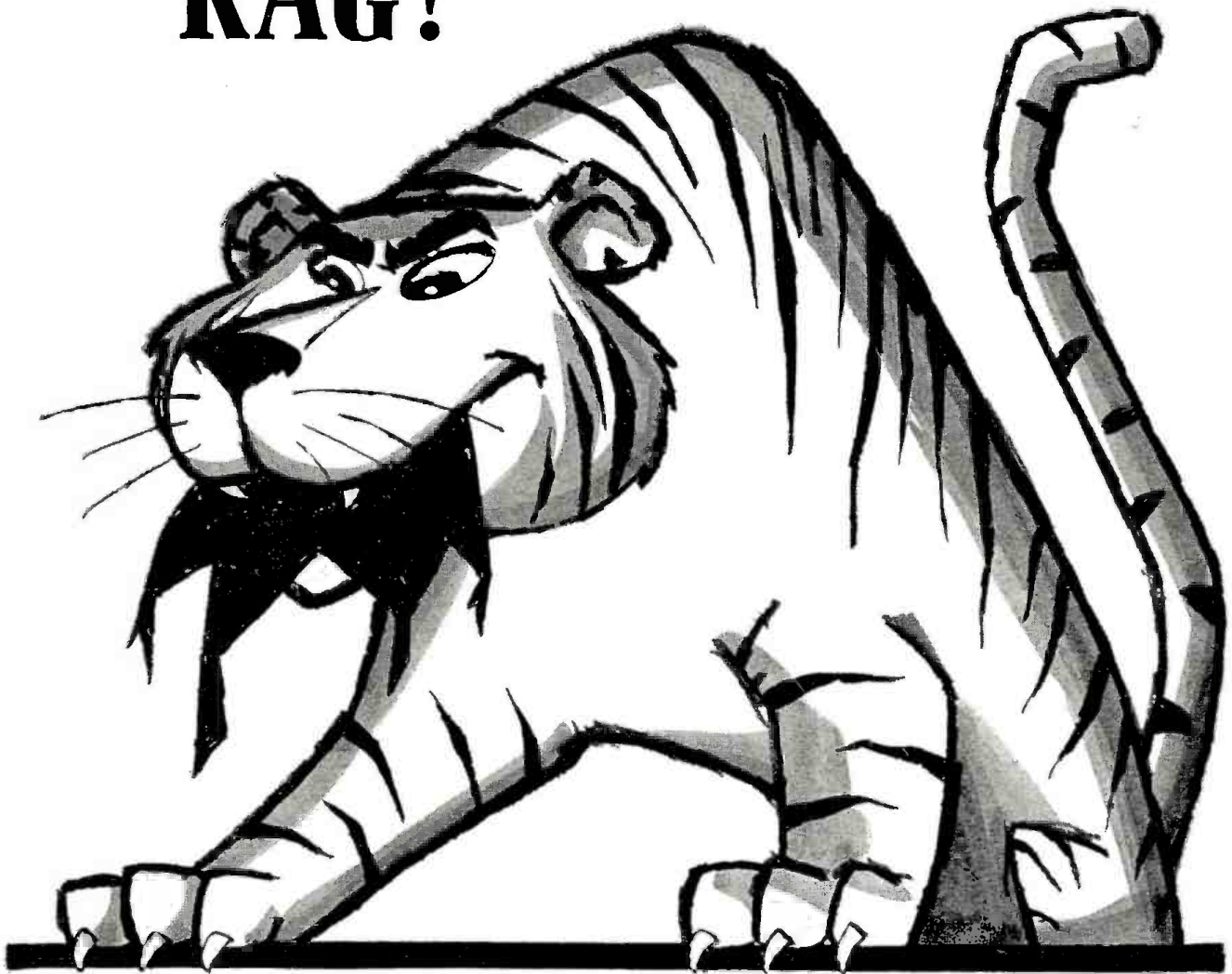
Joseph (Tex) Gaithings, program director of WOOK-TV (ch. 14) Washington, told the PRSA group that community service has made that station successful. He said WOOK-TV, like the other stations owned by United Broadcasting Co., programs primarily to the Negro community, which in Washington, makes up more than 70% of the population, and has given "special attention to special community activities." UBC's WTLF(TV) (ch. 18) Baltimore is scheduled to go on the air later this year and WJMY(TV) (ch. 20) Allen Park-Detroit is set to go on in early 1966.

## Film merger reunites Unger and Goldman

Oliver A. Unger, president of Unger Productions, and Harold Goldman, president of Television Enterprises Corp., have announced a merger of the two organizations into a new firm, Encore Films Ltd., which will be active in all aspects of motion pictures and television, including production and distribution. Immediate plans call for the production of 12 theatrical motion pictures in 1965-66, starting in July with two adventure-science fiction pictures to be produced at Producers Studio in Hollywood as co-productions with LJL Productions. Also in July, Encore plans to begin distribution of a group of 20 theatrical films to TV, under the package title, *Adventure '65*. Other operations include Hargo Music, a Broadcast Music Inc. affiliate, and Beverly Music, an American Society of



# TIGER RAG!



EASTMAN TV TIGERS—  
Dynamic, creative, persistent, and tireless.

That's the way it has been since '58  
when Advertisers and Broadcasters alike dubbed  
the East/men "Young Tigers."

Although not after the seat of anyone's pants—  
We ARE after the order!

We'll work our tails off getting best results for  
our Advertisers and for the

*Eight Great American TV Stations we represent.*

BROADCASTING, June 21, 1965



## THE MARKETING REP

KTEN-TV Ada, Oklahoma	WHIS-TV Bluefield, W. Va.	WUSN-TV Charleston, S. C.
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Composers, Authors and Publishers affiliate, which will publish the music from Encore's film properties.

The new company marks a reunion for Messrs. Unger and Goldman, who were associated for many years in motion picture and TV distribution, starting in 1950 when they organized Comet



Mr. Unger

Mr. Goldman

Films. In 1953, with Ely Landau, they founded National Telefilm Associates, continuing with that company after it was merged with National General Corp. to become National Theater and Television. Mr. Unger left NT&T in 1961 to form the Home Entertainment Co., a pay-TV firm, subsequently selling his interest in it to Subscription Television Inc. He has produced six theatrical motion pictures this year, which Seven Arts Pictures will distribute in the U. S. and Canada. Mr. Goldman, who also left NTA in 1961, recently sold his interest in Screen Entertainment Co., a major distributor of feature films to TV.

Encore's West Coast offices are at 4425 Lakeside Drive, Burbank, Calif. The New York address is 445 Park Avenue, and in Paris the address is 2 Rue Cognacq-Jay.

## CBS turned down in Supreme Court request

CBS sought to gain permission to telecast and broadcast proceedings before the U. S. Supreme Court last fall, but its request was denied by Chief Justice Earl Warren.

An exchange of correspondence between Dr. Frank Stanton, CBS president, and the chief justice, which became available only last week, disclosed the request and denial. Dr. Stanton wrote Chief Justice Warren on Sept. 4, 1964, urging that CBS be granted permission to cover on TV and radio the arguments on the issue of the constitutionality of the public accommodations section of the civil rights act to be heard in the Supreme Court last Oct. 4.

Dr. Stanton wrote that it was of "transcendent importance" that Americans have the opportunity to see and hear contentions relating to civil rights, which he described as the "major domestic social and moral issue of our

times." He pointed out that TV and radio coverage could be provided "inconspicuously within the courtroom and without distraction."

The chief justice replied on Sept. 17, 1964. He said the Supreme Court has had an "inflexible rule to the effect that it will not permit photographs or broadcasting from the courtroom when it is in session." In turning down the request, Chief Justice Warren indicated he would discuss the matter with other Supreme Court judges. Since CBS has not had further word on the subject, the network has assumed that the other justices concurred in the denial.

## ABC-TV to use satellite for Winter Olympics

American TV coverage of the 1968 Winter Olympics at Grenoble, France, will come exclusively from ABC-TV by direct satellite relays, according to an announcement by Roone Arledge, vice president of ABC Sports. One spokesman estimates the network spent well over \$1 million for production rights to the event in comparison to the 1964 Innsbruck games carrying a \$650,000 figure.

Negotiations for the TV package were completed through the French Olympic Committee by Mr. Arledge. He reported that much of the competition would be transmitted by satellite in cooperation with ORTF, the French national TV network. Production details, he said, are now being settled.

### Cooperation works

Cooperative coverage of important events by television networks and stations is not new but the three San Antonio stations worked out a plan to cover the homecoming of astronaut Ed White that was a model of efficiency.

Realizing that events on Major White Day would cover a considerable area the three stations worked out specific assignments for each station, making tapes for each of the other stations available immediately after the event. KNOE-TV covered the astronaut's arrival at International Airport; WOAI-TV covered welcoming ceremonies at the Alamo and KENS-TV covered the luncheon ceremonies.

Anticipating the day all stations gave plugs for the coverage of the other two stations on newscasts. Station executives reported enthusiastic approval of viewers of the coverage.

## Motion picture producers give copyright views

"Ephemeral recording" rights and requests for a "free ride" by educational interests drew fire from motion picture industry spokesmen in last week's copyright law revision hearings, which produced little else of interest to the broadcaster.

As it now stands, HR 4347 would permit broadcasters to make recordings of performances or other copyrighted material for delayed broadcast use within six months, and for archival preservation thereafter.

The motion picture industry objects for three reasons: 1) A licensed film or tape could be used as part of a variety of programs and copied each time, in effect being duplicated. 2) With copies of films in station archives all over the country, it would be very difficult for the motion picture industry or copyright owner to prevent bootlegging. 3) Exclusive rights to work for motion picture purposes would be worthless if a station is free to make recordings of live performances of that work.

Turning to requests for copyright exemptions made by educational and ETV interests, the Motion Picture Association statement observes that "there are limits to the free ride to which certain proponents of educational interests think they are entitled." The association terms unreasonable educational exemptions which would permit one print or tape of a film to be made, kept indefinitely, and loaned for purposes other than for profit or direct or indirect gain.

Hearings before the House Judiciary Subcommittee No. 3 continue Wednesday (June 23), with the Association of Maximum Service Telecasters, the National Community Television Association, ABC, and a group of film program producers and distributors scheduled to appear June 24.

## 1,000 expected at AFM meet

The American Federation of Musicians' 68th annual convention in Milwaukee starts today (June 21) and continues through Thursday. More than 1,000 delegates from 700 locals in the United States and Canada are expected to attend.

Herman Kenin, president of the AFM, will make a progress report on the union's activities during the past year. He will concentrate on achievements made by the union in the field of congressional support for the performing arts and on progress made in integration of its locals.

# TIGER A GO GO



Ready... Set...

Hey Tigers! Did you jump the gun again?

Of course we did.

EASTMAN TV TIGERS are always way ahead of the field. Always first with complete information, most efficient service, best spots, and advertising results.

We're on the go in every major Advertising town.

And we're A GO GO for...

*Eight of America's Great TV Stations.*

BROADCASTING, June 21, 1965



## THE MARKETING REP

KTEN-TV Ada, Oklahoma	WHIS-TV Bluefield, W. Va.	WUSN-TV Charleston, S. C.
WKNX-TV Flint/Saginaw/Bay City	WSVA-TV Harrisonburg, Va.	WHTN-TV Huntington/Charleston, W. Va.
WXEX-TV Richmond/Petersburg, Va.	KTTS-TV Springfield, Mo.	

# Seven Arts enlarges its TV

Robert Rich will head new subsidiary formed to develop network and syndicated programs

Seven Arts Production Ltd. is expanding into the area of network programming and has formed a new subsidiary, Seven Arts Television, Eliot Hyman, president, announced last week.

Mr. Hyman said the new division will coordinate the development of network and syndicated programs; will sell non-feature products on a global basis, and will acquire TV properties for U. S. and overseas presentation.

Through its subsidiary, Seven Arts Associated Corp., the company heretofore has been active primarily in the sale of feature films to stations and to a limited degree in the syndication of series and specials. Under Seven Arts Television, the organization will move into the network production area and expand its activities in syndicated programming.

W. Robert Rich, vice president and general sales manager of Seven Arts Associated, has been named executive vice president and general manager of Seven Arts Television (see page 10).

Donald Klauber, vice president and national sales manager, assumes Mr. Rich's former post at Seven Arts Associated, which will concentrate on the sale of feature films.

Mr. Rich said he is assembling a sales staff in the U. S. and abroad to handle nonfeature syndication. Within the next few weeks, he added, a production and development office will be established in Hollywood to prepare network programming.

## Radio series sales . . .

*The World of Money* (Signal Productions): KIJ Walla Walla, Wash.

*Doctor's House Call* (Signal Productions): KATY San Luis Obispo, Calif.; WSAF Sarasota, Fla., and KCIH Washington, Iowa.

*More for Your Money* (Signal Productions): KTRH Houston.

*Point of Law* (Signal Productions):

KICS Hastings, Neb.

*Jimmie Fidler Talks Music* (Jim-Mar Productions): WJAZ Albany, Ga.; WEEF Highland Park, Ill., and WGRM Greenwood, Miss.

*The Shadow* (Charles Michelson): WTAR Norfolk, Va.; KHAS Hastings, Neb., and WGGG Gainesville, Ga.

*The Green Hornet* (Charles Michelson): KSNO Aspen Colo.; WTIC Hartford, Conn., and KMAC Madill, Okla.

*30 Hours of Christmas* (Triangle): WKWK Wheeling, W. Va.; West Easton, Pa.; WPVL Painesville, Ohio.

*Radio Theater* (Tucker Productions): KFMX-FM La Jolla, Calif.

*Campy's Corner* (Tucker Productions): KALE Pasco, Wash.

*The George Tucker Show* (Tucker Productions): WDEE Hamden, Conn.

## Film sales . . .

*Century I* (20th Century-Fox TV): KBMT(TV) Beaumont, and KVKM-TV Monahans, both Texas; KSLA-TV Shreveport, La.; WCEE-TV Rockford, Ill., and WJAC-TV Johnstown, Pa.

*Century II* (20th Century-Fox TV): KBMT(TV) Beaumont, and KVKM-TV Monahans, both Texas; KSLA-TV Shreveport, La.; WCEE-TV Rockford, Ill.; WTHI-TV Terre Haute, Ind.; KOCO-TV Oklahoma City, and WGHP-TV High Point, N. C.

*The Mighty Hercules, Felix the Cat, Encyclopaedia Britannica Films Library* (Trans-Lux): WLCY-TV Tampa-St. Petersburg, Fla.

*Tell Me Dr. Brothers* (Triangle): WSAV-TV Savannah, Ga.

*This is America* (Triangle): American Airlines for in-flight screenings.

*Warner Bros. One features* (Warner Bros.): WNEM-TV Flint-Saginaw-Bay City, Mich.

*Series 64 cartoons* (Warner Bros.): KTRK-TV Houston, and WTVT(TV) Tampa, Fla.

*Colt 45* (Warner Bros.): WGAL-TV Lancaster, Pa.; KPTV(TV) Portland, Ore., and WLVA-TV Roanoke, Va.

*Bronco* (Warner Bros.): WAII-TV Atlanta, and KTBS-TV Shreveport, La.

## Program notes . . .

**Basketball telecasts** ■ CBS-TV has obtained exclusive TV rights for "in excess of \$50,000" to the National Invitational Basketball Tournament for 1966 and 1967. CBS-TV will telecast a first-round game of the 29th annual

## TV networks' attitudes on Early Bird costs

What's the attitude of the television networks toward the use of Early Bird virtually on the eve of the anticipated high costs which are scheduled to go into effect next week?

CBS-TV put its position this way: "We will have to make future determinations on a case-by-case basis depending on the importance or urgency of the news to be transmitted. Certainly, the cost structure proposed for the use of Early Bird militates against its use on a routine basis. Unless urgency requires transmission by Early Bird, we shall have to continue to rely upon air shipments of film and tape coverage of European news."

NBC-TV used the British ground station last Tuesday morning for a full-hour Early Bird telecast during its *Today Show* program in which Vice President Hubert Humphrey in Washington was questioned by six English students in London. This was after the British Post Office (GPO) had established its \$112-per-minute ground station charges.

No further use of the Early Bird

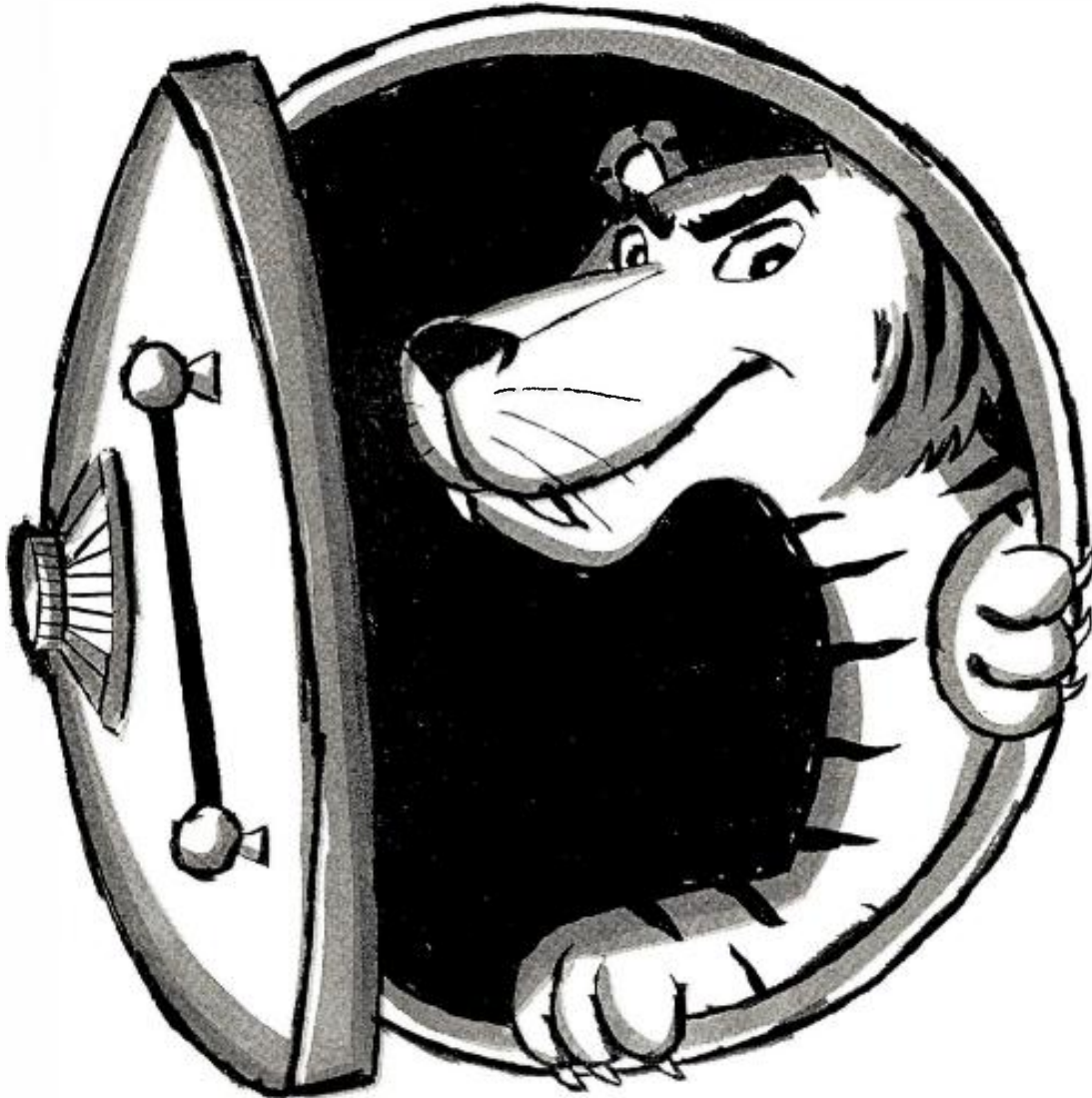
satellite has been planned by NBC. A spokesman said the network's petition to the commission on Comsat rates speaks for itself. This would preclude its use except in the "most unusual cases."

ABC-TV said it would go ahead with a planned package of three sports programs using Early Bird.

ABC-TV had scheduled live segments of the Le Mans Grand Prix from France over the weekend (June 19, 20); transmission on the first day was expected to be via Raisting, West Germany, but by way of Goonhilly Downs on the second day. Also scheduled as part of the same sports package, one-third of which has been sold to Goodyear Tire & Rubber Co. and one-third to Hughes Aircraft, are the Irish Derby from Curragh, Ireland (June 26) and the U. S.-Russian track meet from Moscow on July 31 and August 1.

The network says it will go ahead with these programs regardless of satellite or ground station costs. It was not certain which of these programs might come to the U. S. via the British Goonhilly Downs station.

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now bank Tigers!*

BROADCASTING, June 21, 1965



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<b>KTEN-TV</b> Ada, Oklahoma	<b>WHIS-TV</b> Bluefield, W. Va.	<b>WUSN-TV</b> Charleston, S. C.
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<b>WXEX-TV</b> Richmond/Petersburg, Va.	<b>KTTS-TV</b> Springfield, Mo.	

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# TYPE

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when you want to get  
in with the V.I.P.'s.

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Ben Hovel, Gen. Sales Mgr.  
Larry Bentson, Pres.  
Joe Floyd, Vice-Pres.



H-R Representatives  
Madison's most powerful full-time station

NIT tournament from Madison Square Garden, New York, on March 12, 1966, and the final championship game from the garden on March 19.

**Diplomatic documentary** ■ WTOL-TV Toledo, Ohio, has completed a one-hour documentary, *Our Man in Moscow* to be aired June 24. Filmed in Moscow, the special follows a typical day of U. S. Ambassador Foy D. Kohler, a native of Toledo. The film was produced by WTOL-TV over a period of 18 months in conjunction with Novosti, the Soviet press relations agency, and the U. S. State Department.

**Cautious holiday** ■ In preparation for the July 4th weekend traffic, a seven-part radio series on automobile safety, *The Controversial Car*, will be presented, beginning June 27 on Westinghouse Broadcasting Stations: WBZ Boston; WINS New York; KYW Philadelphia; KDKA Pittsburgh; wowo Fort Wayne, Ind., and WIND Chicago.

**Synanon** ■ Tucker Productions, New York, is currently syndicating *This Is Synanon*, a series of 130 five-minute radio programs describing the efforts of the Synanon organization in helping narcotics addicts overcome their addiction. Each program features an interview with an addict now under treatment at one of the Synanon Houses across the country.

**Better NYC climate** ■ An ad hoc committee, consisting of representatives of management and labor in the motion picture industry, was formed last week to improve the climate for production of films (including TV) in the New York area. Another meeting will be held on Wednesday (June 23) to establish a permanent organization with stated objectives and procedures.

**Embassy moves** ■ Embassy Pictures Corp. moves June 28 from its offices in the Time & Life Building, to 1301 Avenue of the Americas, New York 10019. Phone: 945-5500.

**Golf finals** ■ Sports Network Inc. will cover live and in color the final two rounds of the 1965 Western Open golf championship. On a coast-to-coast hookup, the third round will be presented on July 3 (5-6 p.m., EDT), and the closing round on the following day.

**New production company** ■ Qualis Productions, Beverly Hills, Calif., announces formation of daytime wing, QVD Productions, which will begin work immediately on two series, *Play It with Music*, directed and produced by Bill Martin, and *The Movie Game*, with Charles Parker in charge.

**McCall's TV venture** ■ A half-hour TV series titled *The Presidential Scholars* is being prepared by the McCall Corp.

## A Four Star record

Four Star Distribution Corp. announced last week that May was its all-time record sales month with 110 station contracts signed for its TV series and features.

Len Firestone, vice president and general manager of the company, said 68 contracts were for feature film packages and 42 for series. The sales leaders in feature films were the "Della" package (25 markets) and "The Superspy Action Group" (14 markets) and in series the first-run *P.D.Q.* and *The Rogues* (14 markets each).

in association with Krantz Films Inc., New York. The color series will be in the form of a report by the young men and women, who have been designated presidential scholars, on activities and developments in various parts of the U.S. and the world. McCall indicated that discussions have begun with several prospective sponsors of the series for network or syndicated presentation.

**Vignettes** ■ WRIT-AM-FM Milwaukee, in cooperation with the Milwaukee public schools has produced a series of dramatic 10-minute stories relating the lives of persons educated in the city's public schools who now have prominent positions in the city. The programs, broadcast to pupils in the fifth and sixth grades, serve as an incentive to raise the youths' aspiration levels by demonstrating that other citizens in the community have overcome hardships enroute to success.

## AFM appeals WWL-TV edict

The license renewal of WWL-TV New Orleans over the objections of the American Federation of Musician's Local 174 (BROADCASTING, May 17) was appealed last week by the musicians.

The commission, in granting WWL-TV a full, three-year license renewal, dismissed the AFM protest on the ground the union had no standing. The union had claimed among other things that the Loyola University TV station failed to devote the amount of time to local live musical programs that it had proposed in its application. A similar complaint had been filed by the musicians union in 1961.

In filing its notice of appeal with the U. S. Court of Appeals in Washington, Local 174 maintained that the FCC should have held a hearing, at least, on its objections to the renewal of the WWL-TV license.

# CAPE KENNEDY?



Take a second look! It's the **Duluth-Superior** market, center of the largest privately-financed construction program in the nation's history. Here, workers are emplacing final section of pellet hardening kiln for Eveleth Taconite Company, joint project of Oglebay Norton Company and Ford Motor Company. Taconite investment in northeastern Minnesota now approaches one billion. Taconite jobs will total about 10,000 in addition to construction, and employment in related services. ■ Taconite families are part of a million people who are served by KDAL-TV via Channel 3 and 30 CATV and translator systems.

Channel 3 and KDAL Radio are represented by Edward Petry & Co., Inc., — in Minneapolis / St. Paul by Harry S. Hyett Co.

**KDAL**  
A WGN STATION



# A way to a CATV settlement?

Now gaining interest: a law to prevent CATV's from taking signals without consent, as a substitute for tough controls the FCC wants

A new proposal has been advanced to close the gap between broadcasters who want stiff federal regulation of community antenna television and CATV operators who want minimum controls. The proposal is being given serious consideration by some broadcasters and CATV interests and by influential figures in the Congress.

What has been suggested is a simple amendment of Section 325 of the Communications Act to prohibit CATV's from picking up any station's programs without the consent of the station. Section 325 now prohibits one station from using another's signals without the permission of the originating station, but it makes no reference to pickups and carriage by wire.

The amendment of Section 325 to include CATV would be all the federal regulation needed to put the broadcaster in a position to protect himself against unfair CATV competition, the reasoning runs. Once the amendment were adopted, the broadcaster could make sure, in his private contracts with

his program suppliers (network, syndicator or feature film distributor), that he had exclusive rights to the use of programs in his market.

The combined forces of an amended Section 325 and of private contracts providing territorial exclusivity would give a station the power to prevent a CATV from picking up the station's own broadcasts or from duplicating its programs by bringing in a station located somewhere else, according to the new line of thought. Under these conditions, the theory runs, the broadcaster would probably consent to the carriage of his signal if the CATV presented little threat of competition and would impose only the requirements that the CATV maintain technical quality and refrain from duplicating the consenting station's programs. To the extent that the CATV threatened to fragmentize the station's audience by introducing competing program services, the station could demand of the CATV payment to compensate it for its loss of viewers—or could prevent the CATV

from carrying its own programming and any duplicate programming from another station.

**Point of Interest** ■ Although no upsurge of support has risen in any of the warring factions, the new theory has sparked widespread discussion.

The consideration being given the proposal reflects the persistent urging of Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, that a compromise on CATV regulation be achieved.

Mr. Harris is the author of HR 7715, a bill that would give the FCC authority to regulate CATV but only under congressional review. The bill was introduced soon after the FCC issued proposals to invoke strict controls on CATV and was the subject of hearings in recent weeks before the communications subcommittee (BROADCASTING, June 7, May 31).

Mr. Harris is understood to have expressed interest in the new proposal, but he has not had a chance to examine it in detail. He left for Paris in the

## NAB board members with interest in CATV

At least 16 of the 44 members of the National Association of Broadcasters radio and television boards have community antenna television franchises or applications or have immediate plans to acquire one in addition to their broadcast interests.

CATV policy is a major subject facing the board members at their meeting this week in Buck Hill Falls, Pa. (see page 68).

The board members, their affiliation and CATV association are:

Willard Schroeder, Time-Life Broadcast Inc.: has announced it will feed CATV service into Jackson, Mich., and is looking into other localities.

John F. Dille Jr., Communicana Group of Indiana: individual minority owner in Lafayette, Ind. system.

Lloyd Sigmon, Golden West Broad-

casters: Santa Barbara, Calif. system.

Frank Gaither, Cox Broadcasting Corp.: group system owner.

Rex Howell, KREX-AM-FM-TV Grand Junction, Colo.: franchise in Montrose, Colo., applicant in Delta, Colo.

Otto Brandt, Crown Stations, Seattle: applicant in Centralia, Wash.

Joseph S. Sinclair, The Outlet Co. (WJAR-TV), Providence, R. I.: applicant in 38 Rhode Island communities.

Jack W. Lee, Capital Cities Broadcasting: applicant in Bristol and Cranston, both Rhode Island.

Joseph E. Baudino, Westinghouse Broadcasting Co.: group system owner.

John T. Murphy, Crosley Broad-

casting Co.: group owner through Meredith-Avco.

Cecil Woodland, WEJL Scranton, Pa.: applicant in Scranton and area.

Gordon Gray, WKTU-TV Utica, N. Y.: holds 12 franchises in Utica and suburbs.

William B. Lodge and Arthur Hull Hayes, CBS: partner in Vancouver, B. C. system.

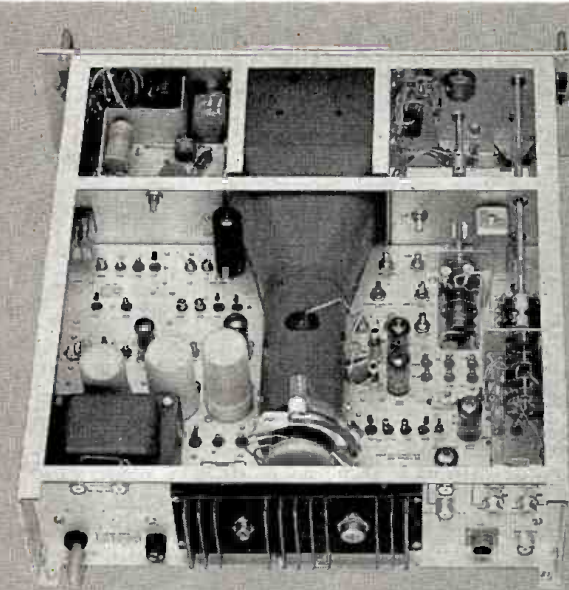
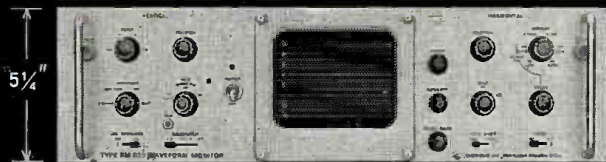
Mortimer Weinbach and Robert R. Pauley, ABC: planning acquisition of system, probably in Wilmington, N. C.

So far, however, the CATV interests of these individuals and corporations has not softened the position that some of them have taken on CATV regulation. When the boards voted the hard policy at their May meeting, only CBS, NBC and Golden West dissented.




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**line selector**—Provides stable displays of the Vertical Interval Test signals. Adequate brightness is provided even at the fastest sweep speed. Can display any line desired. Brightening pulse automatically intensifies the displayed line as viewed on the associated picture monitor. No modification to the picture monitor is required.

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## Golomb letters stir up further inquiry by FCC

Did he or did he not tell his employer about the letters he had written? Not even the FCC knew for sure. That is why a commission hearing examiner, Walther W. Guenther, was in Los Angeles June 8-15, presiding over a hearing to determine whether International Panorama TV Inc. should be issued a license to erect and operate a new TV station on channel 40 at Fontana (near San Bernardino), Calif., for which the company is the sole applicant.

The letter writer is Alexander G. Golomb, who is employed by Panorama Latino TV Inc., producer of the *Panorama Latino* TV programs on KCOP-TV Los Angeles. The programs, in Spanish, are broadcast Saturday at 9-11 a.m. and Sunday at 10-10:30 a.m. The time is purchased in a block by Panorama Latino TV Inc., which secures its own participating sponsors.

When KMEX-TV (ch. 34) Los Angeles went on the air in the fall of 1962, this station solicited business from the same advertisers that were using the *Panorama Latino* broadcasts. Mr. Golomb, according to his testimony, felt his company was being unfairly treated by the KMEX-TV salesmen and urged Angel Lerma Maler, owner of the production company and 75% owner of the applicant for the Fontana UHF license, to retaliate. Mr. Maler, according to Mr. Golomb, brushed off this suggestion.

**Golomb Acted** ■ Mr. Golomb then took matters into his own hands, he testified. He wrote letters, signed

with various fictitious Latin names, to the FCC and to KMEX-TV's advertisers decrying KMEX-TV's broadcast practices. When *Panorama Latino* got a copy of a survey alleging that sales of converters (to enable owners of VHF receivers to get UHF signals as well) had gone down rather than up following KMEX-TV's debut, Mr. Golomb said he cut stencils and mimeographed a half-dozen or more copies of the survey, which he sent advertising agencies with whom his company had done business. All this was done without the knowledge of Mr. Maler, Mr. Golomb declared.

KMEX-TV in May 1964 petitioned the FCC to deny the application of International Panorama TV, alleging that Mr. Maler had circulated the letters disparaging KMEX-TV and the copies of the survey, which KMEX-TV further charged had been altered to give an inaccurate picture of set conversions in Los Angeles.

At a hearing in Washington early this year (BROADCASTING, Feb. 1), Mr. Golomb, appearing under subpoena from International Panorama TV, refused to answer any questions beyond his name, claiming privilege granted "by the Fifth Amendment."

Examiner Guenther at that time did not order Mr. Golomb to answer. In Los Angeles, however, he did give such orders.

Mr. Maler, who prefers to be called by his professional name, Angel Lerma, followed Mr. Golomb to the witness stand and denied that he had copied or ordered anyone else to copy the survey which he testified

had been received from James Coyle, manager of KALI San Gabriel-Los Angeles. Mr. Maler said he read that KMEX-TV had filed a \$1 million suit against KALI and that he had discussed that suit with Mr. Golomb.

**The Survey** ■ Mr. Coyle testified that shortly after KMEX-TV began broadcasting he ordered a survey of UHF conversions from Associated Research Co., a firm specializing in market research among the Spanish-speaking population. He wanted the survey because KALI has consistently provided buyers up-to-date figures on Los Angeles' Latin American citizens and needed data on UHF converters to add to facts already on file about other appliances in these households. He also wanted the data for competitive reasons and finally because "I couldn't believe the KMEX billboards claiming 100,000 conversions."

When he received the 28-page ARC report around the first of 1963, Mr. Coyle said he selected several pages which he felt highlighted the conclusions and gave each KALI salesman, including the New York representative, a copy of the original and several of the condensed version. The salesmen, he said, were instructed to go over the full survey report with buyers, then to leave the abbreviated reports as reminders, but never to give out an abbreviated report without first presenting the original.

Mr. Coyle admitted breaking his

middle of last week to attend the international air show. He has charged his aides—primarily Kurt Borchardt, staff expert on communications—to look into the matter.

Mr. Borchardt acknowledged that the new suggestion was one of a number of ideas being explored in attempts to reconcile the differences between broadcasters and cable operators. He declined, however, to go into details.

**NAB Review** ■ Any compromise on CATV would probably need the assent of the National Association of Broadcasters whose directors are meeting this week in Buck Hills Falls, Pa. The new theory is certain to come up for discussion.

The association's Future of Broadcasting Committee, which is headed by Dwight Martin, WDSU-TV New Orleans, meets today (June 21) in Washington

to go over CATV developments (see page 68). That committee is the principal architect of the NAB's present policy which advocates hard regulation for CATV. That stand will be reviewed by the NAB's radio and television boards this week.

A compromise would also need assent from the National Community Television Association. As of last week NCTA spokesmen were withholding endorsement of the new approach, but some influential CATV interests were understood to be studying it intensely.

**Copyright Problem** ■ Some CATVs were said to see the proposal as a promising alternative to copyright legislation that is now under study in the Congress. Under an interpretation by the deputy register of copyrights, the new copyright bill would make CATV

vulnerable to the payment of royalties to holders of copyrights in television programming (BROADCASTING, May 31). CATV interests fear that if the bill were to become law they would be confronted by the complicated and probably expensive problem of dealing with hundreds of copyright holders.

Those that have expressed interest in the amendment of Section 325 think there may be advantages in supporting it. It is possible, they reason, that if the amendment were passed by the Congress, it might dissolve the copyright threat. With CATV already restricted from the indiscriminate use of programming by an amended Section 325, the reasoning goes, the Congress might be persuaded to grant CATV special immunity in the new copyright bill, and then any CATV would be left to deal only with the broadcasters

own rule when, after a telephone conversation about the survey with Mr. Maler, he mailed him a copy of the short report. Comparing this with the mimeographed version sent out by Mr. Golomb, Mr. Coyle noted that references to UHF in his report had been changed to KMEX-TV in the other.

A further note of confusion entered the hearing when Mr. Coyle denied that the report which Mr. Maler had testified as being received from him in January 1963 was the one he had sent. Recalled to the stand, Mr. Golomb said first that it appeared to be the one he copied but later admitted he couldn't be sure. The report had been put on Mr. Maler's desk and had remained there for some weeks before being filed, Mr. Golomb said. James A. Gammon, counsel for Mr. Maler, sent a typewriting expert to KALI, but reported that he had been unable to match the typing on the envelope with any machine there. This was not conclusive, however, as Mr. Coyle had testified that some of the typewriters in use at KALI in January 1963 had since been replaced with newer ones.

When the Los Angeles hearing concluded June 15, Mr. Guenther ordered Mr. Gammon on behalf of the applicant and Joseph Stirmer and Joseph Ryan of the FCC Broadcast Bureau—to submit corrections to the record by Aug. 9 and replies by Aug. 23. Mr. Golomb was represented at the hearing by Godfrey Isaac, Beverly Hills attorney.

whose signals it wanted to pick up and thus spared the complication of dealing with multitudes of copyright holders.

This view is shared so far by only a few CATV interests. Another attitude was expressed last week by an NCTA official. An amendment of Section 325 might take care of the copyright problem, he said, "but it still would put us under the thumb of the broadcaster, and that we cannot live with."

**The Idea's Source** ■ The amendment of Section 325 and the tightening of private contracts with program suppliers to establish territorial exclusivity were precipitated into general discussion by a memorandum issued to clients two weeks ago by the Washington communications law firm of Pierson, Ball & Dowd. The firm represents a number of prominent broadcasting companies, including RKO General and

Time-Life Broadcast Inc., that have CATV interests, but has no clients that are in CATV alone.

The Pierson, Ball & Dowd memorandum was critical of the hard-line regulation that the NAB and the Association of Maximum Service Telecasters have advocated.

"We believe," the memorandum said, "that those broadcasters who have arisen in righteous indignation to defend the commission's TV allocation plan as a cover to avoid competition are kidding themselves more than they are the commission or the Congress.

"They ultimately will be stuck with the fact that they sought, under a public interest guise, to build a fence around their businesses and will hardly be persuasive when they later attempt, as we must presume they will, to argue that the government should not dictate what goes on inside that safe little haven they hope to create."

The law firm said it was "literally suicidal" for the broadcaster "to urge the commission to interpret the statute in a manner that greatly expands its power, even if in this particular instance it might yield some short-term gain for the broadcaster."

**Fair Competition** ■ The law firm said: "We believe that a broadcaster and his producers are fairly and reasonably entitled to safeguard their rights to sell their own product in their selected markets and that any person who attempts to take it and sell it there in competition against them without their consent should be prohibited from doing so.

"This is a sound tenet of a free and fair private enterprise system. It doesn't build a fence around competition but only around the store of product that the broadcaster has bought or produced for sale to his customers (advertisers and viewers). If a competitor wants it, he should pay his share or be denied the taking."

The amendment of Section 325 and the clear acquisition by the broadcaster of exclusive territorial rights from his network and other program suppliers would create the conditions for free and fair enterprise, the law firm said.

"This combination of a statutory property right in the broadcaster and his contract arrangements with his program suppliers would place the broadcaster and the CATV operator in a fair and reasonable position vis-a-vis each other," the memorandum said. "The broadcaster would be able to protect his values in the program product he had created or bought. The CATV operator would always be able, as experience has proven, to get programs free of charge where it would not impair the value of the program product in the hands, of the relevant broadcaster. He would probably not be able to pick up any pro-

## Conroy nominated for NCTA chairman

Benjamin J. Conroy Jr., Uvalde, Tex., community antenna television operator, has been nominated to be the new chairman of the National Community Television Association. He will succeed Bruce Merrill, Phoenix-based CATV owner and manufacturer (Ameco Inc.).

Mr. Conroy came into CATV 10 years ago when his Uvalde system began operations. His Uvalde TV Cable Corp. serves almost 2,500 subscribers with five San Antonio stations via microwave, FM stations from San Antonio and Austin, kvou Uvalde and weather. He served most recently as chairman of the association's pole-line committee.

Other officers recommended by a nominating committee which was headed by Fred J. Stevenson, Rogers, Ark.: Robert J. Tarlton, Lansford, Pa., vice chairman; Alfred R. Stern, Television Communications Corp., New York, secretary, and Franklin R. Valentine Jr., Unicom Inc., New York, treasurer.

Directors nominated: E. M. Allen, Winona, Minn.; Homer Bergren, Seattle; Robert Clark, Oklahoma City; Robert F. Jernigan, Hattiesburg, Miss.; Irving B. Kahn, Teleprompter, New York; A. J. Malin, Laconia, N. H.; John Morrissey, Durango, Colo.; James Palmer, State College, Pa., and Buford Saville, Cumberland, Md.

Elections are scheduled to take place at the NCTA convention, July 18-23 in Denver.

grams, at least without paying a fee, where his operation would reduce the value of the programs in the hands of the broadcaster who had paid for them."

**Mutual Benefits** ■ This approach, the memorandum concludes, is in the interests of both the broadcasters and CATV operators:

"1. It preserves, as the pending FCC proposals do not, what has normally been the professed belief of both that their businesses and program operations are best regulated by the natural forces of a free market and that, therefore, the interest of the public does not require regulation of these activities by government.

"2. It would not involve, as the pending proposals do, a precedent of statutory interpretation that would subject all persons directly or indirectly related to television to commission

regulation.

"3. It would enable each broadcaster, as the pending proposals do not, in dealing with each CATV system in his market or markets, to protect his valid competitive interest in his own program product, and no more, and would enable the CATV to take for nothing as he does now where his taking is no detriment to the broadcaster's program property and to take for a fee where such a detriment does exist.

"4. It would leave each arrangement to the interested parties who each have something they can offer to the other which are the prime conditions of a fair bargain.

"5. It would avoid universal rules applicable to all situations, which rules cannot avoid detrimental results in many situations.

"6. It would eliminate the prospects of one of the greatest boondoggles in communications history: the one that would result from the pending proposals that the thousands of prospective disputes between CATV operators and broadcasters be referred to the commission for settlement. . . ."

**Carrying the Word** ■ The law firm's memorandum was written and signed by W. Theodore Pierson, senior partner, who last week put his conclusions on public view at a meeting of the Maryland-D. C.-Delaware Broadcasters Association at Rehoboth Beach, Del.

To the association he said that the controversy between broadcasters and CATV operators "must be settled in some other way than the government's putting each in restricted areas of the playpen and, like a fond nanny, supervising every action and settling every dispute."

Mr. Pierson told the meeting that he had "tested" his proposal with a number of broadcasters and CATV operators, "and I believe, of all the alternatives now being considered, it has the greatest potential of giving to each what, within the concept of free and competitive enterprise, they are entitled to get—and no more."

**A History** ■ Consideration of an amendment of Section 325 is not entirely new, although the Pierson proposal puts it in a context that has not heretofore been studied.

About two years ago the NAB's television board talked about a suggestion that Section 325 be amended to include CATV but also to give the FCC authority to overrule a decision by a broadcaster to grant or withhold CATV pickup. The board rejected the suggestion on the theory that it would unduly extend the FCC's power.

Some years earlier an amendment of Section 325 was discussed during Senate consideration of legislation to put

wired systems under FCC jurisdiction. By comparison with the heat of the CATV controversy that has raged in recent months, the atmosphere prevailing at the time of the Senate proceeding was bland. Nobody but the CATV operators and a few broadcasters in smaller markets who had experienced personal problems with CATV was much worked up over the subject. Senator John O. Pastore (D-R. I.), chairman then and now of the Senate Communications Subcommittee, dismissed suggestions for amendment of Section 325, and they were not included in the legislation that came to Senate vote.

The Senate killed the bill by one vote (BROADCASTING, May 23, 1960).

**Some Doubts Now** ■ One broadcaster, commenting on the Pierson proposal last week, wondered whether it could be put into effect without giving the FCC the authority to reverse a broadcaster's decision about CATV carriage.

Cited were two recent FCC decisions. In one case the commission virtually ordered a TV station to permit a translator to use its signals. In the other, although it fined a station for unauthorized use of another station's signal, it chastised the originating station for not granting rebroadcast rights.

The first involved WBZ-TV Boston and a translator at Millers Falls, Mass. In 1963, the FCC told WBZ-TV that notwithstanding network commitment it was empowered to grant rebroadcast rights to the translator and that such permission would not make it liable. WBZ-TV originally had told the translator it was not authorized to grant permission.

The second involved KLTV(TV) Tyler, Tex., which, without permission, picked up and rebroadcast the Dallas Cowboys game being broadcast over KSLA-TV Shreveport, La. Although the FCC fined KLTV for unauthorized rebroadcast, it also found that KSLA-TV acted "unreasonably" in refusing permission for the rebroadcast (BROADCASTING, Oct. 19, 1964).

## More time given for CATV proposal comments

The FCC last week extended to July 9 the deadline for commenting on Part I and paragraph 50 of Part II of its notice of inquiry and rulemaking proposal looking toward regulating community antenna TV systems not served by microwave facilities.

Part I deals with requests for commission action—e.g., petitions from ABC, Westinghouse, etc.—to extend the requirements of the FCC's recently adopted rules over microwave-fed

CATV's to all CATV operations.

Paragraph 50 of Part II is concerned with generalized restrictions on CATV extension of station signals. The balance of Part II (excluding paragraph 50) has to do with additional questions presented by petitioners' requests for other measures.

The NAB on June 14 requested the delay to enable its board, which meets June 25 (the former deadline for comments) to discuss the proposals. The association, which had asked that the deadline be postponed to July 12, said the questions raised in paragraph 50 (BROADCASTING, April 26) are complex and involve substantial policy considerations.

The commission also extended the deadline for reply comments from July 26 to Aug. 6.

In another petition for an extension of time, filed after the commission had granted the NAB request, the National Community Television Association asked that the comment deadlines for both parts of the rulemaking be delayed one month. The CATV association noted that it was participating in several congressional hearings and that it would need additional time to properly prepare comments on this inquiry.

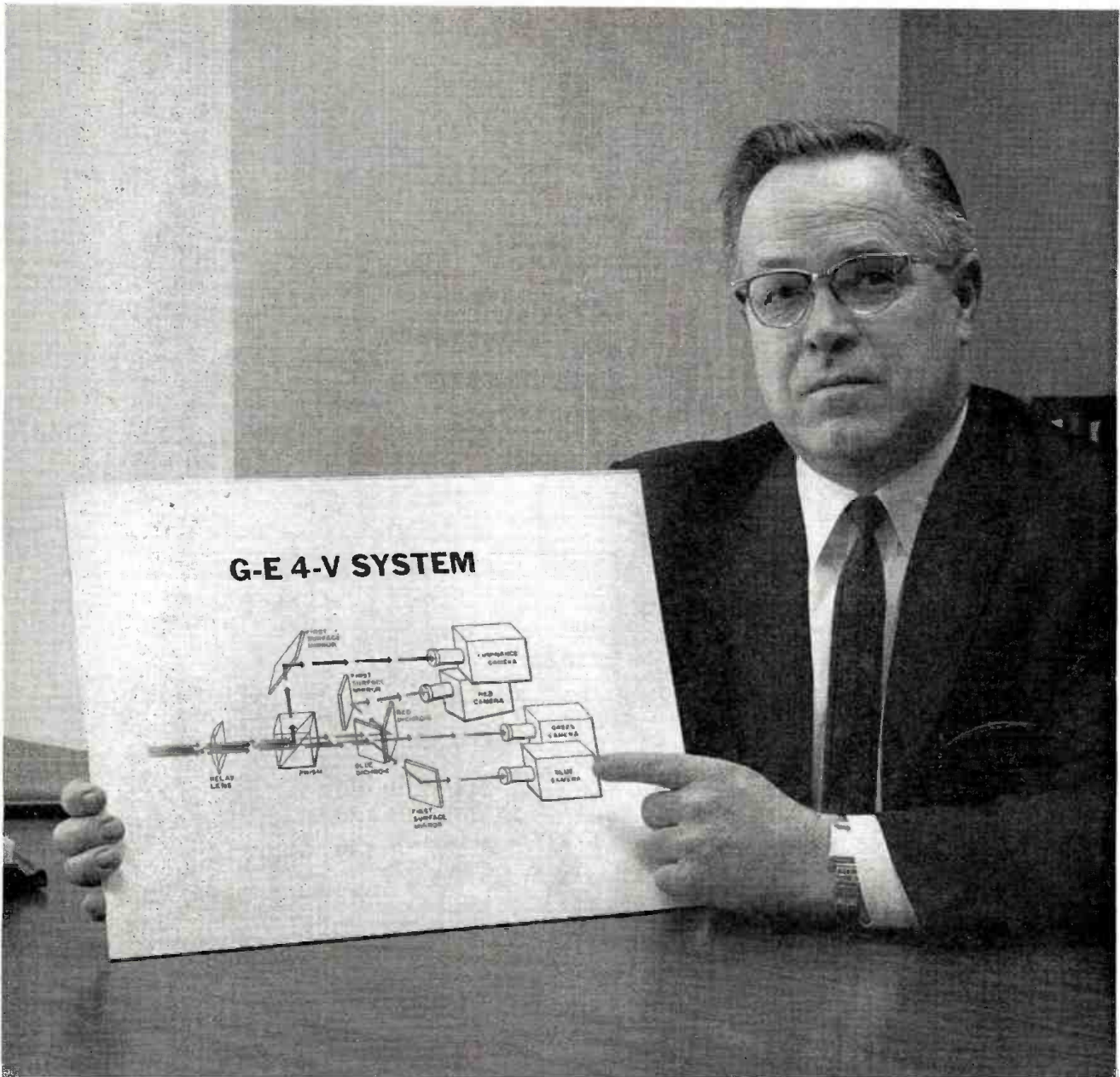
## Conn. CATV hearing starts moving faster

The community antenna TV hearing of the Connecticut Public Utilities Commission appear to be speeding up. One applicant completed its case and another began as the cross-examination phase entered its eighth week. During the first seven sessions only two applicants were heard.

Connecticut Cablevision Co., a wholly owned subsidiary of Kingston (N. Y.) Cablevision was questioned on its financial projection by the PUC staff. Walter L. Hotz, president of both companies said he would not reduce rates when the company was making a return of as much as 65% on its investment unless the PUC directed him to do so.

The firm, which hopes to serve the Torrington-Winsted area of the state, said it hopes to have 64% of all the TV sets on its cables and claimed that residents of the area are not only ready for multi-channel TV, but that such service "is in fact long overdue."

Before the hearing adjourned until June 28, Connecticut Television, Inc., operator of WHNB-TV (ch. 30) West Hartford, took the stand. James Lahey, who will be the manager of the CATV system should the company be granted a franchise, was the only witness. His firm is applying for franchises in 27 towns, covering virtually every area of population concentration.



Harry Whittemore, RKO General Broadcasting, with G-E 4-V Light Path Diagram.

## Now It's G-E 4-V's at RKO General

Harry Whittemore, Director of Engineering at RKO General Broadcasting, has witnessed all recent developments of color film cameras right in his job.

His experience with 3-V's came from cameras at two RKO General Stations—KHJ-TV, Los Angeles, and WOR-TV, New York.

He first worked with the 4-V type when WOR-TV put one on the air late last year.

Now it's 1965, and Mr. Whittemore is still taking advantage of color film camera progress. This summer, RKO General, under his engineering direction, will take delivery of three more 4-V's — two for WNAC-TV, Boston, and one for WHBQ-TV, Memphis, Tenn.

This time, all three are General Electric 4-V's.

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

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# CATV no threat, NCTA declares

Statement answering  
contrary claims filed  
with House committee

Does community antenna television pose a threat to the survival of free TV? Officials of the National Community Television Association insist it doesn't, detailing their reasoning in a lengthy statement filed last week with the House Communications Subcommittee to rebut contrary charges made at the subcommittee's May 28, June 3-4 hearings by the FCC, NAB and other broadcaster organizations (BROADCASTING, May 31, June 7).

The statement quotes extensively from the Seiden and Fisher reports on economic impact of CATV.

Philadelphia had been used by the FCC as a hypothetical example of how an antenna system moving into a big city could quell the growth of local UHF stations by bringing in independents from other cities (in this case, New York). NCTA officials say that under the proposed rules (which they oppose, in part) a local UHF would be the only station benefiting from the arrangement. They reason that Philadelphia already has affiliates of all three networks, which would have to be carried on the cable and protected, so, the only new competitive threat to the UHF would be the imported independents. Most independents depend heavily on syndicated programming, which would also be available to the local UHF. Should the UHF schedule the same syndicated programs, it would have to be protected by the cable from duplication by the outside stations.

But, NCTA adds, in his study for the National Association of Broadcasters, Dr. Fisher concluded that when five or more off-the-air signals are available in an area, the addition of a CATV system does not have any economic effect on local stations. If a UHF went on the air in Philadelphia, it would be the fifth local signal.

**Hardship Cause** ■ Were any economic hardship to be caused by a cable system (a possibility NCTA discounts), the association's position is that it would come from the FCC's 15-day before-and-after nonduplication rule. The situation they have in mind is one which might exist in a small market served by the grade A contour of one station and the grade B signal

of another, where both use some of the same network programs. Without the cable or the 15-day rule, local viewers would have a choice of either station. Under the 15-day rule, the cable would have to discriminate in favor of the grade A station, which might cost the B station a valuable part of an already scarce audience. They also feel that small cable systems in sparsely populated areas are hurt most by the non-duplication rules.

However, NCTA still maintains that nobody ever went off the air because of cable system competition, and the statement bristles with refutations of individual broadcasters who earlier testified that they might have to do just that.

**Comparison** ■ On June 4, Richard D. Dudley, president of WSAU-TV Wausau, Wis., told the subcommittee that competition from four CATV's in his grade A contour was "formidable."

Comparing the station's position in 1960 with that of 1964, NCTA found that the number of CATV systems in its contours had increased from one, with 125 subscribers, to 5, with 6,270 subscribers. During the same period, according to NCTA, the station's net weekly circulation increased 9,600, its network base hourly rate jumped 27% and its class AA time sales increased an average of 30%.

Taking a station with a saturation level of CATV competition, the NCTA document makes a similar study of WLUC-TV Marquette, Mich. (which did not testify). It argued that in 1960 WLUC-TV faced 12 systems with about 7,400 subscribers; by 1964 those figures had climbed to 17 and 23,400, respectively, yet net weekly circulation had increased 15,000, the network base rate was up 58% and prime time rates were up an average of 25%.

To charges that systems originating programs are "broadcasters without a license," NCTA replies that such origination does not use space in the spectrum; most systems don't originate programming anyway because of high cost and lack of subscriber interest, and those that do originate programs carry a higher percentage of public service features than the local broadcasters. Broadcasters are the only ones who have shown interest in pay TV, says NCTA. The cable systems would have to be rebuilt to carry it even if they wanted to.

The statement supports the position that additional legislation will be needed for the FCC to regulate nonmicrowave systems, because the commission has no CATV license to revoke and must depend for disciplinary action on its power to issue cease and desist orders and its power to assess fines. These measures would have to be enforced by local U. S. circuit courts, and the NCTA doubts that they would all follow

the FCC line.

**AT&T Statement** ■ The American Telephone and Telegraph Co. also submitted a statement of policy on CATV. The Bell System, it said, has filed tariffs in 20 states offering to CATV operators "channel facilities as a common carrier service from the point of the CATV operator's antenna and related equipment to points at his subscriber's premises . . . and similar offerings may be made in others in the future." The choice of programming "is determined solely by the CATV operator." Bell companies, AT&T continued, "generally grant only one CATV attachment agreement in any one specific area." The firm explained that in the early 1950's an "unsatisfied telephone demand" prevented the granting of pole space to antenna systems. Later, "merely token" pole attachment charges were made because the "infant industry" had "a relatively low financial capacity." Now that CATV is "a financially established industry, these charges have generally been revised towards a more compensatory level."

No hearings or executive sessions on the CATV bill were scheduled as of last week. Representative Oren Harris (D-Ark.), who introduced it, and members of the subcommittee and its professional staff are holding informal conferences with members of the CATV and broadcasting industries and the FCC to determine areas of agreement and necessary modifications. Eventually, but not soon, a revised draft of the bill will be circulated for additional comments.

## CATV many-sided subject at GAB meet

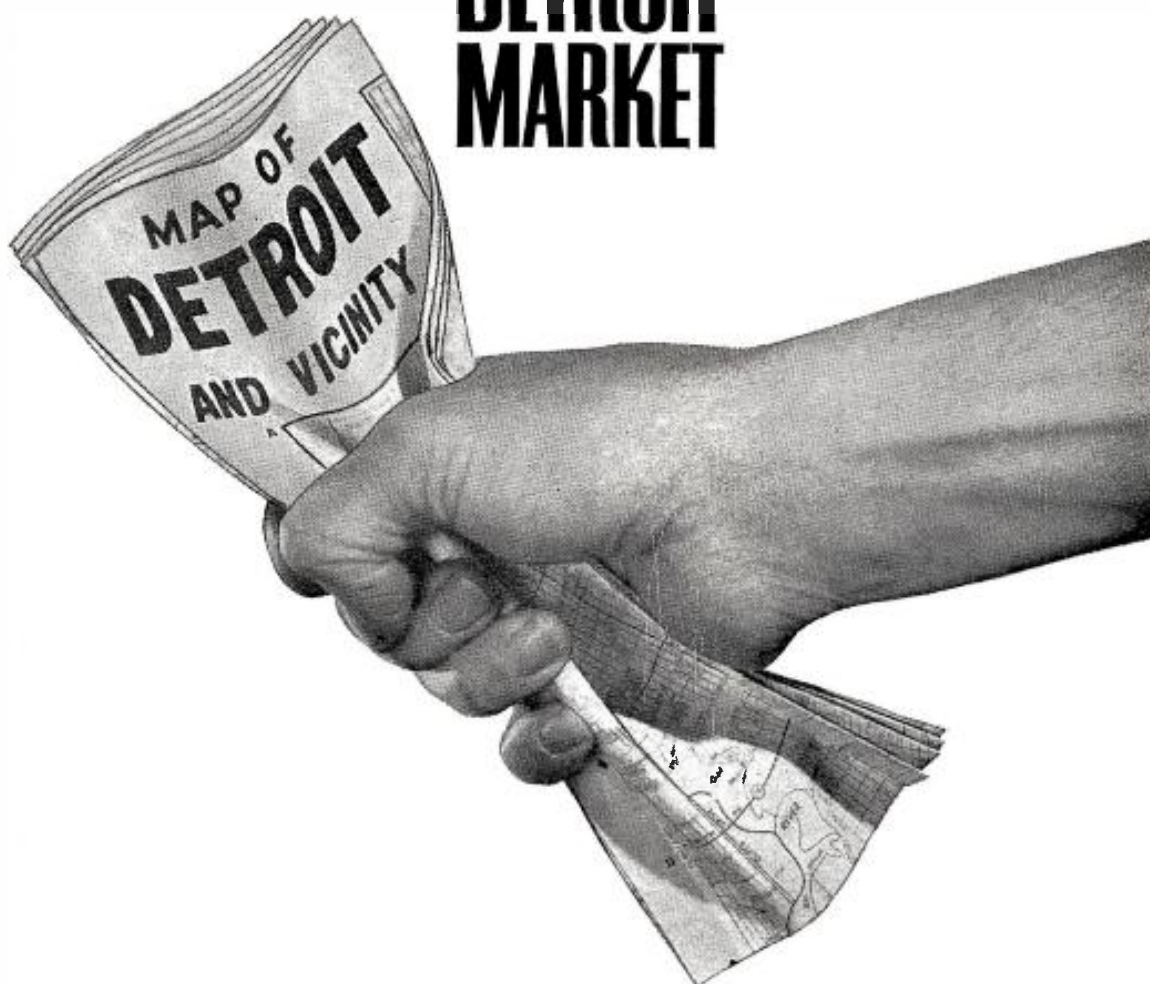
The problems posed by community antenna television were a principal topic last week at the annual meeting of the Georgia Association of Broadcasters at Callaway Gardens.

■ Vincent Wasilewski, National Association of Broadcasters president, said the NAB's support of FCC regulations over CATV did not mean "we are trying to destroy CATV" or that "we are determined to preserve the status quo by legislating a potential competitor out of business."

■ Frederick W. Ford, National Community Television Association president, said the FCC had erred in banning leapfrogging of TV signals by CATV systems and that the commission should have a full-scale inquiry into CATV before proposing rules.

■ Ed Mullinax, president and general manager of WLAG-AM-FM LaGrange, Ga., and vice president of a CATV franchise in that city, said local or-

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BROADCASTING, June 21, 1965

iginations by CATV systems will be the only way many small communities "will ever know the true value of television."

Speaking on Tuesday, Mr. Wasilewski noted that the FCC didn't try to come up with rules on many vital CATV aspects such as origination of programs and commercials, importing distant signals, pay TV, cross-ownership of CATV and stations and the relationship of CATV to radio. "Of all of these questions," he asked, "which are the most important in the long run?" He pointed out that the FCC had asked for comments in these areas.

**Attacks Pay TV** ■ Mr. Ford, speaking at the Monday luncheon, attacked those who would make CATV and pay TV synonyms. "If pay TV comes," he charged, "the broadcaster will bring it and not the CATV operator." He said CATV's would concede no simultaneous duplication of programming in a station's grade A contour, but said beyond that the decision should be made by the CATV system on a case-by-case basis.

Mr. Mullinax, speaking on a CATV panel, said he hopes to have his 12-channel system in operation by October, and since LaGrange would never have a local TV station he saw no reason to deprive the residents of local programming. "One of the main reasons we are in CATV is to offer a local service," he said. "We propose to have studio facilities for local programs on the cable and to run a few movies and other features." He said the city council had given "much weight" to this when it awarded the franchise to Community Telecable of Georgia Inc. Mr. Mullinax indicated that the local programs would be locally sponsored.

He charged that the NAB "supposedly supports the free enterprise system" and should not seek government control of CATV programming. "If city governments grant local franchises for local programming, the public should have a right to enjoy it," he charged.

## Microphone's power not fully realized

The power of the press has long since given way to the power of the microphone, but broadcasters have not laid claim to this power. George W. (Bud) Armstrong, executive vice president, Storz Broadcasting Co., Kansas City, Mo., told the Georgia Association of Broadcasters' annual meeting last week that the industry must be ready to stand up, act "our age and our size" and put "our house in order so that we



Mr. Armstrong

can move into the commanding position" that broadcasting is being called to fill.

Mr. Armstrong, at the Monday (June 14) session at Callaway Gardens, said it is imperative that the FCC and Congress "unite the hands of this most powerful medium and cease imposing upon it vague and unrealistic restrictions. We have shouted long enough about the incongruity of an official encouragement to editorialize—coupled with directives which, in effect, emasculate any respectable effort to comply with the encouragement."

He charged that a "basic need and desire" of the public "is being thwarted every day that Section 315 and the fairness doctrine remain in effect."

Editorializing, he said, must and can be improved. But the broadcaster who "can find nothing to say that is more important, more virile, than to be for motherhood and the flag, would do the medium more credit if he sat down and waited until he had something to give that's worth hearing." Mr. Armstrong charged "vapid, safe-playing" editorials are no help in the drive for "straight, unfettered editorializing."

**Higher Plane** ■ The Storz executive said broadcasters must not fear the "power of the press" and must work for the one matching of media which can "provide the might of the mike vs. the power of the press. That is in the endorsement of political candidates." He said newspapers have shown "routine, predictable endorsements" and "blind party alignments." It is incumbent on broadcasters, he said, to "move on a higher level of public service than that. And we must be able to support

—and elect—strong and far-sighted candidates."

Mr. Armstrong also cited the need of broadcasters to support clean advertising, particularly in the area of motion picture commercials. He noted the "lax standards of newspapers" on such advertising and said broadcasters' only "genuine protection" is in amending the codes of the National Association of Broadcasters so that the station will preview all movie copy before it goes on the air.

However, Mr. Armstrong also found some broadcasting practices subject to criticism if the industry is to "stand up freely and criticize the blue movie pages in newspapers and the outright vulgarity which crops up in magazines." He charged increasing laxity among the networks on what is said and done on late evening programs. "The smirking double-meaning line . . . has got to come out," he said.

The hour of greatness has arrived for broadcasting, he declared and the industry must "discard the passiveness and hesitancy of communications adolescence. . . . We are too close to the people to be told any longer to shut up and sit down."

Speaking on Tuesday, Henry Geller, general counsel of the FCC, pointed out that the "clear thrust of the fairness doctrine is if a broadcaster acts reasonably and in good faith he need have no fear. If the record shows a clear pattern of operation contrary to the requirements set forth, then the license may be in jeopardy." He said the recent case of Mississippi stations that had been given conditional license renewals (BROADCASTING, May 24) was due to a long pattern of violation by the stations and their refusal to remedy the situation.

## CBA meeting centers around press access

The annual meeting of the California Broadcasters Association, June 11 in Los Angeles, was a victory meeting for the association, whose efforts were largely responsible for the passage of a bill allowing radio and TV newsmen to take their mikes and cameras into meetings of public administrative agencies within the state. In broadcast editorials and through meetings with their individual representatives in the state legislature, both at home and in the state capital in Sacramento, California broadcasters used their persuasive powers successfully. The bill, AB 432, has been passed by both the assembly and the senate and is now awaiting the governor's signature.

To expedite and enlarge such activi-



ties at the grassroots level to foster legislation favorable to the broadcast media in California, and to defeat measures introduced in the state legislature whose effects would be harmful to radio and television, CBA doubled the number of board members, from the present seven to 14. Names of the newly elected directors were not released immediately, as some of those elected were not present at the meeting and their agreement to serve must be obtained.

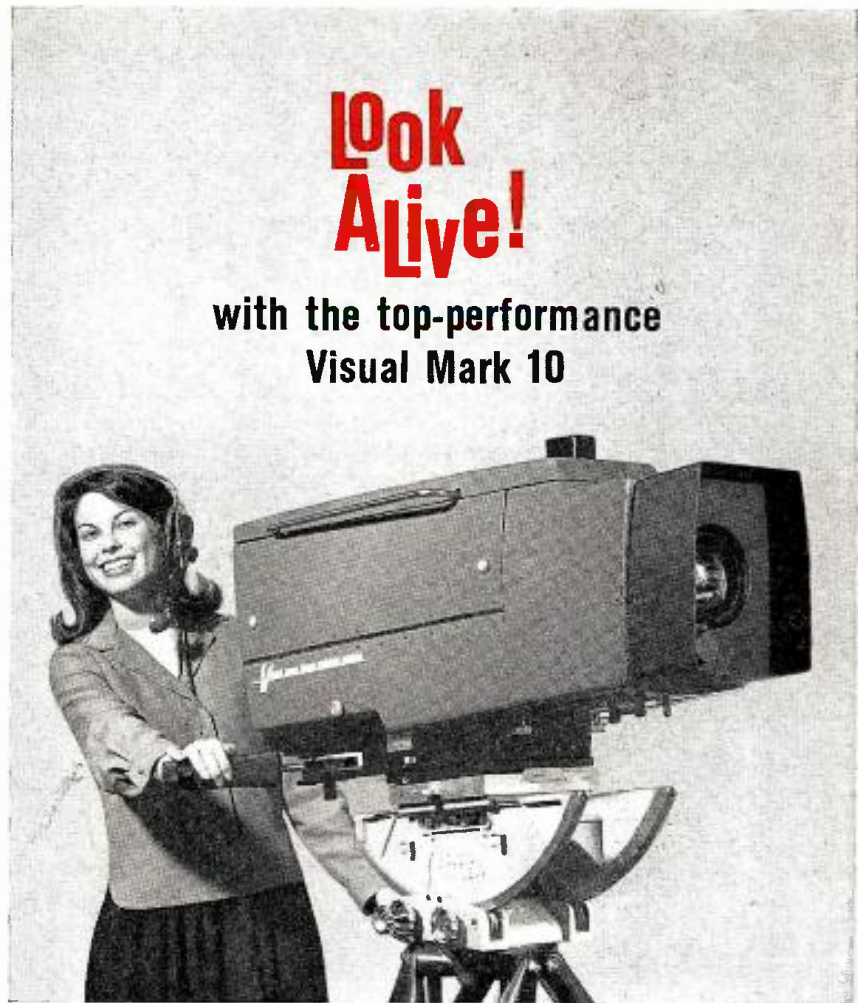
At the luncheon session which opened the CBA meeting, Paul Comstock, National Association of Broadcasters vice president on government affairs, reported briefly on the Washington scene.

Preceding the business session that concluded the meeting, the more than 50 broadcasters in attendance listened to and frequently participated in a panel discussion of the topic "Fair Trial Versus Free Press." Elton Rule, general manager of KABC-TV Los Angeles (and incoming president of CBA), presided over a panel whose members were: Kenneth Chantry, presiding judge of the Superior Court of Los Angeles; Miles Rubin, senior assistant attorney general of California; Joseph Ball, attorney and past president of the California Bar Association; William Parker, chief of police, Los Angeles; Dr. Kenneth Harwood, chairman of the Telecommunications Department, University of Southern California; Dr. Walter Wilcox, chairman of the graduate department of journalism, University of California at Los Angeles.

In general, the lawyers and judges felt TV coverage would be restricted to the more lurid cases and to their more sensational aspects and they felt that this would not constitute good public service.

### Not a candidate

R. Peter Straus, president of the Straus Broadcasting Group (WMCA New York, WALL Middletown, N. Y. and Radio Press International) was among those mentioned last week as possible candidates for the Democratic nomination to succeed New York Mayor Robert F. Wagner, who has announced he will not seek reelection this year. Mr. Straus said, however, that he was not a candidate and that, although flattered by the suggestion, he felt it was attributable primarily to his identification with radio and therefore was a tribute to the medium. He said that except for occasional interludes, such as his leave of absence last fall to help lead the Johnson-Humphrey campaign, "I consider broadcasting my profession—not politics."



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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

# Multiple-owner rules hit snag

Unexpected dissent by Wadsworth, changes asked by Bartley delay issuance of rulemaking which would further limit television station control

The FCC ran into unexpected difficulties last week in its effort to give birth to a proposed rulemaking aimed at adding new curbs to the commission's multiple-ownership rules (BROADCASTING, May 31, CLOSED CIRCUIT, June 14).

The commission's newest member, James J. Wadsworth, surprised his colleagues by siding with Commissioners Rosel H. Hyde and Robert E. Lee in opposing the issuance of the proposal.

Then, Commissioner Robert T. Bartley insisted on changes in the draft notice before agreeing to supply the vote needed to provide the majority in favor of the proposal.

It was his insistence on changes that prevented the commission from issuing the notice last week. A revised draft was to be ready for a final vote today (June 21) or tomorrow.

A further complication is the absence from Washington of Commissioner Kenneth A. Cox, who is touring parts of Alaska and Oregon on commission business. He had given his approval to the proposal before leaving Washington. But in view of the changes being made in the document, the commission would probably telephone him to confirm his favorable vote.

The other members of the commission in favor of the proposed notice are Chairman E. William Henry and Commissioner Lee Loevinger.

**Changes** ■ Commission officials were reluctant to discuss the changes in the proposed notice before the revision, still being worked on by the staff late last week, was reviewed by the commission. And some officials reflected uncertainty as to the actual extent of the changes being made.

But it appeared that the proposal's major elements affecting television ownership would not be altered. These would prevent individuals or companies from owning more than three television stations in the top 50 markets, no more than two of which could be VHF's. They would also bar ownership of more than two television stations in one state, with only one in the state's two top markets.

The commission does not intend to propose divestitive of properties in excess of those that would be permitted. And the present rule's outside limit of

seven AM's, seven FM's and seven TV's, no more than five of which are VHF's, would not be changed.

Officials indicated that the revisions being made would affect the policy arguments advanced by the commission in support of its proposal. They also said that provisions in the original draft limiting cross ownership of radio, television and newspapers would be amended, if not abandoned entirely.

The draft notice discussed at the commission's meeting last week would have barred ownership of the only aural and television stations in a community, the only aural station and only newspaper in a community and the only television station and the only newspaper in a community.

**Interim Policy** ■ The proposed rulemaking is to be used as the basis for a new interim policy pending completion of the proceeding, in place of the policy in effect since Dec. 18. Under that policy, the commission imposed a virtual freeze on the sale of VHF's in the top 50 markets to anyone already owning a VHF in those markets.

The FCC is making a special effort to issue the notice of proposed rulemaking early this week in view of the commission's scheduled appearance before the Senate Communications Subcommittee on Wednesday (June 23).

The hearing is on a number of routine bills, but Subcommittee Chairman John O. Pastore (D-R.I.) is expected to quiz Chairman Henry on the commission's proposals for multiple-ownership rules changes.

The senator is a sharp critic of the commission's present interim policy. He calls it a "harassment" of broadcasters.

And Chairman Henry, during an appearance before the subcommittee three months ago, said the commission would provide a full exposition of its views on multiple ownership, along with a proposed rulemaking, within "two months" (BROADCASTING, March 1).

**Commission Concern** ■ The commission majority is proposing the revision in the multiple-ownership rules because of its concern about what it considers a growing concentration of control over television stations in major markets. In issuing its Dec. 18 policy, the commission noted 111 of the 156 stations in the top 50 markets are licensed to multiple

owners.

Commissioner Wadsworth, however, in opposing the proposed rulemaking, is said to feel that the majority has not pointed to any "evils" existing in the present system. He is also said to believe it unfair to deny up and coming broadcasters the opportunity of acquiring the number of properties in the top 50 markets that major owners now have.

Commissioner Hyde reportedly feels that broadcasting companies should be permitted to grow as the economy expands and that such growth is essential if the major group owners are to be faced with meaningful competition.

Commissioner Lee is concerned with the impact the proposed rules would have on UHF development. He feels broadcasters should be permitted to own more UHF's in major markets. not less.

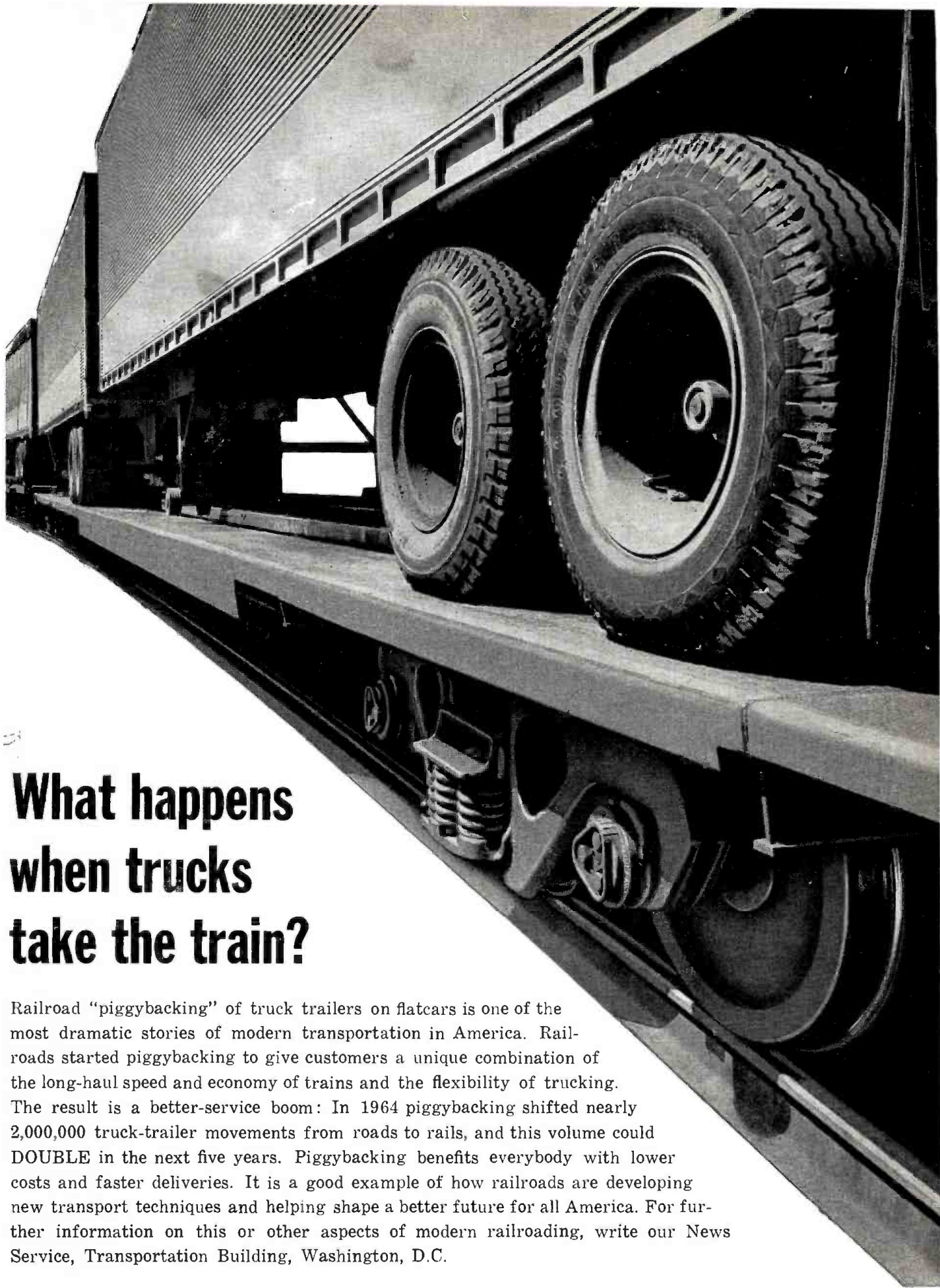
## WNJR license renewal is set for hearing

WNJR Newark, N. J., which forfeited \$1,000 a year ago for failing to file time broker contracts with the FCC, has had its license renewal application designated for hearing for a number of related rule violations.

The seven hearing issues include a determination of whether 139 such contracts submitted to the commission "were falsified in order to conceal or misrepresent the actual facts . . ."; whether adequate control or supervision over the station was exercised, and whether the applicant has the necessary qualifications to continue to be a licensee.

The station was notified in January 1964 that it had incurred an apparent liability of \$1,000 for carrying a program entitled *Celebrity Time* without filing the brokerage agreements the applicant allegedly required *Celebrity Consultants*—a New York agency—to file with WNJR on behalf of each sponsor who advertised on the show (BROADCASTING, Jan. 27, 1964).

Continental Broadcasters Inc., licensee of the station which is owned by Rollins Broadcasting Co., paid the \$1,000 fine in June 1964. WNJR has been on the air since 1947 and operates fulltime on 1430 kc with 5 kw.



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# Busy agenda set for NAB boards

Among subjects: expanded PR, Schroeder memos, CATV, network program rule, pay TV, TIO's status

On the surface there would appear to be no earth-shattering matters confronting the National Association of Broadcasters boards when they meet this week in Buck Hill Falls, Pa. However, some broadcasters are preparing for early fireworks displays within board meetings on community antenna television, the proposed public relations program, the memorandums to the board from its chairman Willard Schroeder and the status of the Television Information Office.

In addition the boards will get a recommendation to hire an architect to draw up preliminary plans for a new headquarters building; will hear the report of the research committee which met June 10; will get a report on the Freedom of Information Committee, and plans on various conferences and seminars.

The TV board will decide NAB positions on the proposed FCC rule restricting network ownership syndication of programs and the proposed new UHF allocations table. Also before the TV board will be pay television, ETV and film amortization.

On the radio board agenda will be CATV with results of a survey of AM stations; amendments to the radio code and enlarging the radio code board from nine to eleven members.

In addition, the radio and television boards will each elect a new chairman and vice chairman.

**The CATV Problem** - The CATV issue faces the joint board in several ways. The radio board is expected to seek a hard line in opposing time and weather originations by CATV's. This was a concession NAB had approved when it was negotiating with the National Community Television Association for a unified front. The joint board also has to decide its position on leap-frogging of signals by a CATV.

Although the board last month overwhelmingly voted to support the FCC in asserting jurisdiction over CATV, there is feeling that some board members would like the association to take a softer line (see page 56). Of the 44 current board members, at least 16 are connected with CATV franchises or applications.

The plan calling for a public relations staff of 10 and budget of about \$300,000 (BROADCASTING, June 14) may come under fire from board members, who favor an increased PR program and staff, but not to the financial

extent recommended.

There is also some feeling that a PR program of the size and scope envisioned by John Couric, vice president for public relations, would ultimately take over functions now covered by TIO. This does not sit well with those TV members, particularly the three networks, who have found TIO to be helpful in reaching the opinion makers and keeping the industry in a favorable light.

However, Mr. Schroeder, whose tenure as chairman ends this month, is known to support both the PR plan and TIO in its present status, as an instrument under the NAB umbrella.

**The Memos** - The Schroeder memos will be discussed at the board meetings, but to what extent is unknown. There appears to be little argument among board members that NAB should redefine its objectives and means to accomplish them in light of the industry today and the plethora of specialized trade associations, whose functions often overlap.

But there is considerable feeling among board members regarding the chairman's suggestion that the board size be reduced and that the chairman be made number-one man in the NAB hierarchy. Some board members feel this area should not be touched on until the January meetings and after incom-

ing board chairman John F. Dille Jr. has had a chance to act and study the situation. However, others feel the subject should be cleared up this week.

Mr. Schroeder's memo, recommending increased staffs and budgets for government and legal departments and a stronger code operation, are expected to meet generally favorable comment from the board members.

The report of the building committee, which met in Washington last week, will ask the board for an appropriation to hire an architect to draw up plans for a new headquarters building on the present site. There had been speculation that the committee might give further study to moving NAB into available office space and leasing out the present building until the association could gain a more favorable zoning ordinance for the site. However, the committee's report will recommend that the plans be drawn up in accordance with present zoning restrictions.

## Court reverses FCC on Pa. radio case

A federal court reversed the FCC last week in an order which told the agency it could accomplish what it wanted but not in the manner done when it granted 1510 kc (with 250 w daytime) to WPSL in Monroeville, Pa.

In a split, 2 to 1 vote, a U. S. Circuit Court of Appeals in Washington remanded the 1964 grant to Monroeville Broadcasting Co. because the FCC had used a 1949 court decision to distinguish between two applicants.

The FCC granted WPSL because, among other reasons, it would have covered only one-third of Pittsburgh. Miners Broadcasting Co. which operates WMBA Ambridge, Pa. (500 w daytime on 1460 kc) proposed to increase its power to 10 kw, which would have covered 98% of Pittsburgh. Thus, the FCC reasoned, Monroeville needed a first local service more than Pittsburgh a ninth. Previously the commission had followed a policy of considering a central city and suburban areas contiguous to the central city as one in considering applications.

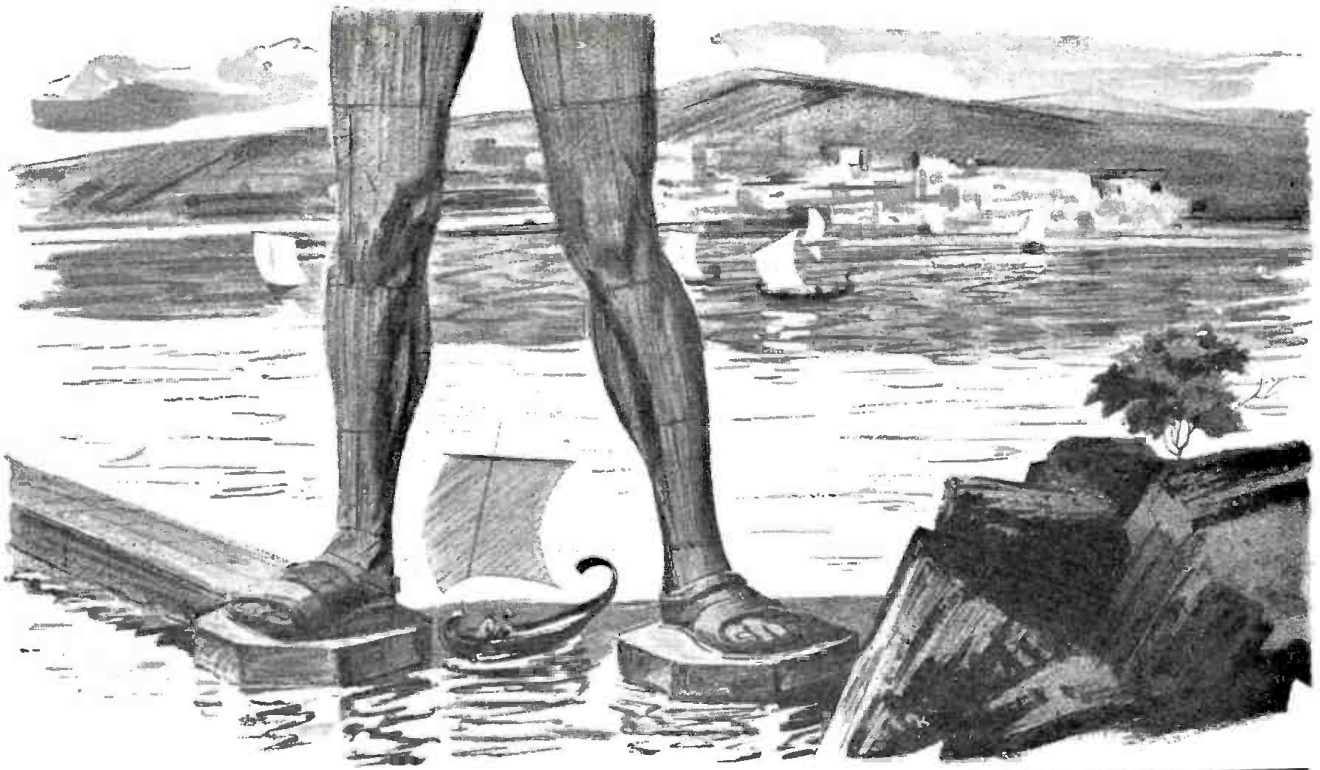
In making an exception to the general policy, the court majority said, the FCC failed to give adequate reasons for this move. By using the criteria it did in the Monroeville case it predetermined the result.

Both Chief Judge David L. Bazelon and Senior Circuit Judge Henry W. Edgerton were the majority; Judge Warren E. Burger dissented, finding that the commission made a proper determination of where service was needed.

## Color progress

The surging interest in color TV is underlined in a presentation issued by Edward Petry & Co., New York station representative. The study points up the increase in color TV sets and in local color programming in the markets reached by Petry stations.

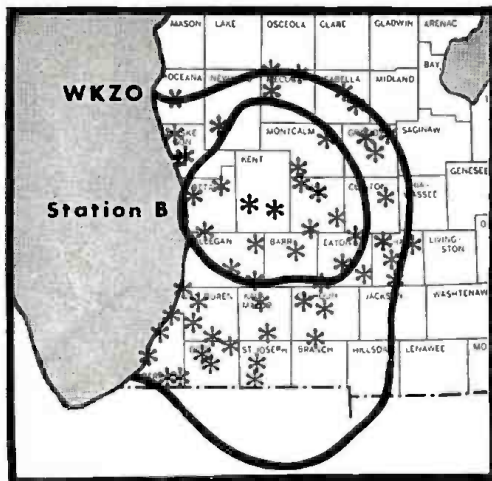
The study, called "Petry Color, 1965," states there are an estimated 1,941,000 color TV homes in the 35 markets in which it represents stations, as compared with 666,000 homes in 1963. In addition, Petry says that 29 of its stations are now equipped to telecast color films and slides as against 18 two years ago. The amount of local color programming to be carried by stations during 1965-66 will rise to 17 hours a week from 12 hours a week during 1964-65, according to the study.



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\*The 120-foot Colossus of Rhodes was destroyed by earthquake in 224 B. C.



*The Feltzer Stations*

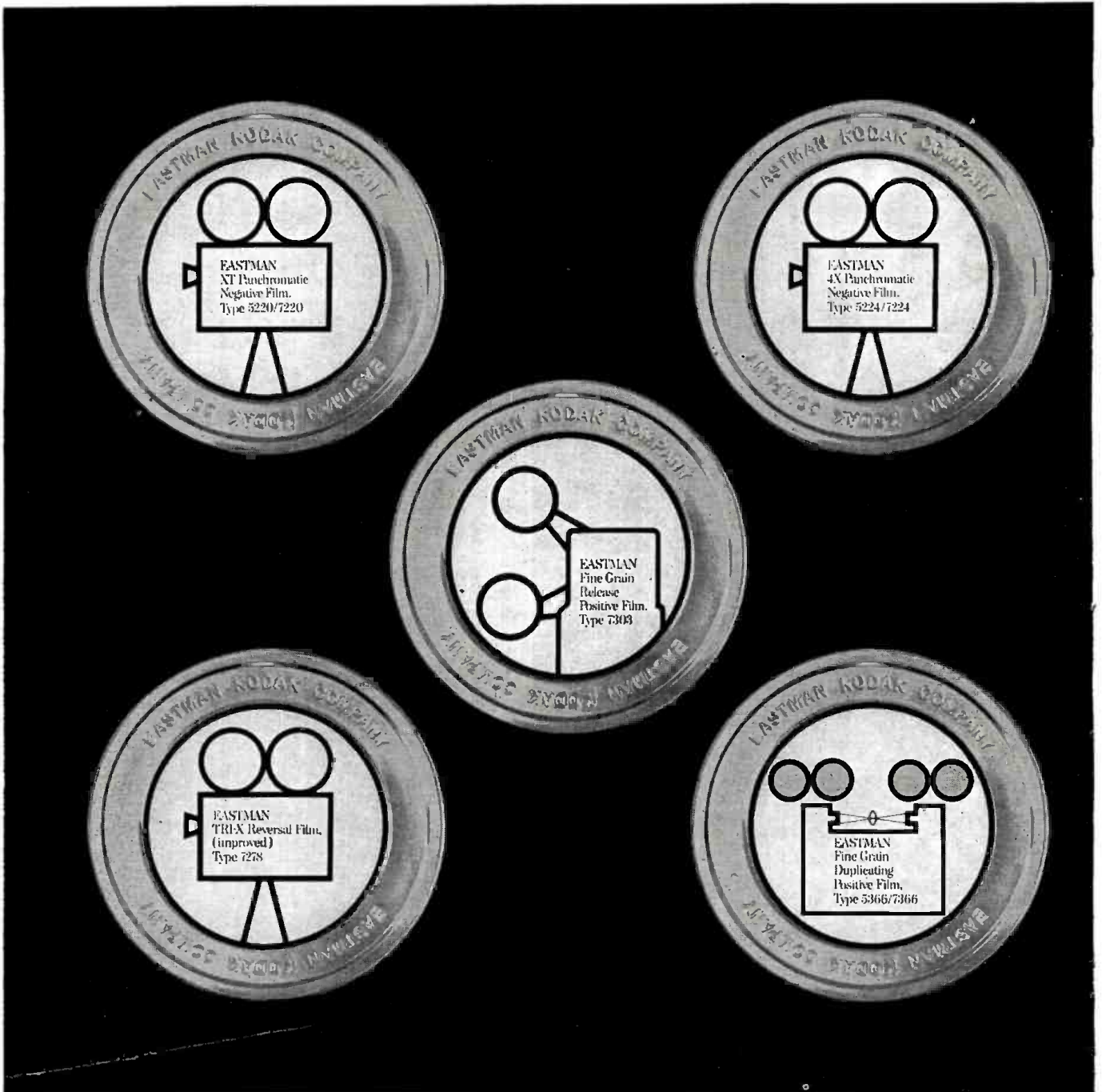
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**TELEVISION**  
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WWUP-TV SAULT STE. MARIE  
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16mm never looked better than on this new fine grain positive. It's a great teammate with our new high-acutance XT Pan Negative. Gives clean, brilliant highlights and crisp, well separated middle tones. This fine grain print film brings out all the brilliance in any negative.

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# TIO does some poll-climbing

Rebuts NANA, Harris with own facts on TV audience composition

Upper-income, better-educated adults are watching television more, not less, despite claims to the contrary by some pollsters, the Television Information Office maintained last week.

TIO marshalled findings from A. C. Nielsen Co., Elmo Roper and Associates and Columbia University's Bureau of Applied Social Research to answer two published polls that "foster the myth that television caters to children, the uneducated and lower-income groups."

One of the polls was by Louis Harris & Associates, New York, which reported that TV was gaining among older, small-town, lower-income and less-educated viewers but losing among those at the other extremes (BROADCASTING, April 12).

The other poll, a continuing series by the North American Newspaper Alliance and the TV Time Service, has been appearing in subscribing newspapers since the first of the year and has reported, among other things, that some 20% of its respondents called TV programs "terrible" while only 2% called them "great" (BROADCASTING, Feb. 22, 8).

TIO cited Nielsen figures to show that viewing is "at an all-time high," not only in the average home but in upper-income homes as well. In fact, TIO said, the 6 hours, 21 minutes of daily viewing currently recorded for upper-income homes is "exactly equal" to the average for all families and is 23 minutes a day higher than the average for low-income homes.

**Classification Revision** ■ "It should be noted," TIO said, "that last year Nielsen changed the base for upper-income families from \$8,000-plus to \$10,000-plus. If Mr. Harris were right about upper-income 'disenchantment,' the raising of the level on income should have lowered the amount of viewing by the upper-income group. But, despite the higher \$10,000 criterion, viewing is up in the higher-income group."

In homes where the household head attended college daily viewing time has increased 12% since 1962, TIO said, and in all age groups in all homes the trend is also upward.

Four Roper studies between 1959 and 1964 all found television ranked

first as the medium people would most want to keep, and it fared better among adults in the 21-34 age group—the area where Harris reported declining interest—than among older viewers.

To the Harris claim that "television ratings do not necessarily reflect the tastes of the best markets for products advertised on TV," TIO replied that television's network, spot and local billings are all at record-high levels, which would not be the case "if TV were not producing results in the markets TV advertisers wish to reach."

TIO said the Harris study did not measure "what people do" but "what they say they do," and that these may be two different things. Although the Harris poll found more aversion to westerns and situation comedies among college-educated and higher income groups, the Bureau of Applied Social Research study found that in actual viewing habits "the program mix of different educational groups is strikingly constant."

The TIO analysis charged that the NANA newspaper polls are based on "unrepresentative sampling" and use "loaded" questions—a charge also made by Dr. Thomas E. Coffin, NBC research vice president (BROADCASTING, June 14).

"Newspapers," the TIO report concluded, "know that television is 'good copy' and will continue to write about it — we hope, however, with more objectivity or more reliable data than Louis Harris and the NANA columnists did."

## A call for unfettered radio and television

Broadcasting must be free if it is to achieve its potential for service in a democratic society, Stephen B. Labunski, executive vice president in charge of NBC Radio, told the Oklahoma Broadcasters Association convention in Tulsa last Monday (June 14).

"Those of us in the world of communications have a special obligation, as well as a magnificent opportunity, to help minimize the drawbacks inherent in our system by keeping the citizen well informed, nourished with a variety of ideas and exposed to every conceivable point of view," Mr. Labunski said. "But we must be free to communicate, allowing the citizen to arrive at his own conclusions and to make his own decisions."

"The less interference we are subjected to the better able we'll be to render this essential service. Only under a system of unfettered communication can the citizen in a democratic society know and understand the alternatives to the status quo."

# Affiliates must help, too

That's message from ABC-TV officials as station managers meet

Managers of ABC-TV's primary affiliate stations, meeting in Los Angeles last week were told by Edgar J. Scherick, vice president in charge of TV network programming, that more than one-third of the network's prime time programs for the coming season will be in color, with virtually a full-color schedule planned for 1966-67.

But the network can't do the job alone, the affiliates were told. Unless they are geared to broadcast the network programs in color their audiences will still get the shows in black-and-white. And unless they are equipped to broadcast commercials on film, tape or slides in color, they will not be getting full benefit from the network's move into this field. It will take money and work, but those contributions at the station level will be amply repaid.

The 125 station managers attending the sessions were largely enthusiastic over the plans for the 1965-66 season at ABC-TV as they were revealed at the two-day meeting. The record of the season just ending, when their network came from behind to a position neck-and-neck with NBC-TV and CBS-TV for audience favor, had predisposed the ABC-TV station managers to look with favor on the activities of the network management and what they saw and heard in Los Angeles did nothing to dampen their outlook.

The new prime time shows overall met with general approval, although there was some feeling that perhaps the schedule was a little topheavy with westerns.

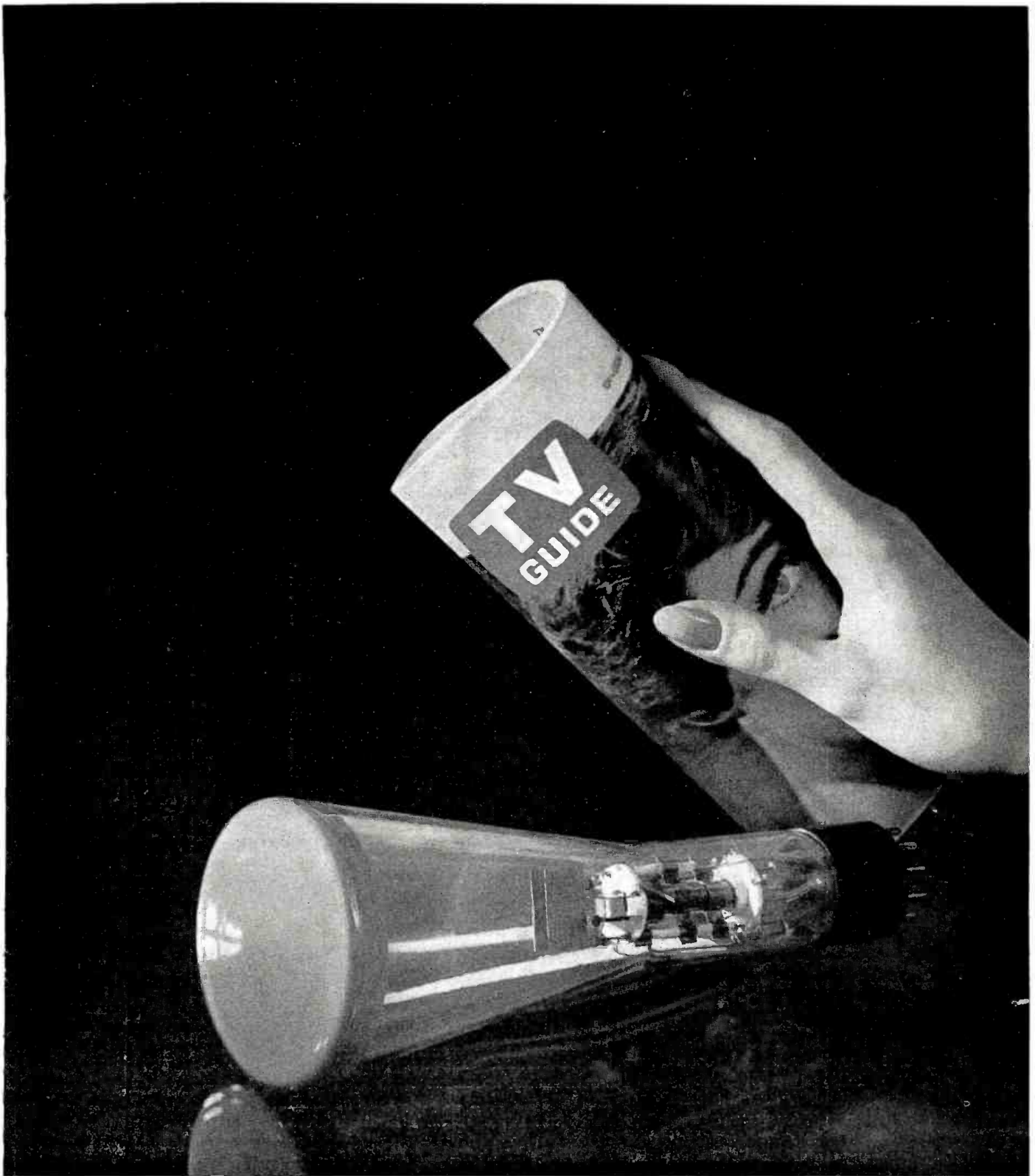
**No Station Time** ■ The station executives were somewhat disappointed to learn that there was not going to be any time given them during *The F.B.I.* and they felt this loss was not compensated for by an additional 20 seconds given them in the *Sunday Night Movie*, in which station time has been extended from 43 to 63 seconds.

During the meeting, the affiliates received reports on 1965-66 plans of all phases of ABC-TV activity.

Sessions were closed and no reports were released of proceedings nor was there any word from the meeting of the affiliates' board of governors on Wednesday (June 16).

Meeting concurrently but separately





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in Los Angeles were the promotion managers of ABC-TV's primary affiliates, who also were given an advance look at the programs and plans of the network for 1965-66, with special emphasis on the way in which promotion at the station level can help the network achieve another successful season, both in ratings and revenue. In addition to network executives, the promotion men also heard from a group of publicists from the motion picture studios where much of the new season's programing will be produced.

## Logging rule changes opposed by NAB

The FCC's proposal to revise its rules for correcting program, operating and maintenance logs met with stern opposition last week from many segments of the broadcast industry.

The rulemaking proposal, issued early last month, sought to relieve much of the burden on broadcasters of changes and corrections in logkeeping procedures, and at the same time assure as nearly as possible the integrity and accuracy of the record, according to the FCC.

The National Association of Broadcasters, in comments submitted last

Monday, suggested that the commission adopt its rulemaking, but with certain major modifications. The rules now prohibit any corrections after the person keeping the log has signed the record and gone off duty. The revision provides, however, that in the case of mistakes or ambiguities disclosed after the log has been signed and the keeper has departed, any appropriate explanations or corrections can be made only on a separate memorandum attached to the log.

The NAB objected to both requirements, however, believing that corrections on the log itself should be permitted after the logkeeper has left, provided that the individual making the correction initials and dates the change. The association also pointed out that corrections on a separate memorandum could easily be lost and that space should be provided on the face of the log or on the reverse side, but the explanation should not be mandatory.

Other comments received last week strongly opposing any revisions and particularly those now advanced by the commission, were from NBC, CBS, Cohn & Marks, a Washington law firm. WBAP-AM-FM-TV Fort Worth, WCAR Detroit, WASA Havre de Grace, Md., WBEN Buffalo, WVCG Coral Gables, Fla., WADA Shelley, N. C., and Hubbard Broadcasting Co.

## Denver radio-TV hit by flash flood

A flash flood caused by tornado-spawning storms washed two Denver area radio stations down the South Platte River last Wednesday (June 16).

KDAB Arvada (1550 kc, 1 kw daytime) lost its transmitter, transmitter building and tower, but returned to the air Friday with temporary facilities. KDKO Littleton (1510 kc, 1 kw fulltime) lost its three-tower directional antenna.

All other radio and TV stations reportedly were off the air because of power failures at one time or another. From reports from the scene, it appears that at least one station was on the air at all times, however, as, when one station would be knocked out another would have its power restored and return to the air. Main cause of power failures was blown out transformers.

## Changing hands

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

■ WLVA-AM-TV Lynchburg, Va.: Sold by Philip P. Allen, C. C. Allen, Norfolk Broadcasting Co. and associates to *Washington* (D. C.) *Evening Star* for \$1.25 million (see page 75).

■ WEEE Rensselaer, N. Y.: Sold by Harry Goldman to Gerald Arthur, W. B. Stringer and J. J. L. Hesson, for \$310,000. Messrs. Arthur and Stringer are associated with WBTC Bayshore, N. Y., and Mr. Hesson is attorney. WEEE is a 5 kw daytimer on 1300 kc. Broker: Chapman Inc.

■ KUTI Yakima, Wash.: Sold by H. G. Wells Jr., David McKay and estate of Hubert Q. Joucken to Roderick D. Walter and associates, for \$157,500. Mr. Walter is co-owner and program director of KBBR North Bend, Ore. KUTI is a 5 kw daytimer on 980 kc. Broker: Hamilton-Landis & Associates.

## New TV stations

As of June 17 there were 117 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 68 were commercial UHF's, 7 were educational VHF's and 23 were educational UHF's.

## Court backs FCC on Blauvelt appeal

Does the FCC have to compare the qualifications of two applicants for the same facility but for different nearby communities? The commission refused

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to do so and a federal appeals court has upheld the agency.

The U. S. Court of Appeals for the District of Columbia affirmed the FCC in the case brought by George Dacre and Harry Edelstein who had applied for 5 kw daytime on 1300 kc in Blauvelt, N. Y. Applying for the same facilities in Spring Valley, N. Y., about 10 miles from Blauvelt was Rockland Radio Corp. (Anthony Winn, principal stockholder). The commission granted Rockland Radio (now WRRG) in Spring Valley on the ground that the community needed a first local radio service more than Blauvelt. Messrs. Dacre and Edelstein claimed that the FCC should have considered both applicants for Spring Valley, rather than segregating the applications by proposed locations.

The three-judge court indicated that appellants could have amended their application (but failed to do so) to designate Spring Valley during the early stages of the FCC's consideration. The unsigned opinion was by Chief Judge David L. Baselon, Warren E. Burger and J. Skelly Wright.

## Group purchases urged on UHF's, independents

Officials of UHF and independent TV stations were urged last week to consider joint purchase of programs and equipment and exchange of film and taped shows to upgrade their operations and effect economies.

This group action approach was proposed and discussed during a meeting in New York last Thursday (June 17) of Subcommittee 2.1 of the Committee on the Full Development of All-Channel Broadcasting. Approximately 40 TV executives attended the meeting.

It was pointed out that savings could be achieved if a group of stations on one order purchased film programs and broadcast equipment, particularly color cameras. Interest was expressed by several UHF stations in exchanging programs produced locally.

Lawrence Turet, chairman of the subcommittee and executive vice president of WUHF-TV Milwaukee, presided at the sessions. Others attending were Bennet Korn, president of Metropolitan Broadcasting Television; Robert Weston, assistant to FCC Commissioner Robert E. Lee; Sylvester L. Weaver, president, Subscription Television Inc.; Donald Conaway, executive director of the American Federation of Television and Radio Artists, and Seymour Siegel, director of communications for New York City. Mr. Siegel urged UHF operators to consider usage of their facilities during off hours for telecasting municipal training programs as a means of obtaining added revenues.

## Washington 'Star' to buy WLVA-AM-TV

### WOULD BE SEQUEL TO SALE OF WSVA-AM-FM-TV

An agreement to sell WLVA-AM-TV Lynchburg, Va. to the *Washington Evening Star* for \$1.25 million has been reached, subject to both stockholder and FCC approval. The proposal goes before stockholders of Lynchburg Broadcasting Corp. at a special meeting June 30 at the call of Philip P. Allen, president of corporation and general manager and one-quarter owner of the Lynchburg properties.

The transaction is a sequel to sale by the Star company of its control of WSVA-AM-FM-TV Harrisonburg, Va. (BROADCASTING, June 7) for \$1.8 million to James Gilmore, owner of KODE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz. and WEHT-TV Evansville, Ind.

The *Star*, through its subsidiary, Evening Star Broadcasting Co., also owns WMAL-AM-FM-TV Washington, which are affiliated with ABC. Both WLVA-TV (channel 13) and WLVA (590 kc, 1 kw fulltime) are affiliated with ABC.

Under the agreement submitted to stockholders, the present executive staff of the Lynchburg-Roanoke properties would be retained, with Philip Allen continuing as consultant. C. C. Allen also is quarter-owner and Norfolk

Broadcasting Co. (WNOR) owns 24.8%, with the balance held by several others.

The *Star* company owns 63% of WSVA-AM-FM-TV, with the balance held by Hamilton Shea, who manages the properties. The WSVA sale was dictated because of the overlap of WMAL-TV with WSVA-TV when the former increases its tower height.

John W. Thompson Jr., president, and Fred S. Houwink, vice president and general manager of Evening Star Broadcasting Co., negotiated the transaction with Mr. Allen and his associates. They will be in overall policy direction of the properties upon transfer.

## RKO General reduces headquarters staff

In an economy and decentralization move, RKO General Broadcasting has reduced its headquarters staff in New York by dismissing four employees and assigning a fifth executive to duties elsewhere in the company.

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are Martin Weldon, director of public affairs; Joseph Cook, director of promotion and advertising; Hugh Del Regno, assistant to the executive vice president and Gene King, radio program executive. Gene Roper, operations assistant, is scheduled to be relocated, probably at one of the company stations.

The reorganization followed the elevation of Robert J. Leder, formerly vice president in charge of the WOR Division, to the post of executive vice president of RKO General Broadcasting (BROADCASTING, June 14). A company official insisted that the realignment had been planned before Mr. Leder's promotion and was designed to effect economies and to concentrate some functions, heretofore handled by the corporate staff, at the local level with station personnel.

In the move, Martin Fliesler, formerly vice president and general manager of KHJ Los Angeles and recently a general executive with the headquarters staff, moves up to a still-untitled post as assistant to Mr. Leder, with responsibilities over advertising and promotion.

The changes at RKO General Broadcasting prompted reports that Hathaway Watson, president, would move out of the company and relocate at another of the General Tire & Rubber Co. subsidiaries, Aerojet-General Corp., El Monte, Calif., in a top executive post. Mr. Watson told BROADCASTING that "from time to time I have heard rumors that I'd be sent to one or another of General Tire subsidiaries, but all I can say is that I know nothing about this Aerojet matter."

## Study details radio and TV listening habits

RKO General Broadcasting National Sales last week released a comparison of TV viewing and radio listening in the New York area, including both light- and heavy-viewing persons.

RKO General obtained the comparisons of listening and viewing from Media Statistics Inc., New York, which conducted a 17-county audience study in the New York area last March (BROADCASTING, May 17).

Among the findings in the comparison study: 16.7% of adult men and 13.7% of adult women in the New York area are considered light viewers (watch TV less than seven hours a week). These light viewers spend more time with radio (adult women, 10.4 hours per week; adult men, nine hours weekly); women from 35-39 who are considered heavy viewers are also heavy radio listeners, spending more than 12.6 hours a week with radio.

# Dormant UHF problem settled

## FCC grants extensions and renewals to 14, denies applications of seven others

Fourteen UHF permittees who had been in danger of losing their authorizations because of failure to construct or put their stations back on the air were given a new lease on life by the FCC last week.

Seven other UHF permittees and licensees, however, were not so fortunate. The commission denied without prejudice their applications for additional time to construct or for license renewal.

All had been caught up in the commission's effort to stimulate activity among long-dormant UHF permittees and licensees or free their authorizations for reassignment to broadcasters who would use them. An oral argument was held on the applications on May 13 (BROADCASTING, May 17).

Six-month extensions of time to construct were granted applicants who gave the commission some assurance of plans to sell or to go on the air within a matter of months. Agnes J. Reeves Greer (WAND-TV Pittsburgh), KNUZ-TV Co. (KNUZ-TV Houston), Telecasting Inc. (WENS Pittsburgh), and Mid-America Broadcasting Corp. (WEZI Louisville, Ky.) plan to sell.

**Construction Plans** ■ And Channel 16 of Rhode Island Inc. (WNET Providence, R. I.), United Broadcasting Co. of Eastern Maryland Inc. (WTLF Baltimore), Atlantic Video Corp. (WRTV Asbury Park, N. J.), Storer Broadcasting Co. (WGBS-TV Miami), and Kaiser Broadcasting Corp. (KMTW-TV Corona, Calif.) have filed or will file applications to modify their construction permits, as a preliminary step to construction.

In addition, S. H. Patterson (KSAN-TV San Francisco) has proposed operation within six months as a satellite of KICU-TV Visalia, Calif.; and Elton H. Darby (WVNA-TV Tuscombia, Ala.) and Mississippi Broadcasting Co. (WCOC-TV Meridian, Miss.) have indicated they intend to go on the air within the same length of time.

Piedmont Broadcasting Corp. (WBTM-TV Danville, Va.) and Radio Enterprises of Ohio Inc. (WICA-TV Ashtabula, Ohio), are arranging share-time operations with educational groups in their areas. WBTM-TV's construction permit was extended for six months. And WICA-TV's application for a license to cover a construction permit will be held in abeyance for six months.

Applications denied were those of applicants who had made no firm commitment to complete construction or to

resume broadcasting. The commission said the primary reason advanced for their inaction—that UHF operations would not be feasible—does not justify granting their applications.

**Denied** ■ The applicants who were denied are Joe L. Smith Jr. (WKNA-TV Charleston, W. Va.), Neptune Broadcasting Corp. (WHTO-TV Atlantic City, N. J.), Elfred Beck (KCEB Tulsa, Okla.), Appalachian Co. (WTVU Scranton, Pa.), Connecticut Radio Foundation Inc. (WELI-TV New Haven, Conn.), who sought additional time to construct, and Lock Haven Broadcasting Corp. (WBPZ-TV Lock Haven, Pa.) and Connecticut-New York Broadcasters Inc. (WICC-TV Bridgeport, Conn.), who sought renewal of their licenses.

The commission, in addition, acting on the petition of Associated Broadcasters Inc., which is owned by the Steinman Group, dismissed its application for renewal of license for WLEV-TV Bethlehem, Pa.

Four commissioners agreed on all cases—Chairman E. William Henry, Rosel H. Hyde, Robert E. Lee and Lee Loevinger. Commissioner Robert T. Bartley concurred in some, dissented in others. Commissioner James J. Wadsworth did not participate, and Commissioner Kenneth A. Cox was absent.

## Ch. 9 Syracuse remanded to examiner

The FCC last week granted a joint petition by six losing applicants in the Syracuse, N. Y., channel 9 proceeding, which had been won by W. R. G. Baker Radio & Television Corp., and reopened the record and remanded the case to the hearing examiner for further consideration.

The action was sought by the six parties last March when it was disclosed that the state of New York had a civil antitrust suit pending against a number of New York plumbing contractors, including the Edward Joy Co. which is nearly wholly owned by T. Frank Dolan Jr. and Leonard P. Markert, two of Baker's principal stockholders (BROADCASTING, March 1).

Messrs. Dolan and Markert are president and vice president, respectively, of Baker and each hold 17.27% of the company's stock. The six applicants seeking the action are Syracuse Television Inc., Onondaga Broadcasting Inc., Wage Inc., Syracuse Civic Television



"a great  
new  
musical  
art form  
has emerged  
from a craft."

In television's early days, when sound effects often swelled noisily to drown out the drone of canned music, or vice versa, the television score had very little meaning as a musical art form. The stature of the television score today, however, is such that composers are frequently booked while the script is being written and consulted throughout the entire production. For a truly imaginative, inventive score adds incalculable dimension to all the elements of a television program. Funny people are suddenly funnier. Stormy nights are stormier. And the right polyphony under the right camera angle can often tell a story all its own. To touch the essence of the moment in sound requires a particular breed of musical genius. One such is Earle Hagen... a sensitive, genuinely creative artist whose joyous music is currently enriching some of television's happiest programs. We warmly applaud this prolific young writer as well as all the other versatile composers whose original scores for hundreds of television programs are licensed for public performance through BMI.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

Among Earle Hagen's memorable TV successes are:  
Music for the *Danny Thomas Show*,  
themes and original scores for the *Andy Griffith Show*,  
*The Dick Van Dyke Show* and *Gomer Pyle*—USMC. Forthcoming: *I Spy*.

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BROADCAST MUSIC, INC.

## Announcement

*We are pleased  
to announce  
the re-appointment of*

**ADAM YOUNG INC.**

*as our National  
Representatives in the  
United States*

*effective July 1, 1965*

# CKVR-TV

**CHANNEL 3  
BARRIE, ONTARIO**

with satellite stations

Channel 5 — Haliburton

Channel 8 — Muskoka

Channel 11 — Parry Sound

Association, Six Nations TV Corp. and George P. Hollingbery.

In April, a month following the applicants' disclosure of the pending suit, the commission stayed its January order awarding the channel to Baker (BROADCASTING, April 12).

The suit was filed by the state of New York last December, a month before the FCC granted Baker's application, and seeks permanent injunctive and other curative relief as well as monetary penalties for the alleged violations.

Among the issues to be determined are whether the Joy company or its officers engaged in anticompetitive activities in the building construction and plumbing industry, as alleged in the suit and why Baker hadn't informed the commission of the pending suit, as required by FCC rules.

In its response to the losing applicants' petition to remand the proceeding, Baker denied the charges and noted that it had no objection to reopening the record.

Channel 9 has been operated as WNYS-TV under an interim agreement by the nine original applicants since September 1962. Veterans Broadcasting Co. has since withdrawn from the interim operation. Salt City Broadcasting Co., also an applicant, has not participated in the action, although it has reserved its right to do so.

## Fast decision sought on KWK's interim

Radio Thirteen-Eighty Inc., one of seven applicants seeking interim authority to operate kwk's 1380 kc facility in St. Louis, has urged the FCC to expedite the proposals by designating the applications for hearing at an early date before the commission en banc.

The action was sought June 4, four days following the deadline for filing applications for the frequency. Kwk, which has been ordered to cease operations by June 30, was denied license renewal in 1962 after the commission found that the station had conducted two fraudulent promotional contests (BROADCASTING, April 5 et seq.).

BROADCASTING June 7, erroneously indicated that Home State Broadcasting Corp., one of the applicants for the frequency to be vacated by kwk, is entirely owned by Sidney Liebowitz, Alan R. Latham and Marvin S. and Lewis R. Cowan. Actually, they are among 14 individuals and corporations that make up the applicant. The major owner is Harman-Slocum Publishing Co., publisher of five farm journals, which owns 80%.

## INTERNATIONAL

### Early Bird costs soar

**CBS and NBC protest to FCC on planned rates, question carriers having veto over their use of the satellite**

The ardor of American television networks for instantaneous trans-Atlantic telecasts began to cool last week when the full impact of proposed rates by the Communications Satellite Corp., and reports of the rates contemplated by European telecommunications departments sank in.

Obviously upset at the projected costs of using Early Bird, the synchronous communications satellite that has been operating on an experimental basis since early last month (BROADCASTING, May 10), television networks appeared to be on the verge of curtailing use of the satellite except in emergency situations (see page 52).

Early Bird is due to go commercial June 28, but one move made late last week by two networks raised the possibility that this may not occur that soon, as far as television is concerned.

Both CBS and NBC filed protests late Thursday with the FCC against the contemplated Comsat rates.

And during the week a feud began

developing among international carriers as to which shall carry TV.

Besides objecting to the proposed rates as too high, both CBS and NBC questioned the Comsat policy of requiring the concurrence of the carriers leasing voice circuits before TV would be able to use Early Bird.

CBS also questioned the Comsat proposal which applies at the moment only to international carriers. This introduces an intermediary between the TV user and Comsat, CBS pointed out. NBC made no mention of this point, presumably because its parent company, RCA, also owns RCA Communications, one of the international carriers.

The question of who, besides the international carriers, is an authorized user of the satellite systems is the subject of an FCC inquiry issued last week.

The commission asked for comments and proposals on this question by Oct. 1, with reply comments by Nov. 1. Under the Communications Satellite Act, Comsat was ordered to deal only with established international carriers and "other

"Words are completely insufficient to express the true quality and extent of eloquence got into this picture!"

—N. Y. Times

# a Taste OF Honey



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*1965  
medical  
journalism  
awards*

*... to recognize journalism that contributes to a better public  
understanding of medicine and health in the United States.*

#### **CATEGORIES OF COMPETITION**

1—NEWSPAPERS: For a distinguished example of a news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week.

2—MAGAZINES: For a distinguished example of an article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For a distinguished example of editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week.

4—RADIO: For a distinguished example of reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For a distinguished example of reporting on medicine or health on a United States television station or network.

The awards will **not** be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

#### **AWARDS AND PRESENTATION**

The award in each of the five categories will consist of \$1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

#### **GENERAL RULES**

1—Deadline for receipt of all entries is February 1, 1966, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1965.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording or a kinescope. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1966.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

#### **JUDGING OF ENTRIES**

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

*All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.*

authorized users." So far the FCC has received applications or informal requests for this authorization from the Associated Press, United Press International, the *Washington Post*, Eastern Air Lines and CBS.

Perhaps the greatest shock to the TV networks was the report of charges received from Lisbon, Portugal.

The rates filed by Comsat are solely for the circuits between the satellite and the Andover, Me., ground station. Those from the satellite to European ground stations (or vice versa) come under European jurisdiction.

At the Lisbon meeting, which ended June 12, European telecommunications chiefs were reported to have agreed to charge \$5,500 an hour for off-peak telephone hours (2 to 9 p.m., New York time under the Comsat schedule) and \$7,500 for peak hours for television transmissions. This is considerably higher than the \$3,350 per hour off-peak and \$5,245 per hour on-peak suggested by Comsat for TV usage for its leg of the satellite circuit.

Under these cost estimates, a single black-and-white one-way TV circuit to one of the European ground stations would cost \$8,850 in off-peak hours and as much as \$12,745 in on-peak hours.

The Lisbon meeting also apparently saw agreement that the use of TV and telephone calls simultaneously with the communications satellite would not be feasible before the end of 1965. Comsat technical studies have indicated that Early Bird might be able to handle a single one-way TV channel and 60 telephone circuits at the same time, but this has never been actually attempted with Early Bird (CLOSED CIRCUIT, May 31).

Earlier in the week, the British Post Office Department announced that it was instituting a \$2,800 an hour charge for the use of its Goonhilly Downs ground station during the experimental period of Early Bird. Under U. S. regulations, no charges are made during an experimental period of a communications facility. The first word was that the British were planning to charge \$6,700 an hour for their ground station. This was changed within 24 hours to \$2,800.

**CBS Alarmed** ■ In its protest, calling for suspension of the tariff and a hearing, CBS stressed that the tariff conflicts with the national policy for the communications satellite system, which is to provide a global communications network "responsive to public needs and national objectives, which will serve the communications needs of the United States and other countries, and which will contribute to world peace and understanding."

**Rate Disparity** ■ Calling attention to what it called the unreasonableness of the proposed rates for TV, CBS said that the projected charges plus the anticipated charges for the European leg

and terminals, plus connecting domestic charges "may well be prohibitive for a television broadcaster."

The rates also are discriminatory, CBS said. The company's proposed rate for each of the 240 leased voice channels is only \$4,200 per month on a 16-hour, 30-day a month basis. This figures the cost of one voice channel to be \$8.75 per hour—or \$2,100 for all 240 channels—compared to the \$3,350 or \$5,245 per hour for TV usage.

CBS also objected to Comsat's proposal that a minimum charge of 30 minutes is obligatory for TV channels.

NBC, also asking the FCC to suspend the TV provisions of the Comsat tariff, stated that the proposed rates for TV are "so unreasonably high as to vitiate the purposes of the Communications Satellite Act." It added that if the rates are permitted to go into effect they will preclude "except for the most unusual occasions" television usage of the satellite system.

Because the Comsat tariff requires a minimum charge of \$2,400 in nonpeak hours for 30 minutes (or \$3,825 in peak time), and because this is only for half the circuit in one direction, and assuming the European telecommunications entities set approximately the same charge for their half of the circuit, the price to a television user for one hour in nonpeak time would be about \$11,000, and even for short durations of five, 10 or 15 minutes the minimum cost would be about \$5,300, NBC charged.

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## Color for Canada scheduled for 1967

Canada's Department of Transport is expected to publish standards for color television in that country by late July. The timetable was set last week with the Tuesday (June 15) announcement by Secretary of State Maurice Lamontagne to Parliament in Ottawa that color TV would start Jan. 1, 1967, in Canada.

Mr. Lamontagne said that the government was prepared to immediately accept color television applications. He also said that the Canadian Broadcasting Corp. would be authorized to enter contracts to install color TV transmission facilities at the 1967 World's Fair at Montreal. Cost to CBC for this is expected to be approximately \$15 million.

The Conservative opposition leader, former Prime Minister John Diefenbaker, said the government's color announcement was to justify the "completely wasteful" expenditures by CBC on a new broadcasting building at the Montreal fair site.

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NBC also objected to Comsat's establishment of a minimum period of 30 minutes. This is unduly long for TV users on both sides of the ocean, the network said. TV news material for regular news programs and news bulletins usually runs from as short as a minute to up to five or 10 minutes.

Charging also that the rates discriminate against TV, NBC pointed out that the effective hourly rate for 60 leased voice grade two-way channels for the American half of the satellite would be \$525, and that aggregate credit for relinquishing these circuits would be the same figure, for off-peak time (or twice that in peak time). Yet the charge for these same circuits for one-way black-and-white TV are almost three times these charges, it pointed out.

FCC policy on common carrier tariffs has been to permit them to go into effect 30 days after filing, unless it acts to suspend them on its own motion or after receiving protests from interested parties. Protests must be filed at least 10 days before the tariffs become effective, which is why both CBS and NBC filed their objections last Thursday.

The commission's special satellite communications staff is expected to present its recommendations on the Comsat rates this week.

**Inter-Carrier Feud** ■ All of the common carrier companies have asked the FCC for permission to furnish TV service via the satellite communications system. ITT World Communications, however, protested against AT&T receiving this permission. TV, ITT said, is record traffic and thus, historically, belongs to the record carrier (AT&T generally has provided only voice circuits overseas via cable or shortwave radio). Western Union International, also protesting AT&T's request for permission to provide TV service, suggested that the commission approve a "consortium" of carriers to furnish the television service.

AT&T replied late last week that it has no objection to all carriers providing TV service, but that if it is denied this privilege it will demand a hearing on the subject.

Besides the television question, Comsat is being buffeted in other directions:

■ The commission has asked it to justify the basis for its proposed rates as well as other estimates (12% return, life expectancy of satellites, schedule of future launchings, TV demand will be for 200-300 hours per year).

■ AT&T, ITT and Hawaiian Telephone have protested some of the FCC's decision earlier this month permitting Comsat to own for an interim two years after operation begins three of the ground stations in the United States. The same group has taken various positions on the FCC's decision to permit Comsat to own the terminal points connecting with the ground station.



# Taft earnings are up 109%

Group owner reports TV was responsible for 83% of net revenue

Taft Broadcasting Co., Cincinnati, announced last week that earnings for fiscal 1965 ended March 31 rose 109% over the previous fiscal year. Stockholders were told that the year was a momentous one as TBC took over ownership and operation of WGR-AM-FM-TV Buffalo, N. Y., WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa. The purchases made TBC the only broadcasting entity to hold the FCC's limit of TV ownership which is set at five VHF stations and two UHF facilities.

TBC's other broadcast interests are

WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky.

The group broadcaster said that of its nearly \$26 million in net revenues, television contributed 83% while radio added another 15% with the remaining 2% coming from other sources including bowling.

Concerning its UHF stations, Taft said that WKYT-TV had its finest year while WNEP-TV showed marked improvement in earnings. TBC noted that it plans to donate the transmitting facilities of WNEP-TV to the Pennsylvania educational TV system. The \$350,000 contribution is part of a plan to rebuild WNEP-TV's existing facilities.

Taft Broadcasting also announced that stockholders will meet at the firm's offices in Cincinnati to, among other things, vote on a two for one stock split, and elect and vote on proposal to increase the number of directors from nine to eleven.

The proposed stock split would increase the number of authorized shares

from 2.5 million to 5 million. The firm said that as a result of the split the lower price would bring a broader distribution. As of April 30, 1965, 44% of TBC was held by, or in trust for, members of the Taft and Ingalls families.

Stockholders will vote to include ex-Representative Robert Taft Jr. (R-Ohio) and Robert E. Slaughter, vice president and management board member of McGraw-Hill Book Co., on the board of directors. The proposed addition of Messrs. Taft and Slaughter would increase the number of board members to 11.

Last year the corporate officers received \$350,876 in aggregate remuneration. Board chairman Hulbert Taft Jr. received \$72,047; Lawrence H. Rogers II, president, received \$61,551; Robert T. Schlinkert, vice president, received \$36,092, and Dorothy S. Murphy, treasurer and assistant secretary, received \$35,204.

For the fiscal year ended March 31:

	1965	1964
Earnings per share	\$2.86	\$1.37
Net revenue	25,583,464	12,932,509
Net earnings	4,696,403	2,252,336
Shares outstanding	1,673,762	1,666,258

## Capital Cities goes on the big board

Capital Cities Broadcasting Corp., New York, plugged its ticker symbol CCB into the big board of the New York Stock Exchange on June 15, after dropping its listing from the American Stock Exchange.

At a listing ceremony, the company was represented by Frank M. Smith, chairman and chief executive officer, and Thomas S. Murphy, president. (Price of the stock was listed at 37½ at the opening of the exchange that day, and closed at 37½.) Also on hand at the ceremony was newscaster Lowell Thomas, a director and one of the company's founders.

Capital Cities listing moved to the big board because of its high number of shares outstanding, currently 1,360,566 common shares, and as its earnings topped the \$1 million mark. The company reported last week that its net income for the first quarter of 1965 was reported at \$832,156 from broadcasting income of \$6,164,025. Last year the company had a net income of \$2,739,151 from broadcasting revenue of \$23,242,341.

Capital Cities stations are WPAT-AM-FM Paterson, N. J.; WTEN(TV) and its satellite, WCDC(TV) Adams,

Mass. and WROW-AM-FM Albany, N. Y.; WKBW-AM-TV Buffalo, N. Y.; WPRO-AM-FM-TV Providence, R. I.;

WSAZ-AM-TV Huntington-Charleston, W. Va.; WTVD(TV) Durham, N. C., and WJR-AM-FM Detroit.



On hand for Capital Cities Broadcasting Corp.'s debut on the New York Stock Exchange were (l to r): Keith Funston, stock exchange president; Lowell Thomas, news commentator and Capital Cities

board member, and Frank M. Smith, chairman and chief executive officer of Capital Cities.

Mr. Thomas purchased the first 100 shares of stock in the trading for the day.

## WTOP's signal used in ionospheric test

A commercial radio station lent itself to a scientific experiment which may result in greater understanding of the ionosphere—that blanket of ions that help spread radio signals to great distances at night.

WTOP Washington went on the air a half hour earlier than usual June 14 in order to help an experiment conducted by the National Aeronautics & Space Administration. For 35 minutes, beginning at 4:45 a.m. WTOP broadcast a

155 cps tone with 80% modulation over its 1500-kc channel at full 50-kw power.

This signal was beat against a transmission from NASA's Wallop's Island, Va., facility which broadcast on a 3-mc band to a Nike-Apache sounding rocket being lofted to study the lower portions of the ionosphere. NASA scientists hope that the cross-modulation effects of the WTOP signal on the Wallop's Island signal as the rocket climbed to its 110-miles peak altitude will give them additional information on the ionosphere. The rocket itself contained instruments to measure the electron density of the lower ionosphere.

## Banner buys Panavision

Sy Weintraub, head of Banner Productions, TV and theatrical film production-distribution firm, has purchased Panavision Inc., an optical and photographic wide-screen process firm, for \$3.6 million.

Mr. Weintraub becomes board chairman of Panavision; Robert Gottschalk, former owner, remains as president. The Panavision process, used in over 250 motion pictures since its development in 1954, requires no reduction process before pictures can be shown on TV as is needed for films made with other wide screen process, it was said.

## FANFARE

### ABC-TV O&O's begin their cross-country tour

The station managers and the sales managers of the five ABC-owned TV stations embarked on a cross-country tour last week with the goal of showing a promotion film about the network's and their own program plans for 1965-66 to the advertising fraternity in each of the five markets served by the stations. The tour began Wednesday (June 16) at the 20th Century-Fox studio in Culver City, Calif., where some 700 advertiser-agency executives watched the 75-minute preview film and then participated in fun-and-games on the set of *Peyton Place*, where buffet and bar service was also available.

On Thursday, the second showing was made in San Francisco, to be followed by presentations in New York today (June 21) and Chicago on Wednesday, concluding in Detroit Thursday.

Amusingly presented, the film offers introductory highlights of the new pro-

grams in ABC-TV's prime-time lineup, with pertinent reminders of shows continuing on the network in 1965-66. In addition to the network promotion, each of the five O-&O stations is given its own promo spot, five minutes of color film devoted to showing the preferred place of the station in the life of the community it serves.

### CBS sets agenda for N.Y. meeting

Promotion and information services directors from the five CBS-owned TV stations and representatives of CBS National Sales will meet June 23-25 at the St. Regis Hotel in New York. The eighth annual meeting is being coordinated by Thomas Means, director, advertising and sales promotion, and Howard Berk, director, information services, for the owned stations.

Merle S. Jones, president of the owned-stations division, and John A. Schneider, president of CBS-TV, will be luncheon guests on June 23 and 24,

respectively. A research and sales presentation seminar, conducted by Robert F. Davis, director of research, is scheduled for the third day.

### NBC-TV promotion men hear fall plans

Promotion, advertising and publicity plans for NBC-TV's fall lineup of programs were unveiled last week in Washington before about 60 promotion personnel representing 50 stations in the eastern U. S.

Presentations were made by Larry Grossman, vice president of advertising; Sydney Eiges, vice president of public information; Al Rylander, vice president of promotion; M. S. (Bud) Ruckeyser, vice president of press and publicity, and John Scuoppo, director of promotion, all with NBC-TV, New York. The presentations dealt mainly with film clips of the new programs and the big swing to color programming.

Similar presentations will be made in St. Louis (June 23) and in Los Angeles (June 25).

## FATES & FORTUNES

### BROADCAST ADVERTISING

Walter C. Chamberlain, VP and account supervisor at Young & Rubicam, named senior VP and head of newly created marketing services group department, which will include research, marketing and sales promotion services and new account information department. Dr. Peter Langhoff,



Mr. Chamberlain

senior VP and research director since 1948, will devote full time in field of corporate plans and analysis. William T. Moran, VP and manager of research, will direct that department. Hadley P. Atlass, senior VP, will continue to direct marketing and sales promotion services department. Charles E. Overholser, presently VP and associate research director, will be head of new account information department, all New York.

Ernest J. St. Pierre, manager of marketing services with Robert A. Becker

Inc., New York, named director of drug marketing at Sudler & Hennessey, same city.

John Cashwell, in broadcast media department at Grey Advertising, New York, named assistant director of advertising for Ideal Toy Corp., same city. Mr. Cashwell worked on Ideal campaign at Grey.

Gene Duckwall, VP and director of media. Foote, Cone & Belding, Los Angeles, appointed VP in charge of western office of American Association of Ad-

vertising Agencies, Beverly Hills, Calif. He started in advertising in 1934 with Los Angeles office of Lord & Thomas, predecessor of FC&B, later served as business manager of agency's San Francisco office. At AAAA, he succeeds **Thomas V. Mahlman**, who resigned to join Corporate Communications Co., Los Angeles.

**Richard Yoder**, general manager of Detroit office of Keystone Broadcasting System, joins TV sales staff of Edward Petry & Co., that city.

**Robert H. Temple**, manager of KUTV (TV) Salt Lake City, named to head national sales for KGMB-AM-TV Honolulu and KHBC-AM-TV Hilo, Hawaii. All are Pacific Broadcasting Co. stations (Glasman-Hefel-Hatch interests).

**Robert M. Chandler**, national sales manager of WKNX-AM-TV Saginaw, Mich., named VP in charge of sales for stations and licensee's new station to be operated in Houston, KENR.

**Herbert M. Levin**, general sales manager of WICE Providence, R. I., named regional sales manager of Susquehanna Broadcasting Co. with offices in Boston. He will remain general sales manager of WICE. Susquehanna stations are WICE; WSBA - AM - FM - TV York, Pa.; WHLO Akron, Ohio; WGBB Freeport, N. Y., and WARM Scranton, Pa.

**Warren Gamble**, with KFAC Los Angeles and Nelson Roberts, newspaper representatives in that city, and **Don Harrington**, formerly with KBIG Los Angeles, but more recently with agencies there, both named account executives at KBIG.

**Thomas D. Heath** and **Gilbert Mickels** have been promoted to account supervisors at Leo Burnett Co., Chicago. Mr. Heath has been with agency for 16 years. Mr. Mickels joined Burnett in 1956.

**James Suydam**, VP and account supervisor at Dentsu Advertising Ltd., Tokyo, named director of international marketing services at Ted Bates & Co., New York.

**Michael F. Saari**, with Ruben Advertising Agency, Detroit, named copywriter at N. W. Ayer & Son, that city.

**Thomas A. Ehninger**, with Borg-Warner Corp. for past year and formerly with Chicago office of Erwin Wasey, Ruthrauff & Ryan, named national advertising manager for Norge Division of Borg-Warner.

**Hugh Zielske**, head of research department of Foote, Cone & Belding, Los Angeles, named VP in charge of research and media. **Lydia Reeve**, media supervisor for Purex account at agency, named associate director of media re-

placing **James Ball**, named department head in charge of research.



Mr. Noramandia



Mr. Fischer



Mr. Isaacs

**Karl M. Fischer**, executive TV producer, **Alphonse Normandia**, executive art director, and **Richard S. Isaacs**, account supervisor, named VP's at BBDO, New York. Mr. Fischer joined BBDO in 1950 as TV producer.

Mr. Normandia, with BBDO since 1944, was named executive art director and head of TV art department in 1964. Mr. Isaacs joined BBDO last month from McCann-Erickson where he was VP and senior account director.

**Jack Schroeder**, associate media director of Wade Advertising, Chicago, promoted to media director.

**Frederic M. Mason**, formerly senior marketing research analyst with Sears, Roebuck & Co., Chicago, joins Gardner Advertising, St. Louis as marketing research supervisor.

**Harry Meline**, with Eastman TV Inc., named eastern sales manager of representative firm with offices in New York. **Howard Rothenberg**, account executive at Select Stations Representatives Inc., New York, named manager of sales development for Eastman TV Inc., that city.

**Charles W. (Wix) Fisher**, media director of Botsford, Constantine & McCarty, Los Angeles, joins Hixson & Jorgensen, same city, as media buyer.

**Edmund J. Phillips**, head of industrial division of Lennen & Newell, Beverly Hills, Calif., joins McCann-Erickson, Los Angeles, as account executive. **Louis A. Centlivre** has been named to new position of creative director for Detroit office of M-E. He has been copy chief there since his transfer from New York office earlier this year.

**Robert J. Frojen**, president, Frojen Advertising Inc., Los Angeles, re-elected president of The Western States Advertising Agencies Association for second one-year term. Other WSAAA officers for 1965-66 are: executive VP, **Gordon Gelfond**, David Olen Advertising; secretary-treasurer, **William A. West**, West Associates; board chairman, **Charles Bowes**, Charles Bowes Advertising, and vice chairman, **Kay Inouye**, Kay-Chris-

topher Advertising, Los Angeles.

**H. W. Maier Jr.**, manager of Atlanta office since 1961, elected VP of Blair Television.



Mr. Maier

**Alan Brixey**, with sales staff of KAKE-TV Wichita, Kan., named sales service manager of station.

**Jean M. Borrelli**, department business manager of Wermen & Schorr, Philadelphia, named account executive. **J. Richard O'Kane**, copy chief at Elkman Advertising Co., Philadelphia, and **Mrs. Gerry Chapman**, copywriter at Bauer-Tripp-Foley, that city, named senior copywriter and public relations and publicity writer, respectively.

**Davis L. Morris**, account executive at KMOX-TV St. Louis, named VP at Lynch Advertising, that city, and will serve as account executive and media supervisor.

**Robert S. Champion**, account executive at Earle Ludgin & Co., Chicago, named to similar post at Perrin & Associates Inc., that city.

**Anna Lee Gold**, copywriter at Doherty, Clifford, Steers & Shenfield and BBDO, named to copy staff of Johnstone Inc., all New York.


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**Frank Minehan**, administrative VP, media director, chairman of plans board and member of executive committee at Sullivan, Stauffer, Colwell & Bayles, New York, named media director at C. J. LaRoche & Co., that city.

**Luke P. Keane**, associate media director at BBDO New York, joins Daniel & Charles, that city, in similar capacity.

**John Hartlein**, in account management at William Esty Co., New York, named VP and account supervisor at Norman, Craig & Kummel Inc., that city.

**Lewis Erlicht**, senior analyst in research department of ABC-TV Spot Sales, New York, named to newly created post of manager of research.

**Jack Schwartz**, with Papert, Koenig, Lois Inc., New York, joins Richard K. Manoff Inc. as writer-producer of television commercials in creative department, that city.

**Harold L. Strauss** elected senior VP Clyne Maxon Inc., New York. Mr. Strauss, who joined agency in 1963 as VP and treasurer, retains current position with company of secretary-treasurer. Before joining Clyne Maxon, Mr. Strauss was VP in charge of finance for North Advertising in New York. **Anthony R. Russo**, TV producer for all products for General Electric Co. account at Clyne Maxon Inc., New York, named VP.



Mr. Strauss

**Max R. Rembold**, in sales department of Canadian Westinghouse, joins art department of N. W. Ayer & Son, Chicago. **Ashby C. Saunders**, public relations officer for Delaware Valley Hospital Council, Philadelphia, named copywriter at Ayer in that city.

**Art Rivera**, former executive VP and general manager, WQXT-AM-FM Palm Beach, Fla., joins KSFZ(FM) San Francisco as sales manager.

**Dr. Schuyler F. Otteson**, chairman of department of marketing at Indiana University, Bloomington, elected president of American Marketing Association.

**Si Lam**, head art director, elected VP, Doyle Dane Bernbach, Los Angeles.

**John J. Ryan**, formerly public relations account executive at G. M. Basford Co., New York advertising agency, joins public relations and publicity department of J. M. Mathes, that city.

**T. E. (Dick) Paisley Jr.**, station manager of WRCV Philadelphia, named national sales manager of WPBS(FM), that

city. Mr. Paisley will have offices in both Philadelphia and New York.



Mr. Amon

**John W. Amon**, VP-associate creative director of Needham, Harper & Steers, Chicago, promoted to creative division head. **Emery T. Smyth**, VP-copy supervisor, named division copy director in Chicago.

**Philip T. Fairchild Jr.** elevated from copywriter to copy supervisor. **Frank M. Lee**, corporate secretary of Luckie & Forney Inc., advertising-marketing-public relations agency in Birmingham, Ala., elected VP. **Brian Cronin**, account executive for service accounts, named creative director for all agency services. **Percy Clements** joins L&F as account executive on industrial and consumer accounts.

**Donald D. Dilworth**, director of advertising, Deere & Co., Moline, Ill., farm equipment manufacturer, elected president of National Agricultural Advertising and Marketing Association and of its Chicago chapter. **Robert J. Palmer**, Cunningham & Walsh, has been elected president of newly formed New York chapter of NAAMA as well as first VP of NAAMA itself.

**Richard D. Eyster**, creative director at John I. Carr Associates Inc., Toledo, Ohio, named VP and secretary of agency.

**David E. Johnson** appointed VP and account supervisor for Dot Records and Haggarty Stores at The Chalmers Co., Los Angeles agency. He had handled same accounts at West, Weir & Bartel, that city, when **William A. Chalmers** was head of that office before resigning to open his own agency. Also following Mr. Chalmers from WW&B to his new shop are **Jenanne Breece**, media direc-

tor, and **Naomi Kuester**, office manager and executive secretary.

**James P. Courtney**, media supervisor at McManus, John & Adams, New York, named director of media at Pritchard, Wood Inc., that city.

**William J. Connelly**, manager of advertising, plastics division of Union Carbide Corp., named chairman of audiovisual committee of Association of National Advertisers, succeeding **Robert O. Dunn**, film manager of Ford Motor Co., who remains on committee.

**Frank Reis**, marketing research manager for Melnor Industries and research account supervisor for Lennen & Newell, New York, named to newly created position of manager of marketing research for eastern division of Tidewater Oil Co., New York, producer of Flying A gasolines.

**Graham D. Hay**, associate media director at Compton Advertising Inc., New York, since last year, named VP. Mr. Hay joined agency in 1951 as assistant time buyer, became time buyer in 1953 and head of broadcast buying in 1960.



Mr. Hay

**Jack Young**, unit manager of Forsythe Advertising in St. Petersburg, Fla., joins WILZ, that city, as account executive.

**Dick Lane**, member of sales department of KPRO Riverside, Calif., named sales manager.

**Robert D. Dunning**, art director at N. W. Ayer & Son, Philadelphia, named associate managing art director.

## THE MEDIA

**Robert B. Beusse**, director of advertising and sales development for WOR-AM-TV New York, named to new post of VP and director of government, industry and community relations. **John L. Koushouris**, chief engineer of WOR-TV and previously production executive with CBS-TV, appointed program director, WOR-TV, replacing **David Yarnell** who is moving to parent company, RKO General Broadcasting, in post to be announced shortly. No replacements have been named for Mr. Beusse or Mr. Koushouris.

**Gladden W. Baker**, chairman of board of Broadcast Plaza Inc. (WTIC-AM-FM-TV) Hartford, has become special partner in New York brokerage firm of Wood, Struthers & Winthrop. He will divide his time between his Hartford broadcasting headquarters and New York office of brokerage firm. Mr. Baker retired last fall as senior execu-

## GOP names Morrison

**Fred Morrison**, for 18 years managing editor of NBC's *Three Star Extra* radio news program, appointed director of public relations for Republican National Committee. Position includes responsibility for committee's radio-TV activities.

**Jack Williams**, veteran Washington news correspondent, will assist Mr. Morrison in planned reorganization of committee's public relations service.

Appointments, effective July 1, were announced last week by **Ray C. Bliss**, committee chairman.

tive of Travelers Insurance Companies but retained his status with its broadcasting subsidiary.

**Edwin C. Metcalfe**, for two years director of sales operations at CKLW - AM - FM - TV Windsor, Ont.-Detroit, has been named manager of CKLW-TV. **Robert Buss**, formerly manager of CHAT-AM-TV Medicine Hat, Alberta, and CKRC Winnipeg, Man., becomes manager of CKLW-AM-FM.



Mr. Metcalfe

**Ridley Bell**, WRBL-TV Columbus, elected president of Georgia Association of Broadcasters. Others elected at 30th annual meeting last week: **Don McDougald**, WWSN Statesboro, VP radio; **Virgil Wolff**, WRDW-TV Augusta, VP TV; **Esther Pruett**, WTOG Savannah, treasurer, and **Jack Williams**, executive secretary. Elected to board: **C. James Murphy**, WBMK West Point; **Allen MacMillan**, WGGA Gainesville; **Paul Reehling**, WFPM Fort Valley, **H. E. Ray**, WAGA-TV Atlanta; **Jim Popwell**, WCEH Hawkinsville; **James Rivers Jr.**, WACL Waycross; **Mark Shor**, WALG Albany; **N. B. Mills**, WTTM Moultrie; **Red Cross**, WMAZ Macon, and **Bob Thornburn**, WLBB Carrollton.

**Robert Gordon**, business manager, WIP Philadelphia, named assistant controller of Metromedia's Metropolitan Broadcasting Division, New York.

**Dale Eash**, account executive at WHAG Hagerstown, Md., named sales manager.

**Michael Ferro**, with Sullivan, Stauffer, Colwell & Bayles, New York, joins art staff of Street & Finney Inc., there.

**Lawrence Resnick**, cost control administrator at ABC, appointed as director of newly established office of quality control. He reports to **Alfred Schneider**, VP and assistant to executive VP of ABC and parent American Broadcasting-Paramount Theaters Inc. (name change to American Broadcasting Co.'s effective July 2.) In new post, Mr. Resnick will be concerned with improving technical performance and "reliability" on air and in studio by refined control methods.

**Paul Blue**, KLZ-AM-FM-TV Denver, elected president of Colorado Broadcasters Association at annual meeting in Colorado Springs. Also elected: **Bob McMahan**, KREX-AM-FM-TV Grand Junction, president-elect and **George Jeffrey**, KKTU-TV Colorado Springs, secretary-treasurer. Directors elected to three-year terms: **Bill Stewart**, KLMO Longmont, **Bill Murphy**, KVRH Salida, and Mr. Jeffrey.

**Elton H. Rule**, ABC VP and general manager of KABC-TV Los Angeles, elect-

ed president of California Broadcasters Association. He succeeds **Robert Wilson** of KXTV-TV Sacramento. Re-elected for second year terms: **Leslie Norins**, KEYT (TV) Santa Barbara, VP, television; **Jules Dundes**, KCBS San Francisco, VP, radio, and **Louis S. Simon**, KPIX-TV San Francisco, secretary-treasurer.

**Lyle Reeb Jr.**, program director at WIXX Fort Lauderdale, Fla., named general manager succeeding **James R. Duryea**, lost at sea (see page 88).

**Mowry Lowe**, WLKW Providence, re-elected president of Rhode Island Broadcasters Association. Others re-elected: **Zel Levin**, WWON Woonsocket, VP; **David I. Shurlett**, WJAR-TV Providence, secretary, and **Donald R. Hysko**, WXR Pawtucket, treasurer.

**Greg Crawford**, director of all night operations at KSFV San Fernando, Calif., named manager at KSUN Bisbee, Ariz.

**Henry K. Skeele**, president of O. D. M., management consulting firm in New Canaan, Conn., joins Westinghouse Broadcasting Co. as general executive and consultant, concerned with organizational development, administrative practices and data processing.

**George Cameron**, commercial manager of WDOT Burlington, Vt., named VP, director and general manager of WVMT, that city.

## PROGRAMING

**Jack Kuney** named to new post as executive producer, programs, for Westinghouse Broadcasting Co., New York. **Ray Hubbard**, program manager of KPIX-TV San Francisco, succeeds Mr. Kuney as national TV program manager for WBC. **George Moynihan**, program manager of WBZ-TV Boston, succeeds Mr. Hubbard. **Bill Wuerch**, program manager, KYW-TV Cleveland, takes over Mr. Moynihan's WBZ-TV post.



Mr. Kuney

**Jerry Kaufer**, with advertising and sales promotion department of Screen Gems Inc., New York, named manager of department.

**George Cooper**, program director at WINZ Miami, named to similar capacity at KALL Salt Lake City.

**Richard Z. Thompson**, operations manager of KOMO-TV Seattle, named program manager of KATU-TV Portland, Ore.

**Wayne Harris**, news director at WINA Charlottesville, Va., named operations

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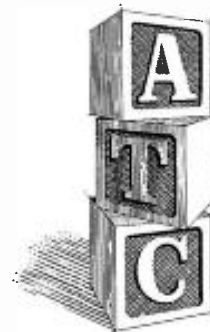


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manager, succeeding **Edward M. Desmond**, who resigned.

**Dick Rainbolt** named director of *Shebang*, rock-and-roll show on KTLA (TV) Los Angeles, Mon.-Fri., 5-6 p.m., which will be taped for syndication. **Bob Barnett** produces *Shebang*, with **Bill Lee** as executive producer and **Casey Kasem** as master of ceremonies. Program is produced by Dick Clark Productions. **Don Kaye** has replaced Mr. Barnett as producer of Dick Clark Productions' radio program, *Hollywood Hotline*.

**Charles H. Schultz**, general program executive at CBS-TV New York, named director of program activities for CBS-TV Hollywood. He replaces **Leonard (Buzz) Blair** who became director of program development.



Mr. Schultz

**Mike Ambrose**, disk jockey and production director at KDEO San Diego, joins announcing staff at KFWB Los Angeles.

**John Hendrix** is rejoining announcing staff at KNXT(TV) Los Angeles, which he left five years ago. In interim he has worked at KOBV San Francisco and KEZY Anaheim, both California.

**John Doran**, announcer-sports editor at WLOS-TV Asheville, N. C., joins announcing staff of KETV(TV) Omaha.

**Pat M. Chamburs**, program director at WBAB Babylon, N. Y., joins announcing staff of WILZ St. Petersburg, Fla. **Pete Muniel**, with WBRK Pittsfield, Mass., named sports announcer at WILZ.

**Mary Ellen Stewart**, assistant to producer of *Popeye* and *Beetle Bailey* cartoons for King Features Syndicate, New York, named associate producer of new *Beatles* animated caricature to be seen on ABC-TV this fall.

## MCA elects

Following were elected officers at MCA Inc. board of directors meetings last week: **Jules C. Stein**, chairman of board; **Milton R. Rackmil**, vice chairman of board; **Lew R. Wasserman**, president and chief executive officer; **Berle Adams**, VP; **Albert A. Dorskind**, VP and treasurer; **Edd Henry**, VP; **Jay Kanter**, VP; **Maurie B. Lipsey**, VP; **Charles Miller**, VP; **Daniel L. Ritchie**, VP; **Michael J. Rockford**, VP; **Taft B. Schreiber**, VP; **Morris M. Schrier**, VP and secretary; **Morris H. Berman**, controller; **John W. Findlater**, assistant secretary; **Frederick E. Witt**, assistant treasurer. Also elected to board were Messrs. Stein, Rackmil, Wasserman and Miller and **Walter M. Heymann**, First National Bank executive, Chicago, and **Albert A. Garthwaite**, director of Decca Records, New York.

**Eric Goldman** has been named project manager for Project: Ideas, Houston, and will serve as national sales manager as well as recording for syndication new program, *This Day in Sports*.

**Arie Landrum**, production manager of WJXT(TV) Jacksonville, Fla., appointed to similar position at WLCY-TV Largo, Fla. **Al Koerkel**, film director and operations supervisor of WSUN-TV St. Petersburg, Fla., joins WLCY-TV as film director, and **Don Barney**, art director of WSUN-TV moves to WLCY-TV in same capacity.

**Abe Goodman**, head of animation production at Paramount Pictures' cartoon studios, named production supervisor at King Features Syndicate, New York.

**Gil Haag**, director at KDKA Pittsburgh,

named music director of station.

**Mike McLean** appointed casting director for *Daniel Boone* and has opened offices at 20th Century-Fox, Western Ave., Los Angeles studios, where Arcoloa-Fespar Production is being filmed for NBC-TV.

**Johnny Dollar**, disk jockey, named program director at WTVN-FM Columbus, Ohio. He succeeds **Paul Murphy**, who moves to WGR Buffalo, N. Y., as program director. **Dave Logan** fills Mr. Dollar's disk jockey post.

## NEWS

**Ed Damron**, with wssc Sumter, VP of Associated Press Broadcasters Association of South Carolina advances to presidency replacing **George Sprout**, news director of WMUU Greenville and president of association, who moves to Dallas.

**Bill Knox** named new traffic bureau chief for Associated Press bureau in Charlotte, N. C., succeeding **Ray Hudson**, who becomes new AP technical service manager in St. Louis.

**John Black**, with news staff of WWTV (TV) Cadillac, Mich., named to news staff of WTVM(TV) Columbus, Ga.

**Lewis R. Holly**, with WRNW-FM Mount Kisko, N. Y., named news director at WINA Charlottesville, Va. **Mike Gleason**, with news staff of WINA, named assistant news director.

**Bill Bradley**, collegiate basketball player of year from Princeton, joins news and public affairs staff of KMOX St. Louis. He leaves this fall to study in England as Rhodes Scholar but will continue his affiliation with KMOX with special European assignments.

**Harry Wilson**, with KAKC Tulsa, elected president of Oklahoma Associated Press Broadcasters Association, succeeding **George Miller** of KTEN-TV Ada.

**Don Owen**, news director of KSLA-TV Shreveport, elected president of Louisiana-Mississippi Associated Press Broadcasters Association, succeeding **Virginia Ryder** of KCIL Houma, La.

**Leo Morris**, with kvwo Cheyenne, re-elected president of Wyoming Associated Press Broadcasters Association.

**Lou Palmer**, at WIBC Indianapolis, elected president of Indiana Associated Press Broadcasters Association, succeeding **Hilliard Gates** of WKJG Fort Wayne.

**Charles Thompson**, news director at KFDX-TV Wichita Falls, Tex., joins news staff of KVOO-TV Tulsa, Okla.

**Juan Lefcovich**, political analyst for UPI, Latin-American Division, named assistant director of Radio New York

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## EQUIPMENT & ENGINEERING

**Lawrence Weiland**, manager of video product planning for Ampex Corp., Redwood City, Calif., named manager of television products for company.



Mr. Weiland

**R. Bruce Walters**, director of production at Ameco Inc., Phoenix, named VP in charge of production for community antenna TV equipment manufacturer.

**Captain Paul H. Lee**, USNR, naval electronics and communications engineering officer, enters private practice as consulting engineer in Washington. Mr. Lee formerly was chief engineer at WHOM New York; WNDR Syracuse, and WWNV Watertown, all New York.

**Dr. Roger Langmaid**, with research and development staff of IBM Poughkeepsie, N. Y., for magnetic recording products, joins Reeves Soundcraft, Danbury, Conn., as manager of research.

**Paul Gosset**, with engineering staffs of WDAE, WALT and WINQ, all Tampa, Fla., named chief engineer of WILZ St. Petersburg, Fla.

**Edgar F. Vandivere**, consulting engineer in Washington, joins staff of Telecom Inc., Arlington, Va., communications technology firm.

**John Nyquist**, VP-general manager for Cedar Rapids, Mich., region of Collins Radio Co., elected to board to fill unexpired term of M. L. Doelz, who resigned.

**Clyde A. Howe**, chief engineer and assistant manager, KCSD-TV Kansas City, Mo., named director of engineering for D. H. Overmyer Communications Co.,

New York (holds CP's for three TV stations and has applications pending for four more).

## ALLIED FIELDS

**Dr. John Rimbarg**, research director of Van Sant-Dugdale Advertising Agency, Baltimore, joins Institute for Motivational Research Inc., Croton-on-Hudson, N. Y., as assistant to president.

**Jack Kinkel**, writer, editor and producer for ABC-TV, New York, joins radio-TV faculty of University of Washington's school of communications, Seattle.

## INTERNATIONAL



Mr. Rakmil

**Mike A. Rakmil**, with Toronto office of Doyle Dane Bernbach (Canada) Ltd., named VP in charge of entire Canadian organization, with offices in that city. Montreal office of DDB will continue to service

Quebec-based accounts and will be center for French marketing services.

**E. R. Jarmain**, London, Ontario, has been elected president of National Community Antenna Television Association of Canada. Other officers are **G. Allard**, Montreal, VP; **K. J. Easton**, Toronto, secretary, and **O. Girard**, Magog, Quebec, treasurer.

**William Armstrong**, assistant to president of Canadian Broadcasting Corp., Ottawa, named director of overseas and foreign relations. He will coordinate CBC's relations with foreign broadcasting organizations.

**Barry Nicholls**, account executive of Cockfield, Brown & Co. Ltd., Toronto, named manager of promotion and sales department of CTV Television Network Ltd., that city.

**Wallace Slatter**, president of CJOY Guelph, Ont., has taken over station management, succeeding **Jack Jackson**.

## FANFARE

**Bill Kaufman**, publicity and promotion manager at Screen Gems Inc., New York, joins Joe Wolhander Associates, public relations firm in that city.

**Steve Davis**, VP of Barkas & Shalit Inc., New York public relations firm, and formerly director of TV station and network promotion at Young & Rubicam, that city, named executive VP and board member at B&S.

**Michael R. Sigelman**, assistant promotion director of KNX Los Angeles, joins KFWB, that city, as director of pro-



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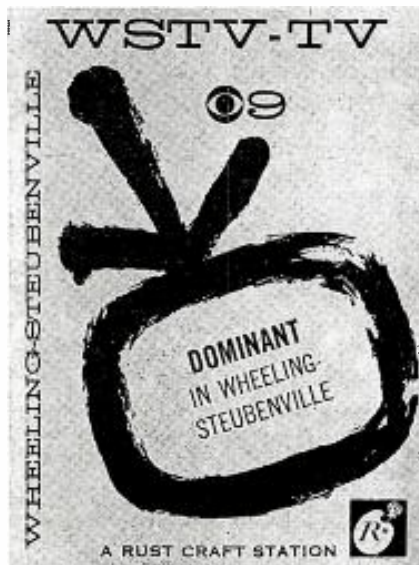
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## H. V. Kaltenborn dies at 85

H. V. (Hans von) Kaltenborn, news commentator and correspondent on radio and television for 33 years, died following a heart attack in New York last Monday (June 14). He was 85 years old.

His precise, clipped delivery of radio news became familiar to listeners during the 1930's and 1940's when Mr. Kaltenborn covered major national and international events and interviewed notable figures of that period. He interspersed opinions with his commentaries with a ring of authority. He acknowledged later that he was often wrong but felt that his long-range average was good.

Mr. Kaltenborn, born in Milwaukee, had been a newspaperman in Wisconsin and with the *Brooklyn Eagle* for almost 20 years before turning to radio. On April 4, 1922, while still working with the *Eagle*, he summarized news on WYCB New York, located on Bedloe's Island. Two years later, he began a weekly half-hour commentary on news over WEAJ (now WNBC) New York.

He resigned from the *Eagle* to devote full time to radio in 1930, joining CBS as news editor. In 1940 he was hired by NBC and remained there until 1955 when he retired from regular broadcasting.

Mr. Kaltenborn covered national elections and presidential campaigns for CBS or NBC from 1932 through 1956. He reported the League of Nations sessions during the 1930's and the United Nations meetings after



World War II. He rose to national prominence in 1938 when he broadcast over CBS 102 bulletins and analyses of the Munich crisis around the clock for 19 consecutive days. His knowledge of German, French and Italian permitted him to give instant summaries of speeches of Hitler, Daladier and Mussolini as they were heard on shortwave radio.

**HST's Turn** ■ On Jan. 19, 1949, President Harry S. Truman delivered his parody of Mr. Kaltenborn's

broadcast of the previous election night when Mr. Truman won surprise victory over Republican Governor Thomas E. Dewey of New York. President Truman told a public dinner in Washington that between naps on election night, he turned on the radio to hear Mr. Kaltenborn intoning that although the President was leading, Mr. Dewey would win when nationwide returns were in. At one point, in Kaltenborn-miming voice, President Truman proclaimed:

"Although President Truman is leading by two million votes, it will be necessary to take the election into the House of Representatives."

Mr. Kaltenborn and HST later exchanged friendly quips over the broadcasts and the President's mimicry.

In 1942 Mr. Kaltenborn helped found the association of radio pioneers, called the Twenty Year Club, which was reorganized and renamed the Radio Pioneers Club. In 1957, to encompass all branches of industry, organization's name was changed to Broadcast Pioneers. Mr. Kaltenborn also founded the Association of Radio News Analysts in 1942. In 1949, he established the Kaltenborn Foundation to provide grants to university and educational broadcasting groups.

He is survived by his wife, who was Baroness Olga von Nordenflycht at the time of their marriage in 1910; son, Rolf, and daughter, Mrs. Attmore Robinson.

motion. He succeeds **Frank Havore**, who had joined Harvel Pool Advertising, Los Angeles. **Diane Lee Horwood**, formerly with KFI Los Angeles, named publicity director of KPWB.

**Dr. Frank Stanton**, president of CBS Inc., received honorary doctor of laws degree from Oberlin (Ohio) College.

**Maurice Soward**, public relations account executive at Arthur Cantor Inc., New York, named director of newly created public relations department at General Cigar Co., that city.

**Ken Parker**, with press department of Universal TV, Hollywood, named supervisor of press information for KNXT (TV) Los Angeles and CBS-TV Pacific Network.

**Elane Stein**, music supervisor and drama and music critic at WCBM-AM-FM Baltimore, named director of promotion and public relations.

**Herm Lewis**, for nine years publicist

at NBC's West Coast headquarters in Burbank, Calif., has organized own public relations firm, Herm Lewis & Associates, at 503 N. Larchmont Avenue, Los Angeles, 90004.

### DEATHS

**Roland Vaile**, 42, president and general manager of kgw Stockton, Calif., died June 11, following injuries suffered in automobile accident near Fresno. Mr. Vaile had worked for number of radio stations in California and Nevada. He is survived by his wife, Elsie, daughter and his brother.

**John P. Cargill**, 75, former radio editor of Associated Press's Kansas City, Mo., bureau, died June 9 at Mount Vernon, Mo., following long illness.

**R. Lynn Kalmbach**, 51, founder of South Carolina's educational television network, died June 15 following heart attack. Mr. Kalmbach directed two-

year experimental ETV program in Columbia in 1958 and later was named general manager of educational television commission of state when statewide expansion was set for 1960.

**James R. Duryea**, 39, general manager of wixx Fort Lauderdale, Fla., lost at sea May 27 during storm in Caribbean while on vacation cruise. He had been in radio for 16 years and general manager of wixx for two. He is survived by his wife, Doris.

**Abbey A. Muter**, 53, managing director and secretary-treasurer of Muter, Culliner, Frankfurter & Gould, Toronto agency, died June 7 in that city. He was also founder and secretary-treasurer of Public Relations Board of Canada.

**Bradford Macy**, 42, with Teleprompter Corp. for 15 years and central division manager at Chicago, died June 13 at Wesley Memorial hospital of complications following open heart surgery.



STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 10 through June 16 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

New TV stations

ACTIONS BY FCC

Clearwater, Fla.—Bay Broadcasting Co. Granted CP for new TV on UHF channel 32 (578-584 mc); ERP 9.55 kw vis., 1.91 aur. Ant. height above average terrain 165 feet, above ground 167 feet. P. O. address c/o John W. Gilbert, 1494 North East 123d Street, North Miami 61, Fla. Estimated construction cost \$338,945; first year operating cost \$200,000; revenue \$225,000. Studio and trans. locations both Clearwater. Geographic coordinates 27° 57' 48" north latitude, 82° 48' 02" west longitude. Type trans. RCA TTU-12A. type ant. CO-EL CB 1747-2. Legal counsel Welch & Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: John W. Gilbert, Haig Ellian, I. A. Mascioli and John T. Sears (each 25%). Messrs. Ellian and Mascioli have interest in Ellian & Mascioli Associates Inc., Miami public relations firm, and other interests. Messrs. Gilbert and Sears are Florida businessmen. Action June 10.

Fort Lauderdale, Fla.—Broward Broadcasting Inc. Granted CP for new TV on UHF channel 39 (620-626 mc); ERP 270 kw vis., 53.7 kw aur. Ant. height above average terrain 140 feet, above ground 164.3 feet. P. O. address 2801 East Oakland Park Boulevard, Fort Lauderdale. Estimated construction cost \$329,500; first year operating cost \$240,000; revenue \$270,000. Geographic coordinates 26° 07' 07" north latitude, 80° 08' 38" west longitude. Studio and trans. locations both Fort Lauderdale. Type trans. RCA TTU-12A. type ant. RCA TFU-DM. Legal counsel Welch and Morgan, consulting engineers Jules Cohen & Associates, both Washington. Principals: John H. Monahan, Ray C. Qualmann, Howard I. Scott, Paris G. Singer, Winfield B. Sutphin, Clay Armstrong, Diran M. Seropian, Melvin R. Young, Richard B. Wiggins (each 10%), Richard R. Feravorni and Lucille Frostman (each 5%). Applicants have business interests in Fort Lauderdale and vicinity. Action June 10.

APPLICATIONS

\*Pensacola, Fla.—Escambia County Board of Public Instruction. UHF channel 21 (512-518 mc); ERP 37.7 kw vis., 20.25 kw aur. Ant. height above average terrain 485.51 feet, above ground 462.8 feet. P. O. address 215 West Garden Street, Pensacola. Estimated construction cost \$944,486; first year operating cost \$175,675. Studio and trans. locations both Pensacola. Geographic coordinates 30° 26' 36" north latitude, 87° 14' 2.6" west longitude. Type trans. RCA TTU-2A. type ant. RCA TFU-24DL. Legal counsel not listed, consulting engineer W. J. Kessler. Florida ETV Commission. Principal: board of trustees.

Macon, Ga.—Rovan Television Inc. UHF channel 47 (668-674 mc); ERP 137.5 kw vis., 27.7 kw aur. Ant. height above average terrain 616 feet, above ground 543.8 feet. P. O. address c/o Robert L. Helft, 1385 Broadway, New York. Estimated construction cost \$318,316; first year operating cost \$180,000; revenue \$160,000. Studio and trans. locations both Macon. Geographic coordinates 32° 51' 16" north latitude, 83° 40' 58" west longitude. Type trans. RCA TTU-10A. type ant. RCA TFU-24DM. Legal counsel Marmet & Schneider, consulting engineer David L. Steel Sr., both Washington. Principals: Robert L. Helft and John Van Drill (each 50%). Messrs. Helft and Drill have interest in WNJU-TV Linden, N. J. Ann.

June 2.

Hickory, N. C.—Catawba Valley Broadcasting Inc. UHF channel 30 (566-572); ERP 22.8 kw vis., 11.4 kw aur. Ant. height above average terrain 597.5 feet, above ground 465 feet. P. O. address Box 1059, Hickory. Estimated construction cost \$164,726; first year operating cost \$120,700; revenue \$120,000. Studio and trans. locations both Hickory. Geographic coordinates 35° 44' 03" north latitude, 81° 19' 54" west longitude. Type trans. RCA TTU-1B, type ant. Jampro JZZ-5/D-30. Consulting engineer Barnett F. Goldberg, Columbia, S. C. Principals: Edmund S. Long (20.1%), Mrs. Mildred J. Gifford (13.1%), Mrs. Mary L. Cline (11.86%), Thomas E. S. Long (4%), Lester C. Gifford (15.87%) and others. Mr. Gifford is editor and publisher of Hickory Daily Record newspaper. Mr. Thomas Long is assistant general manager and assistant secretary-treasurer of WHKY-AM-FM Hickory. Mr. Edmund Long is general manager and secretary-treasurer of WHKY-AM-FM. Ann. May 28.

New AM stations

APPLICATIONS

Fortuna, Calif.—Dale A. Owens. 1280 kc. 1 kw, D. P. O. address 15907 Casimir Avenue, Gardena, Calif. Estimated construction cost \$14,850; first year operating cost \$32,124; revenue \$36,000. Mr. Owens is engineer at KGLI San Fernando, Calif. Ann. May 27.

Eatonton, Ga.—Eatonton Broadcasting Co. 1520 kc. 500 w, D. P. O. address c/o Lawrence S. Lane, 2209 Vireo Drive, North Augusta, S. C. Estimated construction cost \$11,900; first year operating cost \$20,000; revenue \$36,000. Principals: Lawrence S. Lane and Paul J. Wolfe Jr. (each 50%). Messrs. Lane and Wolfe are announcers for WRDW Augusta, Ga. Ann. June 2.

Hardinsburg, Ky.—Breckinridge County Broadcasting Co. 1170 kc, 250 w, D. P. O. address c/o R. D. Ingram, Campbellsville, Ky. Estimated construction cost \$23,596; first year operating cost \$30,000; revenue \$30,250. Principals: Dr. O. C. Carter, Paul Fuqua and R. D. Ingram (each 33 1/3%). Mr. Ingram is president of WSVL Shelbyville, Ky. Dr. Carter is chiropractor. Mr. Fuqua is Kentucky state senator from 32nd district. Ann. May 27.

Shively, Ky.—Shively Broadcasting Co. 1130 kc, 500 w, D. P. O. address c/o W. V. Ramsey, Mountain City, Tenn. Estimated construction cost \$23,370.91; first year operating cost \$39,872; revenue \$51,842. Principals: W. V. Ramsey and Lewis Young (each 50%). Mr. Ramsey was owner of WGAT Gate City, Va., and now owns variety stores. Mr. Young is minister. Ann. May 27.

Burlington, Vt.—Carter Broadcasting Corp. 1070 kc, 5 kw, D. P. O. address 59 Church Street, Burlington. Estimated construction cost \$39,074; first year operating cost \$42,000; revenue \$60,000. Principals: Val Carter (99.9625%), Toby Kaufman, Frederick J. Fayette and Bernice E. Carter (each 0.0125%). Mr. Fayette is attorney. Mr. Carter owns retail music store. Mr. Carter was specialty announcer at WDOT Burlington and manager of WELE Daytona, Fla., and WEAV Plattsburgh, N. Y. Ann. May 27.

Existing AM stations

ACTIONS BY FCC

By decision, the commission granted application by Brainerd Broadcasting Co. to change trans. site of KLIZ Brainerd, Minn., and change operation on 1380 kc from 1 kw day, to 5 kw, unlimited time, employing directional ant. at night, conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419, Dec. 17, 1963 initial decision looked toward action. Action June 9.

By order, commission granted petition by Lawrence W. Adams and extended to midnight July 21 date to cease operation of WBRT Bardstown, Ky. Commission on May 12 ordered WBRT to cease operation effective June 21 for failure to respond to commission correspondence, file financial reports for years 1961 through 1964, file updated ownership report and to update renewal application. Petitioner has now filed ownership and financial reports and states it is in process of filing updated renewal application and petition for reconsideration. In granting extension commission will be afforded time to review submissions and Bardstown's continuity of service will be preserved. Action June 16.

By memorandum opinion and order, commission dismissed for lack of standing petitions by Radio Marshall Inc. (KMHT), Marshall, Tex., for stay and reconsideration of March 17 action which granted application of Marshall Broadcasting Corp. for assignment of license of KADO (now KDOX), Marshall, to O. L. Kimbrough and D. W. Morton, d/b as Gemini Enterprises, and which dismissed opposing petition by KMHT. Commissioner Bartley concurred in result. Action June 16.

New FM stations

ACTION BY FCC

Lakewood, Colo.—Lakewood Broadcasting Service Inc. Granted CP for new FM on 107.7 mc., channel 299, 27.5 kw. Ant. height above average terrain 80 feet. P. O. address 1023 West 8th Avenue, Denver. Estimated construction cost \$28,000; first year operating cost (AM and FM) \$319,900; revenue (AM and FM) \$378,150. Principal: Edward S. Scott (100%). Mr. Scott owns KLAQ Lakewood. Action June 14.

APPLICATIONS

Pittsfield, Ill.—Pike Broadcasting Inc. 93.5 mc, channel 228A, 3 kw. Ant. height above average terrain 300 feet. P. O. address Pittsfield. Estimated construction cost \$27,353; first year operating cost \$40,000; revenue \$60,000. Principals: G. B. Meyer (80%), Sam H. Morton and Catherina Chesi (each 10%). Pike Broadcasting owns WBBA Pittsfield. Ann. June 2.

Pittsfield, Mass.—Greylock Broadcasting Co. 101.7 mc, channel 269A, 3 kw. Ant. height above average terrain 120 feet. P. O. address 8 Bank Row, Pittsfield. Estimated construction cost \$31,000; first year operating cost \$10,500; revenue none. Principals: Joseph K. Close (47.40%), Luette S. Close (10.76%), R. T. Colwell (10.08%) and others. Greylock Broadcasting owns WBRK Pittsfield. Ann. June 2.

Alexandria, Minn.—Alexandria Broadcasting Corp. 92.7 mc, channel 224A, 3 kw. Ant.

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height above average terrain 152 feet. P.O. address 1315 Broadway, Alexandria. Estimated construction cost \$18,020; first year operating cost \$2,400; revenue \$5,000. Principals: Erce L. Aga, Kenneth A. Tessmer and Everette Q. Walters (each 33 1/3%). Messrs. Aga, Tessmer and Walters have interest in KCMT-TV Alexandria. Ann. May 26.

Anoka, Minn.—Northwest Broadcasting Co. 107.9 mc, channel 300, 100 kw. Ant. height above average terrain 331 feet. P.O. address 1 Radio Drive, Anoka. Estimated construction cost \$36,054; first year operating cost \$12,000; revenue \$12,000. Principals: Richard J. Novak, Richard B. Ahern and Frank R. Hunt (each 33 1/3%). Mr. Hunt is salesman for TV Times magazine. Northwest Broadcasting owns KANO Anoka. Ann. May 26.

Vicksburg, Miss.—WQMV Radio Co. 98.7 mc, channel 254, 5 kw. Ant. height above average terrain 313.87 feet. P.O. address Box 1111, Vicksburg. Estimated construction cost \$44,163; first year operating cost \$36,000; revenue \$32,000. Principals: Waymond E. Underwood (50%), George S. Lensing and Leo A. Lensing (each 25%). Messrs. Lensing are Louisiana businessmen. Mr. Underwood was general manager of KLPL Lake Providence, La. Ann. May 27.

Ponca City, Okla.—Mash Enterprises Inc. 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain 147 feet. P.O. address 2910 Classen Boulevard, Oklahoma City. Estimated construction cost \$23,348; first year operating cost \$26,940; revenue \$30,000. Principals: Marrol M. Mash (93.5%), Jerry L. Mash (3.3%), Beverly A. Mash and M. Michael Mash (each 1.6%). Ann. May 26.

Caguas, P. R.—Caguas Radio Corp. 103.3 mc, channel 277, 29.5 kw. Ant. height above average terrain 710 feet. P.O. address Box 6495 Loiza Station, Santurce, P.R. Estimated construction cost \$20,245; first year operating cost \$24,000; revenue \$36,000. Principals: Jose Arzuaga Algarin (33.64%), Cruz Arzuaga Algarin (33.18%), and Dr. Vitelio Martinez (33.18%). Jose Arzuaga is radio telephone operator. Cruz Arzuaga is accountant. Dr. Martinez is dentist. Ann. May 28.

Beloit, Wis.—Beloit College. 88.1 mc, channel 201, 10 w. Ant. height above ground 62 feet. P.O. address Beloit College, Beloit. Estimated construction cost \$1,977; first year operating cost \$3,300. Principal: board of

trustees, Arthur B. Adams, president. Ann. June 1.

## Ownership changes

### ACTIONS BY FCC

WABB Mobile, Ala.—Granted assignment of license from Julius W. and Bernard Dittman d/b as Radio Station WABB, to WABB Inc., owned by Julius W. Dittman (50%), Bernard Dittman (49.8%) and T. O. Howell Jr. (0.02%). Consideration \$200 for Mr. Howell's interest. Action June 4.

## ETV fund grants

Following grants for educational television were announced by Department of Health, Education and Welfare:

■ San Juan and Mayaguez, both Puerto Rico—Department of Education of Commonwealth of Puerto Rico. \$300,193 to expand facilities of WIPR-TV San Juan, and WIPM-TV Mayaguez; total project cost \$398,441.

■ Terre Haute, Ind.—Indiana State College Board. \$185,958 to activate WISU-TV Terre Haute; total project cost \$337,554.

■ Sacramento, Calif.—Central California Educational Television. \$77,547 to purchase transmission equipment for KVIE-TV Sacramento; total project cost \$115,181.

■ San Francisco—Bay Area Educational Television Associations. \$189,433 to expand KQED-TV San Francisco; total project cost \$270,618.

KCJH Arroyo Grande, Calif.—Granted assignment of license from Leslie H. Hacker (individually) and Mr. Hacker as executor of estate of Christina M. Jacobson to Lloyd C. Larson and George W. Irwin d/b as Larson-Irwin Enterprises. Consideration \$115,000. Mr. Irwin owns advertising and publicity agency in Woodland Hills, Calif. Mr. Larson has 20% interest in oil company in Los Angeles. Action June 10.

WEDR(FM) Miami—Granted assignment of license from WMIE Inc., owned by E. D. Rivers Sr. (97.5% before) and M. M. Ferrer (2.5% before, none after), to WEDR Inc., owned by E. D. Rivers Sr. (97% after), J. M. Pace, J. E. Nobles Jr. and M. S. Vines (each 1% after). No financial consideration. Action June 7.

WPEX-FM Pensacola, Fla.—Granted assignment of license from Mello-Tone Inc., owned by L. T. France (46.3%), Earl D. Hutto (31.9%), C. E. Wheller (4.1%) and others, to Frederic T. C. Brewer (100%). Consideration \$25,000. Mr. Brewer has interests in electronic and music service firm. Action June 14.

KPTL Carson City, Nev.—Granted assignment of license from Capitol Broadcasting Co. of Nevada, owned by Joe E. Vernon (100%), to Coastal Communications Corp., owned by John F. Kraetzer (0.08%) and Wadsworth Manufacturing Associates Inc. (99.92%), owned by Howard M. Wadsworth (90%), H. Duane Wadsworth and Ralph R. Whitney Jr. (each 5%). Consideration \$168,000. Wadsworth Manufacturing engages in sale of electronic sub-component parts. Action June 11.

KRDD Roswell, N.M.—Granted assignment of license from F. F. Moore Jr., to Reginaldo Espinoza II. Consideration \$75,000. Mr. Espinoza owns office supply firm. Action June 15.

WADP Kane, Pa.—Granted assignment of license from Kane Broadcasting Corp., owned by Stuart J. Myers (90%) and Gordon L. Hanks (10%), to Edward H. and Rita M. Lenaway d/b as WKZA Broadcasting Co. Consideration \$50,000. Mr. Lenaway is chief engineer at WADP. Action June 10.

KSPO Spokane, Wash.—Granted assignment of license from Erleen S. Williams, executrix of estate of D. Gene Williams, deceased, to Delbert Bertholf. Consideration \$30,850. Mr. Bertholf has 50% interest in KOYN Billings, Mont., and is manager of KSPO. Action June 15.

KFIZ Fond du Lac, Wis.—Granted transfer of control of licensee corporation, KFIZ Broadcasting Co., from Emery W. and Roland A. Martin, executors under will of Emery Martin, to Emery W. and Roland A. Martin, individually and as executors under will of Mrs. Agnes Martin. No financial consideration, settlement of estate. Action June 15.

WAUK-AM-FM Waukesha, Wis.—Granted

acquisition of positive control of licensee corporation, Midwest Broadcasting Co., by Triad Stations Inc. (12.7% before, 88.9% after) through transfer of stock by J. C. Bedient (1.1%), L. S. Bisbee Jr. (2.8%), D. G. Fox (1.7%), Jack Kelly Farms Inc. (5.5%), L. W. Snow (2.8%) and C. W. Wright (38.8%) to Triad. Consideration exchange of stock. Action June 11.

### APPLICATIONS

WWWR Russellville, Ala.—Seeks assignment of license from Bankhead Broadcasting Inc., owned by Walter W. Bankhead (80.8%), Marlon B. Grant, John H. Bankhead, William A. Grant Jr. (each 2.4%) and others, to Franklin Broadcasting Inc., owned by Bankhead Broadcasting (87.5%). No financial consideration, transaction of asset transfer. Ann. June 4.

KNOG Nogales, Ariz.—Seeks assignment of license from Richard H. Ward, to Border Broadcasting Inc., owned by Lloyd Burlingham (30%), John W. Bonnett Jr., Peter O'Crotty, Kenneth Hemmerle, Henry Zipf (each 15%) and Richard H. Ward (5%). Consideration \$58,000 satisfaction of outstanding obligations. Mr. Bonnett is program director of KSOM-FM Tucson, Ariz. Mr. O'Crotty is news director of KFIF Tucson. Mr. Burlingham has 75% interest in WIXN Dixon, Ill., and is manager of KTOB Petaluma, Calif. Mr. Zipf is attorney. Ann. May 28.

KPGE Page, Ariz.—Seeks assignment of license from Harold J. Arnoldus, to Wendell W. Motter. No financial consideration. Mr. Motter had earlier sold station to Mr. Arnoldus who, as result of legal actions concerning estate of father, could not meet requirements of sale. Ann. June 2.

KSLY San Luis Obispo, Calif.—Seeks assignment of license from Berry Broadcasters Inc., owned by Reginald D. Streeter, John W. Borba and Sylvain Lassalette (each 33 1/3%), to Ben Wickham. Consideration \$112,500. Mr. Wickham is manager of station services for Television Information Office, New York. Ann. May 24.

WWDC-AM-FM Washington—Seeks assignment of license from WWDC Inc., owned by Leslie Katz, Richard Katz, Ruth Strouse (each 31.08%) and Ben Strouse (6.76%), to Crosley Broadcasting Corp., owned by Avco Corp., publicly owned corporation. Major stockholders in Avco are Merrill, Lynch, Pierce, Fenner & Smith (4.3%), Investors Stock Fund Inc. (1.823%), Perc & Co. (1.823%), Cudd & Co. (1.67%), Edal & Co. (1.46%) and others. President of Crosley is John T. Murphy. Crosley owns WLW and WLWT(TV) Cincinnati, Ohio; WLWC(TV) Columbus, Ohio; WLWD(TV) Dayton, Ohio, and WLW(TV) Indianapolis. Ann. June 4.

WFSO Pinellas Park, Fla.—Seeks assignment of CP from William D. Mangold tr/ as Pinellas Radio Co., to Pinellas Radio Corp., owned by Mr. Mangold (51%), Dan L. Johnson (24%) and Elwyn Johnson (25%). Stock transaction. Ann. June 4.

WPOK Pontiac, Ill.—Seeks assignment of CP from Merlin J. Meythaler, Merton J. Gonstead, Rex N. Eyer and James B. Goetz (each 25% before) d/b as Livingston County Broadcasting Co., to Messrs. Goetz, Meythaler, and Gonstead (each 33 1/3%) d/b as Gem Radio Stations, Livingston County Broadcasting Co. Consideration \$10,500 to be paid by Mr. Goetz for Mr. Eyer's interest in WPOK; KAGE Winona, Minn., and KLOL Lincoln, Neb. Ann. May 24.

WSHO New Orleans—Seeks assignment of license from Raymac Radio Inc., owned by Carmen Macri (100%), to Americana Broadcasting Corp., owned by H. C. Young Jr. (75%) and E. Donald Kern (25%). Consideration \$190,000. Mr. Young has 50% interest in WENO Madison, Tenn., 70% interest in WYAM Bessomer, Fla., and 37.5% interest in WGUS North Augusta, S. C. Mr. Kern is sales manager and assistant manager of KENO. Ann. May 28.

WFAU-AM-FM Augusta, Me.—Seeks assignment of license from Twin City Broadcasting Inc., owned by Faust Couture (82.4%) and others, to Capitol Communications Corp., owned by Harold L. Vigue (52%), Norman G. Gallant (24%), Joseph R. Roy and Paul F. McClay (each 12%). Consideration \$184,551. Mr. Roy is engineer for WCOU-AM-FM Lewiston, Me., owned by Twin City Broadcasting. Mr. Gallant is general manager of WFAU-AM-FM and has interest in Twin City Broadcasting. Messrs. Vigue and McClay are employed at WTVL Waterville, Me. Assignment is contingent on grant of assignment of WCOU-AM-FM to Androscoggin Radio Corp. (see below). Ann. May 26.

WCOU-AM-FM Lewiston, Me.—Seeks assignment of license from Twin City Broadcasting Inc., to Androscoggin Radio Corp., owned by John C. Libby (75%) and Harry

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 16

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,037	35	71	442
FM	1,317	21	237	294
TV	551 <sup>1</sup>	42	110	205

### AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 16

	VHF	UHF	TV
Commercial	509 <sup>a</sup>	165	674
Noncommercial	59	56	115

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31, 1965

	AM	FM	TV
Licensed (all on air)	3,984	1,251	558
CP's on air (new stations)	34	57	28
CP's not on air (new stations)	70	208	84
Total authorized stations	4,088	1,516	670
Applications for new stations (not in hearing)	192	187	73
Applications for new stations (in hearing)	78	47	59
Total applications for new stations	270	234	132
Applications for major changes (not in hearing)	208	46	24
Applications for major changes (in hearing)	31	3	10
Total applications for major changes	239	49	34
Licenses deleted	0	0	0
CP's deleted	0	0	3

<sup>1</sup> Does not include seven licensed stations off air.

<sup>a</sup> Includes three noncommercial stations operating on commercial channels.

Ferguson Jr. (25%). Consideration \$183,057. Mr. Libby has interest in Twin City Broadcasting, owner of WFAU-AM-FM Augusta, Me., and WCOU-AM-FM (see above). Ann. May 26.

KAGE Winona, Minn.—Seeks assignment of license from James B. Goetz (50% before), Merlin J. Meythaler and Rex N. Eyer (each 25% before), to Messrs. Goetz, Meythaler and Merton J. Gonstead (each 33 1/3% after). See application for WPOK Pontiac, Mich. Ann. May 24.

KLOL Lincoln Neb.—Seeks assignment of license from James B. Goetz, Rex N. Eyer, Merlin J. Meythaler and Merton J. Gonstead (each 25% before), to Messrs. Goetz, Meythaler and Gonstead (each 33 1/3% after). See application for WPOK Pontiac, Mich. Ann. May 24.

WSET Olean, N. Y.—Seeks transfer of control of licensee corporation, Olean Broadcasting Corp., from Haut Cookie Shops Inc., to Harry V. Barker (100%). Consideration \$175,000. Mr. Barker is general manager of WSET. Ann. May 24.

WBPR Bayamon, P. R.—Seeks assignment of CP from Alfredo Beauchamp Diaz, to Lucas Tomas Muniz. Consideration \$6,129. Mr. Muniz owns advertising agency in San-turce, P. R. Ann. May 28.

KNET Palestine, Tex.—Seeks assignment of license from Palestine Broadcasting Corp., owned by Dr. Milton D. Queen (34.5%), Henry C. Bennett (20%), Waylon Joiner (15.5%), Allen E. Vinson (12%) and others, to KNET Inc., owned by W. E. Dyche Jr., Tom E. Foster, Tolbert Foster and Edgar B. Younger (each 25%). Consideration \$117,500. Mr. Younger has 20% interest in KREO Indio, Calif. Mr. Tolbert Foster has 20% interest in KREO and is president and director of KDET Center, Tex. Messrs. T. E. Foster and Dyche also have 20% interest in KREO. Ann. May 28.

WEKZ-AM-FM Monroe, Wis.—Seeks assignment of license from Kenneth W. Stuart, Willard R. Schuetze, Doran R. Zwygart and Edwin W. Schuetze (each 25% before) d/b as Green County Broadcasting Co., to Green County Broadcasting Corp., owned by same individuals with same interest. No financial consideration, transaction of incorporation. Ann. May 26.

### Hearing cases

#### OTHER ACTIONS

■ Commission adopted a notice of inquiry regarding authorized entities and authorized

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users under Communications Satellite Act of 1962. In notice, commission invited views and comments of interested persons concerning various questions as to who might or should be authorized to obtain channels of communications and other telecommunications services via communications satellites directly from Communications Satellite Corporation; nature and scope of such services; nature and extent of authorization required; and policy and procedures which commission should establish in connection therewith. Comments and supporting briefs are to be filed on or before October 1 and reply comments on or before November 1. Action June 16.

■ By memorandum opinion and order, denied requests for waiver of rules, sections 73.614 and 73.685 (power and coverage), and dismissed applications of Shenandoah Valley Broadcasting Inc. for new TV's on channel 36, Staunton, and channel 25, Charlottesville, Va. Dismissed as moot related filings by WINA Charlottesville, and WTON Staunton. Commissioner Cox issued concurring statement. Action June 9.

■ By memorandum opinion and order in proceeding on applications of Flathead Valley Broadcasters (KOFI), KallsPELL, and Garden City Broadcasting Inc. (KYSS), Missoula, Mont., for class II-A operation on 1180 kc, Commission denied petition by Rust Broadcasting Inc., WHAM, (class I-A dominant station on 1180 kc), in Rochester, N. Y., to enlarge issues; and denied KOFI motion to strike portions of WHAM material on procedural grounds. Action June 9.

■ Commission gives notice that April 19 initial decision which looked toward granting application of Dubuque Broadcasting Co. for new FM on channel 287 (105.3 mc) in Dubuque, Iowa, became effective June 8 pursuant to sec. 1.276 of rules. Action June 8.

### Routine roundup

#### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on application of Southington Broadcasters for new AM in Southington, Conn., in Doc. 15871, denied Southington's petition for review of examiner's action of May 6 which granted Meriden-Wallingford Radio Inc. (WMMW), Meriden, Conn., leave to intervene; and directed WMMW to submit to examiner, within 10 days, oath of officer to petition to intervene. Member Nelson not participating. Action June 16.

■ Granted petition by WGAY Inc. to extend time to June 28 to file responsive pleadings to joint petition by Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Inc., Springfield, Va., for approval of agreement in proceeding on AM applications. Member Nelson not participating. Action June 16.

■ Dismissed as moot motion by Brown Radio & Television Co. (WBVL), and Barbourville-Community Broadcasting Co., Barbourville, Ky., to extend for nine days time within which parties may file joint request for approval of agreement in proceeding on AM applications. Action June 16.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAL), Rio Piedras (San Juan) and Mid-Ocean Broadcasting Corp., San Juan, P. R., in Doc. 14977-8, denied motion by Abacoa Radio Corp. to correct transcript of May 11 oral argument; on board's own motion, corrected transcript in accordance with subject petition except with respect to lines 21-23, page 429, and lines 4-5, page 434. Action June 16.

■ In proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, Pendleton Broadcasting Co. (KUMA), Pendleton, both Oregon, and Hi-Desert Broadcasting Corp. (KDHJ), Twenty-Nine Palms, Calif., in Doc. 15998 et al., granted motion by KUMA to extend time to June 30 to file responsive pleadings to petition by Columbia Broadcasting System Inc. to enlarge issues. Action June 15.

■ By order in proceeding on application of Brown Radio & Television Co. for renewal of license of WBVL Barbourville, Ky., and Barbourville-Community Broadcasting Co. for new AM in Barbourville in Doc. 15769-70, certified to commission joint request for approval of agreement whereby Brown Radio would assign license of WBVL to Barbourville-Community and for other relief. Action June 14.

### ACTIONS ON MOTIONS

#### By Commission

■ Commission granted request by National Association of Broadcasters and extended time to July 9 to file comments and to August 6 for replies on part I and par. 50 of notice of inquiry and notice of proposed rulemaking in Doc. 15971 concerning community antenna television (CATV) systems. Action June 16.

■ Commission granted request by Oakland Radio Station Corp. to extent of extending time from June 18 to July 16 to file reply comments, insofar as RM-731 involving Oakland, Md., is concerned, in proceeding on number of proposed changes in FM table of assignments. Action June 11.

#### By Chief Hearing Examiner

##### James D. Cunningham

■ Designated Examiner Isadore A. Honig to preside at hearings in proceeding on application of Continental Broadcasting Inc. for renewal of license of WNJR Newark, N. J.; scheduled prehearing conference for July 13 in Washington, and hearing for Sept. 20 in Newark. Action June 11.

■ Because of illness of presiding hearing examiner, continued June 25 hearing to Sept. 10, and scheduled prehearing conference for July 26 in proceeding on AM application of KUNO Radio Inc. (KUNO), Corpus Christi, Tex. Action June 10.

■ In proceeding on application of Twelve Seventy Inc. for renewal of license of WTID Newport News, Va., in Doc. 15983, granted petition by David N. Montague, Trustee of Twelve Seventy Inc. to extent that he is authorized to participate in all aspects of proceeding in capacity of intervenor; scheduled prehearing conference for July 1 and hearing to be convened July 21 as heretofore scheduled. Action June 10.

■ Designated Examiner Elizabeth C. Smith to preside at hearings in proceeding on applications of Eastern Long Island Broadcasters Inc. and Reunion Broadcasting Corp. for new FM's in Sag Harbor and East Hampton, N. Y., respectively; scheduled prehearing conference for July 9 and hearing for Sept. 16. Action June 10.

■ In consolidated AM proceeding on applications of Lebanon Valley Radio and Cedar Broadcasters, Lebanon, Pa., Catonsville Broadcasting Co., Radio Catonsville Inc. and Commercial Radio Institute Inc., Catonsville, Md., granted Radio Catonsville petition to extent of extending dates upon which notice shall be given by each party as to identity of witnesses from May 23 to June 23, and for exchange of written materials by parties from June 25 to July 9, and on own motion, scheduled hearing for Sept. 13. Action June 9.

■ Designated Examiner Sol Schildhouse to

Continued on page 99

BROADCASTING, June 21, 1965

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only).
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge for handling (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Radio Station Manager in a market just under 200,000 in the deep south. Prefer a man with small market experience who has proven sales background, is promotion minded and is good with collections and has aptitude for details. You will be part of a group operation. Starting salary \$10,000 plus expense account and percentage override on sales. Write giving complete details, on management and sales experience. Box F-61, BROADCASTING.

General Manager for prosperous single station market in the southwest. A real producer can grow with an expanding organization. Salary plus incentive will lead to bright future. Send complete details to Box F-109, BROADCASTING.

If you are aggressive competitor, experienced administration, sales, promotion and production, there is golden opportunity associated multiple ownership operating combined radio & television stations with network affiliations in progressive community located upper midwest. Prefer family man as general manager. Salary open. Send resume and pic to Box F-110, BROADCASTING.

Experienced civic-minded general manager . . . also handle sales for a small market Missouri Radio Station. Give resume and salary. Box F-169, BROADCASTING.

Only station in medium Midwest market needs general manager. Tremendous opportunity for right man who has successful background as general manager in small or medium market radio and wants to move up. Must be very strong on sales and programming. Some technical knowledge—first phone would be an asset. Salary plus percentage arrangement will give great opportunity for substantial five figure income. Send details to Box F-187, BROADCASTING.

Sales manager for metropolitan market. No desk job. Must be able to produce personally and direct others. Great opportunity. Box F-198, BROADCASTING.

Working and selling general manager for top 100 market. Excellent potential. Replies will be held in confidence. Box F-208, BROADCASTING.

Manager for Rocky Mountain AM station—willing to purchase part interest as indication of permanence. Can buy 100% if desired. Present owner has too many other interests. Minimum investment \$5000.00. Box F-213, BROADCASTING.

Baker, Montana—5 kw. daytime radio contact Eldon Mengel—call 778-2111.

### Sales

Detroit—Good creative salesman. Managing or capable of managing. Immediate opening with multiple group. Box F-94, BROADCASTING.

Career opportunity for young creative type salesman on way up. Midwest group adding station seeks salesman to promote within year to sales manager. Stock interest available. Box F-129, BROADCASTING.

Wanted, experienced radio time salesman for Midwestern full time stereo station, market area approximately 100,000 people. Presently grossing around \$50,000 per year. Excellent opportunity. Must have good references. Box F-142, BROADCASTING.

Sales manager for major market. Specialized programed station. Excellent earnings. Box F-195, BROADCASTING.

## Sales—(Cont'd)

Experienced radio salesman to become sales manager of 5 kw AM, going fulltime, and adding 50 kw FM. Outstanding facility, with trained sales staff, to supervise. \$7,500 base plus commission. Send full resume, references and photo to Don Knowles—WDEA radio—Ellsworth, Maine.

Need experienced radio salesman, or man with radio schooling. Good pay and working conditions. good future. Contact Ed Carell, WGAD, Gadsden, Alabama.

Major midwest 7 station chain operation has immediate opening for trained, aggressive salesman. Protected, active account list assures immediate earning potential. Salary plus commission arrangement. Paid vacation, hospitalization, insurance program and retirement plan as fringe benefits. Send complete resume, photo to WGEE, 4800 E. Raymond St., Indianapolis, Indiana.

Fast unprecedented growth necessitates expanding sales personnel. Outstanding opportunity for two experienced salesman at Class A metropolitan daytimer. Two wide open sales markets, both capable of delivering \$200,000 minimum. For interview phone WKER 201-839-2400.

Salesman who has experience and proof of ability. Excellent opportunity for producer to make money and advance with aggressive, successful multiple owner. Send complete details to: Joe Fife, WVJS, Owensboro, Kentucky.

Radio-television sales campaign organization with A-1 references, in business 26 years, needs two good salesmen to work sales campaigns for radio and TV stations throughout U.S.A. Liberal commission, fast promotion to right parties. Single man or man and wife. Must have car and be free to travel. Now covering North and South Carolina Atlantic seaboard summer vacation area. Give qualifications, age, telephone number and address. . . . P.O. Box 9547, Treasure Island, Fla.

Wanted immediately — ambitious, experienced, radio time salesman for middle of the road 5 kilowatt CBS affiliate. Excellent opportunity, good earnings. Call R. W. Phillips, 517-753-4456, Saginaw, Michigan.

## Announcers

N.Y.C. FM looking for part-time announcers with 3rd Class-broadcast endorsement, experienced in commercial classical music combo operation. Box F-88, BROADCASTING.

Southern New England, good music station. Growing organization, license for second Southern New England station pending. Announcing, first phone. No maintenance. Tapes and resumes to: Box, F-148, BROADCASTING.

Newsman plus special events, staff work. Third class, endorsement, required. Can be key job. Letter now, tape later. Southwest. Box F-192, BROADCASTING.

Announcer wanted by established kilowatt Illinois station, not Chicago. Will pay excellent salary plus generous side benefits for versatile, creative announcer. Permanent future with pay increases, best working conditions, ideal community. Only highest quality showmanship will do. Fine opportunity for man who can follow tight format, use right balance of adult and modern music, do good air selling job. Please send tape, resume, references to Box F-193, BROADCASTING.

## Announcers—(Cont'd)

Top 40 dj with mature, yet bright sound. If you're good enough for a major metropolitan area, but prefer a stable medium size midwest market check our offer. Top rated among 6 stations. Opening current. Box F-183, BROADCASTING.

Rapidly growing group of independent stations in New York metropolitan areas seek experienced staff announcer. Must have pleasing air personality, polished news and commercial delivery also able to assume creative and responsible duties in program department, which produces extensive public affairs and special events program. Middle-of-the-road music format excellent salary for right man. Send complete resume, photo, air-check in first letter to Box F-174, BROADCASTING.

KOFO AM/FM Ottawa, Kans. July opening. Announcer with license, sales or play-by-play ability. Opportunity. Good business, industry, agriculture, college, recreation. Successful, respected, adult station. Send details and tape, Manager.

Due to major expansion—Need conscientious and capable announcer—sportscaster, who wants permanent job in good climate. Send full details; tape, salary to Manager, KSWB radio, Roswell, New Mexico.

Announcer who is versatile for well established station in city of 14,000. Send photo, tape, references and complete information, WBYS radio, Canton, Illinois.

Is this a description of your ability? You are a professional announcer, believe in adult quality programming, sharp on production. You'd like to work for a substantial, growing Florida group and make \$125 per week plus opportunity for talent. Send tape, references and background immediately to Bo Mitchell, WCOA radio, P.O. Box 1669, Pensacola, Florida.

Announcer—experienced to replace man who went to NBC, Philadelphia. Must be reliable for middle of the road daytime board shift. Good pay, some talent. Fringe benefits. WCOJ, Coatesville, Pa., 215-384-2100.

Do you have a farm background? A reasonably good voice and a 1st class ticket? Do you have a real interest in broadcast electronics? If so we suggest you see WCUB's, ad in this issue under Help Wanted Technical.

Immediate opening. Announcer with first phone for 100% country station. Must be tops. No others considered. WHYE—Roanoke, Va. 703-345-0988.

Morning personalities: The city's only fifty kilowatt station seeks a breezy, bright, adult sounding, typical "kook". (Kook on the air, a dedicated, non-temperamental idea, production and music man the rest of the day). If you like a format approach but a better brand of music, can handle a heavy spot load, work around long newscasts, but still maintain, and gain ratings, we'd like to hear your aircheck . . . Please tell all, first letter. Rush to: Wally Beethoven WIBC, Indianapolis, Indiana.

Need two bright sounding announcers with top 40 format, production experience. One, morning show. One early afternoon shift and some continuity writing. Air mail photo, tape resume. WKAZ, Charleston, West Virginia. No collect calls.

5000 watt fulltime AM & FM needs announcer with 1st class ticket. Call collect Mr. Howard or Mr. Lindsay, WKNE, Keene, New Hampshire. 352-9230.

## Announcers—(Cont'd)

Announcer-P.D. for pleasant medium market station. Middle road format. Married, good appearance, stable. Excellent spot for announcer several years experience minimum now ready assume P.D. 5 station expanding chain, good future. Start \$450-500. Resume, tape, recent earnings. Jim McDonald, WKNY, Kingston, New York.

Immediate opening for experienced announcer with salary open in a town of 15,000. Send resume and tape to Bob Thorburn, WLLB radio, Carrollton, Georgia.

Announcer-first class preferred, with dedicated home-style approach for sacred and good music station. Salary plus comm. Call 201-827-6566, WLVP, Franklin, New Jersey.

Excellent opportunity for chief engineer with announcing ability. Fine equipment, modern, pleasant station, available home, fringe benefits. WMVO, Mount Vernon, Ohio.

Wanted: Experienced announcer dj for middle-of-the-road station in western North Carolina. Must be family man. No drifters or drunks need apply. Top pay for top man. Contact Manager, WPTL, Canton, North Carolina.

Combination man wanted immediately Top 40 announcer who is an experienced engineer. Must be capable of maintenance on all broadcast equipment as well as directional. Send tape and complete resume to T. C. Hooper, WQOK Radio, Box 10007, Greenville, S. C. 29603.

Top fite announcer—1st phone necessary, for #1 Pulse rated station in Illinois' 2nd largest city. Forward complete resume, "air-check," recent photo and salary requirements to: John Speciale General manager, WRRR, Rockford, Illinois, 113 South Court St.

Help Wanted: Modern country music DJ with first class ticket and engineering ability for exclusive country music outlet in New Orleans, Louisiana. Send tape and resume to Chuck McPherson, 637 Common St.

Opening now for announcer-salesman. Contact Morris Shufflebarger 606-474-5144.

Opening now for announcer. Will consider beginners. Contact Morris Shufflebarger 606-474-5144.

Combo man with 1st class ticket. Middle of the road operation. Mid Atlantic area. Rush tape, resume & salary requirement. R. A. Walter, 70 Tanner St., Hoddenfield, New Jersey.

H. Lee Bale. Klanssek and I lost you. Write: Pierce Burgess, Meadowbrook Saddle Club, Chevy Chase, Maryland.

## Technical

5000 watt, KLMR radio and related microwave cable Co., needs a top engineer ready to take over the chief position immediately. I'm leaving after 3½ years to manage another radio station. A good engineer will be paid well and be responsible for maintaining good radio and CATV equipment. My experience proves this is an alert alive organization. I recommend it, if you have technical ability and can manage your own time well. Box F-71, BROADCASTING.

Ohio AM-FM in major market offers excellent opportunity for experienced engineer with ability and initiative. Minimum \$750.00 plus company vehicle. Send complete resume in confidence Box E-20, BROADCASTING.

B.S.E.E.—1st phone-AM experience, energetic young engineer looking for staff position with progressive TV and/or AM-FM station located near major university. Send for resume. Box F-90, BROADCASTING.

Technical supervisor for successful Midwest expanding FM station with stereo and SCA service combo, strong on maintenance considered. Box F-175, BROADCASTING.

Experienced engineer capable of accepting responsibilities of chief in a chain operation. Station is remote controlled, non-directional in one of the nation's finest communities in the Great Lakes area. Send full resume and requirements, with photo, in first letter. Only those interested in a permanent position need apply. Box F-190, BROADCASTING.

## Technical—(Cont'd)

Firstphone license. Must be reliable. No experience required, no announcing. Michigan area station. Box F-191, BROADCASTING.

Needed chief engineer, KENN, Farmington, New Mexico. Must be capable of good maintenance and do some announcing. \$115.00 weekly plus.

KSOO radio has opening for transmitter engineer. No announcing. Excellent opportunity for young man to work evenings and attend college days. Call or write Max E. Pierce, Technical Director, KSOO-TV, Inc. Sioux Falls, South Dakota.

Chief engineer for Wisconsin AM station . . . Soon to be AM-FM combination. Facility in excellent shape with mostly new equipment, spacious workshop with complete tools and test gear. Several mobile units in operation. Some air work required but emphasis on maintenance. You'll like lakeshore living and will work with alert, friendly, stable staff. You must be sober, industrious, and a self starter with a reasonably pleasant airvoice. We'll pay well for right individual. Present chief leaving to join Motorola July 1st. Send resume and salary requirements to Jack Severson, WCUB, Manitowoc, Wisconsin.

"WDBL AM-FM Springfield, Tennessee needs experienced engineer. Permanent. Light announcing. Write full particulars to general manager."

Wanted immediately—announcer-chief engineer for 2 tower directional station in beautiful central Ohio college town. Emphasis on engineering. Station is part of fast growing group. Offers good starting salary and chance for advancement. Contact Bob Kincaid, General Manager, WDLR radio, Delaware, Ohio. 363-1107, Home phone 362-0365.

Montgomery county, Maryland! Experienced only announcer/engineers. Salary open. Personal interview only. WHMC, Gathersburg 301-948-9400.

Needed by September 1st, chief engineer for WJBC, WJBC-FM and SCA. Modern equipment and transmitters. No announcing. Need man that wants and is willing to take responsibility. Must have experience and is looking for permanent position, fine Mid-western community. Write, T.R. Ives, WJBC, Bloomington Illinois, and include resume.

Chief engineer, expert on maintenance and repairs for 1 kw and FM. No announcing. Group operators, good future. Pleasant living area with good schools for settled, family man. Salary to \$500 month to start. Resume, or see Mr. Jack Sandstrom, WPIC, Sharon, Pennsylvania.

WWIZ Lorain, Ohio—Engineer, full or part time, announcing not required.

Immediate opening for experienced engineer 1st class ticket. Strong on maintenance. AM-FM. Pay top salary. Atlantic Broadcasting Co., 815 V St., N.W., Washington, D. C. HObart 2-0011.

## NEWS

Wanted: Professional news man with experience in local news gathering, to join four man news department. Dale Low, KWIX, Moberly, Missouri.

News director-announcer—to run pop Top 40 show—short shift, with balance covering news beat. Opportunity for advancement. Excellent community. WKUL, Cullman, Ala.

## Production—Programing, Others

Immediate opening for program director. "Middle of the road" format. Pennsylvania. Box E-376, BROADCASTING.

"Scenic Designer—immediate need for creative man in nation's 2nd market. Should be experienced in color tv production. Expanding staff to meet heavy schedule of live programing. Salary: open." Box F-153, BROADCASTING.

Radio sportscaster — \$7,800 — major eastern market play-by-play not anticipated. Send tape and resume. Box F-194, BROADCASTING.

## Production—Programing, Others

### Continued

Experienced aggressive person to handle copy and traffic for Chicagoland medium station in college community. Chance to progress. Write complete background experience, references and desired remuneration. Box F-198, BROADCASTING.

Program director with sales experience. Also some experience in baseball and football play-by-play. Box F-211, BROADCASTING.

Need film and tape room director must be expert film editor. Salary \$135.00 per week. Box F-214, BROADCASTING.

Immediate opening for creative male copywriter, 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 Centre, Bridgeport, Connecticut 06608.

Announcer-P.D. for pleasant medium market station. Middle road format. Married, good appearance, stable. Excellent spot for announcer several years experience minimum now ready assume P.D. 5 station expanding chain, good future. Start \$450-500. Resume, tape, recent earnings. Jim McDonald, WKNY, Kingston, New York.

## Situations Wanted—Management

Experienced manager looking for right station in right town. Stable. Box F-159, BROADCASTING.

Young experienced manager wants change from small to medium market. Prefer Carolinas. Box F-166, BROADCASTING.

Area manager desires to manage station with opportunity to buy. Seven years well rounded experience. Hard worker, married, references. All correspondence answered confidentially. Box F-170, BROADCASTING.

15 years management-sales management experience, including tightfisted administration; aggressive sales, sales training; creative promotion, programing. Looking for solid permanent opportunity. Top business, character references. Box F-207, BROADCASTING.

33 years experience. AM owner 15 years, FM owner 5 years. Play piano, organ, and sing. Active civic clubs. Presently own FM radio station, need change climate for health reasons. Prefer Hawaii. Have first phone and can do anything done in radio. It will take a ton of money with limited hours, but I'm worth every bit. Box F-218, BROADCASTING.

## Sales

Experienced salesman and play-by-play sportscaster . . . Seeking medium to large market . . . references. Box F-184, BROADCASTING.

## Situations Wanted

### Announcers

Ten years in radio announcing. Experienced disc-jockey, smooth commercial delivery; good news. New Jersey, New England need apply. Box E-402, BROADCASTING.

Bright sound—bright looks—seeking brighter future. College grad, married, 27, creative radio and TV personality. Authoritative news, 3rd ticket. Box F-10, BROADCASTING.

Creative production top 40, competent first phone. College. Four years radio. 22. Military completed. \$125 plus sales. Box F-78, BROADCASTING.

DJ, good—board, solid news, commercials, happy sound. Box F-87, BROADCASTING.

Good music stations! Employed, 700,000 market, 7 years experience, ticket, married, vet. Box F-97, BROADCASTING.

## Announcers—(Cont'd)

Engineer, morning air personality in major market, wants permanency in small station in East as chief engineer, PD, etc. College, eight years experience. \$140 week minimum. Prefer Penn. Box F-106, BROADCASTING.

Long Island, Conn. N. J. (N. Y. C. area): Part combo—age 20—first phone—1 yr. engineering in N. Y. C. Tape on request. Box F-147, BROADCASTING.

Announcer, disc jockey, first phone, production manager, four years experience, top forty draft exempt. Seeking permanent position in market of 100,000. Will relocate. Box F-151, BROADCASTING.

Young Jock—19—third ticket good voice, bright happy sound, quick thinking, funny but not overboard. Top 40, middle of road Ohio, Indiana, Michigan only. Box F-154, BROADCASTING.

Experienced announcer-DJ, now employed, seeks mid-Southeast or Southwest country-western or middle-of-road format. Single. Relaxed style, dependable. Box F-155, BROADCASTING.

Experienced — one year—announcer and newsmen—third class—good soft sell. Box F-156, BROADCASTING.

Beginner-Newscaster, announcer/disc jockey. Excellent sound, married. Box F-160, BROADCASTING.

Adult FM, Air, Office 29, BA, single, 3rd. Box F-168, BROADCASTING.

Swinger, 25, single, 5 years experience, 3rd class endorsed. \$115 minimum. Tight production. Presently employed. Tiger with audience proving it. Box F-171, BROADCASTING.

I've got the nite owl fever plus experience and talent to five 100% for an alert top 40 operation. Currently employed, strong in engineering, college, and vitality. Box F-178, BROADCASTING.

Hilarious. Highly experienced audience-builder. Middle road, major market personality deejay. Box F-181, BROADCASTING.

Major markets . . . 12 years announcing, sales, management, 31, married, seeking afternoon or evening show. Box F-182, BROADCASTING.

Five years fulltime commercial experience. Recent college graduate, 26, family, desires permanent position large metro market. Now morning dj, large listenership, strong on commercials. Play-by-play 200 games. Reference from employer. Phone 217-352-1793 afternoons. Box F-188, BROADCASTING.

Personality dj, experienced, young, news, copy production, family. Box F-200, BROADCASTING.

Negro-dj newscaster, experienced. Bright happy sound. Authoritative newscaster, married, will settle. Not a floater or prima donna. Box F-202, BROADCASTING.

Bright and happy dj announcer. Will relocate. Authoritative newscaster, tight board, not a floater or prima donna. Box F-203, BROADCASTING.

Experienced. Disc jockey — announcer — good newscaster. Spanish-English speaking. 3rd class. Family man. Will settle. Prefer New York or vicinity. Not floater or prima donna. Box F-204, BROADCASTING.

Bright air personality. Not a floater or prima donna. Family man. Box F-205, BROADCASTING.

Accurate newscaster. Control operator. Pleasant disc jockey. Experienced in women's programs. Not a prima donna, will travel. Box F-206, BROADCASTING.

Experienced dj/play-by-play man. Four years solid experience in every phase of radio announcing. Excellent play-by-play. Both rock and middle-of-road formats. Tight board. Will supply tapes, resume. Box F-210, BROADCASTING.

Newsmen seeks writing announcing experience in medium size market in or near large metropolitan area. Box F-216, BROADCASTING.

## Announcers—(Cont'd)

4 year experienced engineer desires position with progressive operation. Competent, reliable chief. Box F-173, BROADCASTING.

Good all around man (no engineering) endorsement third, married, family, college degree. Good reason for change. Highly recommended by manager of WLYB, present employer. Call AL G. At HE 6-0123, Albany, Georgia.

Licensed nut. First phone top 40 experience, medium mkt. Sincere inquiries only. Frank Flanagan, 5265 Darien Rd. Baltimore. 301-488-9536.

First phone, tech. school grad. Experienced chief & announcer. Phone 301-465-0648.

Top forty personality. First ticket. Presently employed. Creative Aggressive talent. Chuck Blakey, Bahia House Apt #2 Gulf Shore Drive. Vanderbilt Beach, Naples, Fla. 642-7980.

Anncr., 1st phone, experienced, sharp board, crack copy, production. Phone 512 383-9007 before 1 p.m. cst.

Female with first phone, experienced in announcing, copy, traffic, bookkeeping, and general office. Prefer Pacific Northwest. Beverly Knapp, 2603 Inwood Rd., Dallas, Texas.

Hate glorified jukeboxes? . . . Believe in sound, respectable broadcasting? Then, we should be together!!! Available immediately . . . strong news, production, good voice . . . all phases but play by play. 3 years commercial radio, 2 years TV, 28, married, college grad. 773-0445 Itasca, Illinois.

Heavy sports, middle road music, third ticket. April grad of Midwestern. Write Rick Rodefer, 835 Park Ave., South Bend, Indiana. Call 219-234-1705.

Third phone: Announcer and sales. Three years experience. Age 22 married. Joe Humphreys, Box 143-Jackson, Ohio. Phone 286-4313.

Competition killer—"The Mojo-Man," Box 25, Rd. #1, Burgettstown, Penna.—1-304-723-2410.

Top forty anywhere in California, C.B. radio school grad. First phone, call 408-377-3822 or write Clyde Campbell, 1131 Shamrock Dr., Campbell, Calif.

## Situations Wanted—Technical

1st phone. Production and maintenance experience to 50 kw. Some TV. Interested in combo or any phase of broadcasting. Prefer Southwestern States. Consider other locations. Box F-117, BROADCASTING.

Stable family man, presently employed chief engineer, announcing and sales experience, seeks permanent position Southeast, preferably Florida, after August 1. Box F-172, BROADCASTING.

Self study brought 1st phone at 18, now 21. Announcing experience, draft exempt. Available immediately. Box F-177, BROADCASTING.

16 years experience broadcast. 9 years chief engineer. 5 kw Da. FM. Prefer eastern states. Available immediately. Box F-199, BROADCASTING.

First phone operator light experience. Married, will relocate if necessary. Box F-201, BROADCASTING.

Chief engineer, eleven years experience on directionals and construction desires permanent position. AM-FM. Two years Chicago radio. Married, two children. Presently employed. W. Adams, 12 Congress St., Hartford, Conn. 203-524-0487.

Experienced chief engineer with ability and initiative seeks top permanent position. Designed and built two stations, modern studios, experienced RF, audio proofs. Pride in workmanship. Some college in R&TV prod., journalism, advertising. Young, married, 3 children. Prefer East. Resume, references on request. Box 294A, North Windham, Conn.

## News

Here's your man. Award material. Background, references superb. East only. TV or radio. Head department. Box F-91, BROADCASTING.

Florida preferred. 15 years with major market station—radio and TV. In Florida early July. Box F-95, BROADCASTING.

## News—(Cont'd)

Experienced announcer desires position as radio-newsmen. Experienced in gathering, writing, and airing local-area news. Penna. or Ohio. Box F-149, BROADCASTING.

News-director . . . experienced all phases . . . play-by-play . . . first phone . . . \$150. Box F-186, BROADCASTING.

Former news director, wants to return to news, currently employed as sales manager . . . can also jock . . . 3rd ticket . . . experienced. Box F-209, BROADCASTING.

News director . . . Seeks change to Southwest or Midwest. Twenty years with major market clear channel. Box F-215, BROADCASTING.

## Production—Programing, Others

Wanted: Position with future, by first phone program director-personality, strong on production. Family man, loves broadcasting, six years experience. Box F-89, BROADCASTING.

Attention: Religious broadcasters. 12 year family radio man with limited TV experience available shortly or in the fall. News specialty; also experienced in programing and sales. Box F-145, BROADCASTING.

Experienced set designer theatre technical director, presently in Navy. Available Sept. 1. Box F-138, BROADCASTING.

Quality music programing, good music background. 1st phone. Box F-179, BROADCASTING.

Sports director . . . play-by-play all sports . . . Sales, first phone, \$150-minimum . . . References. Box F-185, BROADCASTING.

P.D. good combo man, announcer, sales; experienced entertainer—good music, will work — family — \$110.00+ guarantee. Pat Coates, 1103 Illinois, Mendota, Illinois.

Professionality personified. Production, programing, promotion, personality, permanent. Promising? Please phone. Appreciate it. Box 3404, Cocoa, Florida. 305-636-2849.

## TELEVISION—Help Wanted

### Management

Having just received a construction permit from FCC for a new UHF Television station, we are looking for an experienced and competent manager to direct this facility. Located in Northeastern Ohio it will cover a population of approximately one half million covering three cities where there are no other local television stations. Send resume and picture to Box F-93, BROADCASTING.

### Help Wanted—Sales

Aggressive, experienced sales manager for exceptionally well equipped, aggressive small market station in the Mountain West, (Color film, studio and remote video tape units, color tape in 1966). \$10,000.00 plus over ride. Close to excellent hunting, fishing, skiing, water skiing, and etc. Here is a town you can raise your family in without the worry of juvenile delinquency, and etc. The man we want must stand a rigid investigation. Send a complete resume, picture, and etc., to Mr. Gordon O. Glasmann, P. O. Box 547, Twin Falls, Idaho.

## Announcers

Staff announcer: Minimum five years in commercial television with at least three years as booth, commercial, or play-by-play announcer. Wish man with pleasing personality, good commercial talent and sports background preferred. Send resume, photo to Box F-115, BROADCASTING.

Feel you're better than Paar or Godfrey . . . just haven't been discovered? Number 1 VHF in 3 station midwestern market needs "personality" announcer with off-beat flair . . . must be strong on commercial presentation. Send resume, video tape, picture and salary requirement to Box F-141, BROADCASTING.

## Announcers—(Cont'd)

KOMU-TV, Columbia, Missouri needs a capable booth and on camera announcer but we might gamble on a man with radio background and TV potential. If you fit the picture contact Monte Gurwit, Program director.

Excellent opportunity, in good climate for versatile announcer—sports, news, and some directing. Permanent job. Must be cooperative and willing to work. Send tape, snapshot and complete application by air mail to manager, KSWB TV, Roswell, New Mexico.

## Technical

Chief engineer for Eastern VHF with multiple station ownership has immediate opening. Should have knowledge of all phases of technical operation. Excellent opportunity for future. Send details including experience and background. Box D-313, BROADCASTING.

1st phone engineer for Southwestern VHF. Must be strong on maintenance and theory with minimum five years experience all television broadcast engineering. \$600 minimum. Resume and references to Box F-116, BROADCASTING.

Opening for competent man qualified as assistant chief engineer, or possibly chief engineer of established radio-television combination. Box F-197, BROADCASTING.

Video Switcher-Director with one year experience and 1st phone for shift work. contact Jim Fredinburg Chief Engineer KNOP-TV North Platte, Nebraska.

Stable transmitter engineer, to live at transmitter site. Modern residence and utilities furnished. Operating shift with minor maintenance. Good opportunity for capable engineer. Send details air mail to Manager, KSWB, Roswell, New Mexico.

Transmitter operating technician AM, FM, TV. No announcing. Salary based on background and experience. Send resume to Chief Engineer, WAIM, Anderson, South Carolina.

Chief engineer for UHF educational station. Contact: Lloyd Kaiser, Manager, WITF-TV, Box Z, Hershey, Pennsylvania 17033.

Oldest television station in Miami is expanding. Presently seeking television technician-operators. Must have at least two years recent experience and current first class license. Send resume to WTVJ, c/o Ken Littrell, P.O. Box 2440, Miami, Florida.

We are increasing our engineering staff. Openings available for both studio and transmitter maintenance men. This is an excellent opportunity, work and advance in accordance with your ability. Send complete resume, salary requirements and recent photograph to Charlie Parrott, Chief Engineer, WTVM-TV, Columbus, Ga.

CATV engineer. Actual CATV experience not necessary. Engineering degree preferred, microwave experience preferred. Send complete resume and salary requirements to Television Cable Co., Box 895, Myrtle Beach, S. C.

## News

Major midwestern television station has opening for aggressive news man experienced at gathering, writing, and reporting news on television and radio. Position demands maturity and experience. Excellent opportunity. Send video and/or audio tape with resume. Box E-409, BROADCASTING.

News anncr/writer, must want to learn to operate houston—fearless processor—aggressive news department with growth potential for right person. Send all resumes with VTR or film to: News director, KCOY-TV, PO Box 166, Santa Maria, Calif. 93454.

## Production Programing & Others

August 1 opening for operations manager and experienced on-camera news talent for new Midwestern television station. Send all pertinent information to Box F-42, BROADCASTING.

## Production—Programing, Others

### Continued

Television production-operations manager. If you are ready for major eastern TV market—to supervise television directing staff and all program production in one of the most active television stations in the country, then we're interested in you. Must be experienced, an administrator, handle agencies and staff well and be ready to roll up your sleeves and get to work. Salary will match ability—opportunity unlimited with flagship station of group operation. Send complete resume to Box F-126, BROADCASTING.

Production—Wanna swing with Virginia's leading top 40 operation entering it's eighth year as the number one station in this major East coast market? Ya gotta be an excellent production man to earn an above average salary with us. Don't telephone . . . send non-returnable tape, resume and picture to Roger Clark, Program director, WGH, Norfolk, Virginia.

## TELEVISION—Situations Wanted

### Management

Available within 30 days manager with 20 years experience, last 16 with same firm. Know all details from selling to internal control. Age 43, married, solvent. Experienced in single station and group operations. All replies answered, Reply Box F-189, BROADCASTING.

Young, energetic man with 8 years experience in financial management with network and stations seeks position as business manager with top market station. Qualified for this position excellent references. Min. salary \$12,500. Box F-108, BROADCASTING.

### Announcers

Announcing team wants to help your station. Man: Experienced announcer, news, programing, production. Woman: TV announcing, directing, production, programing, continuity. We offer you fourteen years combined experience, quality and talent. What do you have to offer? Box E-154, BROADCASTING.

Network calibre announcer-personality. Commercials; weather; interviews; audience. Major groups. Comes on very strong. Video tape available. Box F-176, BROADCASTING.

Looking for just a radio/television announcer, do not read any further! But, if you want an experienced, versatile, personality/announcer skilled in the art of interviewing and hosting both on television/radio, I'm your man. Box F-217, BROADCASTING.

Radio announcer 20 years experience. Born and raised in Pennsylvania. Prefer job in Penna. Want job as TV announcer at any station in Penna. No tape. Prefer to audition in person anywhere in Penna. My car is ready. Please contact me Frank Edwards. Colonial Manor Hotel, Route 30, Irwin, Pa.

## NEWS

Broadcast journalist desires news management position. Assign, gather, write. Six years present employer. Responsible, family. \$9,000. Box F-45, BROADCASTING.

## Production—Programing, Others

Director—6 years experienced commercial and ETV . . . program production. Box F-157, BROADCASTING.

Presently employed in radio. Nine years at present job. Want to move into T.V. family man, reliable, sober. Box F-158, BROADCASTING.

COMPTROLLER: TV, young, experienced, degree, bond, finest character, highest references. Box F-165, BROADCASTING.

Married man desires position in production, Clemens C. Kuhlig 2811 W. 27th Ave. Denver, Colorado.

## WANTED TO BUY—Equipment

250 watt FM stereo transmitter; prefer complete equipment package. Also interested in background music. Must be in good condition. KEAN Brownwood, Texas.

KTR-100-A Raytheon 7 kmc Tenth watt microwave system. KFBC-TV, William C. Grove, 2923 East Lincolnway, Cheyenne, Wyoming.

Wanted: RCA 76B-5 Studio console complete with power supply and manual. Will consider other types. Write stating condition, price, and delivery. WRHI P.O. Box 429, Rock Hill, South Carolina.

RCA TT5A television transmitter for low band operation. State condition, price and availability. Contact Edward M. Tink, Engineering V.P., Blackhawk Broadcasting Company, Insurance Bldg. Waterloo, Iowa.

Wanted: Used 50 kw—230 volt—3 phase gasoline driven motor generator. Also automatic lode transfer controls, running time & frequency meters. Contact Bob Howard, WPGC radio, Washington 19. D. C. Phone (Code 301) JO 8-8677.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Heliac, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list, S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

Towers—Four 225' SS, Blaw Knox, base insulated. Complete with lighting. Steel galvanized. Tower Service, Inc., N76W13911 Lomas Lane, Menomonee Falls, Wis. FL 3-9300.

Used equipment for sale: Gates MBC-20 multiplex exciter and SCA generator \$495. Two Ampex 450 tape playback machines, automatic reversal \$425 each or \$795 for two. W.E. 1128-c limiting amplifier \$195. W.E. 110A limiting amplifier \$110. Gates M-4809 remote control equipment \$475. WRFM, 41-30 58th St., N. Y., N. Y. 11377. Phone Defender 5-1051 code (212).

The complete source of used broadcast equipment . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Measurements' model 58 noise & field strength meter including loops, case—hardly used \$500; EA model AW O-1 ma recorder \$175. Box F-18, BROADCASTING.

Altec 639A Microphone complete w/plugs, new condition, factory packaged \$190.00 each. Fidelity Sound, Inc., 1427 Landon Avenue, Jacksonville, Florida.

Closed circuit TV equipment new-condition. Write for listing. Fidelity Sound, Inc., 1427 Landon Avenue, Jacksonville, Florida.

For sale: A Gates FM-1C, 1000 watt FM transmitter, only one year old. It's beautiful and in perfect operating condition. Also for sale, a Gates 4-Bay (FMA-4) Cycloid antenna, tuned for 105.5 mc, and 265 feet of nearly new 7/8" Heliac line. This equipment is available about August 10th. Only reason for selling is increase to 100,000 watts. You can save almost \$3,000.00 while you own a fine piece of equipment. Contact: Howie Sturtz II, President, WCCN FM, Nielsville, Wisconsin. 715-743-3333.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.



## MISCELLANEOUS

### Continued

Need help? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

Gags galore for deejays! Catalogue free. Ed Orrin, 8034 Gentry, N. Hollywood, Calif.

"The Weekly Prompter". Radio division, 4551 West Lake Avenue, Glenview, Illinois. Seven sections sample script. Exclusive.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 16, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin June 29, Aug. 3, Sept. 7 & Oct. 12. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

## INSTRUCTIONS—(Cont'd)

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! Career Academy, School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202.

First phone through tape recorded instruction or in six week resident class starting July 7. Bob Johnson Audio-Visual License Training, 1201 Ninth, Manhattan Beach, Calif.

## RADIO—Help Wanted—Management

# STATION MANAGER

University needs manager to revitalize 20,000-Watt FM station. Fundamental: An ability to create and sustain programs of significance and compelling interest to the educated man. No worry about ratings. No worry about sales. Just consistent high quality—but not snobbish—contemporary radio broadcasting. Send resume, reactions and salary requirement to Roger Cole  
PERSONNEL DEPARTMENT  
BOSTON UNIVERSITY  
100 CUMMINGTON STREET  
BOSTON, MASS. 02215  
An Equal Opportunity Employer

## Sales

### BROADCAST SALES ENGINEER

If you have an intense and sincere desire to sell broadcast equipment to AM, FM and TV stations, mail your resume today. If we think you might be the man we will give you a chance to sell us during a personal interview.

You should have a BSEE or equivalent and minimum of 3 years actual experience in broadcast engineering. Must like to travel and meet people. If accepted you will join one of the top sales teams in the nation, which pays excellent salary plus commission and traveling expenses.

The standards are high and only top men will be accepted. If you think you are the man mail resume to:

Box F-161, Broadcasting  
An Equal Opportunity, Employer

## Announcers

### MONEY, SECURITY, PRESTIGE

The solid sound of modern radio. An opportunity to name your own ticket. Make ability pay with the big signal in Northwest. More for first phone and/or versatility. Daytime shift with possible TV. Tight production personality a must. Don't scream on your audition . . . do it smooth, but bright. We prefer an air check. Our signal covers several states and we're contemporary. You can advance with us too. Send tape, resume, picture . . . this is an immediate opening. Tapes will be returned. Write Bill Drilling, Programed manager, KFVR radio, Bismarck, North Dakota.

## Announcers—(Cont'd)

### WANTED: MORNING MAN

Are you an expert in personality with a proven track record in major-medium market contemporary radio? Is your show top rated in your market? Are you mature, creative, hard working, reliable? This major eastern station is interested in you! Rush tape resume, ratings, references, photo to:

Box F-180 BROADCASTING

### WORL—Boston

Seeks young, aggressive announcer. Top forty format. Call or write Ken Carter, Operations Manager, 423-0210, 330 Stuart St., Boston.

## Technical

### WOHO RADIO

in Toledo, Ohio needs a knowledgeable Chief Engineer who knows maintenance and can handle a 4 tower directional array. Call collect for:

Gerry Spinn  
Area code 419-693-6576

## Production—Programing, Others

### WANTED: FARM DIRECTOR

We need a man qualified to fill a big pair of shoes. Our former director went to the top in NATRFD. If you believe you have what it takes and desire to plan your future with us, contact:

Ken Headrick  
Program Director  
KFAB Radio  
Omaha, Nebraska

### You Can't Top A CLASSIFIED AD

in

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

## Situations Wanted

### Management

#### ABILITY FOR SALE

Young motivated executive (29) currently with automotive manufacturer desires challenging and creative position in broadcasting management. Degrees in accounting/finance and marketing. Advancement has been based on ability and solid accomplishments. Organization, analysis, planning, action and versatility are part of broad background. Prefer position demanding originality of thought. Demonstrated knowledge and interest in broadcasting. Advancement opportunities of importance. Five figure salary. Would consider limited financial investment. Resume upon request.

Box F-163, Broadcasting

## Situations Wanted—Announcers

#### ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio  
3911 Pacific Highway  
San Diego 10, Calif.

#### DIRECT FROM ENGLAND

WALLY GRAY INSTANT RATING BUILDER  
Experienced radio DJ who knows the groups personally available immediately for shows. One to three weeks duration only. For taped interviews, exclusive records played by knowledgeable English DJ ring EL 4-4421, or Write c/o WPDQ, Jacksonville, Florida.

#### NEED REALLY TOP MORNING MAN? WELL KNOWN COMEDY-DJ and PERSONALITY TV-EMCEE

20 yrs. Top Ratings . . . all formats. Gainfully employed large Eastern station but being "automated" . . . creativity curtailed. "Talker" but easily controlled by intelligent P.D. who gives just enough reins for ratings. Best refs . . . tapes . . . bio . . . and the "usual" . . . but prefer personal interview. Making good five-figure salary. Married . . . kids . . . looking for permanent niche interested? Box F-162, Broadcasting.

## Production—Programing, Others

#### SPORTS DIRECTOR

For a major market station I offer the following: a solid background in all sports; 8 years of play-by-play (4 with my present employer) including college football and basketball and Major League baseball; a sports rating tops in this 12-station market.

Box F-152, BROADCASTING

## Production—Programing, Continued

#### ASSISTANT TV AND ADVERTISING PROMOTION MANAGER

Eastern top 10 market should be experienced in sales advertising and promotion and familiar with all phases of audience advertising and promotion, publicity and merchandising. Send resume and salary requirements.

Box F-143, BROADCASTING

## EMPLOYMENT SERVICE

### THE AMPS AGENCY

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For the attention and consideration of Radio and Television Stations, packagers, Ad agencies, commercial producers, client advertisers and others, we have hundreds of excellent, thoroughly qualified applicants with broadcast experience in all job categories. Among these men and women are the people you need. Phone or write us now.

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Private broadcast # (303) 534-6810

## WANTED TO BUY—Stations

SMALL GROUP INTERESTED in acquiring another AM facility. Will consider any station in any market. Contact:

JIM BONNETTE  
BOX 66  
PERRYSBURG, OHIO

## WANTED TO BUY—Stations

### Continued

#### STATIONS WANTED:

Expanding chain ready to buy one or two more stations in New England, New York, Pennsylvania, New Jersey, Maryland, Delaware. Interested in all size markets. Reply kept in strictest confidence. Arnold Lerner, WLLH, Box 1400, Lowell, Massachusetts.

## FOR SALE—Stations

#### Pacific Northwest AM

operating 13 years without really working local market, so there's small cash flow. Class IV full-timer. \$25,000 down will handle. Total \$160,000 with \$200/mo. lease. 390-ft. tower. Half million population in 500 uv signal contour. Direct or through your broker. Don't hesitate.

Box F-48, BROADCASTING

#### FOR SALE—

1000 Watt Rocky Mtn. Area Radio Station. Well equipped. \$10,000 or less down for quick sale, name your terms.

Box F-212, Broadcasting

#### FOR SALE

#### MIDWEST MAJOR MARKET

5,000 WATT FULLTIME PLUS FM

\$1,000,000 category

Sincere Principals Only

Box F-150, Broadcasting

#### SOUTHWEST UNITED STATES

Small Market Station in fast-growing community. Showing steadily increasing profits.

- \* Excellent equipment
- \* Modern new remote studios
- \* No liabilities

Total Price—\$60,000 with \$20,000 down

Box F-167, Broadcasting

Continued from page 92

preside at hearings in proceeding on application of Big Four Broadcasting for renewal of license of KMRE Anderson, Calif.; scheduled prehearing conference for July 30 in Washington, and hearing for Oct. 1, in Anderson. Action June 8.

■ Designated Examiner Herbert Sharfman to preside at hearings in proceeding on applications of Capital Broadcasting Corp. and Capital News Inc. for new FM's in Frankfort, Ky.; scheduled prehearing conference for July 13 and hearing for Sept. 9. Action June 8.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Meriden-Wallingford Radio Inc. (WMMW), Meriden, Conn., to reopen record in proceeding on application of Fitzgerald C. Smith, t/ras Southington Broadcasters for new AM in Southington, Conn., and conference will be held at call of examiner. Action June 11.

■ Granted motion to extend time from June 15 to June 22 to file proposed findings in proceeding on AM application of Northern Indiana Broadcasters Inc., Mishawaka, Ind. Action June 10.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Sergio Martinez Caraballo and Caribbean Broadcasting Corp. for new FM in Arecibo, P. R. upon request by Caribbean concurred in by all other counsel, rescheduled June 14 further prehearing conference for July 14. Action June 11.

■ Granted motion by La Fiesta Broadcasting Co. and corrected transcript of record in

**FOR SALE—Stations**

Continued

**PROFITABLE**  
**S.W. CLASS C FM STATION**  
 stereo-background music  
**\$75,000 with \$15,000 down**  
 10 year pay-out  
 Good reason for selling  
**Box F-164, Broadcasting**

To buy or sell Radio and/or TV properties contact:  
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**AUSTIN, TEXAS 78756**

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Me.	single	fulltime	\$100M	terms
Gulf	medium	race	125M	29%
S. E.	metro	AM & FM	225M	terms
N. Y.	major	daytime	310M	SOLD
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**STATIONS FOR SALE**  
**SOUTHWEST MAJOR MARKET**  
 Established record of successful operation by non-radio owner who is now anxious for a quick sale to take advantage of other investment opportunity. Gross \$10,000 a month. Open to offer.  
**JACK L. STOLL & ASSOCIATES**  
 6381 Hollywood Blvd.  
 Los Angeles 28, California

proceeding on application and that of Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex. Action June 10.

By Hearing Examiner Millard F. French

■ Formalized by order agreements reached and rulings made at June 14 prehearing conference in proceeding on AM application of Lampasas Broadcasting Corp. (KCYL), Lampasas, Tex., and specified certain procedural dates and continued July 14 hearing to Oct. 5; by separate action, granted applicant's petition and accepted publication of notice. Action June 14.

By Hearing Examiner Isadore A. Honig

■ Granted June 10 motion by Midwest Television Inc. to continue certain procedural dates, including further hearing, and to specify date for exchange of any revised engineering exhibits prepared by Midwest in proceeding on application for new TV on channel 26 in Springfield, Ill., and continued from June 10 to Aug. 16 date for notification to Midwest of witnesses required for cross-examination, June 22 further hearing to Sept. 15, and specified July 30 for exchange of any revised engineering exhibits. Action June 14.

By Hearing Examiner Jay A. Kyle

■ Specified June 28 by which time KAAV Inc. shall submit rebuttal exhibits and scheduled hearing to reconvene on July 8 in proceeding on application of Effingham Broadcasting Co. for license to cover power increase for WCRA, Effingham, Ill. Action June 14.

■ Pursuant to June 10 prehearing conference in proceeding on applications of Television Broadcasters Inc. to move trans. of its KBMT (TV), channel 12, Beaumont, Tex., increase ant. height, decrease vis. power and make other changes and for renewal of licenses of KBMT and Texas Goldcoast Television Inc. (KPAC-TV), Port Arthur, scheduled hearing to commence July 12 in Washington, for presentation and consideration of stipulations and other documents; and resumption of hearing for July 20 in Beaumont. Action June 10.

■ Formalized by order ruling made on record on June 7 in proceeding on application of Tuscarawas Broadcasting Co. for new FM in New Philadelphia, Ohio, and granted petition by Dover Broadcasting Inc., for leave to intervene. Action June 9.

By Hearing Examiner H. Gifford Irion

■ Granted request by Garden City Broadcasting Inc. (KYSS), Missoula, Mont., to continue further hearing from July 1 to July 2 in proceeding on AM application and that of Flathead Valley Broadcasters (KOFI), Kalispell, Mont. Action June 15.

■ Continued June 28 hearing to Sept. 21 in proceeding on applications of Regional Broadcasting Corp. and Evergreen Enterprises Inc. for new FM in Loveland, Colo. Action June 14.

■ On own motion, scheduled oral argument for June 14 on applicant's petition for leave to amend in proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSUR-TV (ch. 9) Ponce, and to increase power of WKBM-TV (ch. 11) Caguas, P. R. Action June 11.

■ On own motion, continued June 21 further hearing to July 1 in proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting Inc. (KYSS), Missoula, Mont. Action June 10.

■ On own motion, converted June 14 hearing into further prehearing conference which will be held on that date in proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM), Yakima, Wash. Action June 10.

■ Upon request of all parties in proceeding on AM applications of WFLI Inc. (WFLI), Lookout Mountain, Tenn., and Newhouse Broadcasting Corp. (WAPI), Birmingham, Ala., continued June 29 hearing to Sept. 14. Action June 8.

■ On own motion, scheduled further hearing for June 10 in Henderson-Boulder City, Nev., TV channel 4 proceeding. Action June 8.

**BROADCAST ACTIONS**

by Broadcast Bureau

Actions of May 15

■ Granted renewal of licenses of following main and co-pending auxiliaries: WKLW-FM Grand Rapids, Mich.; KFQD Anchorage.

■ Granted SCA on sub-carrier frequency of 67 kc for following FM's: WJBC-FM Bloomington, Ill.; KAIM-FM Honolulu; WBLR-FM Batesburg, S. C., and WBNT-FM

Oneida, Tenn.

WHSB(FM) Alpena, Mich.—Granted license for FM; specify ERP as 97.65 kw, and redesignate ant.-trans. and studio location and remote control point.

KFOG(FM) San Francisco—Granted CP to change type ant., and make engineering changes; remote control permitted.

WWOS(FM) Palm Beach, Fla.—Granted CP to install new trans. and new ant.; increase ERP to 100 kw, and decrease ant. height to 225 feet; conditions.

KGEE-FM Bakersfield, Calif.—Granted mod. of CP to decrease ERP to 34 kw.

WCOM-FM Urbana, Ohio—Granted mod. of CP to change type trans. and type ant., and make engineering changes.

WGOV-FM Valdosta, Ga.—Granted mod. of CP to change type trans. and type ant., increase ERP to 100 kw, and decrease ant. height to 226 feet; conditions.

WMJR(FM) Ft. Lauderdale, Fla.—Granted mod. of CP to change ant.-trans. and studio location and remote control point to Oakland Park, and change type trans.

KCLE-FM Cleburne, Tex.—Granted mod. of SCA to change exciter unit, and use sub-carrier frequency of 41 kc for telemetering.

**Actions of June 14**

WBRE-TV Inc. Dallas, Trucksville, Shavertown and Hillside, Pa.—Granted CP for new UHF-TV translator, on channel 79, to rebroadcast programs of WBRE-TV (ch. 28), Wilkes-Barre, Pa.

KOSI Aurora, Colo.—Granted CP to increase night power from 500 w to 5 kw, continued operation on 1430 kc, 5 kw-D, DA-N; change ant.-trans. and studio locations; make changes in DA system, and in ground system; remote control permitted while using non-DA; conditions.

WFUR-FM Grand Rapids, Mich.—Granted CP to install new trans. and new ant.; make changes in ant. system, and increase ant. height to 255 feet; condition.

\*WUFT(TV) Gainesville, Fla.—Granted mod. of licenses to change name to Board of Regents, acting for and on behalf of University of Florida.

WVNI-FM Newark, N. J.—Granted CP to move ant.-trans. location; install new trans. and new ants.; increase ERP to 24 kw and ant. height to 670 feet; remote control permitted; conditions.

KNOE-TV Monroe, La.—Granted mod. of CP to reduce aur. ERP to 50 kw.

**Actions of June 11**

WINC Winchester, Va.—Remote control permitted.

Washington County Television Toquer-ville, Utah—Granted CP for new VHF-TV translator, on channel 5, to rebroadcast programs of noncommercial educational KUED-TV (ch. \*7) Salt Lake City.

■ Following were granted extensions of completion dates as shown: WYES-TV New Orleans, to Dec. 11; K12ET, Jackson County, Walden, Rand, Coalmont and Crowder, Colo., to December 11.

KLAK Lakewood, Colo.—Granted CP to increase nighttime power from 1 kw to 5 kw, continued operation on 1600 kc, 5 kw D, DA-N; change ant.-trans. and studio location; make changes in ant. system, and in ground system; conditions.

K80AZ, K72BH, K77AX Mason, Tex.—Granted assignment of CP and licenses to Chew and Norman R. Phillips, d/b as company of same name; consideration \$6,000 by Phillips for Franklin Girmsley's 50% interest.

WGCM Gulfport, Miss.—Granted license covering increase in daytime power and installation of new trans.

KZTV(TV) Corpus Christi, Tex.—Granted CP to install auxiliary ant. system at main trans. and ant. location; condition.

WAFB-TV Baton Rouge, La.—Granted CP to install auxiliary trans. and ant. at main studio location.

K02DV O'Brien, Ore.—Granted CP to replace expired permit for new VHF-TV translator.

K83BH, K80BX Granite Falls, Minn.—Granted CP's to change frequencies to channels 83 and 80 for UHF-TV translators; also change type trans. and make changes in ant. system for K83BH.

WGCM Gulfport, Miss.—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

WIS-AM-TV Columbia, S. C.; WTOL-TV Toledo, Ohio, and WSFA-TV Montgomery, Ala.—Granted mod. of licenses to change name to Cosmos Broadcasting Corp.

WSLT Ocean City-Somers Point, N. J.—Remote control permitted; conditions.

**Actions of June 10**

WDIF(FM) Buffalo, N. Y.—Granted extension of completion date to October 1.

WFTW-FM Fort Walton Beach, Fla.—Granted SCA on sub-carrier frequency of 67 kc.

KDOK-FM Tyler, Tex.—Granted license for FM.

WDIF(FM) Buffalo, N. Y.—Granted mod. of CP to change ant.-trans. and studio location, change type trans. and type ant., increase ERP to 50 kw, and make engineering changes; conditions.

W02AJ Cuevas, Long Beach and Pass Christian, Miss.—Granted mod. of CP to change transmission line and ant. height for VHF-TV translator.

\*WVIZ-TV Cleveland—Granted extension of completion date to December 9.

KBEA(FM) San Diego—Granted CP to increase ERP to 27 kw, and make engineering changes.

WMVB-FM Millville, N. J.—Granted CP to change type ant., increase ERP to 10 kw, and decrease ant. to 165 feet; conditions.

WNCN(FM) New York—Granted CP to install auxiliary trans. at main ant.-trans.

K70AP Greenville, Calif.—Granted CP to change type trans. for UHF-TV translator.

WV0G(FM)—Boca Raton, Fla.—Granted mod. of CP to make changes in ant. system, change type trans. and increase ant. height to 280 feet.

WCOA-FM Pensacola, Fla.—Granted mod. of CP to change type trans. and type ant.

#### Actions of June 9

WGL Fort Wayne, Ind.—Granted renewal of license; conditioned to no pre-sunrise operation with daytime facilities.

KATV(TV) Little Rock, Ark.—Granted mod. of CP to change ERP to 240 kw vis., and 120 kw aur.; change trans. location to near Redfield; type trans. and type ant.; make changes in ant. structure and system, and increase ant. height to 1,940 feet.

WIKI Irondale, Ala.—Granted extension of interim authority operation to August 10.

Granted renewal of licenses of following main and co-pending auxiliaries: KAFM-(FM) and SCA Salina, Kan., KBEL Idabel, Okla., KGFV Kearney, Neb., \*KMUW(FM) Wichita, Kan., KNCO-AM-FM Garden City, Kan., KOLT Scottsbluff, Neb., KAKC-AM-FM Tulsa, Okla., KCRB Chanute, Kan., KLCB Libby, Mont., KNBI Norton, Kan., KOKL Okmulgee, Okla., and KRMG-AM-FM and SCA Tulsa, Okla.

#### Actions of June 7

KBEE-FM Modesto, Calif.—Remote control permitted.

WSIV-AM-FM Pekin, Ill.—Granted change in remote control authority.

#### New call letters requested

■ WKOS Ocala, Fla. — Greater Ocala Broadcasting Corp. Requests WWKE.

■ WJWR Palmyra, Pa.—Harrisburg Broadcasting Corp. Requests WRLC.

■ New Albany, Ind.—M. R. Lankford Broadcasting Co. Requests WNIR.

■ KGRO Dallas—McAlister North Texas Broadcasting Corp. Requests KABY.

■ Lexington, Neb.—Nebraska Educational Television Commission. Requests KLNE-TV.

■ Bangor, Me.—Downeast Television Inc. Requests WEMT.

■ WMET Miami—Latin Broadcasting Corp. Requests W0AHI.

■ San Bernardino, Calif.—The Mapel Chapel. Requests KITR.

■ WPFM Providence, R. I.—Brown Broadcasting Service. Requests WBRU.

#### Rulemakings

##### PETITIONS FOR RULEMAKING FILED

■ Fort Myers, Fla.—Riverside Baptist Church of Fort Myers Inc. Requests institution of rulemaking proceedings to amend FM table of assignments by adding FM channel 240A or 237A to Fort Myers. Received June 3.

■ WACO-AM-FM Waco, Tex. — WACO Broadcasting Corp. Requests institution of rulemaking proceedings to make following changes in TV table of allocations. Waco: delete \*28, add 14 and make already present 34 educational. Seguin, Tex.: delete 14 and add 80. Received June 7.

■ KWWL-AM-TV Waterloo, Iowa—Black Hawk Broadcasting Co. Requests amendment of rules to make following changes in FM table of assignments. Waterloo: delete 266, add 300. Delwin, Iowa: delete 300, add 222. Charles City, Iowa: delete channel 244A and add 265A. Received June 8.

■ Plantation Key, Fla.—Sounds of Service Radio Inc. Requests amendment of rules to delete FM channel 262 assigned to Key West, Fla., and reassign channel to Plantation Key. Received June 9.

July 13 as deadline for submitting applications for franchise. Current applicants are: Neptune Broadcasting Corp., Steubenville, Ohio; Meredith-Avco Corp., New York, and Ohio Cablevision Inc., which is seeking a renewal of a previous agreement.

Pomeroy, Ohio—Tower Antennas Inc., a multiple CATV owner, and Multi-Channel Inc., Portsmouth, Ohio, have separately applied for franchises. Tower Antennas, represented by Ralph Squires, vice president, has recently completed a system in Gallipolis, Ohio. Multi-Channel is represented by Paul Setters.

■ Shaker Heights, Ohio—Telerama Inc. (minority interest held by Scripps-Howard Broadcasting Corp. [WEWS(TV) Cleveland]) has been granted a non-exclusive franchise. Subscriber costs are established at \$25 for installation plus \$5.90 monthly. An application by Cleveland Area Television Inc. (Cox Cablevision Corp. and the Cleveland Plain Dealer) has passed a first reading.

Wellsville, Ohio—Columbiana CATV Inc., (held jointly by the East Liverpool Review, East Liverpool, and Neptune Broadcasting Corp., Steubenville, both Ohio) has applied for a nonexclusive franchise. Estimated monthly fees would be \$4.95 with 3% of the firm's annual gross revenue going to the city. A similar proposal was presented to the East Liverpool city council (BROADCASTING, June 14). Rego Industries was awarded a franchise late in 1964 in both cities.

■ Manheim, Pa.—Television Community Services Inc. and Peoples Broadcasting Co. have separately been granted rights to attach cable systems to utility poles belonging to the township. No specific franchise ordinances were passed.

Gaffney, S. C.—General Cablevision of Carolina Inc. (represented by attorney Calhoun Turner, Greenville, S. C.), has applied for a franchise. Subscriber costs for the 12-channel system would be \$25 for installation and \$5 monthly. The city would receive 2% of the annual gross receipts for the first five years and 3% thereafter.

Stafford county, Va. — Cablevision of Fredericksburg Inc. (represented by attorney Kenneth T. Whitscarver Jr.) has applied for a franchise to serve the Falmouth and Ferry Farms areas. The company, which now serves Fredericksburg, Va., would provide free service to schools and fire departments and would pay the county 1½% of the annual gross receipts. Subscriber costs are \$10 for installation and \$4.95 monthly.

Edmonds, Wash.—Wally Nelskog (president and general manager, KIXI-AM-FM Seattle) and Telecable Inc., Seattle, have applied for franchises.

■ Cowlitz county, Wash.—Cowlitz Cablevision Inc. has been granted a franchise to serve the county areas adjacent to Kelso and Longview, Wash.

## COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 16. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations. Reports appear in alphabetical order by states. ■ Indicates a franchise has been granted.

Coalinga, Calif.—Central California Communications Corp. (John C. Cohan), Salinas, Calif., a multiple CATV owner, and General Electric Cablevision Corp., Los Angeles, a subsidiary of General Electric Co., have applied for franchises.

Los Banos, Calif.—Valley-Vision Inc. and General Electric Cablevision Corp. have applied for franchises. A previous applicant is Central California Communications Corp., Salinas, Calif. Valley-Vision would bring in the following TV channels: KTVU (TV) Oakland-San Francisco; KMJ-TV, KJEO (TV) and KFRE-TV, all Fresno; KSBW-TV Salinas; KQED (TV) San Francisco, noncommercial; KNTV (TV) San Jose, and KBAK-TV Bakersfield, all California. In addition 35 FM stations would be provided. In the future two Los Angeles TV channels plus a weather service would be carried. The schools, fire house and city offices would receive free service.

Merced, Calif.—City council has invited all interested firms to submit bids for a franchise by July 1. An application is already on file from Storer Broadcasting Co., a group station owner, Miami Beach, Fla.

Oceanside, Calif.—Robert Prescott of Electronics Discount Center, 109 N. Hill St., has applied for a franchise. Subscriber costs would be \$15 for installation and \$6.95 monthly until 1,500 homes are using the cable, then the fee would drop to \$6 monthly.

Pleasant Hill, Calif.—Telepix Corp. has applied for a 20-year franchise. The company would bring in 12 TV signals and more than 20 FM's. Subscriber costs would be \$25 for installation and \$5 monthly and the city would receive 3% of the annual gross receipts. All schools would receive free service.

San Mateo county, Calif.—The county has approved a set of rules governing CATV grants: the franchises will be non-exclusive; 2% of the annual gross receipts will be paid to the county; the companies must comply with local regulations; public buildings will receive free service, and rate adjustments must be approved by the county board of supervisors.

■ Santa Maria, Calif.—Santa Maria Valley Cable TV (subsidiary of H&B American Corp.) has been granted a 15-year exclusive franchise. The estimated cost of the system is more than \$1 million. Subscribers will pay \$4.75 monthly to receive 12 TV signals. The city will receive 2% of the annual gross receipts. Rejected because of a "material defect" in its application was Cable TV Service.

Quincy, Ill.—Cablevision Inc., Quincy, (held jointly by Quincy Newspapers Inc., Quincy Broadcasting Co. [WGEM-AM-FM-TV Quincy] and Continental Cablevision Inc., Tiffin, Ohio) has applied for a franchise. Estimated monthly fee would be \$4.50 to \$5.50. A previous applicant is Gregg Cable Vision, Nashville.

Bloomfield, Ind.—Cable TV Inc. has applied for an exclusive franchise to operate a proposed 12-channel system.

Greenfield, Ind.—Community Teleception Inc., Indianapolis, has applied for an exclusive franchise. City council is considering the adoption of a mandatory \$5,000 performance bond to be established by any firm requesting permission for CATV construction.

Richmond, Ind. — Central Broadcasting Corp. (WKBV Richmond) and Community Teleception Inc., Indianapolis, have filed separate applications for a franchise. An earlier applicant is Miami Valley Broadcasting Corp. (Cox Broadcasting Corp.), which submitted its proposal in August 1963.

■ Tompkinsville, Ky.—Pioneer Cable Television Co. (Bernard Pickereel and Charles Hale, owners) has been awarded a franchise. The following stations will be carried: WDCN-TV (noncommercial), WLAC-TV, WSIK-TV and WSM-TV, all Nashville, Tenn.; WAVE-TV and WHAS-TV, both Louisville, Ky.; WLTV (TV) Bowling Green, Ky.; WDEF-TV Chattanooga, Tenn., and WTVW (TV) Evansville, Ind.

■ Greenfield, Mass.—An exclusive franchise has been awarded to Pioneer Valley Cablevision Inc. (Albert Ricci, Keene, N. H., president). Previously permits had been issued to four applicants but were later recalled so that the city could choose one firm. The other applicants were Puritan TV Cable Inc., Greenfield; LP Cable Corp., Springfield, Mass., a wholly owned subsidiary of the Springfield Television Broadcasting Co. (WWLP[TV] Springfield), and Greenview TV Cable Co.

Spring Lake, N. J.—Crosswicks Industries (represented by attorney Howard S. Borden Jr., Toms River, N. J.) has applied for a 25-year franchise. The system would carry 12 TV signals and 19 FM's. Subscriber costs would be a maximum of \$10 for installation and \$5 monthly. The borough would receive 5% of the annual gross receipts.

■ Ticonderoga, N. Y.—Jesse J. Mueller, Manchester, Vt., has been awarded a franchise. An eight-channel system is planned. Lima, Ohio—City council has established

**W**HAT licenses a company to manufacture Fess Parker-Daniel Boone pajamas, syndicates *Bonanza* in 50 countries, is a Broadway angel and builds television stations in Saudi Arabia? NBC Enterprises Division of NBC.

Who left college after one semester to join the Air Force as a fighter pilot, left the Air Force to run a 17,861-acre dude ranch in Arizona, got tired of digging post holes, went into radio and television and now runs NBC Enterprises? George Graham Jr.

The meeting of diversity with diversity has apparently profited both institution and man.

George Graham, who speaks of trips to Jedda, in Saudi Arabia, and Chicago in the same breath and with the same professional detachment, gets his fill of travel. His office at 30 Rockefeller Plaza has a pigskin-covered floor and an international flavor, complete with world map on the wall and a map-face clock with individual dials for time zones around the world.

The international orientation of the office stems from the nature of his business which also reaches around the globe. The principal work of NBC's Enterprises Division is the syndication of programing through NBC Films both domestically and abroad. The biggest part of syndication revenues now come from international sales.

But the work of the domestic and international divisions of NBC Enterprises ranges far from syndication.

**The Catchall Department** • NBC Enterprises was created in 1959 as a catchall department for the diverse businesses of NBC which fell outside the domestic broadcasting area.

Mr. Graham oversees an international division which supplies TV programing to 300 markets in 80 countries (it's claimed 350 million people around the world watch *Bonanza* every week), has part ownership in television stations in six countries and provides management services to foreign countries which are starting radio-TV operations.

Last year NBC Enterprises contracted with Saudi Arabia to construct and operate a television network in that country. NBC technicians have trained Saudis to take over operation of the network eventually.

The Enterprises division owns minority, but substantial, interest in television stations in Mexico, Venezuela, Argentina, Australia, Gibraltar and Mauritius. The policy in international station ownership, says Mr. Graham, is to take a supporting role but not a dominating one and this precludes more than a minority interest in a property. The average holding for NBC in its 12 foreign stations is about 25%.

Between high school and college Mr. Graham spent half a year at the Maxon agency in Detroit as a copywriter for

## Diversity meets diversity

the paint products of the Pittsburgh Plate Glass Co. As he recalls it, he never got beyond the composition of a "won't peel, won't chip" blurb for the paints before leaving the agency.

Later, after serving in the Air Force, he was to get involved in what he now considers a peccadillo of youth; the purchase and operation of a working cattle ranch in Prescott, Ariz. With an Air Force friend he tried to turn the

### WEEK'S PROFILE



George Alford Graham Jr.—VP in charge of Enterprises Division, NBC, New York; b. July 28, 1923, Indianapolis; Clark Preparatory School, Hanover, N.H., 1940; copywriter, Maxon Inc., Detroit, 1941; Dartmouth College, 1941; U. S. Air Force, 1945; Salt River Valley Broadcasting (KOY Phoenix) program sales, 1950; advertising and promotion director, Wallace Studios, San Angelo, Tex., 1953; account executive, NBC-TV Sales; NBC-TV children's program sales supervisor; NBC-TV sales administrator, 1955; NBC Radio director of sales planning, 1956; NBC VP, 1959; VP and general manager NBC Radio, 1960; VP NBC Enterprises Division, 1962; m. 1947; daughter, Tayrn, 8; member—International Chamber of Commerce, New York Athletic Club, Union League of San Francisco; hobbies, fishing, hunting, golf.

Lazy Creek spread into a dude ranch, after 18 months found it boring and not too profitable so he got out.

**Start in Broadcasting** • He got his broadcasting experience with the Salt River Valley Broadcasting Co. which fed a network of Arizona stations in Tucson, Yuma and Bisbee from mother-station KOY Phoenix. Mr. Graham graduated from floor sweeping to continuity writing, on-air work and finally into program sales before leaving KOY in 1950.

This was his grass-roots broadcasting experience and it was followed by a sales job for a company which ran photography shops in a number of department stores. And this was the background for his move to NBC-TV as a sales account executive in 1953. Jumping from TV to radio at NBC he was eventually tapped in 1962 to head the Enterprises Division.

Mr. Graham, who spends close to 40% of his time traveling, recently returned from a European trip which included a jaunt into Czechoslovakia and a brief stay in Switzerland where he served as first vice president of the jury at the Golden Rose of Montreux Festival.

On the Czechoslovakian trip he was the only guest of the government's television service (Ceskoslovenske Televize) which has been a customer for NBC documentary programing as well as some entertainment shows.

He is so casual about his international travels that, on first meeting, one might consider them a duty carried out perfunctorily. But Mr. Graham is all business where international business is concerned and 60% of syndication revenues come to NBC Enterprises from foreign television outlets.

**Program Rule Comments** • Asked for his reaction to the current FCC proposal to cut back network ownership in prime-time programs and to prevent them from syndicating programs acquired from independent producers, Mr. Graham said he preferred to keep his own counsel. This is an area of vital concern to Enterprises' film sales arms. Even if effected, such a rule probably wouldn't come close to putting network syndication branches out of business.

The rule wouldn't prevent the networks from selling domestic rights or controlling foreign distribution of programing they produce themselves. Such a rule, should it ever get past inevitable court tests, could push the networks into increased program production. Although Mr. Graham wouldn't predict such a move, it's felt by some network officials, this would be the result.

Under Mr. Graham's guidance, the Enterprises Division enjoyed its third consecutive year of record sales and profits for 1964. Profits were up 23% over last year.

## Help wanted

**T**HE worst possible test of the FCC's right to exercise control over broadcast programming has been started in the U. S. Circuit Court of Appeals in Washington. Someone with the general welfare of broadcasting in mind must somehow make an effort to head off what could be nothing short of a disaster.

The predicament arises from the FCC's invocation of its first sanctions for violations of its fairness doctrine. Last month the FCC imposed the penalty of short-term license renewals for WJDX-AM-FM and WLBT(TV) Jackson, Miss., on a finding that they had unfairly emphasized the segregationist position in controversies over civil rights (BROADCASTING, May 24).

Now the United Church of Christ, which originally petitioned the FCC to deny renewal of the television station's license, has taken the commission to court. The church asserts that the FCC erred in granting the short-term renewal without a hearing and reasserts its belief that the renewal should be denied.

There are all kinds of things wrong with this case, not the least of which is the nature of the original complaint. White supremacy attracts little philosophical support outside its local enclaves these days, yet it will be difficult for anyone to oppose the United Church in the appellate court without also seeming to endorse segregation. If the United Church is *not* persuasively opposed on the fundamental premise of its pleading, there is at least the possibility that the court will issue an opinion reinforcing the FCC's right to impose all kinds of sanctions—including license revocation—on stations that it decides have treated issues unfairly.

As we have said, a decision that a station has been fair or unfair is nothing more than a coincidence of prejudices among a majority of FCC members. If the FCC gets court endorsement of its power to say this is fair and that is not, and to impose punishments as extreme as the death penalty for stations, broadcasters will be forever at the mercy of prevailing sentiment within the FCC, and the incentive to perform the journalistic function of reporting controversial issues will have been all but destroyed.

The FCC will be of no help in this case. It will defend its judgment against the criticism that it was too lenient with WLBT(TV). It will also defend its authority to make that or any other judgment in a dispute over fairness.

A third party must intervene with the argument that neither the United Church nor the FCC is right in this case. A logical candidate for intervenor is the National Association of Broadcasters.

## The Bird hangs high

**T**HERE is little room for doubt that the Early Bird communications satellite is being priced beyond the reach of television except in the most unusual circumstances.

It is almost beyond belief that this could be allowed to happen at a time when the fullest possible exchange of information and cultural programs could make a greatly needed contribution to international understanding. The most powerful instrument of exchange is being foreclosed except for coverage of such events—if we read last week's developments correctly—as plane crashes and auto races.

The manner in which this limitation is being imposed is even more incredible. The announced rates for the American leg of the trans-Atlantic TV transmission, as developed by the Communications Satellite Corp., are close to what might be expected for the full route. The rates reportedly being set by the European authorities for the European leg, rang-

ing from 40% to 65% higher than the Comsat rates, would bring the total to a low of \$8,850 an hour or a high of \$12,745—for a one-way transmission. That is roughly three to four times the cost of land lines in the U. S.

It is easy to understand the reasons for the high European rates, but not to justify them. European postal authorities want to use Early Bird for high-revenue telephone service and discourage its use for TV. What makes this inexcusable is that the big investors in Early Bird are in the U. S., not Europe. Thus the Europeans are taking commercial advantage of a system to which their main contribution is the ground stations that they own and control.

Admittedly the ground stations are essential in getting signals to and from Early Bird. But in view of the European postal authorities' relatively small investment in the system their apparent ability to price television out of the market makes clear that the tail is wagging the bird.

What can be done about that we don't know. At this end, however, the Comsat rates for the American leg should be subjected to the closest sort of scrutiny by the FCC—and CBS and NBC are to be commended for taking the lead last week in calling for just such an investigation.

## Gainsmanship

**T**HE newspapers and magazine businesses are good. The top 100 magazine advertisers in 1964 spent \$54.8 million more in magazines than they did in 1963, while the top 100 newspaper users in the same period were adding \$41.4 million to their newspaper budgets.

Television broadcasters should not dismiss these gains lightly, but before becoming too concerned they should note—as the Television Bureau of Advertising did in releasing the figures earlier this month (BROADCASTING, June 7, 14)—that TV fared even better among the same advertisers. Newspapers' top 100 spent three and a half times as much in TV as in newspapers and gave TV almost three new dollars for every two given newspapers. Magazines' top 100 put twice as much money—and twice as much new money—into television as into magazines.

Why do the print media's best customers favor TV so predominantly? The customers obviously know why. To crib a line—as everyone seems to be doing these days—from a current Doyle Dane Bernbach campaign for Rheingold beer, television “must be doing something right.”



Drawn for BROADCASTING by Sid Hix  
 "Doc, I'm worried . . . every summer all my dreams are reruns!"



BOSTON WBZ · WBZ-TV  
NEW YORK WINS  
PHILADELPHIA KYW · KYW-TV \*  
BALTIMORE WJZ-TV  
PITTSBURGH KDKA · KDKA-TV  
FORT WAYNE WOWO  
CHICAGO WIND  
SAN FRANCISCO KPIX

WESTINGHOUSE BROADCASTING COMPANY

\* KYW Radio and KYW-TV are now serving Philadelphia (effective June 19, 1965).

# WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



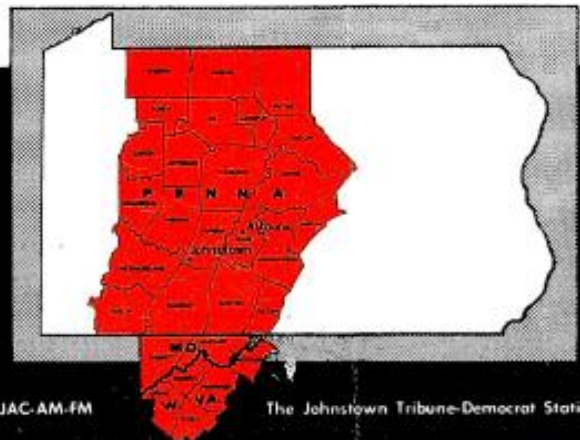
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