



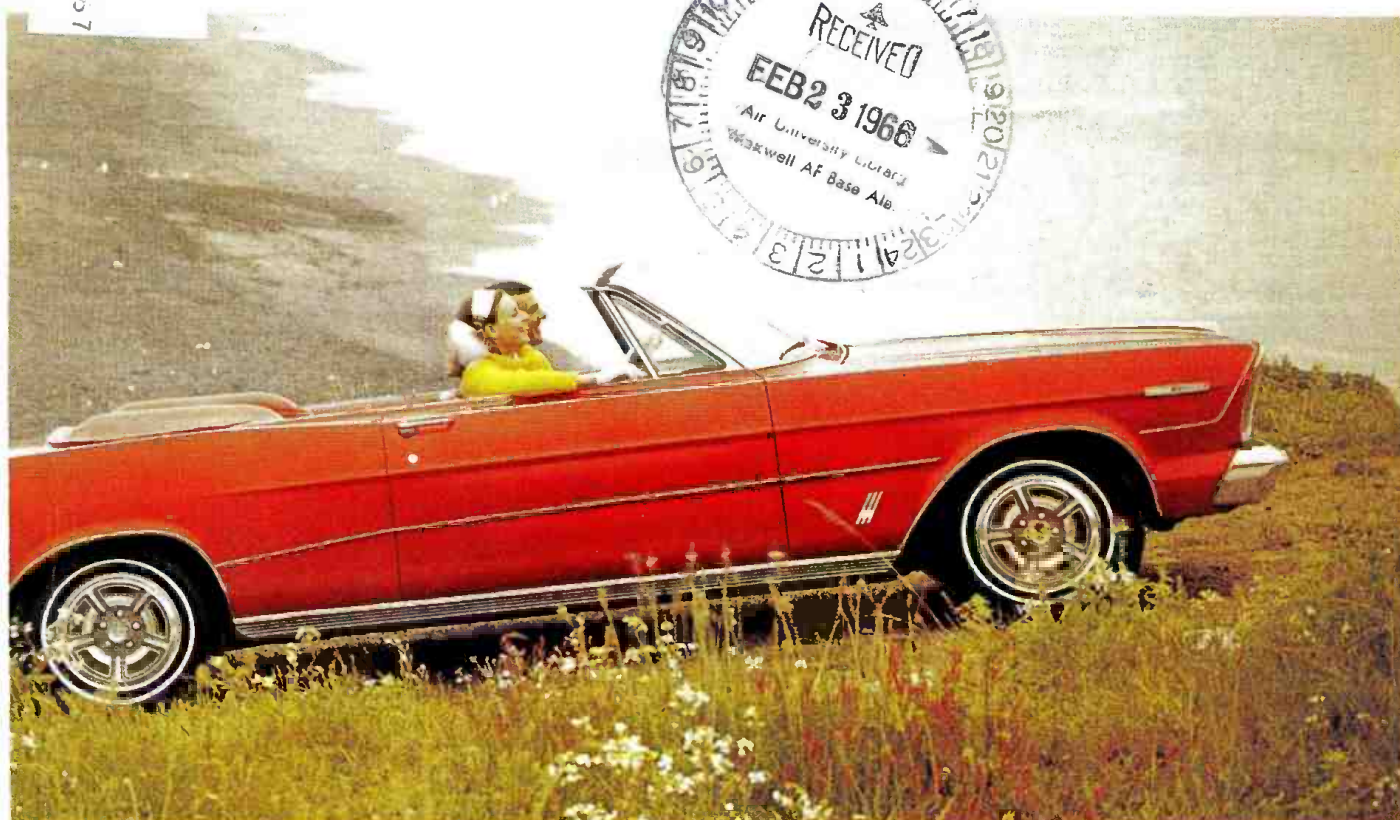
# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC acts, but major CATV battles are still to come. p25  
PERSPECTIVE 1966: Only way revenues can go is up. p39  
General Motors leads spot radio's top-100 advertisers. p80  
Business judgment wins bloody test of wills at CBS. p72

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SERIAL ACC 000  
AIR CIV LIA  
FLO 1402  
MAX TEL AF 4  
AL  
OC EXP 1/57  
26112



Courtesy of Ford Motor Company

spot radio  
Is for you round the clock

It's 11:30 AM and Radio is with them. People these days are constantly on the move, so Spot Radio's "drive time" is nearly anytime. With Spot Radio you can sell your product in their cars, anytime of the day or night. Go for a drive mid-day or evening. You'll see what we mean!

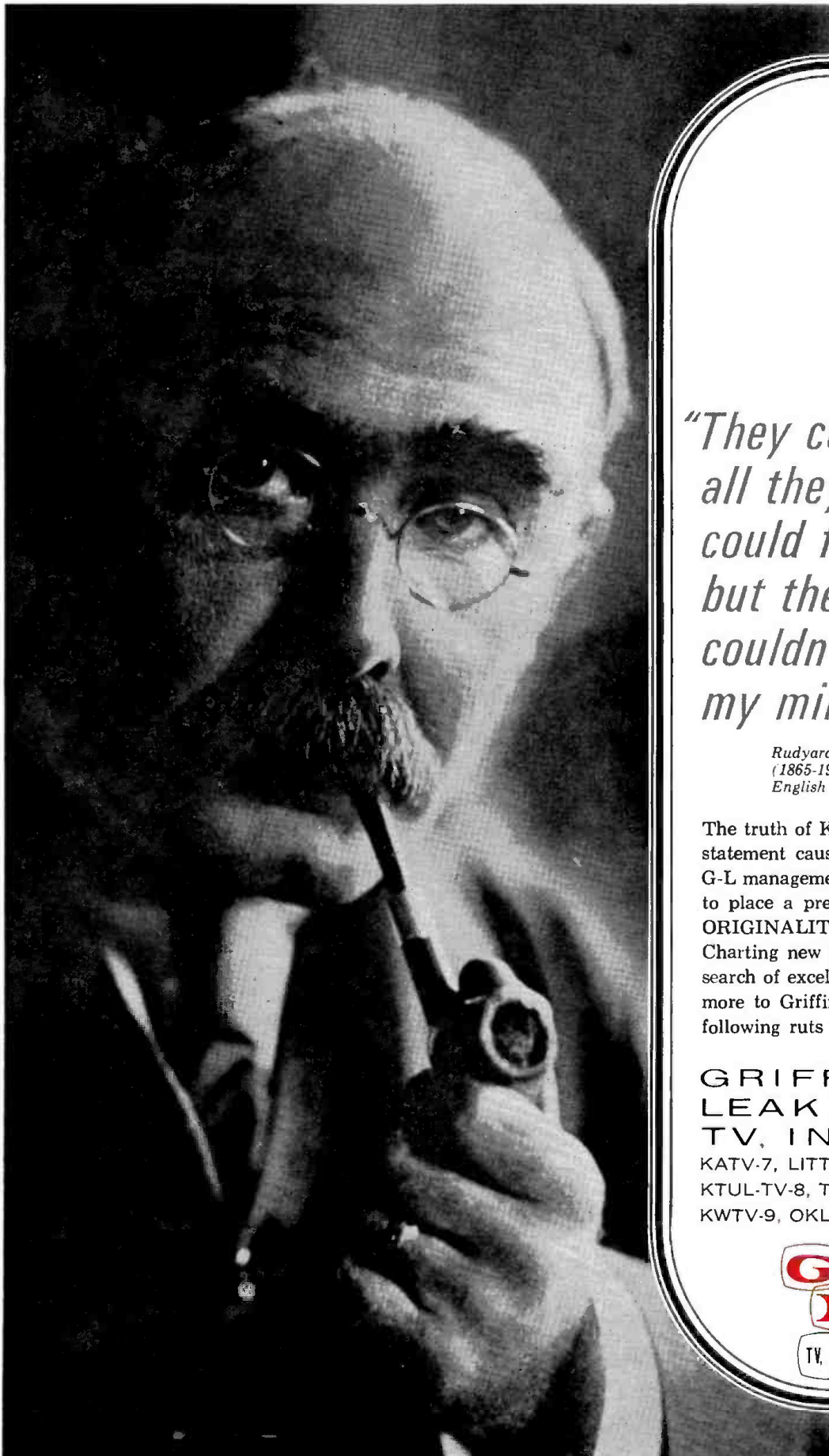


RADIO DIVISION



THE ORIGINAL STATION REPRESENTATIVE

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



*"They copied  
all they  
could follow,  
but they  
couldn't copy  
my mind."*

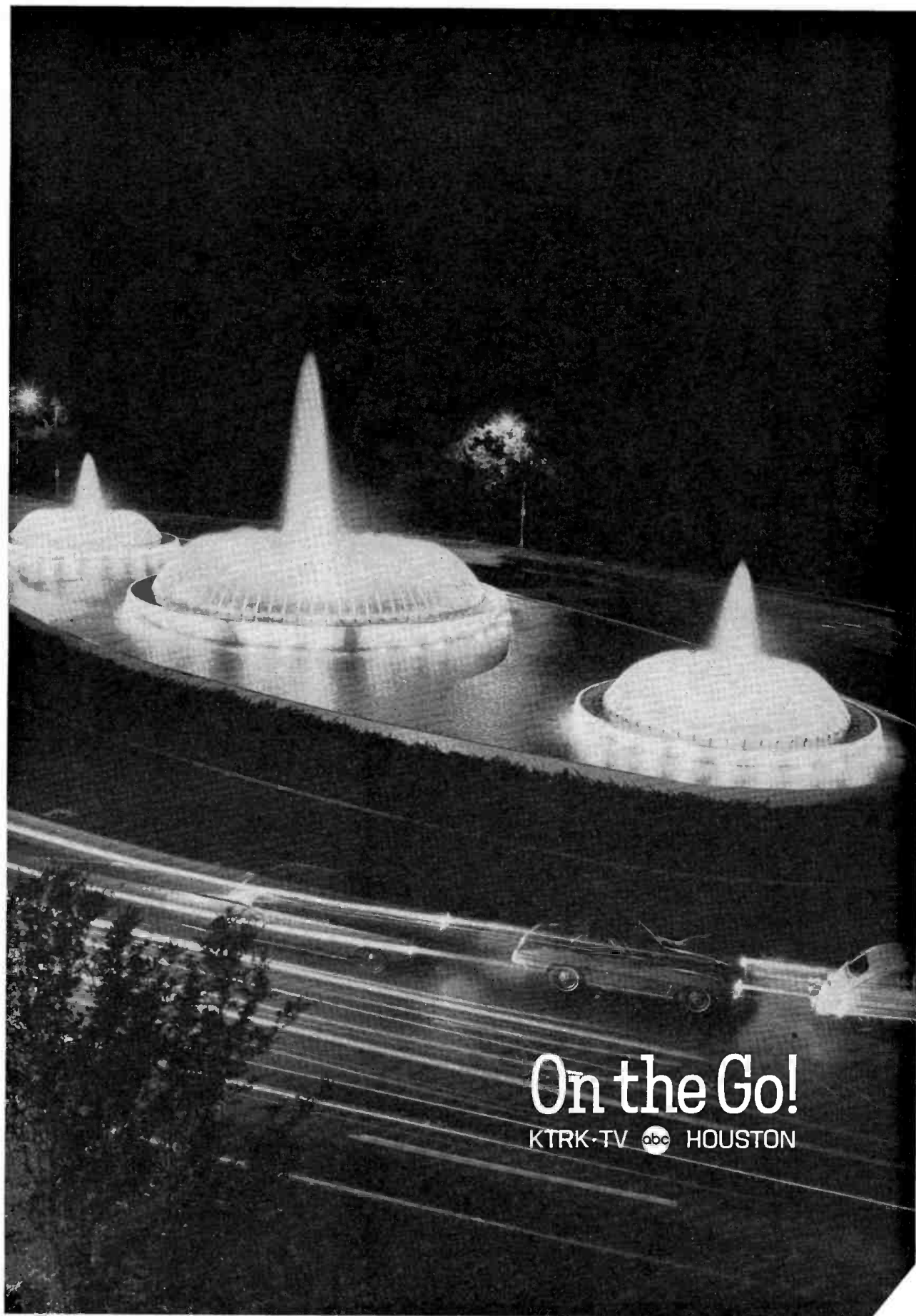
*Rudyard Kipling  
(1865-1936)  
English Writer and Poet*

The truth of Kipling's  
statement causes  
G-L management  
to place a premium on  
ORIGINALITY at its stations.  
Charting new trails in  
search of excellence appeals  
more to Griffin-Leake than  
following ruts to mediocrity.

**GRIFFIN -  
LEAKE  
TV, INC.**

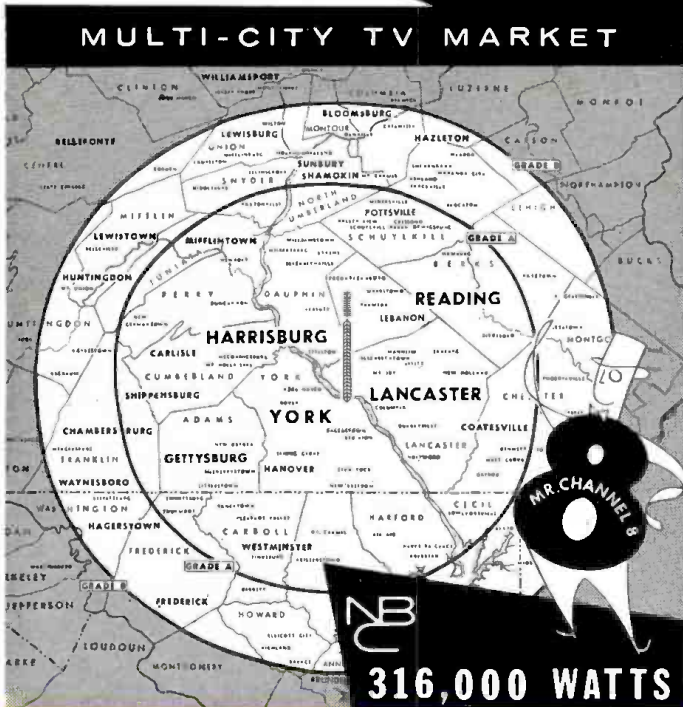
KATV-7, LITTLE ROCK  
KTUL-TV-8, TULSA  
KWTV-9, OKLAHOMA CITY





On the Go!  
KTRK-TV  HOUSTON

**the WGAL-TV market moves ahead • pread automotive sales\* • \$687,189**



**Channel 8** is first with viewers in a market on the go. Lancaster-Harrisburg-York-Lebanon, plus many other areas, has 14% color penetration\*. With the unbeatable WGAL-TV combination of audience preference and color-full appeal, you know your message is effectively delivered, longer remembered, quickly acted on. Channel 8 moves you ahead.

**WGAL-TV**  
**Channel 8-Lancaster, Pa.**

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

†SALES MANAGEMENT Survey of Buying Power 6/10/65  
 \*These statistics are based on ARB and Nielsen estimates, and subject to inherent limitations of sampling techniques and other qualifications issued by those companies, available upon request.

**Steinman Television Stations • Clair McCollough, Pres.**  
 WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Will FCC reverse its decision to delete WGMA Hollywood, Fla., because of quiz-show scandal involvements of its principals, Jack Barry and Daniel Enright? Two months have elapsed since FCC heard oral arguments, and strong inference is drawn that it will reverse action—probably by close vote—granting renewal but with proviso that former producers of *Twenty-One* and *Tic Tac Dough* on NBC dispose of station.

*It has been estimated in trade that daytimer, operating on 1320 kc, with 1000 w, is worth about \$300,000. Commissioner Robert E. Lee had stood solidly for renewal, while Commissioner Rosel H. Hyde had suggested renewal with proviso to sell.*

### Chance for pay TV?

FCC's three-member committee on pay television is said to be leaning toward recommendation that commission grant petition for rulemaking aimed at permitting nationwide pay-television system. At least one more meeting of committee will be held before decision can be firmed up on joint petition filed by Zenith Radio Corp. and Teco Inc. (BROADCASTING, March 15, 1965). But there is feeling on part of committee that Zenith's pay-television test in Hartford warrants invitation to industry to comment on proposal to establish pay television as nationwide service.

*FCC staff has drafted proposed order granting petition, but commissioners think draft's conclusions go too far. Document will probably be rewritten, and that means that full commission meeting on pay television, originally scheduled for Feb. 24 then moved back to Feb. 25, probably won't take place for another week or so. Pay-TV meeting was originally moved back to Feb. 25 to permit commission to meet on proposed legislation on community antenna television on Feb. 24.*

### Near the action

National Community Television Association quietly has shifted its next board of directors meeting from Del Monte Lodge, Pebble Beach, Calif., to Washington, March 13-17. It thus will have its 26 board members (in-

cluding officers) close to congressional and FCC firing line in wake of FCC's action this week asserting jurisdiction over CATV operation, but at same time, seeking congressional consent and guidance (see page 21).

*Some CATV interests are talking of seeking court test by resisting one phase of new FCC regulations. They'd refuse to file ownership information that FCC proposes to demand, thus forcing FCC to sue them and putting burden on FCC to prove legality of its controls.*

### Mating game

Report persisted last week that CBS is negotiating on merger transaction with large company, following pattern of pending ABC-ITT consolidation. But on high authority it was stated that no discussions had reached "eyeball-to-eyeball" stage. There was no denial that preliminary conversations have been initiated, although companies were not identified. Heretofore such companies as IBM, General Electric and Xerox have been mentioned as possible conferees.

### Little bit commercial

Non-commercial WNDT(TV) New York, has commissioned extensive public-opinion survey asking, among other things, whether educational TV ought to accept limited commercials. Question comes after several others that probe public's viewing habits, program preferences, ETV viewership and ideas on where ETV financing should come from (individuals, government, industry, commercial TV or whatever). For its depth study, which looks into viewer preferences in commercial as well as non-commercial TV, WNDT has retained Louis Harris & Associates, New York, public-opinion research firm.

WNDT, along with several other ETV stations, already has had limited sponsorships from companies considered to be among commercial TV's biggest customers. Major TV advertisers Shell Oil and Philip Morris underwrote news programming on WNDT. Though these participations have run out, Bristol-Myers Co., New York, recently earmarked \$250,000 for production of 12 programs on performing and fine arts that begin on WNDT

*on March 6 with tapes made available to number of other ETV stations (BROADCASTING, Jan. 17).*

### Group therapy

There's outside chance that Fred W. Friendly, who quit last week as president of CBS News (see page 72), may produce several documentaries for Council for Television Development—whose membership includes most major station groups. Idea, still tentative, was informally broached to Mr. Friendly late last week and not summarily rejected. CTD was formed originally to resist FCC's proposed restrictions on multiple ownership, but some of its members have proposed that it ought to go beyond original concept as defensive mechanism.

*What those who've talked with Mr. Friendly have in mind is series of perhaps four specials of hour or two-hour length that would cost total of as much as \$1 million and would be shown in prime-time on CTD member stations. If all CTD outlets were to take show, they'd add up to longer station lineup than many network news specials command.*

### Off the leash

Some letters FCC has received opposing its proposal to restrict network ownership of prime-time programming (BROADCASTING, Feb. 14) were apparently product of campaign conducted by San Francisco public relations firm, Neeson Co. Firm contacted number of individuals and groups, saying it had been asked by networks to "supply full information" on proposed rule, then warning rule would reduce diversity and quality of programming and curtail public service, children's and cultural programs.

*But PR campaign, said to be result of missed signals, has been called off. Neeson is affiliate of A. A. Schechter Associates, New York, which was hired by networks to oppose proposed rule (BROADCASTING, April 19, 1965). Mr. Schechter asked Neeson to contact opinion leaders for views on proposal, and West Coast firm apparently misconstrued this as request for all-out campaign against proposal. When Mr. Schechter realized what was going on, said members of his firm, he called campaign to screeching halt.*



## INDUSTRIAL ALBANY, GA.

# Home of Aero Commander

Did you know they are building aircraft in Albany now? One of many new industrial giants in Southwest Georgia—Aero Commander is currently producing their model 200 four passenger monoplane and sub-

assemblies for their other installations throughout the country. Aero Commander joins a distinguished group of U.S. industry locating in the rich Southwest Georgia Area served by WALB-TV.



## and WALB-TV

Aero Commander's family of 1,000 employees, plus 899,000 more Southwest Georgians, look to Albany's WALB-TV for the best in entertainment, news and information. Channel 10's Southwest Georgia Area continues to grow providing you, the advertiser, with the very best industrial and agricultural market. In this billion dollar market the mass media with the power and people capable of delivering for you its WALB-TV.

**For Further Information Contact:** RAYMOND E. CAROW, General Manager, WALB-TV, Albany, Ga.

Represented Nationally by Venard, Torbet and McConnell and in the South by James S. Ayers Company.

# WEEK IN BRIEF

FCC assumes jurisdiction over all CATV; asks Congress to confirm jurisdiction; will give Congress legislative proposals for specific regulation. Action generally favored, but two House members object. See . . .

## WILD ESCALATION IN CATV FIGHT . . . 25

CBS News' Friendly out—Salant back in. Rift between news head and Schneider seen as reason for resignation. Friendly charged that failure to cover hearings on Vietnam 'made mockery' of CBS coverage policy. See . . .

## BLOODY TEST OF WILLS . . . 72

NAB's state presidents conference tells broadcasters to work for seven-year license terms and outlines ways to increase radio's advertising dollars. Also discussed were convention plans, PR and regulation. See . . .

## TOUCH MOST BASES . . . 86

Radio spot for third quarter of 1965 said to be up 15% to \$60.3 million for 100 top advertisers in medium according to RAB. General Motors took first place with \$3.2 million; Chrysler second. See . . .

## SPOT RADIO'S TOP 100 . . . 80

Sale of KCTO(TV) Denver to WGN Inc. is under microscope at FCC. Approval requires waiver of commission's interim policy limiting ownership in top 50 markets to three TV stations, two of which can be VHF's. See . . .

## FCC PONDERERS . . . 90

ABC Radio enters musical jingle production and syndication business. Will provide ID's along with ABC seven-note musical logo. Average cost: \$500. Jingles range from 3 to 17 seconds in length. See . . .

## TO SYNDICATE SHOWS . . . 76

## PERSPECTIVE 1966

Economic outlook continues on upward spiral, though some economists predict mild recession in 1967. TV sales should increase by 8% to 10%, while radio's figures to move ahead by 5% to 10%. See . . .

## PROPHETS OPTIMISTIC . . . 39

In coming year, the FCC and Congress are expected to take critical look at multiple ownership, network control of programming, media discounts and, naturally, CATV. Generally it's seen as move to tougher regulation. See . . .

## HEAVY HANDS ON CONTROLS . . . 50

Both radio and television increased their revenues by more than 9% for 1965. Radio moved to another record at \$838.7 million, while television hit \$1.69 billion. Radio up \$75 million; TV, \$146 million. See . . .

## BIG YEAR IN BAG . . . 40

FCC's rules on top-50 ownership, three-year holding rule tend to cramp styles of wheeling, dealing sales of broadcast properties. FCC approved 432 transactions totaling \$135 million. See . . .

## STATION SALES: \$135 MILLION . . . 57

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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# BETTER THAN A PHONE



Sure, our News Department gets leads by phone, but that's only a signal for our award-winning staff to start digging for the news in depth. Our photographer-reporter teams spread out to get more than just the "bare-bones" headline. Our sense of community responsibility demands that we give our audience **more** news, and more **meaningful** and **significant** news of interest to this area.

This policy has resulted in WPRO-TV programming the only full-hour Early News in Southern New England, plus in prime time, full examination of all sides of controversial subject matter. Though we do an excellent job of entertaining our audience, we have not forgotten that television is a mighty powerful instrument of public education. Consequently, we make certain that background is not sacrificed on the altar of "headline expediency."

Because our news team is **responsible**, they're **respected**. Both ARB and Nielsen prove audience **response**.

**WPRO-TV**  
**CHANNEL 12**  
PROVIDENCE, RHODE ISLAND

A SERVICE OF  
**CAPITAL CITIES**  
**BROADCASTING CORPORATION**

**REPRESENTED BY BLAIR-TV**

BROADCASTING, February 21, 1966



## Top 100 distinction explained by Henry

Although FCC expects to have its rules on community television drawn up and published in two to three weeks, FCC Chairman E. William Henry feels it'll be good while before policies and rules become "fully" implemented.

Addressing National Association of Broadcasters state presidents' conference Friday (Feb. 18), Mr. Henry cited UHF development and possibility of pay TV as major factors in decision to limit pickups by community antenna TV systems in top 100 markets. He said most UHF development, at least in near future, will take place in those markets, and that if pay TV is to gain foothold, it will be in top 100.

Going over much of same ground he covered in news conference earlier in week (see page 25), chairman thought radio could be seriously affected by CATV's, although it has not yet been major problem. Use of AP and UPI newscopy by CATV's, he said, could be important factor in any radio audience fragmentation since radio depends

heavily on news for programming.

On other subjects, chairman said he expects action on waiver requests from AM-FM nonduplication rule within two or three weeks. He said petitions have given FCC "a lot to think about, but generally we still think [separate programming] a good idea." Rule would require FM stations in markets of more than 100,000 commonly owned with AM stations to program separately at least 50% of time.

In question and answer session, Mr. Henry said proposal to program station 100% with want ads (as suggested by Gordon McLendon for KGLA[FM] Los Angeles) has to be decided on merits. Chairman said "overcommercialization is one thing, but programming to fill void is another. He said he had open mind on subject and will wait to see if proposal can be justified.

FCC chairman also commented on practice of educational stations carrying feature film packages in prime time, saying "maybe they shouldn't as policy. But I feel strongly on diversity in choice no matter where it comes from." If station, ETV or commercial, offers more choice to viewer, "it's difficult for me to say to viewers in that area that you can't have that extra choice."

Henry had violated promise that no rules would be issued until after congressional committees had discussed them with commission.

## Steinfert named deputy in AP radio-TV division

Associated Press is reorganizing its broadcast division because of heavy increases in membership, Wes Gallagher, general manager, said Friday (Feb. 18) in naming Roy Steinfert, Fred L. Strozier, Thomas P. Coleman and Gerald B. Trapp to new responsibilities in broadcast and related activities. Mr. Gallagher reported AP now has 2,780 radio and TV stations.

Mr. Steinfert, general membership executive in charge of relations with group stations, becomes general executive and deputy to Assistant General Manager Robert Eunson who is in charge of all AP relations and services in broadcasting.

Mr. Strozier, deputy in charge of general office procedure, also assists Mr. Eunson in relations with broadcast membership. Mr. Coleman, another broadcast department executive, takes over responsibility for relations with TV

stations receiving AP wirephoto service in addition to his other duties, and Mr. Trapp, former regional membership executive in Ohio and Pennsylvania, transfers to AP's general office in New York to supervise activities of Press Association, AP subsidiary.

## AAAA board frowns on ad disparagement

Policy opposing use of competitors' brand names or trademarks in advertising—and discouraging such use without "express permission" of competitors involved—has been adopted by board of American Association of Advertising Agencies.

Statement, announced Friday (Feb. 18), expressed board's views in context of advertising that tries to "trade on the reputation" of competitive products. Authorities said competitive products conceivably could be used in advertising without that intent, but as practical matter they could think of no such case.

Policy statement was submitted to AAAA board by William Bernbach of Doyle Dane Bernbach, chairman of board's committee on improving advertising. Observers noted that Mr. Bernbach's agency handles Avis Rent-a Car advertising, which promotes Avis as "number two" and in at least one case—some time ago—showed name

## Pastore on broadcasting

Senator John A. Pastore (D-R. I.), chairman of Senate Commerce Subcommittee on Communications, was scheduled to have few things to say about broadcasting last night (Feb. 20) on *Metro-media's Opinion in the Capital*.

Some of them: Forthcoming hearings on FCC's fairness doctrine "will be no red herring." Favors fourth television network but sees obstacles, such as need for ownership in top markets "and I don't see how this can be done at present with FCC's rule about station ownership in top 50 markets." Believes it's time to re-examine Communications Act because "we've got to keep up with the times."

## Staggers seen backing Henry in CATV dispute

Representative Harley Staggers (D-W. Va.), chairman of House Commerce Committee, appears to be shoring up FCC's position in controversy over community antenna television regulation. He also seems to be taking Chairman E. William Henry's side in dispute with Representative Walter Rogers (D-Tex.), chairman of Communications Subcommittee.

Chairman Staggers, in speech on House floor, said that in spite of representations made "generally and specifically" to House members, "it is clear" that commission has "no intention to cut out [CATV] service anywhere."

He also stressed that commission's rules for regulating CATV would not become effective until 30 days after publication in *Federal Register*—and that rules had not even been formally adopted. In meantime, he said, commission would, "in accordance with its discussion with the [Commerce] Committee, transmit its legislative recommendations to Congress.

This appeared to be reply to Representative Rogers' charge that Chairman

## WEEK'S HEADLINERS

**Fred W. Friendly**, president of CBS News, resigned in policy dispute over coverage of Senate hearings on Vietnam. **Richard S. Salant**, CBS Inc. and former head of news division, named acting president of CBS News for "minimum of 60 days" (see page 72).



Mr. Kelly

Mr. Elmer will be based in Baltimore.

**Forrest F. Owen Jr.**, president of Wade Advertising, Chicago, joins BBDO as VP and manager of Chicago office. He succeeds William R. Dahlman who resigns to take new post in New York.

**Richard A. O'Leary** appointed general manager of ABC's WBKB-TV Chicago few weeks ago (BROADCASTING,

Jan. 31) elected VP of ABC. Mr. O'Leary, who had been with ABC 11 years at KABC-TV Los Angeles, replaces D. Thomas Miller who resigned to head new TV production firm.

**Leonard Goldberg**, VP in charge of daytime programming for ABC-TV, appointed VP in charge of current programming in Hollywood. Mr. Goldberg joined network in 1963 as manager of program development. He was elected director of program development in 1964 and assumed his present position in 1965. Mr. Goldberg previously was with BBDO in



Mr. Goldberg

charge of daytime TV, and before that with NBC.

**John E. Campbell**, who was named general manager of WXYZ-TV Detroit at same time, elected VP of WXYZ Inc., ABC subsidiary. Mr. Campbell replaced John F. Pival, who resigned as

president of Wxyz Inc. to form Pival Productions, Detroit.

**Robert L. Bryan**, general sales manager of WJZ-TV Baltimore, has resigned to become president of D. H. Overmyer Communications Co., New York, which has CP's for six UHF TV stations and has made application for seventh. Mr. Bryan previously served as account executive for Television Advertising Representatives Inc. and as eastern sales manager of George P. Hollingbery Co., New York.



Mr. Goodman

New York agency contact for syndication division and was named eastern sales manager in 1960.

**Dan Goodman**, sales director of Screen Gems Inc. since 1965, appointed VP in charge of syndication sales, replacing Robert Seidelman who resigned (BROADCASTING, Feb. 14). Mr. Goodman joined SG in 1956 as

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

of competitor Hertz.

It was understood AAAA plans to continue study of comparative advertising, possibly including special research project.

Policy statement was drafted by subcommittee headed by William B. Lewis, Kenyon & Ekhardt. Other members: Robert T. Colwell, J. Walter Thompson Co.; Mary E. O'Meara, Young & Rubicam, and H. O. Pattison Jr., Benton & Bowles.

In letter to National Association of Broadcasters' Code Authority, AAAA board applauded code's action in putting halt to disparaging commercials.

Amendment to TV code, adopted in January, prohibits specific identification of competitive product or service if derogation is either clear or implied.

Code Director Howard Bell said AAAA policy statement will help implement new TV code amendment.

### Working on home color unit

RCA is developing home color TV tape recorder to produce programming of broadcast quality that would run at least one hour and be priced to appeal to mass market.

Disclosure was made Friday (Feb.

18) by Bryce S. Durant, president of RCA Sales Corp., before National Appliance and Radio-TV Dealers in San Francisco.

### House group plans look at CATV, other topics

House Small Business subcommittee today (Feb. 21) will ask all seven FCC members to explain their decision in community antenna television, and then will pass on to other topics—coming back to CATV for full-scale study next month.

House Subcommittee on Regulatory Agencies also plans to ask FCC its position on other broadcast matters, and may even ask for written comments from each commissioner.

Other topics: network regulation, independent program production and even turnover of commission's legal staff.

Subcommittee, headed by Representative John Dingell (D-Mich.), is conducting probe of broadcast and related industries as they apply to small business (BROADCASTING, Jan. 31).

When committee takes up CATV intensively (tentatively March 8), first

witnesses will be from National Community Television Association, Association of Maximum Service Telecasters and Television Accessory Manufacturers Institute. National Association of Broadcasters is to testify later in proceedings.

### AMST board hears about CATV

Board of Association of Maximum Service Telecasters heard interpretation of FCC's community antenna rules (see page 25) from Ernest W. Jennes, its Washington counsel, at meeting in New York Friday (Feb. 18).

AMST directors took no action on CATV and, it was explained, none had been planned. Meeting was said to have been devoted primarily to "housekeeping" matters.

### More FM's atop Empire State

Empire State Building officials said Friday (Feb. 18), that WLIB-FM New York will start eight-hour transmission today (Feb. 21) from master FM antenna on top of building.

WPIX-FM is expected to sign contract today to use omnidirectional antenna, bringing total New York FM's using system to seven (see page 99).



## This is a news desk?

Yes, but this "editor's" concern for the *who, what, when, where* and *how* is not to write a news story, but to make sure of delivery of a life-saving drug. The "editor" shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o'clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of Rocky Mountain fever vaccine, and there's no other place to get it. Just as your deskman knows how to handle the news story, this "editor" is trained

to respond to the most difficult situations.

Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving vaccine is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.

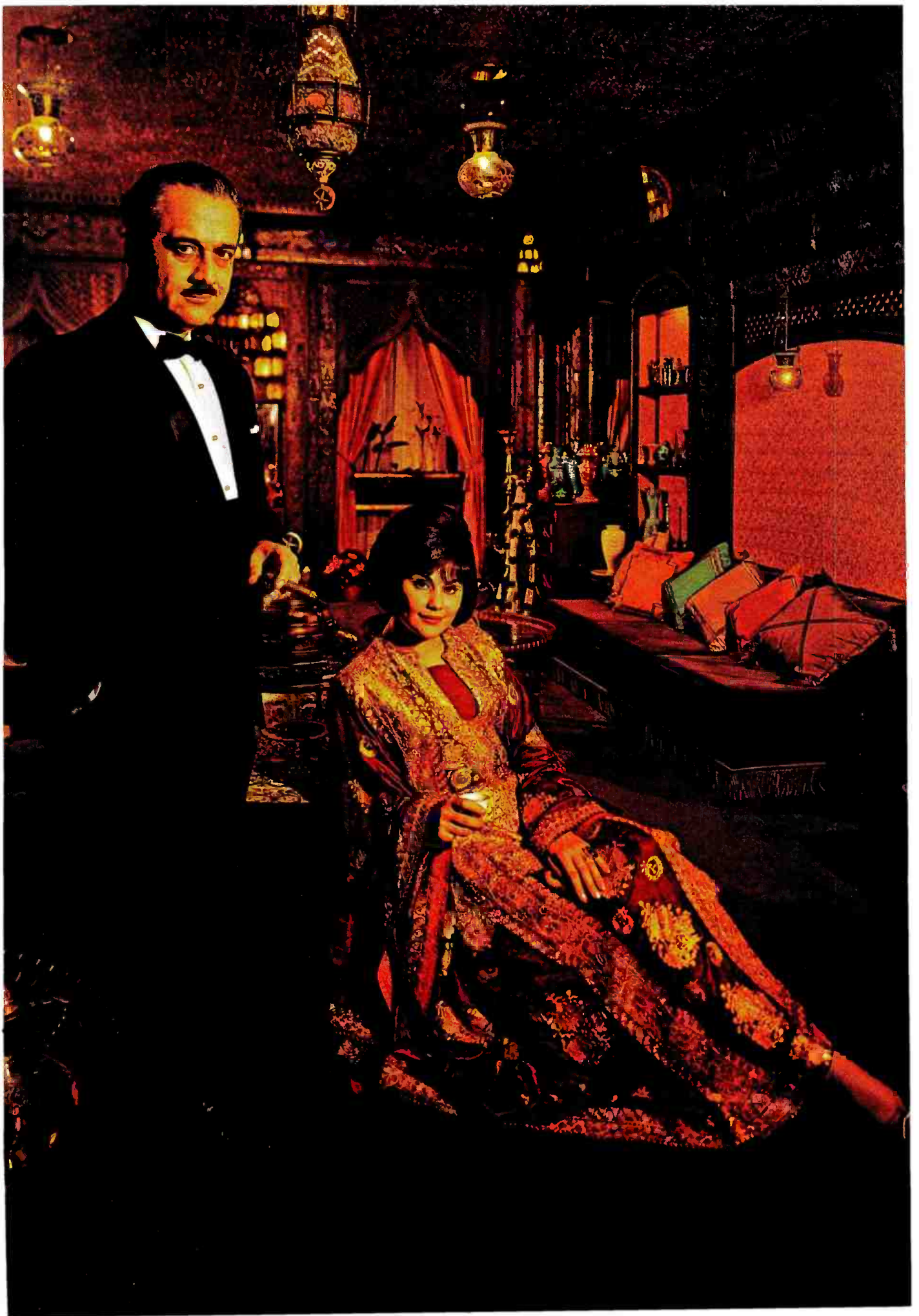


## **The Embassy of Kuwait**

His Excellency Talat Al-Ghoussein, Ambassador of Kuwait, with Mrs. Al-Ghoussein, in the Omayyad Room of the Embassy, furnished in Arabesque style . . . another in the WTOP-TV series on the Washington diplomatic scene.

**WTOP-TV**   
**WASHINGTON, D. C.**  
*Represented by TvAR*  
**A POST-NEWSWEEK STATION**

Photograph by Fred Maroon





(Our April Marketbook will  
share the same fate.)

That's what happens when you publish the most up-to-date, comprehensive, nationwide TV coverage analysis available — it really gets a going over. The scope of our April Marketbook makes it "must" reading for all. The first major redefinition of audience-marketing since 1961, it will include the latest TV-home data for every county in the U.S.; a completely new county-by-county break-down of every television market; plus an up-to-the-minute comparison of television markets vs. standard metropolitan markets.

The exhaustive research necessary for an in-depth study of this nature pays extra dividends to you as an advertiser . . . prolonged and repeated exposure to the pivotal decision makers vitally concerned with the flow of expenditures in *your* market. The specialized format provides you with a singular opportunity to present your facilities in the perspective of your immediate market conditions. Call or wire us today and reserve your space opposite your own market listings. Don't miss out — it may be some time before such an opportunity presents itself again.

## DATEBOOK

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

■Indicates first or revised listing.

### FEBRUARY

Feb. 21 — Seminar series sponsored by the Television and Radio Advertising Club of Philadelphia. Topic: "The facts about color TV . . . in black and white." The Urban Club, Philadelphia.

Feb. 22 — Mid-Atlantic regional meeting of the Intercollegiate Broadcasting System. Villanova University, Villanova, Pa.

Feb. 23—Annual meeting of shareholders of Doyle Dane Bernbach to elect directors and to consider increasing the total number of shares in the qualified stock option plan. Hotel Plaza, New York.

Feb. 24—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss music in commercials. Panel chairman is Roy Eaton of Benton & Bowles. Johnny Victor theater (Rockefeller Center), New York.

Feb. 24—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Park Manor Inn, Madison.

Feb. 24 — Annual stockholders meeting, Metro-Goldwyn-Mayer Inc., to elect directors, ratify selection of independent auditors, vote on proposal of stockholder to limit charitable contributors by corporation and to transact other business. Hotel Astor, New York.

Feb. 24 — American Society of Composers, Authors and Publishers, West Coast membership meeting. Beverly Hilton hotel, Beverly Hills, Calif.

■Feb. 24—"Radio formats" is the topic of this month's Broadcasting Executives Luncheon. Representing different formats will be James C. McAleer of WOR-AM-FM New York, Walter Neiman of WQXR-AM-FM New York, Joseph Somerset of WPAT-AM-FM Paterson, N.J., S. William Erb of WLW Cincinnati, Arlan N. Sanders of WWVA-AM-FM Wheeling, W. Va., Richard H. Harris of KYW Philadelphia, Jacques Morency of CKAC Montreal, Dario Partrana of XEJ Mexico City, James Draper of WMBI-AM-FM Chicago, and Richard Carr of WIP-AM-FM Philadelphia. Sheraton-Plaza hotel, Boston.

Feb. 25-27—Board of trustees meeting of American Women in Radio and Television Education Foundation. Chase-Park Plaza hotel, St. Louis.

### MARCH

March 1—Annual winter meeting and election of officers of New York State Broadcasters Association. Speakers include Mark Evans, vice president-public affairs, Metro-media Inc. Ten Eyck hotel, Albany.

March 1—New deadline for reply comments on FCC rulemaking proposal to raise the minimum power for class IV AM stations from 100 w to 250 w. Former deadline was Jan. 31.

■March 2-3 — First annual conference on simulation in business and public health sponsored by the American Statistical Association, New York chapter, in cooperation with the Public Health Association of New York City. Conference includes session on marketing and advertising. Chairman is D. William S. Sachs of Look magazine and speakers include Dr. Morris Gottlieb of Audits and Surveys. New York Hilton, New York.

March 3—Television Commercials Production Workshop presented by the Interna-

tional Radio & Television Society. Panel will discuss production techniques. Panel chairman is A. J. Miranda of Campbell-Ewald. Johnny Victor theater (Rockefeller Center), New York.

■March 3—Management conference on "Spot television: today's marketing equalizer," sponsored by The Katz Agency. Luncheon speaker will be Charles R. Stuart Jr., director of advertising, Bank of America. San Francisco Hilton, San Francisco.

March 3-6—Annual Hollywood Festival of World Television. Seminars are scheduled on color television, labor and finance, and programing and sales. Holiday Inn, Palm Springs, Calif.

March 5 — Region 10 conference of Sigma Delta Chi, professional journalistic society. University of Montana, Missoula, Mont.

March 7 — Eighth annual Broadcasting Day of University of Florida and Florida Association of Broadcasters. Speakers include: Marion Stephenson, vice president, NBC; Henry Geller, FCC general counsel; Paul Miller, president, AP; Harold Niven, assistant to the president, National Association of Broadcasters; Paul Kauffman, executive producer of public-affairs programing, National Educational Television; Gene Wilkin, vice president, WGAN-AM-TV Portland, Me.; Jack Masla, New York station rep; Tom Wall of Dow, Lohnes & Albertson, Washington. University campus, Gainesville.

March 7-10—Spring conference of the Electronic Industries Association. Statler Hilton hotel, Washington.

March 8—"Five To Watch" annual banquet of the Detroit chapter of American Women in Radio and Television. Speaker will be Peter Jennings, ABC News. Recess Club, Detroit.

March 9—International Radio and Television Society's anniversary banquet. Edwin W. Ebel, vice president in charge of advertising at General Foods will receive IRTS Gold Medal Award. Danny Thomas will serve as master of ceremonies. Waldorf-Astoria, New York.

March 10 — Second annual stockholders meeting, Cox Broadcasting Corp. Atlanta.

March 10—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss the ingredients of a good commercial. Johnny Victor theater (Rockefeller Center), New York.

March 13-16 — Board meeting, National Community Television Association. Del Monte Lodge, Carmel, Calif.

March 15 — International Broadcasting Awards banquet and presentation of trophies to the advertisers, agencies and producers responsible for the best radio and TV commercials broadcast during 1965. Hollywood Palladium.

March 15—Deadline for entries for the Alfred P. Sloan Radio-TV Awards for Highway Safety offered to the broadcasting and advertising industries for their service in community traffic accident prevention and for their support of nationwide traffic safety programs. Send entries to Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington 20036.

March 15—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.

March 16—Reception honoring 1966 international broadcaster visitors sponsored by the Educational Foundation of American Women in Radio and Television. Speaker

## KELO-LAND NEWS CAMERAS GO AROUND THE WORLD



### DATELINE: VIETNAM

UPI RADIO PHOTO—KELO-LAND TV staffer interviews airman at 3rd Army Field Hospital.\*

Local programing, the KELO-LAND way, knows no geographic boundaries. A Pipestone County boy in Vietnam . . . a senator from South Dakota addressing the World Food for Peace Conference, Rome . . . other home-towners from KELO-LAND country on the go in Tokyo, London, Paris. On-the-spot film recordings by KELO-LAND TV's own cameras give these news events special meaning to KELO-LAND viewers. We winged a staffer around the globe to get them.

\*The KELO-LAND TV staffer is Joe Floyd, president, Mid-continent Broadcasting Co.

CBS ABC  
**KELO-TV**  
KELO-TV • KDLO-TV • KPLO-TV (Interconnected)

Evans Nord, Exec. Vice-Pres. & Gen. Mgr.  
Larry Bentson, Vice-President  
General Offices: Sioux Falls, S.D.

Represented nationally by H-R

In Minneapolis, Wayne Evans & Associates

# AN EYE OPENING PERFORMANCE



# LOLITA

11:30 PM SATURDAY  
FEB. 5, 1966  
WABC-TV NEW YORK

**30.6 RATING**  
**79% SHARE**  
(NSI)

Just one of  
90 great features  
in the MGM/6.  
The reputation  
is getting  
hotter  
every week.



will be John Chancellor, Voice of America International Center, Washington.

March 16-23—1966 International Television Programme Market to be held in Cannes, France. For information contact Christopher Cross in New York at (212) PLaza 1-5858.

March 17—Region two conference of Sigma Delta Chi, professional journalistic society. University of North Carolina, Chapel Hill, N. C.

March 17-22—National convention of the National Federation of Advertising Agencies. Pebble Beach, Calif.

March 18-19—Annual spring meeting of Arkansas Broadcasters Association. Albert Pike hotel, Little Rock.

March 20-22 — 11th annual spring convention of the Pacific Northwest Community TV Association. Ridpath hotel and motor inn, Spokane, Wash.

March 21-23—Annual meeting of the Canadian Association of Broadcasters. Queen Elizabeth hotel, Montreal.

March 21-25—Institute of Electrical and Electronics Engineers Inc. 1966 International Convention and Exhibition. Hilton hotel, New York.

March 23—18th annual awards dinner of Writers Guild of America, Beverly Hills, Calif.

■March 23-26 — Annual meeting, Southern CATV Association. Broadwater Beach hotel, Biloxi, Miss.

March 25-27 — Annual convention of the National Association of FM Broadcasters. Conrad Hilton hotel, Chicago.

March 26 — Technical-committee meeting and board-of-directors dinner meeting of the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.

March 27 — Board-of-directors meeting of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.

March 27-30—44th annual convention of National Association of Broadcasters and 20th annual NAB Broadcast Engineering Conference. Conrad Hilton, Chicago.

March 31 — 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.

March 31-April 2 — Texas CATV Association annual convention. Marriott Motor hotel, Dallas.

## APRIL

April 1—Deadline for comments on FCC's proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

April 1 — Deadline for submitting entries for the 1966 Gavel Awards for outstanding contributions to public understanding of the American legal and judicial systems, sponsored by the American Bar Association. Send entries to American Bar Association, committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

April 1-2—Region three conference of Sigma Delta Chi, professional journalistic society. Birmingham, Ala.

April 14-15—1966 College Conference of the International Radio and Television Society. Hotel Roosevelt, New York.

April 14-25—44th Milan Trade Fair, including the annual spring meeting of MIFED, the International Film, TV film and Documentary market. Milan, Italy.

April 15 — New deadline for comments on FCC's proposed rulemaking to limit three

major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Jan. 31.

April 15-16—Spring meeting of West Virginia Broadcasters Association. Wilson Lodge, Wheeling.

April 15-16—Region one conference of Sigma Delta Chi, professional journalistic society. Rochester, N. Y.

■April 15-16—News seminar for broadcasters sponsored by the Michigan Associated Press. East Lansing.

April 15-17 — Region eight conference of Sigma Delta Chi, professional journalistic society. Fort Worth.

April 16 — 27th annual national convention of the Intercollegiate Broadcasting System. Rutgers University, New Brunswick, N. J.

April 18-19 — Annual spring meeting and election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.

■April 18-22—National convention of Alpha Epsilon Rho, the national honorary broadcasting fraternity. Speakers include FCC Commissioner Robert E. Lee, Bill Todman of Goodson and Todman Productions, and Thomas Moore, president of ABC-TV. Sheraton Plaza hotel, Boston.

April 21-23 — Annual spring meeting of Oregon Association of Broadcasters. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Salishan Lodge, Gleneden Beach.

April 22-23 — Region four conference of Sigma Delta Chi, professional journalistic society. Toledo, Ohio.

■April 22-23—Region five conference of Sigma Delta Chi, professional journalistic society. Kentucky Dam Village State Park, Gilbertsville, Ky.

April 22-30 — 6th Golden Rose of Montreux festival, the international contest for light-entertainment television programs, sponsored by the European Broadcasting Union in cooperation with the Swiss Broadcasting Corp. Montreux, Switzerland.

April 23-24 — Annual spring meeting of Louisiana Association of Broadcasters, Chateau Charles, Lake Charles.

April 24-25—Annual spring convention of Texas Association of Broadcasters. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters. Fairways hotel, McAllen.

April 25-28—13th annual convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Los Angeles.

April 27-30 — Annual spring meeting and election of officers of Kansas Association of Radio Broadcasters. Speakers include Harold Niven, assistant to the president, National Association of Broadcasters. Bessee hotel, Pittsburg.

April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Broadwater Beach motel, Biloxi.

April 29-30—Spring regional conference of regions 9 and 11 (joint meeting) of Sigma Delta Chi, professional journalistic society. Las Vegas.

April 29-May 2 — Annual meeting of the American Association of Advertising Agencies. Shadows hotel and Camelback Inn, Phoenix.

April 30 — Meeting of the California AP Radio TV Association. Del Webb Towne House, San Francisco.


■Indicates first or revised listing.



Saturday, February 26 on WCBS-TV, The Late Show celebrates its 15th anniversary... the longest-running hit in local New York television and year after year the number one late-evening motion picture entertainment in the biggest market in the nation.

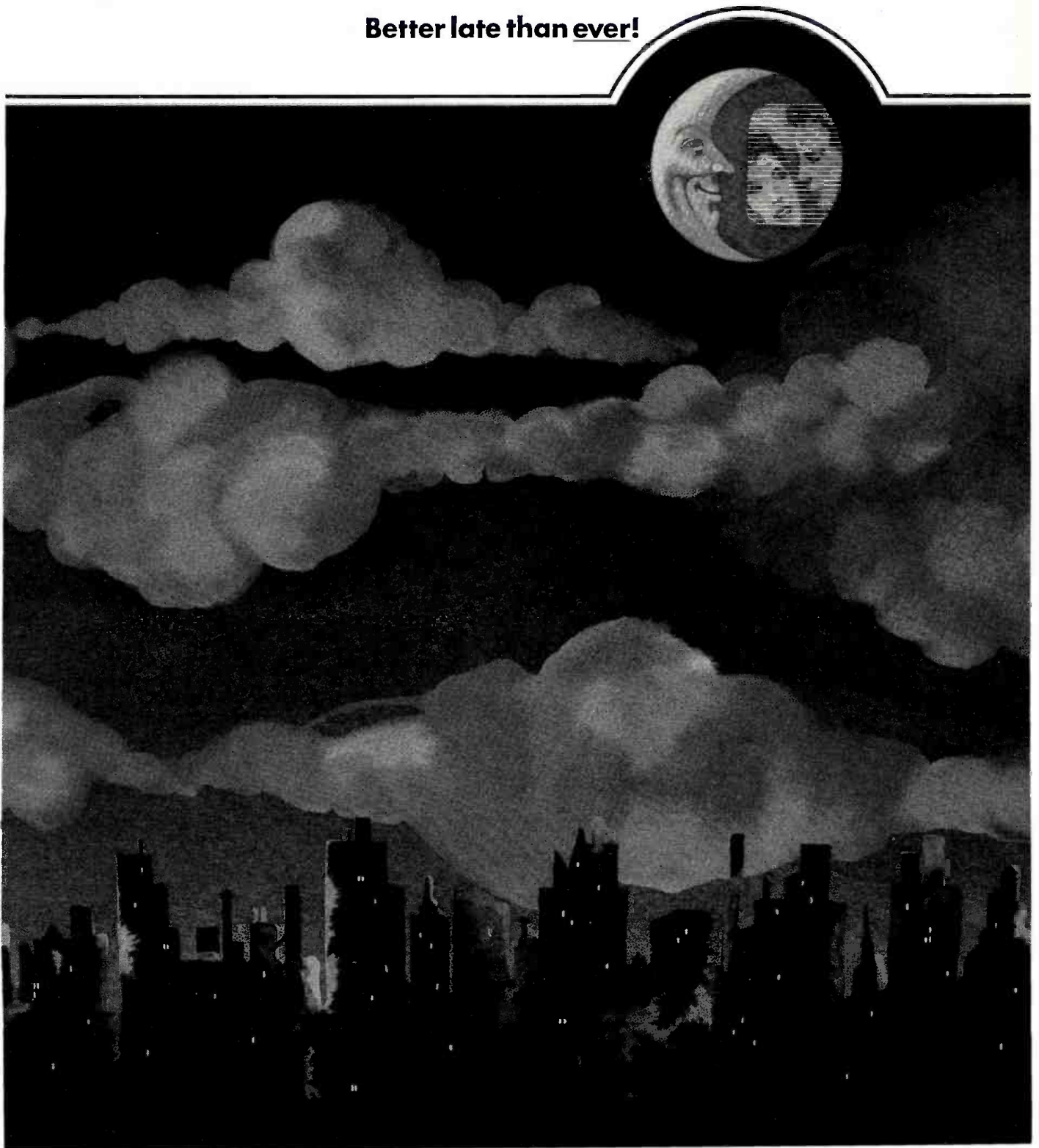
For 15 straight years, The Late Show has consistently brought New Yorkers the finest movies, the biggest stars, the most television premieres. The future looks even brighter. For example, to make the anniversary truly gala, The Late Show will present a month of great movies

all in color... beginning February 26 with "Marjorie Morningstar," and including such New York television "firsts" as Elizabeth Taylor in "Ivanhoe," James Cagney in "Never Steal Anything Small," Gary Cooper in "Dallas" and Jean Simmons in "Hilda Crane."

For the best, most colorful late-evening television — and big audiences to match — keep your eye on Channel 2. It's better late than ever! **WCBS-TV** 

CBS Owned, New York. Represented by CBS Television Stations National Sales.

**Better late than ever!**



## Changing consumer: radio-TV must anticipate trends too

Most business people pay lip service to the theory that change is the only constant you can count on. Yet, except for those associated with advertising agencies, few accept change as a basic factor to be anticipated and acted upon in their daily work.

Successful advertising agencies have developed their sensitiveness to change to almost a psychic level. Perhaps this is because they maintain a detached attitude. Perhaps it is because progressive agencies are staffed with people who read, listen and look a lot and immediately relate what they have read, seen and heard to client operations.

Manufacturers and processors may be aware of changes in consumer attitudes. But too often they won't act. They tend to resist adapting new products or processes because the change can mean a heavy investment in new machinery or new materials that they fear could raise the cost of products above competitive levels. They take the easy way out and avoid change until a shrinking share of market or obsolescence forces them to do so.

**No Go: Status Quo** ■ Broadcasters tend to avoid change too. Yet radio and television should be able to anticipate change and act fast enough to be ready to meet new consumer needs and wants. The industry seems to resist change even when its excuse isn't nearly as good as that of the manufacturer or processor.

The thinking in the broadcasting industry, as I have observed it, seems to be that if a station has a good thing going, it will stay with it until ratings fall. Or if a competing station has a popular program, it will search frantically and sometimes unwisely for a spinoff of the same idea.

We all have read recently that magazine circulation and advertising are up this year and that publications look to still further healthy growth. Meanwhile television viewing appears to be reaching a peak.

This need not make the broadcasting industry reach for the panic button. But it does indicate subtle changes in consumer attitudes that magazines were alert to long before they happened and upon which they acted.

**Faster Moving Targets** ■ Even professors at colleges and universities are more alert to change. They used to work to secure their tenure and then stick around for a lifetime polishing the library shine on their trousers. Now they are on the move, going where their

interests lie or where facilities are better. The same thing is happening in the medical profession and others. In fact we are facing an increasingly mobile society where changes in attitudes happen overnight instead of stretching over a generation as they once did.

What is the ephemeral thing called change? What triggers it? How can you anticipate it? You can't always see it. You can't go out and buy a package and analyze it. You have to absorb it through your skin.

Does change always mean you have to have something new? Not necessarily. While the consumer is conditioned to interest in the new, "new" is, I think, more environmental than chronological. For instance, the war in Vietnam may have triggered a rise in the stationery market simply because more women have a need to write more letters. These consumers may never have felt such an urgent need for stationery before. Suddenly they need it and this need is not related to newness.

**How to Keep Up** ■ How can broadcasters become more alert to change in consumer viewpoints and move fast enough to meet them?

Many successful stations soak up changing trends by studying the mail. They do more than simply read it. They view mail as an index to consumer wants. They analyze it and program to meet the interests of the majority of their audience as expressed in the mail they receive.

Other ways in which I think a sensitiveness to change in consumer viewpoints may be sharpened are:

■ **Reading.** Read and then relate what is read to programing. This doesn't mean that every person on the

staff has to read voraciously. It takes only a handful of people capable of reading and relating to keep ahead of trends. It does mean reading a wide variety of publications including those that have no direct bearing on broadcasting, for what affects one industry affects all. For example, a trend in the furniture industry (right now to 17th and 18th century English designs) reflects a change in consumer attitudes.

■ **Listening.** Listen to people at least as much as you listen to competitors and the pleasantries of the broadcasting fraternity. Know what people are talking about. Not just the polite banter but their deep and serious convictions. I sometimes find it more informative to be aware of what people do not say than what they say.

■ **Looking.** Get out of your swivel chair and go look at what people are doing when they are not glued to the tube or twiddling the dials of their transistor radios. Where do they go? Find out, for where they go is indicative of interests that might be changing.

Retailing offers numerous successful examples of awareness of people's changing attitudes. Witness the growth in distribution of fine art through formerly mundane retail outlets, the proliferation of boutiques and the imports of handcraft and sculpture.

Mine are homely suggestions on the surface. But they do indicate what I believe—that surveys and computers are not enough. You also have to keep your personal antenna pointed at people. If you do, you will learn better to soak up an awareness of changing consumer attitudes before they happen. This is what we must do in the agency business if we are to serve and succeed.



G. Bowman Kreer has been senior vice president and manager of the Chicago office of Young & Rubicam since mid-1964. Before that he was senior vice president, director of client services and executive committee member of Clinton E. Frank Inc., Chicago. Mr. Kreer earlier had been with Campbell-Mithun and McCann-Erickson. He is co-author with Philip Ward Burton of 'Advertising Copywriting,' standard textbook used in some 150 colleges and universities.

# WELI

From any angle WELI commands the radio market in South Central Connecticut and Long Island East. And sells the big money daytime housewife market best!

**WELI 960 KC-5000 WATTS**

The Sound of New Haven  
National: H-R Representatives;  
Boston: Eckels & Co.

# WONDERFUL ISLE OF DREAMS

Established Jan. 19, 1926

MIAMI



610 KC AM  
5000 W - DIRECTIONAL

97.3 MC FM  
100,000 W - STEREO

COX BROADCASTING CORPORATION

PROGRAMMED 24 HOURS DAILY  
FOR ADULT ENTERTAINMENT  
AND INFORMATION

Now Represented Nationally by

**EDWARD PETRY & CO. INC.**

Established Feb. 1932

RADIO 1320  
**WILS**  
LANSING  
5,000 WATTS / 24 HOURS A DAY

No. 1 MID-MICHIGAN RADIO STATION

LANSING MICHIGAN

WILS delivers all the Lansing Metro area plus most of another seven counties.

**92** National advertisers use WILS. For complete cost/M and other audience data, write or call:

VENARD, TORBET & MC CONNELL

RADIO 1320  
**WILS**  
LANSING  
5,000 WATTS / 24 HOURS A DAY

## OPEN MIKE®

### A matter of motivation

EDITOR: As I am sure you are now aware, a spokesman for Clear Vision TV Cable Corp. was in error when he indicated that this community antenna TV group would be "virtually a subsidiary of the telephone company" (BROADCASTING, Feb. 7).

The Bell System's position on CATV has been frequently stated. I refer you to the December issue of *Television Magazine* which carried a statement by an AT&T spokesman who said, in part: "Bell System companies do not intend to become the operators of CATV systems. They only propose to provide local distribution channels for operators of CATV systems who choose to secure them from the telephone companies."

This was reiterated by Gordon N. Thayer, vice president of AT&T, at the CATV financial seminar held in New York on Jan. 27 under the sponsorship of the National Community Television Association.—*Henry Senber, news manager (radio and television), New York Telephone Co., New York.*

EDITOR: As one who is interested in the CATV corporation that you mentioned, let me hasten to correct the errors which the piece contains, through no fault of yours.

The New York Telephone Co. had no interest or knowledge of our applications for franchises in Westchester county or anywhere else. The motivation came from another source entirely.—*Edwin B. Dooley, Mamaroneck, N. Y.*

(BROADCASTING had been told by an official of the Clear Vision group, that the New York Telephone Co. would be the major owner of proposed Westchester county CATV systems. The story noted the phone company denied knowledge of or interest in the project.)

### The eighth lively art?

EDITOR: It may interest you to know that BROADCASTING magazine is no longer available in the Publications Room of the New York Public Library at 42d Street. It has been moved to the Lincoln Center Library of the Performing Arts.—*Edna Luginbuhl, 76 Irving Place, New York.*

### A rare occurrence

EDITOR: I want to thank you for your interest in interviewing me and the subsequent publishing of the "Profile" (BROADCASTING, Feb. 7).

It is a rare occurrence indeed that an article comes out almost exactly as the interview took place, and I want to

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# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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\*Reg. U. S. Patent Office  
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BROADCASTING, February 21, 1968



## The weather won't always be full of such unpleasant surprises.

Her day began fair and clear. Soon she'll be soaking wet.

Recent ITT developments can one day help change this. For one way to get ahead of the weather is to stay on top of it with a satellite like NASA's Nimbus.

On board the Nimbus weather satellite was an ITT-developed infrared camera system that photographed cloud formations worldwide at night.

This space "first" gave meteorologists

a dramatic new means for analysis of Earth's atmosphere. For this achievement the American Meteorological Society subsequently cited ITT Industrial Laboratories with the Award for Outstanding Services to Meteorology.

The next Nimbus will carry an advanced nighttime camera as well as a newer ITT daytime camera for 24-hour, round-the-world weather data from space.

Another ITT daytime camera is sched-

uled for NASA's Applications Technology Satellite (ATS). It will report weather patterns over a large area of Earth from a position 22,300 miles in space, synchronized with Earth's rotation.

Weather eyes in space promise a new dimension of knowledge that will touch the lives of people everywhere.

International Telephone and Telegraph Corporation, New York, N.Y.

# ITT

# MAD. & 52 BAR BERRY REST.

Famed decorators have just done us over in their best high styling and our new Chef has redone our menus. You'll find the varieties of food more attractive and appetizing than ever. Won't you come for luncheon or dinner today?

cocktails and supper also  
piano moods at dinner

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**BERKSHIRE HOTEL**  
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22 (OPEN MIKE)

thank you for your patience in the interest of that accuracy.

I received several nice comments about this article, and I am extremely pleased with the end result.—*Norman S. McGee, executive vice president, WQXR-AM-FM New York.*

### The braking point

EDITOR: Aren't there any station managers, those who manage, program, write, announce, etc., who have the courage to criticize agencies and federal departments who day-after-day ask for and then, later, demand facts and figures on products advertised, time consumed by various products, figures on product-advertising, music played, type of programming, area covered, etc.

My volume from these large agencies is nil, from those federal agencies demanding information, nil. We have a tough enough time making ends meet without the demands for surveys, detailed programming and advertising information.

Perhaps I'm a little touchy, but I'm not as young as I used to be and I love rest in a reasonably good bed. I spent 17 hours this week answering questions on federal and agency questionnaires and it all added up to domestic misunderstanding.

I'm mimeographing a stock answer. Agencies that feel that I'm entitled to business will be given appreciated treatment.

Visit me on my ditch-digging project, but there'll be no more waste-time fill-ins for me. I've had it. Where are the guts of the managerial broadcasters. And I'm not a Republican, either.—*E. Marion Sexton, vice president and station manager, KIPA Hilo, Hawaii.*

### Smokey Bear's paternity

EDITOR: Thank you for Edward Wilson's excellent "Monday Memo" on "Smokey Bear: a voice in the wilderness" (BROADCASTING, Jan. 24). This article includes a number of points not previously published. If it lacks in any one respect, it is in underplaying the role of Foote, Cone & Belding in the creation of Smokey Bear as the symbol of forest-fire prevention. Had Mr. Wilson covered this part of the Smokey Bear legend in more detail, it might have saved H. Gifford Irion from sending you the story of his father's role in "conceiving the image."

Let me say at the outset that we who serve on Smokey's staff are pleased that his image encourages folks who have had some connection with the program to build up their own part in it. This is natural and right. As a matter of necessity, we have fallen back on a routine

for checking paternity claims. We have ample evidence that the idea for the Smokey Bear symbol came out of a routine planning meeting held in Washington in 1944. The participants were from The Advertising Council, Foote, Cone & Belding, Office of War Information, the State Foresters Association and the Forest Service. Mr. Irion does not appear in the records as a participant, though he may have talked to one of the participants beforehand.

What does not add up in Mr. Irion's story is the part about the little bear cub in the forest fire. There was a cub and there was a fire, but they came on the scene five years after Smokey made his appearance. Clint Davis, at that time director of the Smokey Bear program, heard of the rescue and decided that here was our living symbol of forest fire prevention. The cub was named "Little Smokey" and was flown in to the Washington Zoo amid a great flurry of publicity. The live Smokey attracts several million visitors a year to his cage, but the Smokey Bear symbol did not start with the live bear cub and, hopefully, will be going strong after the "Smokey" at the zoo has gone to bear heaven.—*Mal Hardy, director, forest fire prevention, U. S. Department of Agriculture, Forest Service, Washington.*

### The missing decimal caper

EDITOR: The Jan. 17, 1966 issue of BROADCASTING carried an interesting story about possible reduction of U. S. television program imports by the Canadian Broadcasting Corp.

While the story was essentially correct in regard to CBC plans to reduce the amount of U. S.-originated programs and increase the amount of Canadian-produced programming, I must draw your attention to an error concerning the financing of the CBC.

CBC's operations are financed by an annual parliamentary grant and augmented by commercial revenue, as your article indicated.

The Canadian taxpayers last year provided \$85.9 million of our operating revenue. Your article's statement that they paid approximately "\$888 million a year to telecast programs," would astound Canadians and mislead others.

Actually, the \$85.9 million CBC was voted is applied not just to telecasting, but to telecasting two complete services, in English and French, and two complete radio networks, also in two languages, as well as to cover other services, such as those to our far northern areas and the Canadian armed forces in various parts of the world.—*R. C. Fraser, vice president, assistant to the president, CBC, Ottawa.*

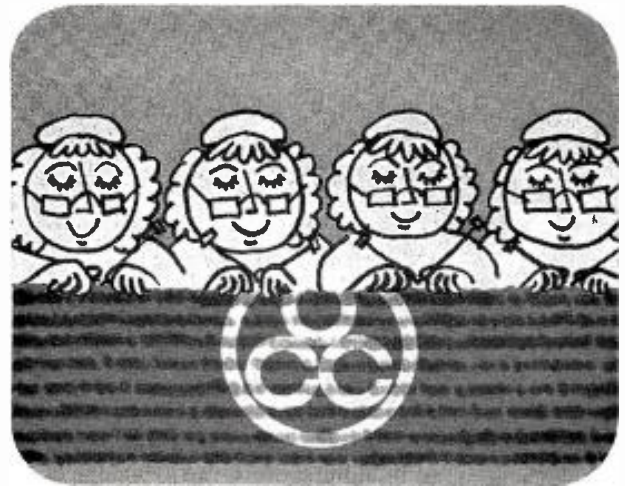
(A wandering decimal point turned \$88.8 million into the above mentioned figure. CBC's New York office had called \$88.8 million "approximately correct.")

BROADCASTING, February 21, 1966

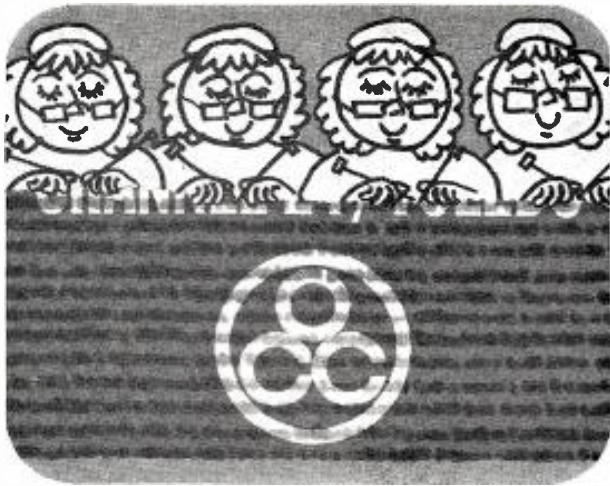
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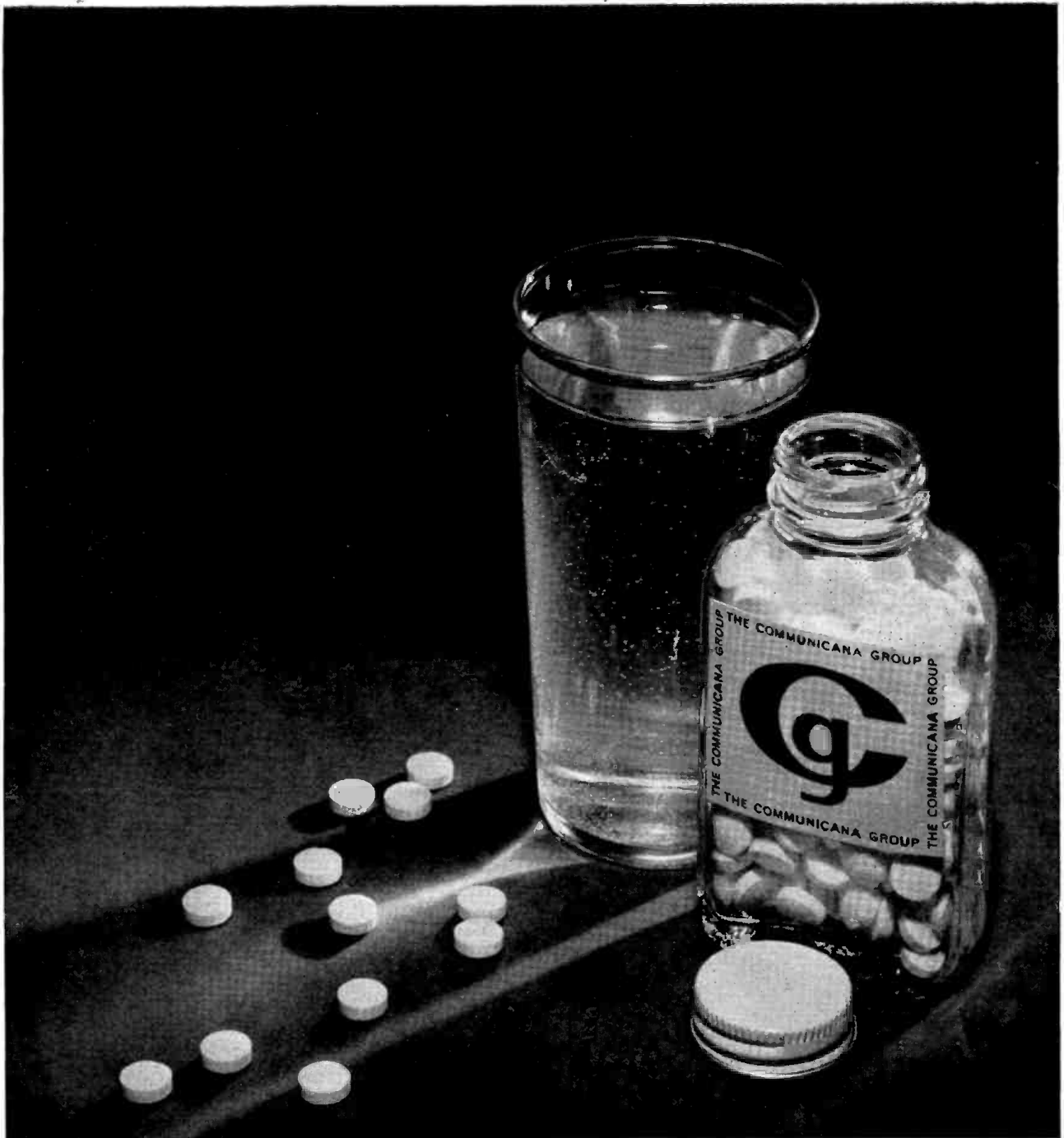


**There'll be a new freshness in the air over Toledo!**

Can TV serve the community better? We think so. That's why we plan to get deep into the heart and mind of every town we serve. We'll show what makes our city tick, what makes it grow, what makes it good. And we'll do our bit to add to the satisfactions of living there. We know it takes all kinds of people to make a good town.

And all kinds of interests to make a good life. And all kinds of programs to make a good station. Maybe we won't be the biggest station in town, or the richest, but we'll be the one to watch.

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201 East 42nd St., New York, N.Y.



• **CG can make you well in Indiana. If you want it to doctor sales for your drug products, prescribe it, through **ATS**.**

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# Wild escalation in CATV fight

FCC asserts control of cables, Congress erupts in response, court is asked to intervene—and the whole CATV controversy is bitterer than ever

The community antenna television issue exploded in Washington last week, and there was fall-out all over town.

FCC Chairman E. William Henry touched off the explosion Tuesday morning by announcing the commission's intention to assert jurisdiction over all CATV's, regardless of whether they are served by microwave, and to apply the same rules to all (see page 30).

Almost immediately, congressional hearings on CATV were announced in both houses of Congress. Members of the Senate and House issued statements or made speeches on the issue. One key Congressman introduced a bill to deny the commission direct jurisdiction over CATV's. A broadcast company asked the U. S. Court of Appeals to overturn the commission's action, on the ground that it didn't impose sufficiently stringent limitations on CATV's (see page 34).

And the commission, having caused the explosion, scurried back into its offices to prepare the orders incorporating its intentions, and to draft the legislation that it promised to send to Congress.

**At Stake** ■ What is involved is the future of an industry that comprises 1,600 systems serving an estimated 2 million homes—or 6.6 million viewers—and whose projected growth strikes consternation in the heart of the FCC, and fear in the hearts of broadcasters.

At the end of January, according to records of the National Community Television Association, 250 systems were under construction and another 650 franchises had been granted. Applications for CATV franchises in 1,300 communities were pending.

There is quickening growth in the top 100 markets, where the commission is most concerned about CATV's impact on the development of UHF broadcasting and about the possible transformation of CATV's into wired pay-television systems.

Fifteen systems are operating in 12 of those markets, 4 are under construc-

tion, 22 franchises have been granted in 20 markets, and applications are pending in 70 communities (see page 28).

Another measure of the industry's strength is the avalanche of congressional mail it was able to generate in opposing strict commission regulation. A check of congressional offices, indicates that 500,000 pieces of mail were re-

nouncements by Representative Harley Staggers (D-W. Va.), chairman of the House Commerce Committee, and Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, that they would hold hearings signalled congressional intention to assume responsibility for creating a new national policy for television



FCC Chairman E. William Henry

ceived from CATV subscribers (BROADCASTING, Feb. 7).

The commission's plan is to slow the growth of CATV into the top 100 markets by requiring CATV's that want to transport distant signals into those communities to submit to hearings. But at the same time, the commission said it will require CATV's to give local stations only 24-hour protection against duplication of their programs—a sharp relaxation of the rule requiring CATV's to refrain from carrying programs for 15 days before and after local broadcast.

**Echoes from Congress** ■ But an-

that would include cable television as well as free television.

While the commission insists it has jurisdiction, it recognizes that the issue won't be finally resolved until Congress or the courts act. Indeed, its very act of asserting jurisdiction is seen as a conscious effort to trigger congressional action.

And congressional action on the legislation that the commission will propose within two weeks will go far toward shaping the future growth of CATV. Besides requesting clarification of its jurisdiction to regulate CATV's, the commission wants a bill to prohibit

## Seven points of CATV regulation—another waits for Hill okay

The FCC last week laid out an eight-point program for regulating all community antenna television systems covering those not using microwaves as well as those that do. Seven of the points relate to regulations the commission will adopt within two weeks. The final point involves legislation the commission will recommend to Congress.

The text of the program, as disclosed in a news release issued on Tuesday (Feb. 15) follows:

"(1) Carriage of local stations. A CATV system will be required to carry without material degradation the signals of all local television stations within whose grade B contours the CATV system is located. The carriage requirements thus made applicable to all CATV systems will be substantially the same as those applied to microwave-served systems by the commission's First Report and Order in Dockets 14895 and 15233, adopted in April 1965.

"(2) Same day nonduplication. A CATV system will be required to avoid duplication of the programs of local television stations during the same day that such programs are broadcast by the local stations. This nonduplication protection, as under the existing rules, will apply to 'prime-time' network programs only if such programs are presented by the local station entirely within what is locally considered to be 'prime-time.' It will also give the CATV subscribers access to network programs on the same day that they are presented on the network. Nonduplication protection will *not* be afforded to programs which are carried in black and white by the local station and are available in color from a more distant station on the CATV system.

"The new nonduplication rules thus

embody two substantial changes from those adopted in the First Report and Order. First, the time period during which nonduplication protection must be afforded has been reduced from 15 days before and after local broadcasts to the single day of local broadcast. Second, a new exemption from the nonduplication requirement has been added as to color programs not carried in color by local stations.

"(3) Private agreements and ad hoc procedures. The commission will continue to give full effect to private agreements between CATV operators and local television stations which provide for a different type or degree of protection for the local station than do the commission's rules. Moreover, the commission will give ad hoc consideration to petitions from local television stations seeking a greater degree of protection than provided by the rules, or from CATV operators seeking a waiver of the rules.

"(4) Distant city signals—new CATV systems in the top 100 television markets. Parties who obtain state or local franchises to operate CATV systems in the 100 highest ranked television markets (according to American Research Bureau [ARB] net weekly circulation figures), which propose to extend the signals of television broadcast stations beyond their grade B contours, will be required to obtain FCC approval before CATV service to subscribers may be commenced. This aspect of the commission's decision is effective immediately, and will be applicable to all CATV operations commenced after Feb. 15, 1966.

"An evidentiary hearing will be held as to all such requests for FCC approval, subject, of course, to the general waiver provisions of the commission's rules. These hearings will be concerned primarily with

(a) the potential effects of the proposed CATV operation on the full development of off-the-air television outlets (particularly UHF) for that market, and (b) the relationship, if any, of proposed CATV operations and the development of pay television in that market. The hearing requirement will apply to all CATV operations proposed to communities lying within the predicted grade A service contour of all existing television stations in that market.

"Service presently being rendered to CATV subscribers will be unaffected. However, the commission will entertain petitions objecting to the geographical extension to new areas of CATV systems already in operation in the top 100 television markets.

"(5) Distant city signals—new CATV systems in smaller television markets. The commission's prior approval after an evidentiary hearing will not be required by rule for proposed CATV systems or operations in markets below 100 in the ARB rankings. However, the commission will entertain, on an ad hoc basis, petitions from interested parties concerning the carriage of distant signals by CATV systems located in such smaller markets.

"(6) Information to be filed by CATV owners. Pursuant to its authority under Section 403 of the Communications Act, the commission will, within an appropriate time to be prescribed, require all CATV operations to submit the following data with respect to each of their CATV systems: (a) the names, addresses and business interests of all officers, directors, and persons having substantial ownership interests in each system; (b) the number of subscribers to each system; (c) the television stations carried on each system, and (d) the extent of any exist-

CATV's from originating programming—a reflection of concern that CATV's will develop into wired pay-television systems.

The commission also wants Congress to consider whether CATV's should be required to seek permission of an originating station before transmitting its programs, and whether CATV's should be deemed public utilities. The commission last week had not decided what recommendations, if any, it should make on those points. It is scheduled to consider its legislative package this week.

**New Scene** ■ Accordingly, the scene

of battle on CATV, so long the FCC, began shifting to Capitol Hill. Initial indications were that the commission's primary approach, designed to protect major markets for UHF growth while permitting CATV's to bring multiple services to smaller towns, would not be altered substantially.

Representative Staggers, in announcing plans for the Commerce Committee hearing, said the plan outlined by the commission "constituted a praiseworthy effort to strike a proper balance between the positions advocated by the broadcasters on the one hand and CATV

operators on the other hand."

And Senator Pastore has long felt the commission should regulate CATV. Indeed, in 1960, after failing to prod the commission into action, he floor-managed a CATV-regulation bill. It lost by one vote in the Senate after, he says, CATV forces that had promised to support the measure worked against it. As a result, he has little sympathy for CATV operators' position today, a fact that shines through his statement.

"There is no question in my mind," he said, "that if the legislation that the [Commerce] committee reported . . .

ing or proposed program origination by each CATV system.

"(7) Assertion of jurisdiction. To the extent necessary to carry out the regulatory program set forth above, the [FCC] asserts its present jurisdiction over all CATV systems, whether or not served by microwave relay.

"(8) Legislation to be recommended to Congress. The commission will recommend, with specific proposals where appropriate, that Congress consider and enact legislation designed to express basic national policy in the CATV field. Such legislation would include those matters over which the commission has exercised its jurisdiction, as well as those matters which are still under consideration.

"Included in these recommendations will be the following:

"(a) Clarification and confirmation of FCC jurisdiction over CATV systems generally, along with such specific provisions as are deemed appropriate.

"(b) Prohibition of the origination of program or other material by a CATV system with such limitations or exceptions, if any, as are deemed appropriate.

"(c) Consideration of whether, to what extent, and under what circumstances CATV systems should be required to obtain the consent of the originating broadcast station for the retransmission of the signal by the CATV system.

"(d) Consideration of whether CATV systems should or should not be deemed public utilities. In this connection, Congress will be asked to consider the appropriate relationship of federal to state-local jurisdiction in the CATV field, with particular reference to initial franchising, rate regulation, and extension of service.

"The [FCC] of course, stands ready to discuss all of the above matters with the appropriate congressional committees at any time."

had been enacted, many of the questions that are now being raised, as well as the proliferation of the state and municipal regulations in the CATV field, may have been eliminated and CATV allowed to grow in an orderly fashion."

Senators Frank E. Moss (D-Utah), Vance Hartke (D-Ind.) and Ross Bass (D-Tenn.) issued statements generally supporting the commission's position. Senator Bass called the commission plan "eminently fair." He and Senator Hartke are members of the Senate Communications Subcommittee. Senator Moss

had sponsored the CATV bill that was defeated in 1960.

In the House, restrained support was voiced by Representatives John Dingell (D-Mich.), a member of the House Commerce Committee and chairman of a subcommittee on regulatory agencies, and John G. Dow (D-N. Y.).

**Harsh Charges** ■ But it was in the House where the most jarring note was heard. Representatives Walter Rogers (D-Tex.), chairman of the Communications Subcommittee, and Fred B. Rooney (D-Pa.), a subcommittee member, accused the commission of breaking a promise that it would not announce a decision until congressional committees could discuss the matter with it.

Representative Rogers directed his charge of bad faith directly at FCC Chairman E. William Henry. Chairman Henry later issued a statement asserting that the assurances to which Representative Rogers "referred were that 'when the FCC had reached a conclusion as to what should be done [we] would come back and discuss this with the proper committees of Congress.' This is exactly what we did."

The commission reached its conclusions Monday, and Chairman Henry contacted members of Congress that evening. The next afternoon, after his news conference announcing the commission's decisions, he and five other commissioners spent three hours in closed session with the Commerce Committee, explaining their decisions.

Representative Rogers, who has consistently argued that the commission lacks jurisdiction over nonmicrowave-served CATV's, on Thursday introduced a bill (HR 12914) designed to bar the FCC from direct control over CATV's.

The bill, which would amend the non-censorship provision of the Communications Act, would prohibit the commission from exercising control of broadcast signals.

To permit the commission to regulate reception of signals, he said, would "create the possibility of censorship." He said the legislative history of the Communications Act indicates that the commission is authorized to regulate transmission, not reception, of signals.

Representative Roger's moves were regarded in part at least as an effort to determine the limits of his power as Communications Subcommittee chairman under the new committee chairman, Representative Staggers. In his previous three years as subcommittee chairman, he had been under the shadow of the powerful Committee Chairman Oren Harris (D-Ark.), who left his House seat for a federal judgeship on Feb. 3.

Representative Staggers last week appeared to be asserting his authority. He said the CATV issue is of "sufficient national importance" to require a full

committee hearing.

**Court May Act First** ■ Unless Congress acts swiftly, the courts may beat it to a decision on the CATV issue. On Wednesday, Midwest Television Inc. asked the U.S. Court of Appeals in Washington to direct the commission to toughen up its regulatory plan.

Midwest said the plan fails to provide adequate protection for small market stations, does not impose strict enough limitations in the top-100 markets, and does not restrict CATV's operating before Feb. 16 (see page 34).

The operating heads of the National Association of Broadcasters and the Association of Maximum Service Telecasters expressed concern also about what they felt was the plan's failure to protect small-market stations.

Vincent T. Wasilewski, NAB president, began polling the NAB board last week on whether the association should ask the commission to reconsider its decision to require CATV's to give only same-day protection and restrict the requirement for hearings to the top-100 markets.

Lester Lindow, executive director of AMST, said he was "encouraged that the commission has agreed to exercise its jurisdiction over all CATV systems." But he expressed "particular concern that the rules will fail to preserve opportunities for free local and area television broadcasting service in smaller markets."

**Public Utility?** ■ A similar view was expressed by the Television Accessory Manufacturers Institute (TAME). It again called for public-utility regulation of CATV. TAME has brought suit asking for a court ruling that the commission regulate CATV's as common carriers.

Frederick W. Ford, president of the National Community Television Association, found the commission's plan fairly agreeable. He even commended the commissioners' efforts "to understand more thoroughly" CATV operations.

His only serious reservation was the commission's assertion of jurisdiction. And in that connection, he said: "We laud and welcome the commission's intention to seek legislation to define a national policy with respect to CATV." He pledged NCTA's cooperation to the commission and broadcasters in recommending congressional policy.

**Dissent** ■ Most CATV operators whom BROADCASTING contacted shared Mr. Ford's view that Congress should establish national policy. But one who didn't was Martin F. Malarkey, Washington CATV consultant and broker, who is a pioneer CATV owner-operator and the first president of NCTA.

"I'm inclined to feel that we can manage better with the FCC and its

## 100 markets where CATV's could not import distant signals

The top-100 markets, where the FCC would bar CATV systems from importing distant signals, follow. Information supplied by the National Community Television Association is listed after each market: A indicates applications are pending for a franchise; F indicates a franchise or franchises have been granted; C indicates a franchised system is under construction, and O indicates at least one CATV system is in operation.

In multiple-city markets, the information is given for each city in the same order the cities are listed. For example, in the 33d market—Harrisburg-Lancaster-Lebanon-York, Pa.—the listing O-A\*-F indicates Harrisburg has an operating system; an application is pending in Lancaster; there has been no CATV activity reported in Lebanon, and a franchise has been granted in York.

In single-city markets with no activity there is no symbol after the listing. An asterisk (\*) in multiple-cities indicates no CATV activity.

(1) New York, F; (2) Los Angeles, O; (3) Chicago; (4) Philadelphia, A; (5) Boston; (6) Detroit; (7) San Francisco, O; (8) Cleveland, A; (9) Pittsburgh, A; (10) Washington;

(11) Baltimore, A; (12) St. Louis; (13) Hartford-New Haven, Conn., A-A; (14) Providence, R. I.; (15) Dallas-Fort Worth, A-A; (16) Cincinnati; (17) Minneapolis-St. Paul; (18) Indianapolis, A; (19) Atlanta;

(20) Miami;

(21) Seattle-Tacoma, Wash., O-O; (22) Buffalo, N. Y., C; (23) Milwaukee, A; (24) Kansas City, Mo.; (25) Houston, O; (26) Toledo, Ohio, F; (27) Sacramento-Stockton, Calif., A-A; (28) Dayton, Ohio, A; (29) Charlotte, N. C.; (30) Columbus, Ohio, A;

(31) Wheeling, W. Va.-Steubenville, Ohio, O-C; (32) Tampa-St. Petersburg, Fla., A-A; (33) Harrisburg-Lancaster-Lebanon-York, Pa., O-A\*-F; (34) Memphis, F; (35) Syracuse, N. Y., A; (36) Portland, Ore., O; (37) Albany-Schenectady-Troy, N. Y., A-F-A; (38) Grand Rapids-Kalamazoo, A-C; (39) Birmingham, Ala., A; (40) Denver;

(41) Johnstown-Altoona, Pa., O-O; (42) Nashville, A; (43) New Orleans; (44) Greenville-Spartanburg, S. C.-Asheville, N. C., A-A-F; (45) Charleston-Huntington, W. Va., A-A; (46) Saginaw-Bay City-Flint, Mich., A-A-A; (47) Lansing, Mich., A; (48) Louisville, Ky.; (49) Greensboro-Winston Salem-High Point, N. C., A-A-A; (50) Raleigh-Durham, N. C., F-A.

(51) Oklahoma City; (52) Salinas-Monterey-Santa Cruz, Calif., O-F-O; (53) Manchester, N. H., O; (54) San Diego, O; (55) Norfolk-Portsmouth-Newport News-Hampton, Va., A-F-A-F; (56) Wichita, Kan.; (57) San Antonio, Tex.; (58) Tulsa, Okla., A; (59) Portland-Poland Spring, Me., A-\*; (60)

Omaha.

(61) Roanoke, Va., A; (62) Phoenix; (63) Salt Lake City-Ogden-Provo, Utah, F-F-A; (64) Green Bay, Wis., A; (65) Richmond, Va.; (66) Davenport, Iowa-Rock Island-Moline, Ill. \*-A-\*; (67) Orlando-Daytona Beach, Fla., A-F; (68) Rochester, N. Y., O; (69) Shreveport, La., A; (70) Wilkes-Barre-Scranton, Pa., A-A;

(71) Little Rock, Ark., A; (72) Jacksonville, Fla., A; (73) Champaign-Decatur-Springfield, Ill., A-F-A; (74) Cedar Rapids-Waterloo, Iowa; (75) Mobile, Ala.-Pensacola, Fla., F-A; (76) Des Moines, Iowa; (77) Spokane, Wash.; (78) Springfield-Holyoke, Mass., A-A; (79) Jackson, Miss., A; (80) Knoxville, Tenn., F;

(81) Madison, Wis., F; (82) Binghamton, N. Y., F; (83) Columbia, S. C.; (84) Columbia, Ga., C; (85) Baton Rouge, A; (86) West Palm Beach, Fla.; (87) Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill., A\*-F; (88) Evansville, Ind., A; (89) Greenville-Washington-New Bern, N. C.; (90) Sioux Falls, S. D., A;

(91) Fresno, Calif., A; (92) Chattanooga, A; (93) Lincoln-Hastings-Kearney, Neb., A-F-A; (94) Youngstown, Ohio, F; (95) Augusta, Ga., A; (96) South Bend-Elkhart, Ind., F-A; (97) Peoria, Ill., A; (98) Fort Wayne, Ind., A; (100) Albuquerque, N. M., A.

## WILD ESCALATION IN CATV FIGHT continued

rules, provided they are flexible, than with legislation that might lock in regulation," he said. He also said the commission's rules appeared to be a compromise "between the extremists of both sides."

Robert H. Beisswenger, president of the Jerrold Corp., Philadelphia, manufacturer of CATV equipment and owner of a group of CATV systems, called the commission action "an unwarranted usurpation of congressional authority." He also said the commission's decision "is an unprecedented attempt to restrict the freedom of TV reception."

And Bruce Merrill, president of Ameco Inc., Phoenix, CATV equipment manufacturer, and principal owner of American Cable TV Inc. (group owner) and of American Microwave Relay Inc., was also critical.

**Two Classes** ■ Unlike Mr. Ford, he

didn't think the commission had done its homework. "It's hard to understand," he said, "on what basis the commission decided that the country should have two classes of citizens," a reference to the different treatment being accorded CATV's within and outside the top-100 markets.

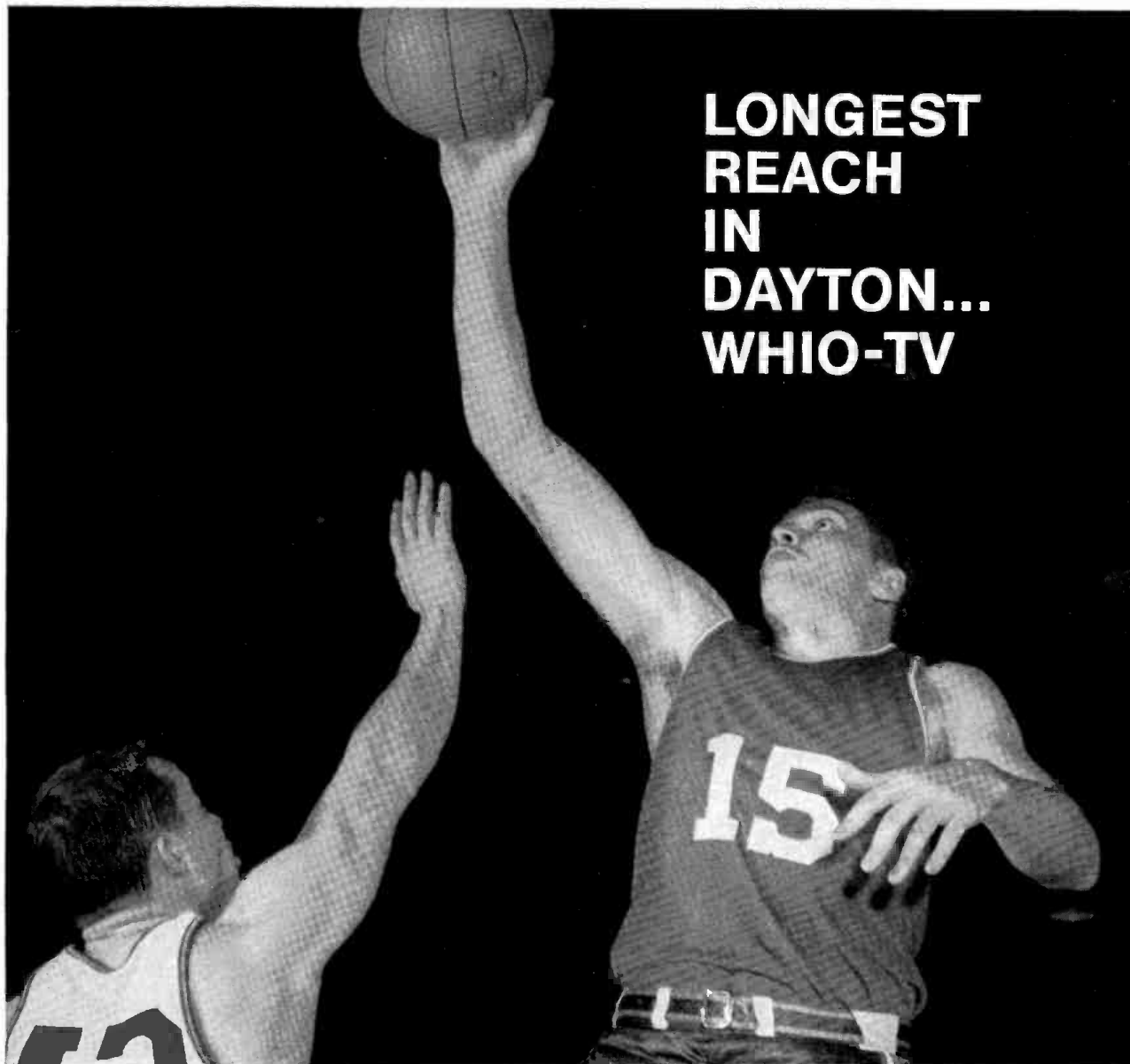
Executives of Teleprompter Corp., New York (group CATV owner) and Cox Cablevision Corp., a group CATV owner and a subsidiary of Cox Broadcasting Corp., expressed a measure of relief.

Irving Kahn, chairman and president of Teleprompter, said that the commission "for first time . . . recognizes CATV as a full-fledged communications service." He also said that although he believes Congress should set policy, the commission's action "is a strong incentive to the orderly development of CATV."

Marcus Bartlett, executive vice president of Cox-Cablevision, said that until the commission announced its plan "the FCC moves were speculative. . . . Now we have something specific." He also said the 24-hour nonduplication requirement and relative freedom given CATV's in markets below the top 100 "look very favorable." But the plans for the markets in the top 100, he said "will require a large measure of interpretation."

Gordon Fuqua, executive vice president of Television Communications Corp. (group CATV owner) said the relaxation of the nonduplication rule "was a little surprising and pleasantly so."

But he also said that although the commission has laid out basic ground rules, he doesn't believe they will all be supported in Congress or by the courts. "There's no allocation plan for CATV," he said, "and I don't know how the FCC thinks it can determine where you can or can't build a system."



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# How FCC takes CATV control

7-point plan slows big city expansion; Congress asked for authority

The FCC, in a display of unanimity that was thought unlikely a few weeks ago, launched a two-pronged effort last week to fit the burgeoning community antenna television industry into the structure of the existing television system.

The commission asserted jurisdiction over all 1,600 cable systems, which serve 6.6 million viewers, and laid out a seven-point plan for regulating them. At the same time, it proposed congressional action on a number of aspects of the CATV issue—including the question of jurisdiction. (For text of main points in new policy see page 26.)

The plan slows, if not halts, the expansion of CATV's into the top 100 markets—areas where commissioners are most concerned about the impact of CATV on the development of UHF television and about the possible transformation of CATV systems into wired pay-television systems.

But the plan also reduces the period of protection that CATV's are required to give local stations on nonduplication of programs. The 15-day before-and-after-local-broadcast rule is to be dropped. In its place a plan of 24-hour protection was adopted. No protection will be required in the case of a CATV carrying in color a program that the local station is broadcasting in black and white.

The commission action came in the midst of a tremendous lobbying campaign on the part of CATV operators and broadcasters that resulted in hundreds of thousands of pieces of mail being sent to members of Congress, most of it from CATV subscribers.

**Falls Between** ■ The plan, although not going as far in regulating CATV as some broadcasters had hoped—or as CATV operators had feared—would put a serious crimp in the activities of the new breed of CATV operator who has ambitions to relay signals from one major market to another, across hundreds and even thousands of miles.

However, Congress may cause a reshaping of the plan. The commission, in the package of proposals due to be submitted to both houses within two weeks, requests a "clarification and confirmation" of FCC jurisdiction over CATV's generally. And Congress may



use that invitation to circumscribe the commission's authority. Chairman E. William Henry said the commission did Congress "a favor" by taking a position that can be affirmed or altered.

Representative Harley Staggers (D-W. Va.), chairman of the House Commerce Committee, called FCC plan praiseworthy effort as he announced his committee would hold CATV hearings.

The commission will also seek legislation barring CATV's from originating programs. And it will ask for consideration of whether CATV's should be required to obtain the consent of originating stations before relaying signals.

In addition, the commission will ask Congress to consider whether CATV's should be deemed public utilities. In this connection Congress will be asked for guidance on the "appropriate relationship" of federal to state-local jurisdiction.

Chairman Henry disclosed the commission's plans at a full-dress news conference Tuesday morning that followed three days of intensive commission meetings on the CATV issue. Interest on the part of broadcasters, CATV operators and the public was so great the commission ignored normal procedures to announce its intentions before adoption of a formal order. The commission is expected to be ready to take formal action within two weeks. The effective date of the new rules would be 30 days later.

**Distant Signals** ■ In dealing with the distant-signal question, the FCC does not propose to adopt a five-year freeze on new CATV activity in the major markets, as the staff had proposed (BROADCASTING, Feb. 7).

Instead, it will hold hearings on requests by CATV's to relay the signals of stations beyond their grade B contours into communities within the grade

A contours of stations in the top 100 markets. Present CATV service would not be affected. This aspect of the decision became effective immediately.

The hearings will be concerned with the potentially adverse effect of CATV's on local UHF development, and on what relationship the CATV might have to the development of a pay-television system. The burden of proof will be on the CATV system.

The concern over CATV-into-wired pay television is reflected also in the legislative proposal to bar CATV's from originating programs. "We're going to urge Congress to act in this area," the chairman said.

Hearings will be held in markets below the top 100 only if interested parties can convince the commission they should be held.

This aspect of the plan provoked sharp criticism from broadcasters, particularly in view of the commission's decision to reduce nonduplication protection to same-day. Broadcast spokesmen noted it was the small-market stations whose complaints about CATV called attention to the CATV problem in the first place.

Chairman Henry, however, said the commission decided against automatic hearings in cases affecting smaller markets on the ground that "we don't want to deny people there the right to have something more than the three networks."

**Small Markets** ■ The chairman is also known to feel that the commission should keep a close eye on CATV development in the smaller markets to prevent the disruption of existing service. "We're not going to let local sta-



Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, criticized the FCC and Chairman E. William Henry for "bad faith" in their manner of introducing the CATV plan.

tions go off the air," he said.

The chairman said he decided against the freeze, proposed by the staff, as well as some broadcast groups, because of his feeling that the government simply can't say no to new technology and because no one could tell him what useful information could be learned during a freeze.

"I think this is the right answer," he said. "It permits CATV's to petition their government. But we will require them to go on the record with their statements and to submit to cross-examination."

And in smaller markets, he said, "hearings are the only way to get information" regarding economic impact. Thus, he sees the hearing technique as a middle ground between absolute protection and unlimited CATV service, and as a device for obtaining information.

**Other Goals** ■ The commission, in other elements of its regulatory plan, will:

- Require a CATV to carry the signal of all local stations—educational as well as commercial—within whose Grade B contour it is located. However, the commission has yet to decide whether translators and satellites are to be given carriage and nonduplication protection.

- Retain provisions now in effect permitting CATV operators and local stations to make agreements providing for different degrees of protection from those the commission requires.

- Require all CATV operators to furnish information on the officers, directors and owners of their systems, the number of subscribers and the stations carried, and the extent of existing or proposed program origination.

Excluded from the rules, as at present, are CATV's that serve fewer than 50 customers or that serve only as an apartment-house master antenna.

**No Vote Yet** ■ Since no formal order was ready for adoption, no vote was recorded. But it appeared there will be no more than two partial dissents. Commissioner Kenneth A. Cox issued a statement supporting most aspects of the commission's plan. But he declared it doesn't go far enough. He expressed fear that, without stricter regulation, CATV will stunt the future growth of free television.

Commissioner Robert T. Bartley said he couldn't agree that the commission has authority over all CATV's. But he said he endorses legislation that would prohibit CATV's from originating programming.

Commissioner Lee Loevinger reiterated his view that the commission lacks jurisdiction over CATV. But he said that since the commission recognizes the "desirability" of seeking legislation, he would support its substantive posi-



Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee who has long felt the commission should regulate CATV, said his group would hold hearings.

tion, which, he said, is "a moderate and reasonable compromise" of conflicting views and positions. He said he will leave the question of jurisdiction to Congress and the courts.

The commission action, when formalized, will bring under its jurisdiction some 1,300 systems that do not use microwaves. Last April, it adopted rules applying to the 300 systems that do, citing its authority over the use of microwaves (BROADCASTING, April 26).

The commission cites as the basis for its authority over nonmicrowave systems Communications Act provisions authorizing it to regulate "interstate communications by wire" and "to prevent frustration of the regulatory scheme."

**Mediator** ■ Chairman Henry is credited by his colleagues for the degree of unanimity that was achieved. "It was very close," said one commissioner in commenting on the commission's decision. "It could have failed by an eyelash." The chairman, he said, "did a very constructive job."

The chairman moderated his own previously hard line and abandoned the even harder line advocated by the staff. This cost him the support of Commissioner Cox, who favored stricter regulation. But it won the support of Commissioner Loevinger and held the votes of the other commissioners.

Commissioner Robert E. Lee favored a harder line, as did Commissioner Cox, but he wasn't prepared to insist on tougher rules if that would jeopardize the chance for commission action. And Commissioner James J. Wadsworth, like Commissioners Bartley and Loevinger, would have preferred congressional action first, but he was willing to support

the majority's position.

The decision to require CATV's to provide only same-day nonduplication was a compromise of a number of conflicting positions. Commissioners Loevinger and Bartley favored simultaneous-only nonduplication; Commissioner Cox wanted the 15-day-before-and-after protection retained. Other commissioners took positions between those extremes.

**Charges Pressure** ■ Commissioner Cox, in his statement, attributed the commission decision to a letter writing campaign generated by CATV operators. "I think much of my colleagues' reluctance to take more meaningful action now stems from fear of disrupting the existing service of a rather small number of CATV subscribers who have been galvanized into pressuring Congress and the commission by a campaign of outright misrepresentation by the CATV industry." He referred to newspaper advertisements that said the federal government would tell viewers what they could and could not watch on television.

Chairman Henry, in his news conference, stressed that the fears of subscribers—as reflected in their letters—"are totally unjustified." He said the disruption to be caused by the new rules would be "absolutely minimal."

The chairman, however, also sought to turn aside Commissioner Cox's implication that the commission had bowed to pressure. He said the commission decided to reduce the amount of nonduplication after analyzing comments filed on the question by the CATV and broadcasting industries.

Same-day protection, he said, is a better balancing of public interest considerations—of the desires of the CATV subscriber to see programs the same day the networks carry them, and of the protection needs of the local television station.

Furthermore, he said the carriage and nonduplication provisions are not as important as the question of distant-signal importation into major markets. The chairman was clearly concerned with the transformation he sees CATV's undergoing—from a supplementary service filling in areas not reached well, or at all, by television stations, to a major competitive force providing multiple service in major markets.

**Pay TV Coming?** ■ What will be the effect of this development on UHF's? he asked, "We've been promoting UHF for a long time." And does CATV "loom as a forerunner of pay television?" If a CATV wires up a section of a city, then uses broadcasters' product as a means of earning back his investment, "the CATV would be in a position to compete with the broadcaster for material—and charge for it."

# Can a radio station that cares improve conditions in Michigan's mental institutions?

WXYZ did!

For a number of years the facilities for caring for the mentally retarded and mentally ill were neglected in Michigan.

The public was generally unaware of overcrowded hospitals, a lag in modern facilities, and the long waiting lists of mentally ill or retarded men, women and children desperately in need of treatment.

The State Legislature had repeatedly refused to appropriate enough money to give them the care they needed.

Recognizing that mental health was one of Michigan's most crying problems, WXYZ Radio mounted a vigorous and courageous editorial campaign to make the public aware of the disgraceful situation.

WXYZ made things happen. Hundreds of letters flooded the lawmakers. Civic and health leaders endorsed the station's editorial campaign and pledged their support for a larger state mental health budget.

The public responded and so did the legislators. They increased Michigan's mental health budget by 11-million dollars. The new money will at last make better facilities and treatment available for those in need.

Sigma Delta Chi recognized WXYZ's crusade with their highest award "for distinguished service in the field of editorializing on radio."

When matters of deep concern to the communities need airing, WXYZ and the other ABC Owned Radio Stations arouse their listeners.

ABC Radio Stations care . . . enough to make things happen!



WABC New York KQV Pittsburgh WXYZ Detroit WLS Chicago KGO San Francisco KABC Los Angeles

## ABC Radio Stations





# Instant appeal of CATV ruling

Midwest asks court to prevent outside signals from being brought in

Within 24 hours after the FCC announced its controversial community antenna television regulations for all CATV systems, the first appeal was filed in a federal court in Washington.

It presumably won't be the last one.

The appeal filed Feb. 16 was by Midwest Television Inc., a television group principally owned by August C. Meyer. Midwest Television owns WCIA-TV Champaign-Urbana and WMBD-TV Peoria, both Illinois, and KFMB-TV San Diego. It was filed in the U. S. Court of Appeals for the District of Columbia, the court to which appeals about the FCC decisions are commonly taken.

Midwest Television, claiming that under the FCC's regulations CATV systems would be permitted to bring in outside signals to one or more of the cities in which Midwest has a station, charged that the rules fail to provide any effective limitations:

- In markets below the first 100.
- Within the grade B contour of stations in the top-100 markets.
- On CATV systems operating prior to Feb. 15 when the FCC issued its order.

The rules, Midwest Television stated, otherwise fail to provide limitations necessary to assure "that CATV does not frustrate the continuation and de-

velopment of existing and future television broadcast service."

**Specifications** ■ The appeal contends that the FCC's action deprives Midwest Television and others of property without due process, results in "unfair, inefficient and inequitable distribution of television service" among the states and communities, discourages "the larger and more effective users" of television, permits the extension of TV signals "beyond the areas or zones established for TV stations by the commission. . .", and frustrates congressional policies underlying the all-channel-receiver legislation and the FCC's 1952 Sixth Report and Order "directed at maximizing opportunity for the continuation of development of effective existing and future local and area television service."

Midwest Television asked the court to find the commission's order unlawful and to remand the proceedings to the FCC with directions to promptly modify and amend the regulations.

## New CATV entry: General Cablevision

General Cablevision Inc., New York and Cocoa Beach, Fla., has been formed to operate community antenna television systems and provide varied services to clients in this field.

Officers and directors of the new company, announced last week, are Frank E. Pellegrin, president, former president of H-R Television; Gerald A. Demming, vice president, an engineer and president of Communicable Inc.; Bernard E. Karlen, secretary, former vice president of Newton Advertising Agency, and Harry W. Bennett Jr., treasurer, a former advertising executive with long association in the CATV field.

General Cablevision will maintain offices in New York at 200 Park Avenue and at 240 East 45th Street and in Cocoa Beach at 4311 Banana River Boulevard.

Mr. Pellegrin said General Cablevision will offer complete management, consulting, construction and financing services to any qualified client who already is in the field or wishes to enter it. He emphasized that any or all of the company's services would be available, depending on clients' needs.

Officers of the company have a controlling interest in Communicable Inc., which operates a CATV system in Cocoa Beach; in Five Beach Cable TV, which operates in Canaveral City, Fla., and in Oak Ridge CATV Inc., which is scheduled to begin a 10,000-home system soon in Oak Ridge, Tenn.

The company also holds CATV franchises, entirely or with a controlling interest, in Port Charlotte and Tarpon

Springs, both Florida, and Clinton, Tenn. Applications are on file in 11 other cities, according to Mr. Pellegrin. The company also controls Southern Communications Inc., a CATV construction company that builds systems for clients.

General Cablevision officers have discussed the possibility of ultimately going public, it was said, but this move is not expected to be taken for some time.

## Plans to wire nation charged

Wasilewski attacks big operators; says new FCC rules aren't tight enough

A charge that "larger interests" within the ranks of community antenna television operators are "cynically exploiting free enterprise as a shibboleth and a cover for their plans to wire the nation," was leveled Friday (Feb. 18) by Vincent T. Wasilewski, president of the National Association of Broadcasters.

Speaking to the Federal Communications Bar Association luncheon in Washington, Mr. Wasilewski said "it is time that these operators clearly stated what their long-term plans for the American people are. . . . They hope to feed and fatten on present free television programming with the ultimate intent of displacing it with programs for which they can make a charge. They will bring free programming to the American people as long as it suits their purpose. . . until they are able to tell their audience—now captive by wire—that they must pay or have no television available to them."

The NAB executive said he is satisfied with some of the FCC's regulatory plans for CATV, but is concerned about two "serious deficiencies." He said the reduction of duplication protection from 15 days before and after to one day and the lack of protection against imported signals for stations outside the top-100 TV markets are points on which NAB may petition for reconsideration.

Mr. Wasilewski called the duplication protection "plainly inadequate" and said there was a need to clarify whether the rule applies to syndicated and feature-film programming as well as network. "We have been informed that the rule was intended to do so," he added.

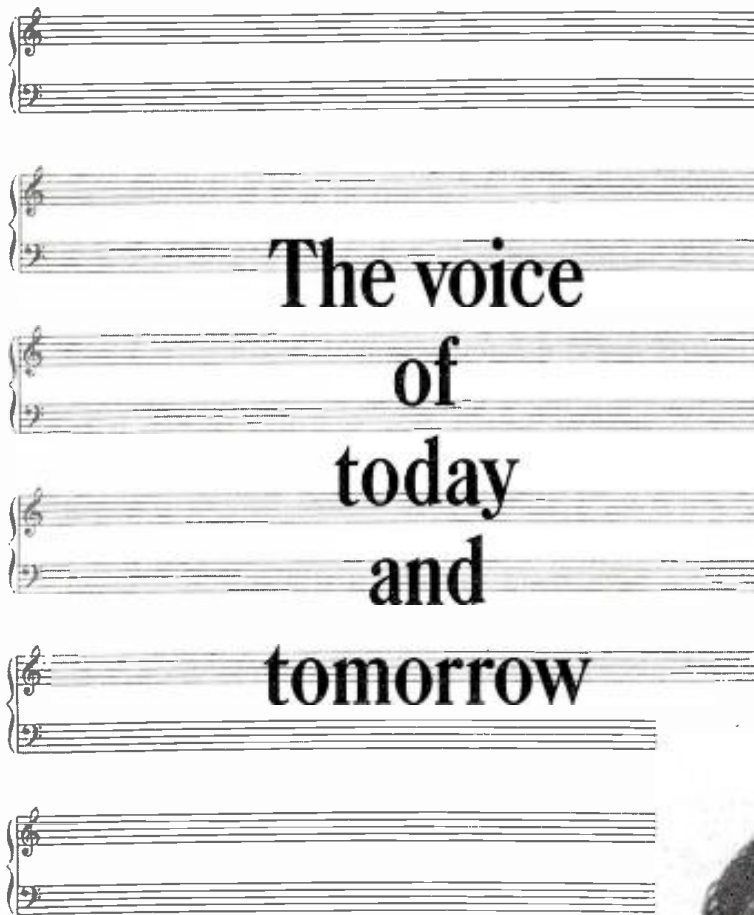
**Suggests Petition** ■ Regarding the below-100-market-stations' situation, he said their only redress appears to be a

### Nearing the end

One of the longer local hearings to be held on community antenna TV franchises resumes today (Feb. 21) when the Connecticut Public Utilities Commission is to hear the only unopposed application of more than 20 for CATV franchises in the state.

New Milford Cablevision Inc., which holds the unopposed application, seeks to serve the New Milford community of 9,000 people. Principals of the corporation are Paul Hancock and George Ogle. They propose to spend \$175,000 to construct the plant with the debt to equity capital ratio at 65% to 35%.

Hearing will be in Hartford as previous sessions were.



Those who can, do. Those who can, teach. A contradiction? Not in the case of Lehman Engel. For Mr. Engel, be he conducting an overture or conducting a class, is the guiding force behind a whole new musical generation. At the BMI Musical Theater Workshop, Mr. Engel unselfishly devotes his time to developing new talent for Broadway. Here beginners can learn from the experience of this extraordinary conductor-composer-arranger. BMI is proud of Lehman Engel for sharing his insight to help shape the music of tomorrow. It is with deep pleasure that we license his compositions for public performance.

Among Mr. Engel's works are the operas "The Soldier" and "Malady of Love"; Symphonies No. 1 and No. 2; music for the original productions of many plays including "Middle of the Night", "A Streetcar Named Desire", "The Time of Your Life", "The Wisteria Trees". He has conducted more than one hundred Broadway musical productions.



ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE.



BROADCAST MUSIC, INC.

petition to the FCC that such signal carriage would "imperil their existence." The burden of proof would be on the "smaller broadcaster whose resources are less. But more important than this is the near impossibility of proving damage before the system goes into operation."

The FCC's action, he said, seems to be an "apparent failure" to maintain the existence of free TV service and encourage its growth in smaller cities and surrounding rural areas. "Unless modified," he warned, "the ruling opens the door to a wired television system under which the public would pay for programs they are now receiving free."

Mr. Wasilewski cautioned those whose "mouths are watering" when they see a CATV's profit margin, that the low-expense era cannot last forever. Programming is the single largest cost element in TV, he said, and CATV's are not now paying anything toward these costs. As a result, CATV subscribers pay relatively low fees.

However, "if CATV becomes a national service at the expense of free broadcasting, it is inevitable that they will have to pay for the programing, and so will the American people," he charged.

The NAB president also attacked "the questionable tactics" and "misrepresentation" being used by some CATV operators in their attempt to have Congress stop the FCC from regulating without legislation.

**No Change in Existing CATV** ■ Mr. Wasilewski said NAB "does not advocate a rollback of present CATV service" and never gave any such indication in the lengthy, albeit ill-fated, discussions with the National Community Television Association. The FCC, he added, does not propose any rollbacks, and has in fact grandfathered in all existing systems. Yet, he pointed out, CATV equipment manufacturers had "aroused CATV operators to a fever pitch" with statements that said if the FCC regulations are put into effect "it will hit you right where it hurts—in the pocketbook."

The broadcasting industry, Mr. Wasilewski said, "has been subjected to considerable ridicule, and not a little snickering, about its preoccupation with CATV problems." People have questioned why the TV giants are "so intensely worried about nickel-and-dime operations which wire up a few hundred homes while they are serving 55 million."

He pointed to the statement of Senator John O. Pastore (D-R.I.) last week in which the senator traced the history of legislative attempts to regulate CATV and blamed CATV interests for blocking earlier legislation (see page 26).

CATV interests fought against congressional action in 1958, '59 and '60,



Mr. Wasilewski

Sees threat to small markets

Mr. Wasilewski said. "Now certain CATV operators are fighting the commission, just as they did the Congress."

The FCC, he maintained, was right in asserting its jurisdiction. "It would have been derelict in its duty," he said, "had it stood idly by and watched the basic nature of the American broadcasting industry change from that authorized by the Congress without taking any action."

## FCC's authority backed by ABC

Network was first to argue  
FCC had jurisdiction  
over CATV systems

If community antenna television systems are looking for a villain to blame in the FCC's decision on CATV regulation, they might do worse than pick on ABC.

The network was the first major broadcasting voice to argue publicly that the commission has jurisdiction over all CATV's, microwave-served or not, and should exercise it.

The network also was the first to urge the commission to set limits on the distance CATV's could relay signals, and it suggested the grade B contour of the stations being carried.

Both proposals were made in a petition for rulemaking in October 1964 (BROADCASTING, Oct. 19, 1964). Subsequently, the network suggested the

top 100 markets as the ones from which distant signals should be barred.

After that, came the deluge, with the Association of Maximum Service Telecasters taking the lead as the proponent of the hard line. It urged the commission to assert jurisdiction and to set limits on signal relays. But it also urged retention of the 15-day before-and-after nonduplication provision, which the commission has dropped, as well as protection for satellites and translators, a question that the commission has yet to resolve.

The National Association of Broadcasters also urged the commission to take jurisdiction and to set limits on signals, but it proposed a different limit from the grade B contour of the originating station. NAB suggested CATV's be barred from picking up a program unless the station involved placed a signal of 100 microvolts over the CATV community. The 100-microvolt contour extends beyond the Grade B contour of most stations.

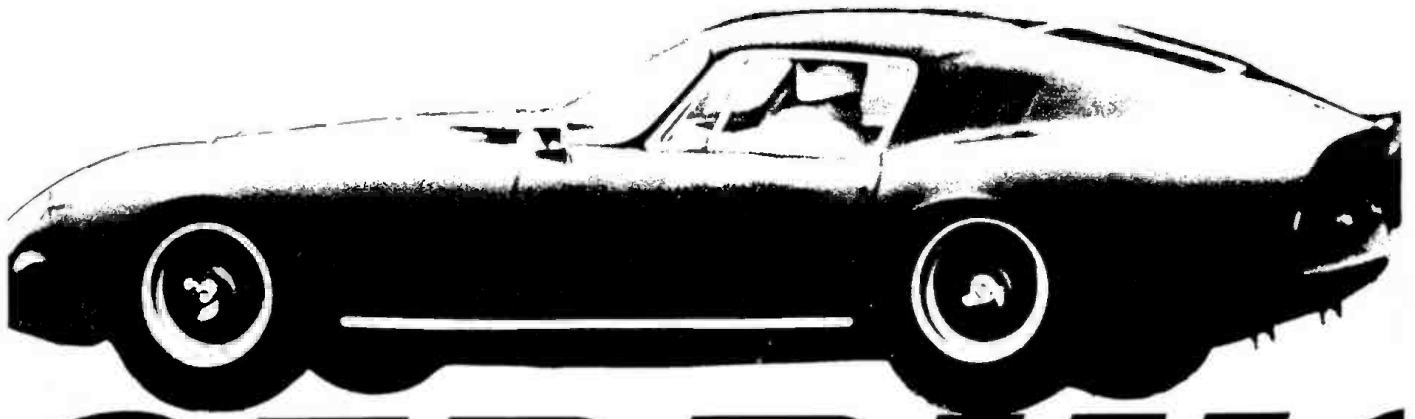
**A Lonely Stand** ■ ABC was alone among the networks in its position, CBS and NBC both held that the commission lacked authority to regulate CATV's. CBS, in addition, argued that the commission should not attempt to erect "electronic tariff walls" to protect "a favored method" of distribution.

NBC said much of the need for regulation would be eliminated if Congress amended the Communications Act to require CATV's, like broadcasters, to obtain permission from the originating station before picking up its program signal (BROADCASTING, July 26, 1965).

Spokesmen for the CATV operators, principally the National Community Television Association and the Washington law firm of Smith & Pepper, vigorously opposed the argument that the commission did not need additional congressional authority to regulate CATV.

And they said it would be unlawful for the commission to impose bans on the distances a CATV system could relay a signal. NCTA also said that if the commission were to impose crippling restrictions on CATV's normal services, it should permit them to originate programing and engage in operation of pay television (BROADCASTING, Sept. 27, 1965).

Broadcasters with interests in CATV took a split position. Westinghouse Broadcasting Co., for instance, with a TV station in Philadelphia, where CATV's are seeking franchises, has recommended limits on CATV relays. But it also suggested that the commission permit CATV's to originate programing, a proposal most broadcasters found anathema.



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# CATV copyright issue in court

Hearing starts on  
UA-TV suit against  
West Virginia systems

The trial of Fortnightly Corp., a West Virginia community antenna television operator, for alleged copyright infringement opened slowly in a federal court in New York last Monday (Feb. 14) and seemed likely to last for several weeks at least. It's a case of landmark proportions but most of the arguments in it are expected to be six years old, the same age as the suit.

In 1960 United Artists Television brought action against Fortnightly, charging the CATV company infringed its copyrights by carrying movies and cartoons on antenna systems in Fairmont and Clarksburg, both West Virginia. The case involves several thousand separate claims of title for some 1,000 United Artists-licensed films carried over five different stations supposedly picked up by the two systems between 1957 and 1960 and in 1962.

It's being tried by Judge William Herlands in the U. S. District Court for the Southern District of New York. Judge Herlands has also been appointed to hear the case of CBS against Teletype Corp. That case turns on the same issue—whether under present copyright law a CATV system must gain permission from proprietary owners of programs before carrying them over their wires.

The court has said it will rule on this issue before going into particular damage claims of United Artists Television.

**Cities Liable Too?** ■ United Artists is represented by the New York law firm of Phillips, Nizer, Benjamin, Krim and Ballon. The same firm has represented United Artists and motion-picture interests throughout the country in CATV franchising proceedings, attempting to establish the liability of CATV systems in picking up copyrighted programming without permission. It has also claimed cities can be held liable if they enter franchise contracts with CATV operators without providing that the operators get such permission (BROADCASTING, Jan. 11 and Feb. 1, 1965).

It's felt by some observers of the

CATV industry that if systems had to make payments for programs they now pick up freely, this could completely change the industry's economics and hobble its future.

But there is sharp disagreement on this point.

Within the industry it has been argued that such action would require the formation of a performing-rights society such as the American Society of Composers, Authors and Publishers, and that before residuals were paid to all parties with royalty claims there'd be such dilution of funds as to render the whole method impractical.

Last week United Artists called Lawrence O'Neill, professor of electrical engineering and director of the electronics research laboratory at Columbia University, as its first witness.

Professor O'Neill was retained by United Artists in 1962 to make an inspection of the Fairmont and Clarksburg systems. Attorney Louis Nizer questioned the professor on the equipment involved in the systems.

**Complex Systems** ■ Presumably his line of questioning was intended to establish the UA's contention that CATV's are "complex electronic transmission systems."

Professor O'Neill was still on the stand last Thursday, under cross-examination by Fortnightly Corp. Fortnightly is represented by the law firm of Cleary, Gottlieb, Steen & Hamilton. Stratford Smith of the Washington firm of Smith & Pepper was also present in behalf of the CATV operator.

Whatever the decision in this case,

## LBJ chats likely

President Johnson is considering a request by the three television networks for an "informal" discussion of domestic and international affairs with reporters from those networks. The meeting, similar to the one in which Mr. Johnson appeared in 1964, would be broadcast over ABC, CBS and NBC.

Asked when the program might take place, Bill Moyers, the White House news secretary, replied: "I think sooner than later."

Newsmen believe that the President will take the opportunity to rebut some of the testimony critical of his Vietnam policy made before the Senate Foreign Relations Committee and which have been televised nationally.

it seems assured the loser would carry it all the way to the U. S. Supreme Court. National Community Television Association general counsel Robert D. L'Heureux said as much last month and added that before this court battle has run its course, Congress will very likely have enacted a new copyright law clearing up the question.

ASCAP asked Judge Herlands's permission last week to appear as friend of the court and was granted the request. Herman Finkelstein, ASCAP's general counsel, said the performing-rights society would present a friend-of-the-court brief, possibly this week.

Judge Herlands suggested CBS might want to file a similar brief in light of its interest in the case and CBS lawyers indicated they probably will do so.

## CBS, NFL continue contract-signing ways

CBS picked up another part of the trio of National Football League post-season games last week, this time the championship game for two years at \$2 million per game with an option to renew for another year. The contract covers television and radio network rights.

Still to be negotiated by CBS and the league is a rights fee for the Pro Bowl. A month ago they came to terms on the Playoff Bowl, signing a two-year contract at a reported \$350,000 per game (BROADCASTING, Jan. 17).

Previous price for the championship game was \$1.8 million. The Playoff Bowl went for \$200,000 under the last contract.

CBS-TV began selling its NFL package early this year (BROADCASTING, Jan. 10) and has included the three post-season games in its basic offer to sponsors. It was, therefore, accepted that CBS would eventually gain rights to each of the games.

Ford Motor Division of the Ford Motor Co. has already signed for 72 minutes in the NFL schedule, reportedly at the full \$70,000-per-minute rate, making its total investment in the package \$5,040,000.

It's reported from CBS that 14 out of 18 minutes per game in the basic national package are as good as sold with the Ford buy, two minutes per game expected from both Gillette and Brown & Williamson plus regional purchases by three beer companies and three oil companies.

*Programing section continues on page 66*

BROADCASTING, February 21, 1966

# PERSPECTIVE 1966

## For 1966: prophets have optimistic view

**BOTH BUSINESS AND RADIO-TV SHOULD GAIN; INFLATION ONLY PROBLEM**

If the prophets are right, the only way the television business can fail to show revenue gains in 1966 is by doing something extravagantly silly, like denying salesmen a rate card, or taking away their order forms and pencils.

Radio's forecast isn't quite that easy, but its outlook is for gains, too.

The word the economists are using to describe 1966 is "ebullient." That goes for both the national economy and broadcasting.

The economy is advancing so fast that a lot of planners have already shifted their sights. Instead of worrying about unemployment and keeping the boom alive, they're focusing now on the possibilities of inflation.

Consumer expenditures and plant and equipment outlays are going strong with no let-up in sight, unemployment is at its lowest level in years, and defense spending is scheduled to rise markedly as a result of the Vietnam war.

The government is also committed to substantial spending on Great Society and other civilian projects, and there is widespread belief that these outlays—as well as those in the defense budget—will exceed current allocations.

**No Danger for 1966** ■ Against this background, economists are less concerned about the bottom falling out of the boom than about the possibility that the economy will become over-

heated. The debate is between those who, like the President's Council of Economic Advisors, feel that the economy will not advance this year so rapidly that serious price increases will result, and those who think that private demand and government spending are both rising so fast that the economy may already be on the edge of a substantial inflationary problem.

The government has already begun to put on the brakes in some areas. Late last year the administration took direct action to restrain price increases on aluminum and copper, and the Federal Reserve Board raised the discount rate from 4% to 4½%. The White House also has proposed that some excise tax cuts be restored in a further move against inflation, and a number of economists feel that additional tax increases are desirable and possibly necessary to fight inflation.

There is also some concern that the nation's balance-of-payments problem may worsen, that the Vietnam war's demands may lead to restrictive monetary policies, that business may find itself caught in a cost-price squeeze.

For the most part, however, the

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### PERSPECTIVE '66

**Time sales hit new high**

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**TV demand boosting sales**

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**Harder selling for radio**

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**Heavy hands on controls**

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**Stations sales \$135 million**

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**Sales successes of 1965**

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# For radio-TV: big year in the bag

## EXCLUSIVE REPORTS FOR 1965 SHOW STRONG BUSINESS SURGES

Radio and television are sailing into 1966 on a tide of billings that rose more than 9% for each in 1965. Radio time sales last year were \$838.7 million, some \$75 million more than in 1964. Television time sales were \$1.69 billion, a gain of \$146 million over the year before.

These are BROADCASTING's estimates of 1965 net time sales, after frequency and promotional discounts but before deduction of commissions to agencies and sales representatives.

For both services, time sales in 1965 increased in all cate-

gories, network, local and spot, but the development of television as a national medium and radio as the work-horse of local advertisers was accentuated. The national-local ratio for television was 81%-19%; the ratio for radio was 35%-65%.

BROADCASTING's 1965 estimates were compiled from figures supplied by large samples of radio and TV stations. Returns were tabulated by the Washington firm of Sinrod & Tash, certified public accountants. Figures for earlier years are from the FCC.

### TELEVISION TIME SALES 1948-1965

Year	National Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1948*	\$ 2,500,000	-----	-----	-----	\$ 6,200,000	-----	\$ 8,700,000	-----
1949	10,796,000	-----	\$ 7,275,000	-----	9,460,000	-----	27,530,000	-----
1950	35,210,000	+226.1	25,034,000	+244.1	30,385,000	+221.2	90,629,000	+229.2
1951	97,558,000	+177.1	59,733,000	+138.6	51,304,000	+68.8	208,595,000	+130.2
1952	137,664,000	+41.1	80,235,000	+34.3	65,171,000	+27.0	283,070,000	+35.7
1953	171,900,000	+24.9	124,318,000	+54.9	88,474,000	+35.8	384,692,000	+35.9
1954	241,224,000	+40.3	176,766,000	+42.2	120,131,000	+35.8	538,122,000	+39.9
1955	308,900,000	+28.1	222,400,000	+25.8	149,800,000	+24.7	681,100,000	+26.6
1956	367,700,000	+19.0	281,200,000	+26.4	174,200,000	+16.3	823,100,000	+20.8
1957	394,200,000	+7.7	300,500,000	+6.9	174,000,000	-0.1	868,700,000	+5.5
1958	424,500,000	+7.7	345,200,000	+14.9	181,300,000	+4.2	951,000,000	+9.5
1959	445,800,000	+5.0	424,200,000	+22.9	200,600,000	+10.6	1,070,600,000	+12.6
1960	471,600,000	+5.8	459,200,000	+8.3	215,800,000	+7.6	1,146,600,000	+7.1
1961	480,300,000	+1.2	468,500,000	+2.0	211,200,000	-2.1	1,160,000,000	+1.2
1962	521,500,000	+8.6	539,500,000	+15.2	242,500,000	+14.8	1,303,500,000	+12.4
1963	537,900,000	+3.1	600,700,000	+11.3	256,100,000	+5.6	1,394,700,000	+7.0
1964	563,400,000	+4.7	689,500,000	+14.8	297,000,000	+16.0	1,549,900,000	+11.1
1965†	600,478,000	+6.6	770,686,000	+11.8	325,176,000	+9.5	1,696,341,000	+9.4

\*In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years. †1965 figures estimated by BROADCASTING.

unfavorable prospects are viewed as challenges rather than threats to continued growth. They cause forecasters to talk more cautiously without keeping them from talking bullishly.

What it all nets down to is that the boom, which started in the first quarter of 1960 and is already one of the longest in modern history, will keep booming in 1966.

**No Problems?** ■ What does all this mean for broadcasters?

"Unless you postulate some entirely new relationship between the general

economy and television, 1966 has to be a very ebullient year for television," says Dr. David Blank, head of the CBS Office of Economic Analysis.

"It should be a very, very strong year. I can foresee no problems on the revenue side of the television business."

What Dr. Blank and other economists concerned with broadcasting and advertising foresee for television also applies, though with more reserve, to radio. As in the past, radio's advances are expected to be more modest than television's, but all elements—spot, network

and local—are expected to come out of 1966 with revenues ahead of 1965's.

For television, the consensus appears to be that total revenues will run 8% to 10% higher in 1966 than in 1965, approximately the same growth rate TV exhibited last year.

The general view is that network TV will be up by 8% to 10%, spot TV by 9 to 11, and local TV by 8 to 10.

This forecast does not overlook evidence suggesting that the opening weeks of 1966 were a little softer for television sales than had been expected.



## RADIO TIME SALES 1935-1965

Year	National Network	% change from previous year	Regional Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1935 <sup>1</sup>	\$ 39,737,867		<sup>1</sup>	.....	\$ 13,805,200	.....	\$ 26,074,476	.....	\$ 79,617,543	.....
1936 <sup>2</sup>	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
1937	56,192,396	+41.4	\$2,854,047	.....	23,177,136	+67.4	35,745,394	+37.1	117,908,973	+48.1
1938	56,612,925	+ 0.7	<sup>2</sup> .....	.....	28,109,185	+21.6	32,657,349	- 8.7	117,379,459	- 0.6
1939	62,621,689	+10.6	<sup>2</sup> .....	.....	30,030,563	+ 6.8	37,315,774	+14.2	129,968,026	+10.7
1940*	71,919,428	+13.1	1,869,583	.....	37,140,444	+23.8	44,756,792	+20.0	155,686,247	+20.5
1941	79,621,534	+10.7	2,752,073	+47.2	45,681,959	+23.0	51,697,651	+15.5	179,753,217	+15.4
1942	81,744,396	+ 2.7	3,444,581	+25.2	51,059,159	+11.8	53,898,916	+ 4.2	190,147,052	+ 5.8
1943	99,389,177	+21.6	6,256,508	+81.6	59,352,170	+16.2	64,104,309	+18.9	228,102,164	+20.0
1944	121,757,135	+22.5	7,612,366	+21.7	73,312,899	+23.5	84,960,347	+20.3	287,642,747	+26.1
1945	125,671,834	+ 3.2	8,301,702	+ 9.1	76,696,463	+ 4.6	99,814,042	+17.5	310,484,046	+ 7.9
1946	126,737,727	+ 0.8	8,043,381	+ 3.1	82,917,505	+ 8.1	116,380,301	+16.6	334,078,914	+ 7.6
1947	127,713,942	+ 0.8	7,012,689	-12.8	91,581,241	+10.4	147,778,814	+27.0	374,086,686	+12.0
1948	133,723,098	+ 4.5	7,329,255	+ 4.3	104,759,761	+14.4	170,908,165	+15.6	416,720,279	+11.4
1949	128,903,467	- 3.6	5,994,858	-18.2	108,314,507	+ 3.4	182,144,301	+ 6.5	425,357,133	+ 2.1
1950	124,633,089	- 3.3	6,897,127	+15.0	118,823,880	+ 9.7	203,210,834	+11.6	453,564,930	+ 6.6
1951	113,984,000	- 8.5	8,481,000	+23.0	119,559,000	+ 0.6	214,519,000	+ 5.6	456,543,000	+ 0.6
1952	102,528,000	-10.0	7,334,000	-13.5	123,658,000	+ 3.4	239,631,000	+11.7	473,151,000	+ 3.6
1953	92,865,000	- 9.4	5,192,000	-29.2	129,605,000	+ 4.8	249,544,000	+ 4.1	477,206,000	+ 0.9
1954	78,917,000	-15.0	4,767,000	- 8.2	120,168,000	- 7.3	247,478,000	- 0.8	451,330,000	- 5.4
1955	60,268,000	-23.6	3,809,000	-20.1	120,393,000	+ 0.2	272,011,000	+ 9.9	456,481,000	+ 0.7
1956	44,839,000	-25.6	3,585,000	- 5.9	145,461,000	+20.8	297,822,000	+ 9.5	491,707,000	+ 7.7
1957	47,951,000	+ 6.9	3,709,000	+ 3.5	169,511,000	+16.5	316,493,000	+ 6.3	537,664,000	+ 9.3
1958	42,786,000	- 8.7	3,733,000	+ 0.6	171,939,000	+ 1.4	323,207,000	+ 2.0	541,665,000	+ 0.9
1959	35,633,000	-23.4	.....**	.....	188,143,000	+ 9.4	359,138,000	+11.1	582,914,000	+ 7.6
1960	35,026,000	- 1.7	.....	.....	202,102,000	+ 7.4	385,346,000	+ 7.3	622,474,000	+ 6.8
1961	35,837,000	+ 2.3	.....	.....	197,352,000	- 2.4	384,053,000	- 0.3	617,242,000	- 0.9
1962	37,326,000	+ 4.2	.....	.....	208,455,000	+ 5.6	419,468,000	+ 9.2	665,249,000	+ 7.8
1963	41,797,000	+12.0	.....	.....	220,227,000	+ 5.6	449,717,000	+ 7.2	711,741,000	+ 7.0
1964	43,783,000	+ 4.8	.....	.....	232,038,000	+ 5.4	487,947,000	+ 8.5	763,768,000	+ 7.3
1965†	44,127,000	+ 0.8	.....	.....	244,913,000	+ 5.5	549,663,000	+12.6	838,704,000	+ 9.8

<sup>1</sup>Nationwide and regional networks combined.

<sup>2</sup>Data not available.

†1965 figures estimated by BROADCASTING. All others are from FCC.

\*Figures prior to this date not comparable in all categories.

\*\*Regional network calculations discontinued in 1959.

Just why that apparent sluggishness occurred has not been determined.

Some authorities contend it wasn't a slump in the strict sense because sales were up to or near their levels for the same period a year ago. "It's just that we're so used to seeing sales go up that we think something's wrong when they only hold steady," according to one executive.

**Like Last Year** - In any case, this sort of performance doesn't seem to cause broadcasting economists to worry a lot. As one pointed out: "The same

thing happened a year ago and we couldn't account for that, either. Then sales came back strong, especially in the third and fourth quarters. Why they came back as strong as they did would be hard to explain, too."

Radio's revenues are expected to go up by 5% to 10% in 1966, according to current estimates.

Local radio sales, which have advanced in 25 of the 28 years since the FCC started keeping consistent records (exceptions: 1938, 1954, 1961), are again expected to make the biggest

advance, about 7% to 10%.

Networks, which have been edging up gradually since 1960, are believed likely to add at least another 2% or so in 1966 and could add a good deal more, while spot is expected to maintain or exceed the 4%-to-6% rate of gain that has marked its performance in recent years.

In making their predictions, the forecasters took into account the assorted problems and imponderables facing both radio and TV (the chief of which are reviewed in story on page 42).

# Television: Demand pushing sales higher

## 1966 TOTALS MAY RISE 8% ALTHOUGH RATES CAUSE GRUMBLING

The television industry is punching into 1966 with all the sales muscle it demonstrated in 1965 and, given a moderately strong economy, it seems axiomatic that it'll knock down new sales records this year.

Networks, agencies, station representatives and the financial community—all the people who buy and sell TV time or watch the industry's course—are agreed that whatever TV's problems may be this year, they won't prevent a new high in revenues.

Television has at times been considered a closed-end business where sales are bound to stall when there's no further inventory of time to sell. But it continues to prove that such a day, if it's ever reached, is still a long way off. The built-in leverage (created by strong demand for time, a growing population and higher rates) is expected to keep on pushing industry sales ahead, at least 8% this year, according to best industry estimates.

Network, spot and local segments of the business are each expected to advance 8% or 9% over 1965 levels.

Advertising agencies questioned by BROADCASTING on the outlook for 1966 did not hesitate to list grievances on behalf of their clients. Nevertheless, all

indicated their TV allocations would rise again this year, generally about 10%.

**Slow Process** ■ Among the problems listed by agencies there were few newcomers. Most programing and media officials noted television's ills are the same from year to year and they're cured bit by bit, if at all, never all at once. The most pressing problems from the advertiser's point of view appeared to be increasing costs, insufficient research, loss of product protection, lack of originality in programing, overcommercialization and so-called clutter.

A new twist was added to the television sales picture when ABC-TV expanded commercial positions from three minutes to four minutes in its Wednesday and Thursday *Batman* episodes (7:30-8 p.m.). This departure has proven controversial. Some agencies claim there's bound to be a loss of advertising effectiveness as a result. But ABC-TV claims there's no negative reaction from the viewers following the introduction of a fourth minute. The network says there's a possibility a fourth minute could be added in other 7:30-8 p.m. segments.

Community antenna television, very much on some station operators' minds

as a threat to their continued well-being, has begun to attract the attention of advertiser and agency as a means of getting a bonus audience for their ad dollars. But most agencies say they don't spend excessive time trying to figure out this extra circulation. Some note that this added viewing is often reflected in both network and station rate cards and also in viewing figures published by rating services. Others said this area was not well enough researched or of sufficiently significant proportions to attempt to quantify the bonus.

Television network presidents are unanimously sanguine about the business outlook for the year.

ABC-TV President Thomas Moore says the networking industry is "going to have to have its biggest dollar-volume year ever," partly because of the return necessitated by its tremendous investment in color programing.

**Best Ever?** ■ Mr. Moore said profits for the year would be harder to speculate about, but that "there's a good chance 1966 will be the best ever in that respect too."

The ABC-TV president said he was pleased with the results of the *Batman* experiment with four commercial min-

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# Radio: More effective selling needed

## GAINS OF 7.5% IN LOCAL, 4% IN SPOT AND 2% IN NETWORK PREDICTED

Radio appears headed for at least modest gains in 1966 and its advances can be stepped up by more aggressive selling on the network, national and regional spot and local levels.

In fact, selling the medium more effectively is a key point stressed by agency and media officials in evaluating the prospects for radio in 1966. There's conviction that radio, despite the problems inherent in such a massive and sprawling medium, has a story to tell, but it must be told constantly and convincingly.

A consensus of industry estimates is that radio spending in 1966 will exceed the 1965 overall total by 5%, with local scoring a 7.5% gain; national and regional spot, up 4% and network, up 2% or more. These are described as conservative projections that can be ex-

ceeded if stations and networks can achieve breakthroughs on several fronts.

What are some of these break-



throughs?

■ Radio must provide additional and constant proof of its effectiveness (and the various research studies in this area are viewed as a step forward).

■ It needs reinforced salesmanship and promotion.

■ And it needs proper recognition by agencies and clients. Networks and agencies have an unrelenting sales job to do here.

The Radio Advertising Bureau, echoing the views of many agency buyers, pinpoints the single most critical task facing the medium: the need for aggressive salesmanship. There is a "basic, massive long-term sales job to do in radio," the RAB told BROADCASTING in a special statement (see page 56).

**Heavier Spending** ■ There is evidence that radio is making strides in several areas. Some advertisers have used radio effectively for launching new products, but the surface has not been scratched. Some major companies that had used radio sparingly or not at all are making

utes per half-hour. The network hired an independent research company to check viewer reaction to the extra minute and Mr. Moore indicated results were favorable.

"There hasn't been a single complaint from viewers" on this matter, he said. He went on to say that the network is reviewing the question of affiliate compensation following the extra-minute innovation and that this review could possibly result in an increase in payment to stations.

CBS-TV's brand-new president, John T. Reynolds, said: "It is already clear that network television will set new sales records this year. This is evident in the business already on the books for the first and second quarters, as well as the great interest shown by advertisers in placing orders for the fall.

"As I see it our immediate task is to demonstrate that television is a more efficient buy than ever before. Increasingly effective commercials, combined with unmatched circulation, more than compensate for rising costs."

Don Durgin, NBC-TV president, sees an equally bright future. "We already have enough indicators to forecast a record year in 1966," he says, "assuredly through the first, second and third quarters and we see no reason why the fourth quarter shouldn't be another record period too." Mr. Durgin noted concern with ABC-TV's added minute in *Batman*. Asked if he thought it was a practice that would spread he said: "I don't know; I hope not. I don't

think it's a good idea."

Station representation firms canvassed by BROADCASTING all thought TV business would be up for the year, most of them projecting billing advances between 5% and 10%.

Some voiced concern with what they considered encroachments by networks



on what they feel ought to be their own territory as the networks move to clear more time.

**More Time?** ■ Some representatives are of the opinion that there ought to be more local-station time and guarantees of hanging on to it.

Several mentioned new programing sources as a major problem, again claiming an increasing prevalence of network programing is acting as a deterrent to such a development.

The Television Bureau of Advertising estimates that overall TV billing will be up 8%, with networks tacking on 8% to last year's figure, spot adding 9% and local, 8%. With reports for

the last quarter of 1965 not in yet, TVB is expecting final figures for that year to show overall billing up 9%. Contributing to that composite score would be a 9% gain for network, a 10% advance for spot and 8% for local.

TVB's forecast is close to those offered by Wall Street observers of the television industry. Emanuel Gerard of Roth Gerard & Co. is expecting spot to gain 9%, network to go up 7% and local to advance 8%.

Almost identical predictions are made by Tomio Saito, Baker Weeks analyst, who thinks spot will be up 8% to 10%; network 7% to 8% and local, 7% to 8%.

Here are some typical agency views of the problems and prospects of television in 1966:

**New Clients Too** ■ BBDO's TV spending will be up some 10% this year, about 6% representing additional clients moving into the medium and the rest of the billings hike coming from "the inflationary spiral of the medium."

Herb Maneloveg, BBDO's vice president in charge of media, calls rising TV costs the major preoccupation of advertisers in the medium. He is skeptical of TV problem solving in the commercial area, sees no possible slowdown in the cost spiral and notes that "there have been no solutions of the cost problem in the past year and I see none ahead. It's probably going to get worse before it gets better."

The BBDO executive believes it's too  
(Continued on page 44)

comfortable investments in the medium. It is agreed that the low-ticket manufacturer represents a category that must be persuaded to use radio more extensively if the medium is to flourish.

Though some headway is being made in approaching the problem of measuring radio's audience and effectiveness, some agencies still maintain that lack of precise research hampers the progress of radio as a medium. Advertisers would like to see stations provide more detailed information about their programing and audiences.

Media buyers are paying more attention to selective program formats—talk shows, country and western, and all-news, for example—and to the FM medium, which is growing steadily but surely.

The longest strides in 1966 are expected to be taken by local radio. But even here, industry observers believe that local salesmen have an opportunity for additional growth through the development of a more constructive sales story.

In spot radio, additional billing can

be obtained by stronger emphasis on selling regional advertisers, according to some authorities. They point out that magazines have become more active in this sphere and say the potential is there for development during 1966 by spot radio.

Though network radio is regarded as a less promising area for growth this year by many segments of broadcasting, network officials themselves are bullish. They point to attractive sales records in the first quarter of 1966 as harbingers of good-things-to-come.

**At the Networks** ■ CBS Radio, for example, reports it already has posted a 34% gain in actual business written for the first quarter of 1966 as against the same period of 1965. Arthur Hull Hayes, CBS Radio president, says the network already has a 12% gain over the first half of 1965 with a total of almost five months left in the period.

ABC Radio reports that first-quarter sales in 1966 already have exceeded those of the comparable 1965 period by 30%. Robert Pauley, ABC Radio president, stresses that this is the best

quarter in the company's history, topping the previous high, the fourth quarter of 1965, by 6%. He expects gross billing in 1966 will increase by 10% to 15%.

Similarly, Mutual President Robert Hurleigh says sales in the first quarter of 1966 are moving 20% ahead of last year. He attributes the surge to a greater interest in network radio and in Mutual.

NBC Radio's sales in early 1966 are running about 12% ahead of last year at this time, according to Stephen B. Labunski, president. Ten first-time advertisers on NBC Radio are instrumental in the sales boost, he said. They are O'Brien Corp., National Brewing Co., United Gypsum Co., Bird & Son Inc., Martinizing Drycleaning, Texize Chemical, Hastings Manufacturing Co., Glens Falls Insurance Co., Strombecker Corp. and National Flaxseed Processors Association.

The following is a roundup of typical comments and observations from offi-

(Continued on page 48)

## TELEVISION: DEMAND PUSHING SALES HIGHER continued

early to assess the effects of CATV in advertising.

The biggest trend in commercials, he says, is the move to color, while in content commercials will contain less contrived messages and more of what he describes as people-talk.

He concedes commercials must have a "stopper" early in their message but contends that this attention-getter no longer needs to be contrived because "there are realistic enough situations" for portrayal. He predicts commercials will become more pleasant, particularly with the advent of color. "You can't be glaringly phony in color," he adds.

At BBDO, Mr. Maneloveg reports, about 50% of commercials are being produced in color and within the next couple of years everything commercial will be in tint.

high program mortality rate resulting in a constant turnover in shows.

Speculating on the months ahead, Mr. Kanner finds comedies the "biggest things" in programing: "There'll probably be more spy stories, or spoofs on spy stories."

CATV, he feels, is an imponderable for the advertiser. "We don't know what's picked up from the stations, what programing is going where. We are especially at a loss over CATV in terms of our test marketing. As yet, we see no advertising advantage to be gained from the CATV factor."

He also thinks that there may be some improvement in 1966 in so-called overcommercialization, though in TV commercials he sees the trend in form to more piggybacks and in content away from the "slice of life" format.

than \$4 over the last year and a half."

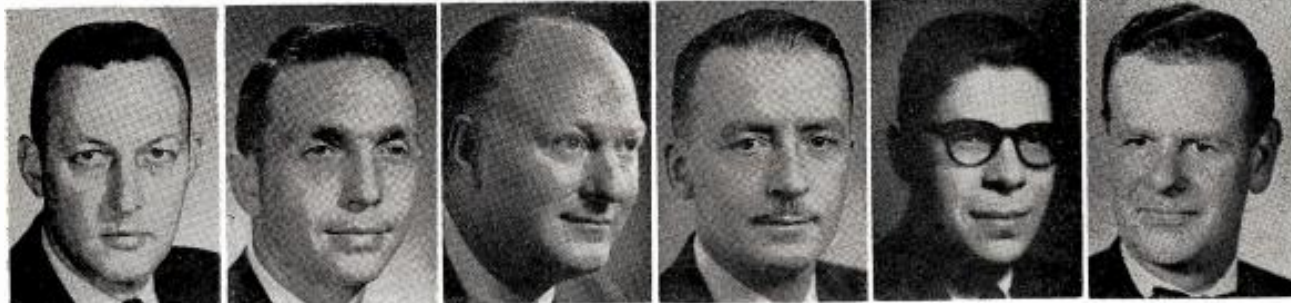
**Deplores Imitation** ■ Frank Kemp, senior vice president and director of media and programing at Compton Advertising, New York, considers imitative programing and rising rates the twin problems of television in 1966.

"Programing is not very distinguished now and the outlook for the fall is just as bleak," he states. "It amounts to the same old stuff."

The elimination of discounts by the networks, according to Mr. Kemp, is "the wave of the future." Tied to this, he says, is "the continual erosion of program time" by the four minutes of commercial time per half-hour that he feels is bound to spread; promotional announcements, and credits.

"This all adds up to clutter," he says. "The serious thing is this: how does this affect TV effectiveness?"

Mr. Kemp has kind words for TV



Mr. Maneloveg

Mr. Kanner

Mr. Kemp

Mr. White

Mr. Zeltner

Mr. Fuller

**Costs a Problem** ■ A top media executive at Benton & Bowles, New York, is of the opinion that escalating costs and eroding protection policies on products and rates will worry TV users this year, but that the advertisers will continue to use the medium as the major merchandiser and persuader in reaching mass audiences.

"People still watch TV," Bernard Kanner, vice president and associate director of media management at B&B, notes. He predicts TV spending at the agency will rise by about 10% this year.

Increased use of color by advertisers in the year ahead will serve to heighten what he sees as an already aggrieved cost situation in spot and network. "What's the value of color in terms of cost?" he asks.

He sees a tendency toward further loss of rate and product protection as boding additional difficulty to TV advertisers in 1966 and points to the new CBS-TV rate plan as an example of new situations to be met.

"There is no solution in sight for TV's cost acceleration," Mr. Kanner laments.

The cost factor figures in still another area in Mr. Kanner's assessment. He notes that increased costs in programing are being accentuated by a continuing

Piggybacks ("there are too many"), clutter and a research into TV's effectiveness all need additional attention, he says, though he classifies these as problems secondary to higher costs.

Mr. Kanner estimates 60% of all TV commercials at B&B were available in color at the end of 1965 and predicts they'll be 100% so by next October. Currently about 50% to 60% of all TV clients at the agency use color.

Eugene Accas, vice president for network relations at Leo Burnett Co., New York, estimates the Chicago-based agency will put 10% more into television this year. The predicted increase is attributable to new clients, new brands and expanded spending by current brands.

Mr. Accas says: "There's a continuing and crying need to identify the effectiveness of television. We haven't done it yet." He also thinks something must be done to check the amount of commercial time and clutter in TV schedules—"the totality of nonprogram broadcast output."

Costs, according to Mr. Accas, are also getting out of hand. "Daytime costs-per-thousand are now approaching \$2 whereas two years ago they were closer to \$1.25, and nighttime CPM's have risen from about \$3.60 to more

commercials. He feels that the movement toward color is exciting, and that commercial production is more professional and original than ever ("commercials are the most stimulating and invigorating part of our business"). By fall, close to 100% of Compton commercials will be in color.

He does not consider CATV a problem to advertisers and agencies since they add viewers to a station buy.

Mr. Kemp reports that TV spending by Compton clients in 1966 will be about the same as last year. He offers no reason for the status quo but it is probable the loss of the Alberto-Culver business will have a depressing effect on Compton's 1966 TV billings.

**Sellers Market** ■ The principal problem facing TV advertisers in 1966 is rising costs, according to William White, vice president in charge of media for Cunningham & Walsh, New York.

"TV is a sellers market," Mr. White says. "Stations and networks increasingly seem to be charging what the traffic will bear, with spot rates the biggest problem." To combat this situation C&W makes a practice of not buying time on stations that it feels charge exorbitant rates. He did not specify how the agency determined when rates were exorbitant.

Mr. White is dissatisfied with what he

North Carolina's  
**largest**

metropolitan market  
is served best by

**WSJS**  
TELEVISION

Winston-Salem  
Greensboro  
High Point

Peters, Griffin, Woodward, Inc.

## TV DEMAND PUSHING SALES HIGHER continued

calls mediocre network programming, but sees little hope for immediate improvement. "There's very little innovation in TV these days," he says, "unless you want to call *Batman* an innovation—and I don't know if I want to dignify it with that term."

CATV does not play a large part in TV selection at C&W, according to Mr. White. He also notes that despite what seems to be a continuing pattern of ris-

ing rates, stations have not been charging excessively for color programming.

**The Changing Seasons** ■ Kenyon & Eckhardt, New York, will increase its TV spending 7% to 10% in 1966, according to Jack Caplan, associate media director.

Mr. Caplan says this year's biggest concern will be over programs affected by changing seasons, the practice initiated by ABC-TV this year of replacing

shows at the start of the year as the kick-off of a "second season." If this becomes a trend, Mr. Caplan feels, the April-June period might serve as a testing ground for new-season shows.

K&E, he says, is also concerned over piggybacks, which he describes as being on the upswing and making scheduling much more difficult. He feels that CATV could become an important consideration in spot buying but is still a secondary matter.

Most K&E clients use color commercials or are preparing to do so, according to Mr. Caplan, but he sees temporary problems in slowness of laboratory processing and unevenness of station installation of color equipment.

Full-scale use of color by the networks will be one of TV's great strengths in 1966, he feels, and he thinks another may be rate-card adjustments along lines already announced by CBS-TV, which is virtually eliminating discounts. The rate-card adjustments, he feels, "could place the small advertiser in a more competitive position if used correctly."

**Healthy Increase** ■ Herbert Zeltner, senior vice president and media director of Lennen & Newell, estimates that TV spending by L&N clients will rise an estimated 10% over 1965. A substantial portion of this increase will be allocated to offset rate rises and the remainder will be invested for "logical business growth," he explains.

To him, the most pressing problem in TV in 1966 is the issue of competitive protection. He feels that this is related directly to the factor of costs, and expresses concern over the effectiveness of commercials, particularly local ones when they collide with rotating network commercials.

He believes that TV "really has not solved any serious problem" in 1965, pointing out that the omnipresent one of costs is still unsolved.

Mr. Zeltner says L&N has not been considering CATV as a factor in media selection ("CATV is a sort of bonus audience") but indicates that perhaps agencies should pay more attention to this development.

He complains that TV programming is "derivative."

In the TV-commercial area, he feels that color usage will continue to be high and he expects color TV to develop a style of its own. An estimated 75% of the commercials produced for L&N clients are in color and this figure should rise continually, according to Mr. Zeltner.

At Ogilvy & Mather spot buys should take the largest share of an expected 5% increase in TV spending this year, according to a spokesman for the agency.

He cites battles and negotiations still continuing over the problem of rate

### TVB view: Television has room for everyone

The Television Bureau of Advertising has entered 1966 with its sights on big, little and nonadvertisers, continuing some old sales programs and adding some new ones for the changing medium it represents.

TVB President Norman E. (Pete) Cash, looking to the future says: "The growth of the economy isn't going to carry everyone along with it at the same pace."

Some companies are going to find the economy has left them behind, warns Mr. Cash. "We believe TVB and television itself will become the mark of management that wants to move ahead faster."

With this admonition in mind, one of TVB's main 1966 objectives will be to continue courting the medium's largest spenders.

"The importance of our best customers (the top 100 national advertisers) is clear," says Mr. Cash, "when you recall that between 1963 and 1964 they increased their TV investments by over \$117 million. With TV their number one medium, these advertisers become the number one target for all competitive media," and Mr. Cash notes TVB is often asked to help evaluate these other media.

In 1965 TVB showed its "high share" presentation to 97 of the top 100 national advertisers to coax the heftiest TV spenders into still heftier television expenditures. In 1966 it'll be more of the same with new presentations: "Feedback" shows the difference between a medium's audience and the audience of the advertisers in that medium and "Masselectivity" defines specific groups within the total universe of television viewers.

In 1966, says Mr. Cash, TVB will go after the smaller budget TV advertisers. One way to reach them, he continues, is through their associa-

tions. Between 1963 and 1964 industry associations themselves represented one of the fastest growing groups of TV advertisers, rising 58%.

TVB worked closely in 1965 with such smaller-budget television sponsors as International Minerals, Kirsch Curtain Rack, Williamson Candy, Crush International, A. B. Dick, Shasta Beverages, Waring Blender and Lewis Howe. "TVB will increase its efforts with these smaller but equally important advertisers," according to Mr. Cash.

**Nonusers** ■ Mr. Cash considers nonadvertisers highly important to television's future growth and TVB has created a separate unit to handle them. Its first objective will be to show the importance of advertising itself and, following that, the importance of television advertising in particular.

TVB is continuing its training program for local salesmen this year as almost a full-time project. About 15 one-week classes will be conducted during the year organized by TVB for salesmen from all types of television stations.

Mr. Cash says the advent of color has created a national, regional and local medium that TVB expects will bring new advertisers to television on all levels. "The creative, emotional use of color TV will be one of our 1966 activities; a natural extension of our recent survey of color facilities at almost 500 TV stations.

The TVB president also plans to have more bureau participation in the meetings of other industries with talks and presentations. In 1966 TVB plans include appearances before the Super Market Institute, National Apple Institute, the Advertising Federation of America and American Association of Advertising Agencies regional meetings.

**We know everything there is to know about**

# Color

Mark Twain said he had no use for a man who could spell a word only one way. And we feel the same. We like to experiment. But most of our color-casting experiments took place as far back as 9 years ago. Back when WFGA-TV was the first station designed and built from the ground up for

color. A lot of stations are getting into color this season, and many will find the going a lot easier because of things we learned here at WFGA-TV. Want Jacksonville to see your commercials in color? We'll colorcast them at no extra charge. Ask your PGW "Colonel" for availabilities.



**WFGA-TV/JACKSONVILLE**

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

# MR. ED OFF TO A FAST START IN:



**NEW YORK  
LOS ANGELES  
WASHINGTON, D.C.  
MINNEAPOLIS  
SEATTLE  
TULSA  
CHICAGO  
PHILADELPHIA  
DETROIT  
LITTLE ROCK  
PORTLAND, ORE.  
COLUMBUS, GA.  
PORTLAND, ME.  
MIAMI  
DALLAS  
ELKHART  
BOSTON  
HOUSTON  
ROCHESTER, MINN.  
COLUMBUS, OHIO  
PITTSBURG, KAN.  
LANCASTER, PA.**

**143 HALF HOURS,  
THIS FALL**

contact: **mca**

## TV DEMAND PUSHING SALES HIGHER continued

changes.

CATV, he said, remains in a flux and cannot be called either a problem or an opportunity in its development stage. But its encroachment on audiences does bear watching, he noted.

He sees the problems of clutter and piggyback growing bigger. His opinion of programming: "lousy," with no chance for great improvement. Color, he indicated, is speeding ahead "full blast," and its development as a selling medium represents one great strength for 1966.

Bill Murphy, media vice president at Papert, Koenig, Lois, New York, says television billings at his agency should be up approximately 50% this year, with almost all of the sharp gain due to spending by new accounts.

Looking at the problems of the medium, he sees erosion of commercial standards (the addition of more and more commercial material to TV schedules) as a major worry for advertisers. He considers ABC-TV's use of four commercials in *Batman* segments "horrendous."

"The stations don't like it," he feels. He despairs that government pressure against such developments doesn't seem to have any effect. Further, he says that whenever the National Association of Broadcasters revises its TV code "it generally seems to be in the stations' favor." He does note that in settlement of the piggyback commercial controversy stations appear to have acceded to the will of advertisers.

In the area of television programming Mr. Murphy sees the "same old problem, material directed to the largest possible audience." However, he thinks programming of a more sophisticated nature is on the rise: "Efforts are being made to supplement the basic pap." In this regard he cites the growing number of network specials and ABC-TV's new project *ABC '66* and a growing list of advertisers ready to support them.

## RADIO: MORE EFFECTIVE SELLING NEEDED continued

cial of leading advertising agencies:

N. W. Ayer & Son, Philadelphia, a heavy radio spender in recent years (\$13.5 million in 1965), expects to cut back somewhat on radio expenditures this year. George S. Burrows, vice president and media manager, attributes the reduction to the loss late last year of American Airlines (a heavy radio user), and the move this year by Sealtest Dairies from radio to newspaper advertising.

**Need More Data** ■ In buying radio, Mr. Burrows says, the agency is often faced with the problem of stations providing inadequate information about

**Discounts Change** ■ James Fuller, supervisor of broadcasting, media relations and planning department at Young & Rubicam, New York, singled out TV rates as the most pressing TV problem in 1966. The lowering of discounts by CBS-TV, he ventured, may lead to similar moves by other networks and an increase in rates by stations.

"This necessarily is going to mean a lowering of cost efficiency," according to Mr. Fuller.

He indicates there is some need now, which will grow in the future, for research to measure individuals rather than homes in TV. As multi-set homes increase through expansion of set sales, Mr. Fuller feels, TV will have to face the problem of what individuals, rather than what homes, are watching.

In 1966, CATV does not represent a problem for advertisers and agencies, according to Mr. Fuller. On the other hand, these viewers represent a bonus audience. But he reasons that CATV will represent a problem if their number proliferates and the systems become originators of programs and can compete with advertisers for TV presentations. He doubts whether this could happen over the next few years, but considers it a development worth watching.

Mr. Fuller says he can detect no new TV programming trends. He cites the rapid growth of color as the major trend in commercial production. About 50% of Y&R client commercials now are produced in color, and he expects that the total will rise to about 80% by next fall.

"TV's greatest strength is that people in great numbers are still watching it," he points out.

Mr. Fuller estimates that spot TV spending by Y&R clients in 1966 will rise by 17% over 1965 as a result of new accounts acquired over the past six months and expanded allotments to TV by old clients.

their programming and audiences. He says that Ayer is not concerned so much with ratings as with matching its clients to programs that best suit their products.

He feels that radio rate cards across the country are "very confused," and that it is also difficult for agencies to check station performance affidavits (though emphasizing his feeling the majority were honest records). He recommends that the industry work toward providing a standard affidavit checking service.

Mr. Burrows sees no new major trends in radio programming, but says



it is highly possible that in coming years stations will become more and more specialized in order to cater to carefully chosen audiences.

Radio's chief value, Mr. Burrows says, is its ability to "deliver a high degree of frequency at very low cost." He feels that products that are well known, either through packaging or by brand name, lend themselves especially to radio.

**Reaches Non-TV Group** ■ Radio's

the same amount in the medium in 1966.

Mr. Gromer's concern with research in radio spreads into the area of rating a radio commercial's effectiveness in producing sales. "We have no way of knowing at the present time," he says, "just what effect the nature of the medium has on the sales message, and therefore no knowledge of what the sales power of the medium is in a given commercial situation."



Mr. Hollender

Mr. Gromer

Mr. Burrows

Mr. Wagner

big selling point, according to Louis T. Fisher, vice president and media director of Dancer-Fitzgerald-Sample, New York, is "its ability to reach the people who are not great TV watchers."

He expects a 10% rise in radio spending at DFS for this year.

He praises radio for its ability to "deliver a number of impressions many times a day at low cost." About half of DFS's 20 major clients are at least partial users of radio.

He feels that the chief problems facing radio in 1966 are the lack of an efficient ratings service and the inability of radio stations to sell the medium properly.

"Radio is bought by the agency, as a rule, not sold by the stations," he contends.

Frank J. Gromer Jr., vice president and director of marketing services at Foote, Cone & Belding, New York, voices the sentiments of many observers in noting that lack of assurance of meaningful ratings has been, and continues to be, its most pressing problem.

He is heartened by a general recognition of the problem but is not certain that current efforts to correct the situation will be fruitful. He thinks the pending All-Radio Methodology Study (ARMS) project is a step in the right direction. But "who knows?" he asks. "Maybe they'll find that none of the methods currently used in radio research is adequate."

But he also thinks that "even if it just results in a rank order of the efficiency of the various research techniques, it will have been useful."

Foot, Cone & Belding, which last year spent approximately \$9.8 million in radio, the great majority of it in spot, expects to spend approximately

**Up at Grey** ■ An increase of 15% in radio expenditures of Grey Advertising clients in 1966 is projected by Alfred L. Hollender, broadcast management supervisor of the agency. The gains in radio advertising will be achieved because the medium is valuable for some advertisers and has reached an appropriate level of media recognition.

"But radio, of course, still has its problems," Mr. Hollender commented. "It needs more vigorous salesmanship and promotion. It needs proper recognition by agencies and clients, and it needs more and more proof of its effectiveness."

He ventures that a breakthrough in studying radio advertising effectiveness could come in 1966. He feels that the industry may never be able to measure the exact reach of radio completely, but a proper evaluation of radio's effectiveness offers "great promise."

He voices the view that radio has moved in the direction of solution to some of its problems in 1965, particularly in the area of research.

Mr. Hollender believes that radio commercials have shown "a great deal more creativity" during the past year and that many have been "exciting and attractive." Others are still flip and cute, he notes.

Approximately 20% of Grey's clients use radio. They include Bristol-Myers, Ex-Lax, Mennen Co., P. Lorillard, Revlon, Tidewater Oil Co. and General Electric.

Spending at McCann-Erickson is going up 3% to 5% this year because of an improved climate for radio, new strategies and more clients, according to an agency spokesman.

Radio's a personal medium, he says,

## TALKING TO A HORSE IS SILLY!



## NOT WHEN IT'S ALAN YOUNG TALKING TO MR. ED

143 HALF-HOUR EPISODES OFFERED FOR LOCAL PROGRAMMING THIS FALL!

from: **mca**

that must keep its antennas perked to audience moods but at the same time it must keep pace with its professional developments by adding more information and research.

Its programing can profit from new trends, especially in the country-and western formats and FM growth, he notes. At every moment, he says, radio must mix personality, flexibility and frequency. The commercials should be mated with their environment and fitted into the most appropriate air times during the day.

**Bigger Budgets** ■ Radio's scale of spending at Sullivan, Stauffer, Colwell & Bayles, New York, has tipped upward with the American Tobacco Co.'s \$6.4 million spot radio budget for 1965, and now that P. Ballantine & Sons has joined SSC&B ranks, radio billing for 1966 is expected to go nowhere but up, according to Bertrand Wagner, vice president and associate media director.

Mr. Wagner believes the nerve center of radio problems is in research, and one stimulus lacking is a common

ground acceptable for testing both levels and demographics of a radio audience. SSC&B has a committee working on this problem.

A new radio program development worth watching, Mr. Wagner says, is the approach toward selective audience formats, particularly for FM outlets. He cites as one example of the trend a Los Angeles station attempting to experiment with a classified advertising format.

SSC&B, billing about \$700,000 in spot radio for Ballantine Ale, has 7 out of 15 clients in radio. Two more accounts in test markets are expected to join soon.

## Heavy hands on government controls

### OUTLOOK IN WASHINGTON: MASSIVE MOVE TO TOUGHER REGULATION

The federal government in this, the sixth year of the New Frontier-Great Society era, is churning with ideas and proposals possessing implications of enormous long-range importance to broadcasting. Rarely has the FCC had under consideration at one time proposals of such fundamental significance as those involving community antenna television, multiple-ownership and network control of television programing.

Congress, too, is interested in these matters and in others as well, including the potentially explosive issue of media rate discounts.

Meanwhile, the National Association of Broadcasters, with its new president of one year still enjoying a honeymoon period with NAB members, continues the task of attempting to reconcile conflicting positions within the industry and of promoting self-regulation as a substitute for government regulation. There follows a report on what each of these agencies has in store for broadcasters for 1966. First, the FCC:

**Structural Changes** ■ The FCC, said one of its members the other day, is becoming "more careful and lawyerlike in its approach." And there are signs he is right. The commission is approaching its regulatory chores with less fervor and more concern for procedural matters. But there are other signs that the careful, lawyerlike commission this year will expand dramatically the area of its jurisdiction and make fundamental changes in the structure of the broadcasting industry.

Indeed, it appears that the revolutionary programs the commission has laid out over the past few years can be implemented only if a cautious approach is followed.

These issues are familiar, and thorny. The one currently claiming attention involves the commission's determination

to assert jurisdiction over all community antenna systems, nonmicrowaved as well as those using microwaves, and clamp restrictions on them.

Coming up next will be the commis-

industry. But they're not all. The commission is expected to act soon on a staff recommendation that it issue a notice of rulemaking to provide a nationwide test of pay television (CLOSED CIRCUIT, Jan. 31).

Thus, the commission appears to be moving ahead as inexorably as a tank moves across an open field.

But appearances can be deceiving. None of the tough new proposals was adopted for rulemaking by more than a bare majority of the commission. Thus, a single defection, even the wavering of a formerly committed commissioner, can kill a proposal or strip it of meaning. Representatives of groups directly affected know this, and are lobbying accordingly, on Capitol Hill as well as at the commission.

The commissioners themselves are uncertain and divided in their guesses as to what kind of rules, if any, will emerge. They talk of "shifting coalitions" among their number, of differing weights various commissioners ascribe to the arguments of different industry figures.

The commission statement on CATV issued last week is a case in point, representing as it does a number of compromises on some extremely controversial questions (see story, this issue).

Some commissioners say the so-called 50-50 rule, "or something like it," will be adopted as a means breaking the networks' "monopolistic" hold on program sources. Others say the commission is sorry it ever became involved with the proposal.

One commissioner expressed the view that a modification—and easing—of the top-50 proposal is likelier than adoption of the rule as proposed. Another commissioner predicted that the proposal to bar the spread of multiple owners into the major markets would be adopted,



Chairman Henry

sion's proposal to limit network control over TV programing to 50% of prime-time material. And then there is the proposed rule to limit multiple-station owners to three TV outlets (no more than two of them VHF's) in the top-50 markets. An interim policy aimed at keeping the lid on until the rule is acted on has been in force since June (BROADCASTING, June 28, 1965).

**More Coming** ■ Adoption of any one of those proposals would satisfy the ambitions of most commissioners eager to leave their mark on the broadcasting

# BEELINE<sup>®</sup> COUNTRY . . . AWFULLY BIG IN TOURISM



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

Fresno is the gateway to Yosemite National Park, visited in 1965 by 1,635,000 people.\* Tourism is one of the reasons retail sales in the Fresno market were over \$1,181,617,000 in 1964.\*\* Get into

this big market effectively . . . on Beeline Radio KMJ. KMJ is just one of four Beeline stations and the key to California's rich Inland Valley.

\*U.S. National Park Service

\*\*Sales Management's 1965 Copyrighted Survey



**McCLATCHY BROADCASTING**

THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

**KMJ • Fresno**

**KBEE • Modesto**

**KFBK • Sacramento**

**KOH • Reno**

BROADCASTING, February 21, 1966

and made this point: The rule actually is already in effect under the interim policy; "and it's easier to hold ground already taken than to take new ground."

**Congress Involved** ■ Besides the cross-currents within the commission there is Congress to consider. Not only are key members of House and Senate keeping a close and critical eye on commission proceedings; it's likely Congress will enact legislation involving at least some aspects of CATV and pay television. Some commissioners not only expect this; they welcome it. They feel that CATV's responsibilities to owners of copyrighted material should be spelled out in law. And they say that Congress should concern itself with a development like pay television that could transform the medium from one financed by advertisers to one supported by cash-paying viewers.

It's obvious, then, that compromise and skillful leadership are essential if the commission is to follow through on any of its objectives. And no one seems to know this better than Chairman E. William Henry. He has led the commission into the valley of decision on the tough ones, and he is taking the counter fire, not only from the affected industries but from their friends on Capitol Hill.

**Conciliator** ■ Perhaps as a result of these pressures—and he has been under them now for some two and a half years as chairman—Mr. Henry, the hard-nosed regulator, is becoming less the idealist and more the conciliator, or so says one colleague who describes the chairman as having "mellowed."

The chairman increasingly is serving as a kind of legislative leader, sounding out in advance the views of commissioners and interested parties so he can try to devise solutions that will be generally acceptable. It was his suggested compromises that broke the remaining deadlocks barring agreement on a new program-reporting form for television (BROADCASTING, Jan. 24).

He also tried strenuously to reconcile the conflicting views of the NAB and the National Community Television Association on regulation of the CATV industry. And while he failed, his efforts to win a consensus within the commission on the issue have been noted approvingly by his colleagues. He can be expected to play the same kind of role when the commission moves on to other controversial issues.

Perhaps the most revealing comment he makes about himself these days is in connection with his efforts as a conciliator. "The various views have been heard," he said, "and now we're plowing ground somewhere in between."

He recognizes too that there are

limits to the amount of regulation that the commission should attempt. The commission, he said, "shouldn't go into every nook and cranny of broadcasting activity to regulate." Rather, he feels, it should limit regulation "to areas where it can do the most good."

**Plenty of Regulation Left** ■ This, of course, still leaves plenty of room for action, as the commission demonstrated on a number of occasions last year:

- In a move that appeared designed



in part to check the growth of concentrations of control of media, it adopted a policy statement on criteria to be used in determining winners in comparative hearings. The statement places major stress on diversification of control of media and on full-time participation by owners.

■ It managed to get its campaign against overcommercialization on the track, after almost two years of trying, when James J. Wadsworth arrived on the scene with the swing vote for the hard line. Broadcasters who fail to abide by their proposals on commercials are finding themselves with short-term renewals, and those who propose what the commission considers an excessive amount of commercial time are asked to explain how their policies meet local needs.

■ It is continuing to police rules violations with vigor. Last year, the commission imposed sanctions on 75 stations, everything from \$100 fines to denials of license renewals and license-revocation proceedings.

■ And, it broke through the engineers' sound barrier (their argument that loudness can't be measured) and issued a policy statement designed to curb loud commercials.

There is one area in which the commission has been strangely silent in recent months—that of local-live programming. This is not because Chairman Henry doesn't think the area is one which the commission could or should do a good job of regulating. Indeed, he warns broadcasters that, with the advent of satellite-to-home telecasting, local service will be the broadcasters'

only reason for existence. But for the present, he lacks the votes to give force to his views.

**Other Issues** ■ Besides the issues now monopolizing the attention of broadcasters, there is one that didn't attract a great deal of industry attention but that may explode one day this spring, in the networks' faces. The proposal, part of the commission's continuing effort to bolster UHF television, is designed to make network programming more readily available to unaffiliated stations.

The networks, their affiliates and several major group owners filed comments denouncing the proposal with considerable feeling. No one supported it. But the notice of rulemaking and inquiry was issued by a 6-to-0 vote of the commission. And Chairman Henry feels there "might be enough votes to do something."

The commission is also expected to take action in the months ahead on the controversial proposal to require broadcasters proposing towers of more than 1,000 feet to move into antenna farms that would be established in cooperation with the Federal Aviation Agency. Broadcasters see the proposal as a willingness on the part of the FCC to abdicate responsibilities over tall towers to the aircraft-interest-oriented FAA.

Another proposal that the commission should be ready to act on soon touches on a peripheral, though important, aspect of the multiple-ownership problem. It is aimed at resolving the problem created when mutual funds and other financial houses technically violate the commission's rules by acquiring more than 1% of two or more broadcasting companies that, together, control more stations than any one individual is allowed to own. Investment houses have urged the commission to increase the percentage they might own before coming in conflict with the rules.

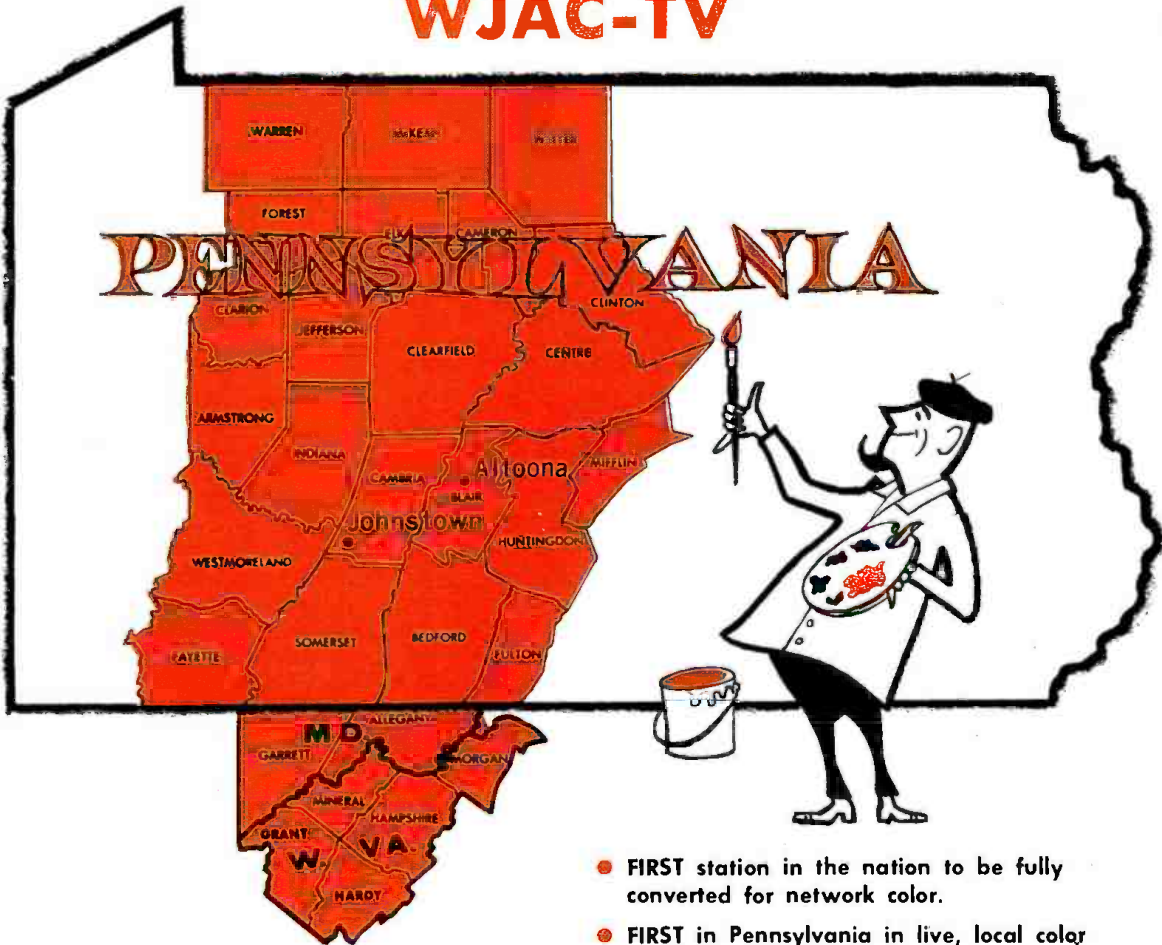
**Daytimers, Clear Channels** ■ In addition, two issues bent with age may yet be resolved this year. One involves the daytime-only radio stations' request that the commission extend their broadcast day. The other grows out of clear-channel radio stations' request to increase their power from the present 50-kw limit to 750 kw, at least on an experimental basis.

As for the future, Chairman Henry sees the commission getting increasingly involved in educational television matters. A question that concerns him, as it does the educators, is how their stations can be financed in a manner that will permit stable operations. However, he expects the commission to take its lead in this from the blue-ribbon commission recently established by the Carnegie Corp. to study and make recommendations on educational television (BROADCASTING, Nov. 15, 1965).

But as for any new proposals aimed

THE STATION  
THAT PUT COLOR  
IN PENNSYLVANIA!

**WJAC-TV**



- FIRST station in the nation to be fully converted for network color.
- FIRST in Pennsylvania in live, local color
- ONLY station in western Pennsylvania with local, live color.
- OVER 50% of all Local shows in color and 85% of Network Shows in color.
- ONLY station serving the entire "Million Dollar Market in the Middle"

... in fact, we're so far ahead in color tv, we're already replacing our original equipment! Proof again ...

WHAT'S IN THE MIDDLE  
MAKES THE BIG, COLORFUL DIFFERENCE  
and in PENNSYLVANIA, it's  
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# WHO TALKS HORSE SENSE?



**MR. ED!  
AND PROVES IT!  
THE NETWORK  
SERIES  
SUCCESSFULLY  
TELECAST  
IN LOCAL TIME...  
NOW OFFERED  
LOCALLY!**

**143 HALF HOURS  
THIS FALL**

from: **mca**

54 (PERSPECTIVE 1966)

at effecting sweeping changes in the broadcasting industry, Chairman Henry doesn't expect any. He notes that the commission increasingly is engaged in common carrier matters (including the first exhaustive investigation of AT&T's domestic and international rates), and in regulation of the Communications Satellite Corp.

The commission, he conceded, has "its hands full." This is a rare admission for the commission. But then, the commission, as the man said, has become "more careful," and the chairman, "mellower." In the months ahead, let broadcasters, CATV operators, and, for that matter, AT&T, take what comfort they can from those estimates.

**Position of Congress** ■ While it's the FCC that may propose action, it's sometimes the Congress that opposes—and kills it. Accordingly, even though the Congress is preoccupied with other matters—like Vietnam and the elections—the commission can be expected to keep in close touch with key members of Congress on such matters as CATV. Furthermore, Congress is breaking new ground of its own in at least one area—that of advertising rate discounts.

Congress did little in the broadcasting field in 1965. But it is expected to make up for that lapse this year with hearings and possibly legislation in a number of broadcasting-connected areas. Community antenna television, advertising-rate discounts and the FCC's fairness doctrine are only a few of the issues that are engaging congressional attention.

CATV is an especially hot item. For although the FCC has taken the initiative in trying to solve the many complexities of CATV-broadcast relationship, the furor that has ensued from the campaigns of the CATV industry, countered by those of the broadcasters, has spurred interest on the Hill.

As a result, Congress is in effect,

sitting in judgment on any CATV rule that the commission might make.

Congress is expected to get deeply involved in the CATV issue in a matter of days. The House Commerce Committee plans to review the entire field of federal and congressional jurisdiction over CATV as soon as the commission submits proposed legislation it has promised, possibly next week. The proposed bills will cover program origination, CATV retransmission rights and question of whether the systems should be considered public utilities, as well as the jurisdiction issue.

Proposed FCC regulation is not the only aspect of the CATV problem that has engaged congressional attention. CATV's use of copyrighted program material has played a part in Senate and House Judiciary Committee hearings as on proposed revision of the copyright law. Reliable sources on the copyright matter say that the enactment of a bill this session is a very remote possibility. But they also say that passage is likely in the next session.

**Copyright Problems** ■ Several problems still exist in the copyright bill as it now stands, however. One is the CATV-broadcaster-professional sports struggle in which the professional owners are siding with the broadcasters in an effort to have the rights to their athletic events copyrighted against the indiscriminate use by CATV operators.

There is also the problem of the educational broadcaster's right to his programming and the question of whether juke box operators should pay performance royalties for the use of records licensed by the music licensing companies.

Staff sources believe that these problems will be worked out. They point out that the House subcommittee has conducted 22 days of hearing (making up 1,930 pages of testimony in three volumes) and that the members will be asked to "let as little blood as possible"

## Commissioners delegate forfeiture authority

A rise in violations of the FCC's technical rules will result in tougher enforcement action in the future.

The commission said it has instructed the chief of the Broadcast Bureau to issue notices of apparent liability for forfeiture for repeated or willful violations of rules that in the past may have resulted only in the issuance of violation notices. Previously forfeiture notices were issued only by the commission itself.

The commission said that an analysis of technical violations during the last six months of 1965 compared to the same period of 1964 indicated

that many types of violations had increased.

For example, 73 citations were issued during the last six months of fiscal 1964 for violations of the rules pertaining to maintenance logs, 232 citations were issued during the same period in 1965. Citations for violations of the equipment-performance measurements rule increased from 77 to 166.

The commission said it believed that more general use of its forfeiture authority will bring about a higher level of compliance by broadcast licensees and improve the quality of service to the public.

in resolving differences of those requesting relief at the expense of another party.

According to one subcommittee source, the movement of the larger broadcasting companies into the CATV field could possibly soften the position of CATV on the copyright question. "These larger companies probably would have a stronger desire for order, rather than a wish to drive the local broadcaster out of business."

Other matters affecting broadcasting are not as much in the public eye, but some of them will definitely come up before the House and Senate before all members of the House and one third of the Senators begin their campaigns for re-election; the uniform daylight savings time bill, the so-called freedom of information bill, the House resolutions that would open House chamber proceedings and proceedings of House committees to live coverage of radio-TV, and the bill to curb the use of electronic devices in the practices of business espionage.

**Rate Discount Hearings** ■ But the biggest fireworks are most likely to result from two hearings, one each in the House and the Senate, concerning advertising rate discounts. The one in the Senate, by the Senate Antitrust and Monopoly Subcommittee of the Judiciary Committee, will be limited to the rate discounts on network television.

The House hearings, on the other hand, conducted by the Select Committee on Small Business' Subcommittee on the Regulatory Agencies, will also involve a variety of other broadcasting-connected matters—FCC franchises, network clearance problems and the classification of prime time. The subcommittee will also take testimony on whether option time, outlawed by the FCC, should be revised in some form.

The Senate Communications Subcommittee's hearing on political broadcasting and the question of the fairness doctrine is likely to be a lively one. Senators John O. Pastore (D-R.I.), chairman, and Gale McGee (D-Wyo.) are spearheading the inquiry, which, among other things will touch on the question of ostensibly religious broadcasts that vehemently attack political figures and others in public life. Among those who have been mentioned as possible witnesses during the course of the hearing are the Rev. Carl McIntire, the Rev. Billy James Hargis and the Rev. John M. Norris.

**Time Bill** ■ The uniform-time bill will come up again this year. It passed the Senate last June and was then referred to the House Commerce Committee.

The bill would provide for a uniform date to begin and end the use of daylight saving time. The bill has received widespread support from a cross-section

of the House.

With the freedom of information bill, another question enters the picture. The Senate has passed the bill (the third time it has passed such a measure); the administration is said to oppose the bill. It so, the bill's chance of passage is slim.

The House resolutions calling for radio-TV coverage of proceedings in the House chamber and at committee hearings probably will not come to a vote. The measures currently are pigeon-holed in the Rules Committee.

The seats of four members of the Senate Commerce Committee will be contested next fall. And one is certain to be filled by a new senator in January. Senator Maurine Neuberger (D-Ore.) is retiring.

The other committee members seeking reelection are Senators E. L. Bartlett (D-Alaska), Ross Bass (D-Tenn.) and James B. Pearson (R-Kan). Senator Bass who, with Senator Pearson, is a member of the Communications Subcommittee, faces a stiff primary fight from Governor Frank G. Clement.

Senator Bass defeated the governor by only 2,000 votes out of more than 1.2 million when they contested for the nomination to run for the unexpired term of the late Senator Estes Kefauver two years ago.

**Confidence in NAB Head** ■ The NAB, after giving an articulate, if flamboyant, politician a turn at the wheel, now finds the helmsmanship of a former NAB staffer a much more reassuring sight. The new president, Vincent T. Wasilewski, should be grateful for the confidence. For he will need it, like capital, to draw on in the difficult months ahead.

The confidence being placed in the officer in charge is obvious. The NAB board voted Mr. Wasilewski a \$10,000 raise, after he had been in office only a year. Station membership is at an all-time high.

Furthermore, the divisions evident among NAB members during much of LeRoy Collins's term as president are missing. The broadcasters feel confident that Mr. Wasilewski, a 16-year veteran of the NAB staff, is concerned with their welfare. There is no suspicion that he is going out of his way to make headlines, as they think his predecessor sometimes did.

And the tensions that Governor Collins's sometimes unorthodox approach to his job caused among staff members are missing, too. Indeed, the emergence of one of their own as president has been a tremendous morale booster for the staff.

**There are Problems** ■ But that doesn't mean all is serene within the NAB. The broadcasting industry is too dynamic, and its members' interests often in too much conflict, for that. The most ob-

# MR. ED'S WAY OUT IN FRONT!



## POSTED IN:

**NEW YORK  
LOS ANGELES  
WASHINGTON, D.C.  
MINNEAPOLIS  
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CHICAGO  
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COLUMBUS, GA.  
PORTLAND, ME.  
MIAMI  
DALLAS  
ELKHART  
BOSTON  
HOUSTON  
ROCHESTER, MINN.  
COLUMBUS, OHIO  
PITTSBURG, KAN.  
LANCASTER, PA.**

## 143 HALF HOURS, THIS FALL

from: **mca**

## STATION SALES: TOTAL REACHES \$135 MILLION continued

vious example of discord is CATV. On this, the division within the NAB membership gets deeper and wider as broadcasters in increasing numbers hedge their bets against the future with investments in cable-TV companies.

There are other differences of opinion, too—on the ownership of TV stations in the top 50 markets for instance. Many smaller broadcasters look at the FCC's proposed rule as a chance to get into these markets. The group operators—who are among the NAB's biggest dues payers—are united in opposition to the proposal.

And there are different opinions on the proposed rule to restrict network control of prime-time programming. The networks, understandably, are four-square in opposition. But there are group operators that have syndicated products they would like to find prime spots for. And there are stations that couldn't care less.

How does one chart a course through those dangerous shoals to the safe har-

bor of an agreed-on industry position? Playing a leading role in finding an answer is what Mr. Wasilewski gets paid for.

On Capitol Hill, broadcasting fared well in 1965. This was not due as much to the fire brigade efforts of NAB as it was to the Congress's preoccupation with the mammoth job of enacting elements of President Johnson's legislative programs.

But there is an awareness that Congress may be getting ready to get back into broadcasting again this year. High on the list of potential trouble spots are the fairness doctrine, and the imminent Senate hearings; the costs of election campaigning, and broadcasters are sure to feel the brunt of any move by politicians to cut those costs; media rate discounts, with the Senate anti-trust subcommittee getting set for some extensive hearings and broadcasting being groomed as the whipping boy.

How many of these will come to pass is unknown. But NAB is girding itself

for a typical election-year attack.

There are other areas of concern. Some of them center around the NAB codes. For several years the code authority has been strengthening its commercial standards and has been more active in this area than others. However, the pendulum seems to be swinging toward programming with increased concern over what is going on home screens.

**Question of Taste** ■ The fundamental question of good taste in programming will be heard over and over again in 1966. FCC Commissioner Robert E. Lee has already begun some broad-stroke attacks at what might be termed raw humor on late-night television. Two weeks ago Donald McGannon, president of Westinghouse Broadcasting, expressed concern over the art-house type of feature films that are being offered to TV (BROADCASTING, Feb. 14), a subject that has also interested John O. Pastore, chairman of the Senate Communications Subcommittee.

These are not voices in the wilderness. They seem to be the whispers of what may soon become shouts. And NAB would not be surprised to hear cries of anguish from government and civic circles during the year.

NAB has been working on the problem for several years. The main concern is the feature-film industry. Talks have been held with motion-picture executives in an attempt to find a middle road that will provide audiences with good entertainment yet not require emasculation of products.

The NAB code is also expecting to hear more in 1966 about the code commercial time standards.

The problem has become more acute by the FCC's case-by-case study of alleged overcommercialization. Whether or not by intent, the commission seems to be using the NAB time standards as its yardstick for determining which stations are carrying too many commercials.

The 88th Congress, in no uncertain terms, told the FCC not to adopt a rule limiting the number and frequency of commercials. NAB also feels Congress made it quite clear that the FCC should not use the codes as standards by which to judge a station's performance in handling advertising.

Among the NAB personnel the feeling persists that general time standards aren't the best answer to commercial control. But, they ask, what do you replace them with?

It's a rhetorical question, for they also provide an answer. What are needed are qualitative standards providing much more flexibility. But they haven't found a way to come up with such standards.

### RAB view: Radio in expansion mood

Radio is in a favorable position to expand its advertising volume in 1966 by accenting sales on all levels, Miles David, RAB president, reported in a special statement last week.

Mr. David pointed to several bright spots in the radio picture and indicated that these favorable conditions can be exploited by vigorous selling.

"Several new products have been launched recently using radio as their dominant medium with success so substantial that the advertisers in question have literally done everything possible to keep their use of radio from being publicized," Mr. David stated. "This is important because so much of today's advertising volume is in new products."

Referring to RAB's contention that radio can replace substantial portions of a TV budget with resulting new strength for the campaign, Mr. David explained that the bureau recently has called on numerous advertisers with a few analysis emphasizing this premise.

"We have yet to have a major advertiser reject the 'new math' showing that a media mix with radio delivers greatly enlarged number of impressions directed to the target audience," Mr. David said. "Several major advertisers are making large new radio investments based on this conviction. A major part of their TV activity in these markets is dropped. Radio is substituted."

**Mixing Bowl** ■ He touched upon the media mix philosophy and emphasized that TV is not always used in combination with radio but that print often is selected. He said it was a fact that more than ever, radio is in competition with print and that radio has to place greater stress on its ability to achieve repetition.

"Low frequency is among the major weaknesses of print," Mr. David asserted.

With these considerations in mind, Mr. David said, RAB's thrust in 1966 will be completely to sales. He voiced the view that radio's problems have been "overanalyzed and overemphasized," and added:

"We need more salesmen — increasingly more—making more top-level calls more effectively. A bigger step-by-step calling job is obviously the basic need."

There is a need to step up the selling effort to regional advertisers, according to Mr. David. He noted that magazines have become more active in soliciting regional dollars.

Local business in radio continues strong, according to Mr. David, but he emphasized that the industry has "not really done as much as it should to make budgets grow. . . ."

"We have a basic, long-term, massive sales job to do in radio," Mr. David declared, "and if the year shows a 5% to 7% gain, that's still not progress relative to our potential."



# Station sales: total reaches \$135 million

## THREE-YEAR RULE, TOP-50 MARKET POLICY TEND TO RESTRICT TRADING

The changes in station ownership in 1966 most likely will continue the trend exemplified in 1965—fewer sales of radio-TV combinations and TV-only stations; more radio transactions—but with a difference.

The difference is the growing awareness among prospective buyers that the place to go for major acquisitions is the second-50 markets, or to UHF and to FM for major markets.

This is the consensus of the men who broker radio and TV properties and it's based on their day-by-day awareness of where this market, which last year reached over \$135 million in dollar volume on 432 transactions approved by the FCC, is headed.

The road ahead is signaled, all agree, by a number of factors. The principal one is the inhibition the FCC has placed on trading.

During the last few years, the commission has imposed first a three-year rule and second a top-50 market policy.

In the first instance, the FCC adopted a rigorous policy concept that, except in cases of proved leadership, any sta-

tion, radio or TV, that is sold before its owner has held it for three years will require a hearing before a trans-



fer of ownership is approved.

For the second, the commission announced last year that whenever an entity with two V's in the top 50 markets, moves to acquire a third V in those major cities, a hearing will automatically ensue.

**Less Sales Urge** ■ Most big stations in the major markets are held by large corporate investors who have no urge to sell. Their earnings are fine and since

they are multiple owners, they cannot go anywhere.

Major-station sales in years past occurred when ownership was individual, when health or age entered into the picture, or when amortization ran out.

Today the major-market stations are owned by broadcast groups that do not run into these problems; in fact in many cases the groups are publicly owned corporations.

**Watching KCTO Sale** ■ Brokers and prospective buyers and sellers are watching carefully to see what the FCC does in the purchase of KCTO(TV) Denver by WGN Inc. (WGN Inc. owns WGN-TV Chicago and KDAL-TV Duluth-Superior). If the commission grants a waiver, this might indicate that the top-50 policy may not be as absolute as it sounds. And, if this is so, then all prognosis of the status of station sales in 1966 are off.

If, however, the FCC maintains the rigidity of its policy, then a new sales field, already observed in 1965, will continue and grow. The activity in the second-50 market bracket is caused in

*Another 1st  
from the  
Tiger-in-the-Sky*

**LIVE  
LOCAL  
COLOR**

**WAFB-TV**  
*Channel 9, Baton Rouge*

WAFB-TV's new live color capability—plus network color, color video tape, color film, color slides—makes WAFB-TV the only full color station in Baton Rouge and all of Central Louisiana!

**BLAIR  
TELEVISION**

**1,749-ft. Tiger-Tower!**

# A 12-YEAR RECORD OF STATION TRADING

## Dollar volume of transactions

	Total	Radio Only	Combined Radio-TV	TV Only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,560	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
<b>Totals</b>	<b>\$1,400,323,051</b>	<b>\$552,636,460</b>	<b>\$492,428,543</b>	<b>\$355,258,048</b>

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving

joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV."

### STATION SALES: TOTAL REACHES \$135 MILLION continued

part by major entities that do not have their full portfolios and are looking for stations they can buy and by smaller groups that cannot acquire a broadcast station in the top 50 because owners in those markets won't sell.

Also foreseen is a greater activity by major groups in the radio field as well as in the UHF field in general, and in CATV and allied entertainment areas.

But even here, as far as a top group owner is concerned, he is blocked by the FCC's top-50 policy. The policy actually states that a hearing will be necessary whenever a major broadcaster who has three TV stations in any of the top 50 markets (no more than two V's, however), attempts to buy another TV station in the top markets.

Even the big radio sales are constricted by the prices being asked. Whether this is due to inflation or to the law of supply and demand, the prices are considered by many brokers to be out of line with earnings.

Yet this may well be the only step major entities can take to upgrade their holdings.

The only way for a nonbroadcaster to get into major-market broadcasting, in the opinion of one broker, is to buy UHF, if it's television he's interested

in, or FM, if it's radio he desires to enter.

Just plain radio means several million dollars at the outset, he points out, citing as an example the \$10.75 million purchase of KFVB Los Angeles by Westinghouse Broadcasting Co. — the second highest price for a radio station in the history of broadcasting.

How activity in the below-top-50 markets has grown can be seen in the radio-TV sales that have been approved by the FCC in the first six weeks of this year:

- KGNC-AM-FM-TV Amarillo, Tex., sold by Roy N. and S. B. Whittenburg to Stauffer Publications Inc. for \$5.9 million.

- KARK-AM-FM-TV Little Rock, Ark., sold by Madeline M. Barton and sons to John C. Mullins for \$3,750,000.

- KERP-AM-TV El Paso, Tex., sold by Norman Alexander and Joseph Harris to John B. Walton Jr. for \$2,375,000.

- KFPA-TV Amarillo, Tex.; KFDW-TV Clovis, N.M., and KBSW(TV) Elk City, Okla., sold by Sid W. Richardson Foundation to Perry R. Bass for a total consideration of \$2,295,000.

Other pending sales in larger markets announced since the first of the year:

- WCAM Camden, N.J., to Leonard and

Phil Chess for \$1,450,000; KSOL San Francisco, to William S. Morgan Jr. for \$1.1 million; WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, to Kansas City Southern Industries Inc. for \$3 million, and WTEV(TV) New Bedford, Mass., to the Steinman Station group for \$5,775,000.

**Radio Sales Boom** ■ There's no doubt about it, however, radio stations were the fair-haired broadcast properties in station sales last year.

The 389 radio stations that changed hands in 1965 was 40 less than were sold in 1964.

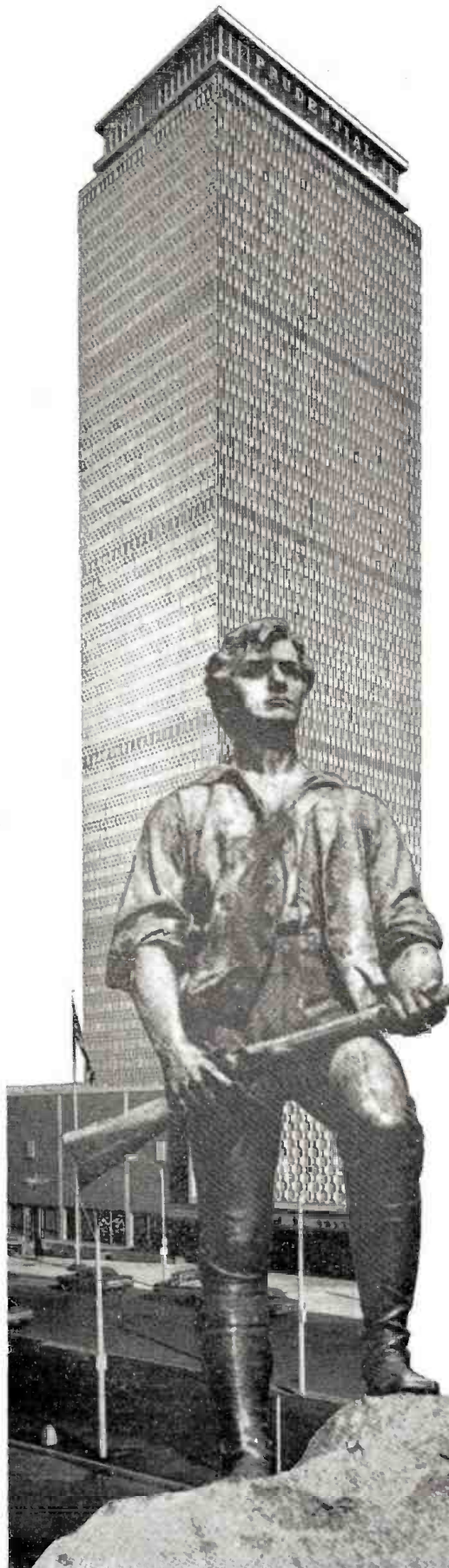
Despite the dip in units sold, total dollar volume for radio station sales was almost \$4 million more than in 1964 and \$12.3 million more than in 1963. In fact, except for 1962 and 1959, last year had the highest volume in radio sales for the past 12 years.

Other than radio, however, broadcast sales in both units and dollar volume were down from the year before.

The 15 radio-TV sales in 1965 were five fewer than in 1964 and the 32 TV-only sales were four fewer than in 1964.

Dollar volume for combination radio-TV station changes last year was \$49,756,993, or \$17 million less than in 1964. For TV-only ownership transfers the dollar volume was \$29,433,473, or one-third of the 1964 figure.

For the dozen years BROADCASTING



# There's a **NEW** Revolution in Boston!


**TALK**— the kind of talk that is talked about — and **LISTENED** to.


And the minute men of the talk revolution are the WEEI News and Information Specialists!


How do we know?

Pulse told us.\* And Hooper.\*\* And the CBS "Mike and Mike — 1965" study.

For instance:

 Paul Benzaquin (2-6 P.M., Mon.-Fri.) is Boston's Number ONE "talk" specialist in Pulse.\*

 WEEI is Boston's Number ONE station, (7 A.M.-6 P.M. M-F) in Hooper Share of audience.\*\*

 Leading off with "AM REPORT" (news and information, 6-9 A.M.) Hooper ranks WEEI Number ONE in share in the important morning hours, 7 A.M.-12 Noon.\*\*

**Need more?** The full history of the revolution is available from your CBS Radio Spot Salesman.

**WEEI 1<sup>ST</sup> AT 590**  
**CBS OWNED**  
**"THE TALK OF BOSTON"**

\* Source: Based on Pulse (Metro Area, July-Sept. 1965) subject to qualifications which WEEI/CBS Radio will supply on request.

\*\* Source: Based on Hopper (Metro Area, Oct.-Dec. 1965) subject to qualifications which WEEI/CBS Radio will supply on request.

has been keeping books, about 4,500 station properties have changed hands with a dollar volume approaching \$1.5 billion.

During these 12 years, 4,002 radio stations, 192 combination radio-TV stations and 304 TV-only stations have changed ownership, principally in outright control.

During that same period, the dollar volume of radio sales amounted to \$552,636,460; combination radio-TV, \$492,428,543, and TV only, \$355,258,048.

**Biggest Sale** ■ The top sale of station properties on a price basis for 1965 was that of WTOL-AM-FM-TV Toledo, Ohio, by Frazier Reams and his associates to the Cosmos Broadcasting Co. The price was \$12,350,000.

Following the transaction, the South Carolina-based group broadcaster sold the radio facilities back to Mr. Reams and his group for \$500,000, making the consideration for the TV station alone \$11,850,000.

Also during the past year, WRQC-AM-FM-TV Rochester, N.Y., was sold by Veterans Broadcasting Co. to Rust Craft Broadcasting Co. for \$7 million. And WATE-AM-TV Knoxville, Tenn., was sold by Paul Mountcastle, W. H. Linebaugh, John A. Ayers and others to Peoples Broadcasting Corp. for \$6.8 million. Peoples, incidentally, during the year sold its KVTM-TV Sioux City, Iowa, to the Wisconsin Valley TV Stations group for \$3.5 million, and its WNAX Yankton, S.D., to Red Owl Stores Inc. for \$1,450,000.

In the \$5 million class were two sales—WMBG, WCOD(FM) and WTVR (TV) Richmond, Va., by Wilbur M. Havens to group owner Roy H. Park for \$5,017,185; and WVUE(TV) New Orleans sold by Joseph A. Paretti and associates, who owned 60%, and Rust

Craft Broadcasting Co., which owned 40%, to Screen Gems Inc. for \$4.8 million.

A major radio sale took place during last year when Ben Strouse and associates sold WWDC-AM-FM Washington to Avco Broadcasting Co. for \$3.5 million. A second Washington station, WOL-AM-FM, was sold by Henry Rau and associates to the Sonderling group for \$1,250,000.

Metromedia sold WTVP(TV) Decatur, Ill., for \$2 million to LIN Broadcasting Co., and WTVH(TV) Peoria, Ill., for \$2.2 million to the Mid-America group (*Kankakee Journal*). Late in the year it bought KEWB Oakland-San Francisco for \$2,450,000 from Crowell-Collier Broadcasting Co., but this has not been approved by the commission.

Two of the three recent ownership changes of radio and TV station groups in Honolulu and the Islands were completed in 1965. The *Honolulu Star Bulletin* sold KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku to the A. L. Glasmann group for \$2.5 million. KMAU-TV was then leased to John S. Young Associates for 10 years at \$1,500 per month, with KGMB-TV paying the station \$4,000 monthly for two years to rebroadcast its programs.

Also changing hands were KONA(TV) Honolulu, KHAW-TV Hilo and KAIT-TV Wailuku. They were sold by the *Honolulu Advertiser* and John D. Keating, joint owners, to DeSales Harrison Jr., Paulette B. Harrison and Arthur H. McCoy equally for \$2,597,840.

Late in 1964, the commission approved the first of the three changes in Honolulu properties; that of KHVH-AM-FM-TV Honolulu, and KPUA-TV Hilo from Kaiser Broadcasting Co. to Lawrence S. Berger and associates for \$4.5 million.

Another multiple station sale took

place in Los Angeles last year when two FM stations changed hands. KRHM(FM) was sold by Harry Maizlish to Metromedia Inc. for \$455,000 with Metromedia selling its KLAC-FM facilities to Robert E. Short and others for \$125,000. And KVXN(FM) was sold by Albert Horton and associates to the Sonderling group for \$225,000.

A top FM sale last year was the transfer of WFQM(FM) Chicago (now WNUS-FM) by Lester Vihon to the McLendon Corp. for \$400,000.

Other major station sales during 1965 (in order of sales price):

■ WLUC-TV Green Bay, Wis., and WLUC-TV Marquette, Mich.: Sold by Morgan Murphy to Post Corp. group for \$3.1 million.

■ KLFY-TV Lafayette, La.: Sold by Paul H. DeClouet and associates to KWTX Stations group for \$2,693,311.

■ WOGO-TV Chicago, now WFLD(TV): 50% sold by Harry and Elmer Barnes and associates to Field Enterprises Inc. for \$2 million, plus option to purchase remaining 50% in three years for \$2.5 million.

■ KTIV(TV) Sioux City, Iowa: 50% sold by Dietrich Dirks and others to other 50% owner, Perkins Bros. Co. (*Sioux City Journal* and *Journal-Tribune*) for \$2.2 million.

■ WDOK-AM-FM Cleveland: Sold by Northeastern Pennsylvania Broadcasting Inc. (relict of Transcontinent Television Corp.) to Westchester Corp. (Mrs. Lucille Stone, 51%; Harry H. Stone, 17.2%, and others) for \$2,180,000.

■ WLVA-AM-FM-TV Lynchburg, Va.: Sold by Philip P. Allen, Champe C. Allen and others to the *Washington Evening Star* (WMAL-AM-FM-TV Washington) for \$1,250,000. During the year, WSWA-AM-FM-TV Harrisonburg, Va., in which the *Star* held 51% and Hamilton Shea, 49%, was sold to Gilmore Broadcasting Corp. group for \$1,694,308.

■ WYTV(TV) Youngstown, Ohio: Sold by Communications Industries Inc. (Lazar Emanuel, chairman) to Edwin G. Richter Jr. and associates for \$1,529,920.

■ K TSA San Antonio, Tex.: Sold by McLendon Corp. to Bernard E. Waterman for \$1.5 million.

■ KPAC-TV Port Arthur (Beaumont), Tex.: 50% sold by Port Arthur College to the other 50% owner, Jefferson Amusement Co., for \$1.5 million.

■ KFJZ-AM-FM Fort Worth: Sold by Texas State Network to Arnold Malkan and group for \$1.1 million.

■ KTRH-AM-FM Houston: Sold by Houston Endowment Inc. to John T. Jones Jr. and family for \$1,062,500.

■ WITH-AM-FM Baltimore: Sold by Thomas G. Tinsley Jr. to Reeves Broadcasting Co. for \$1 million.

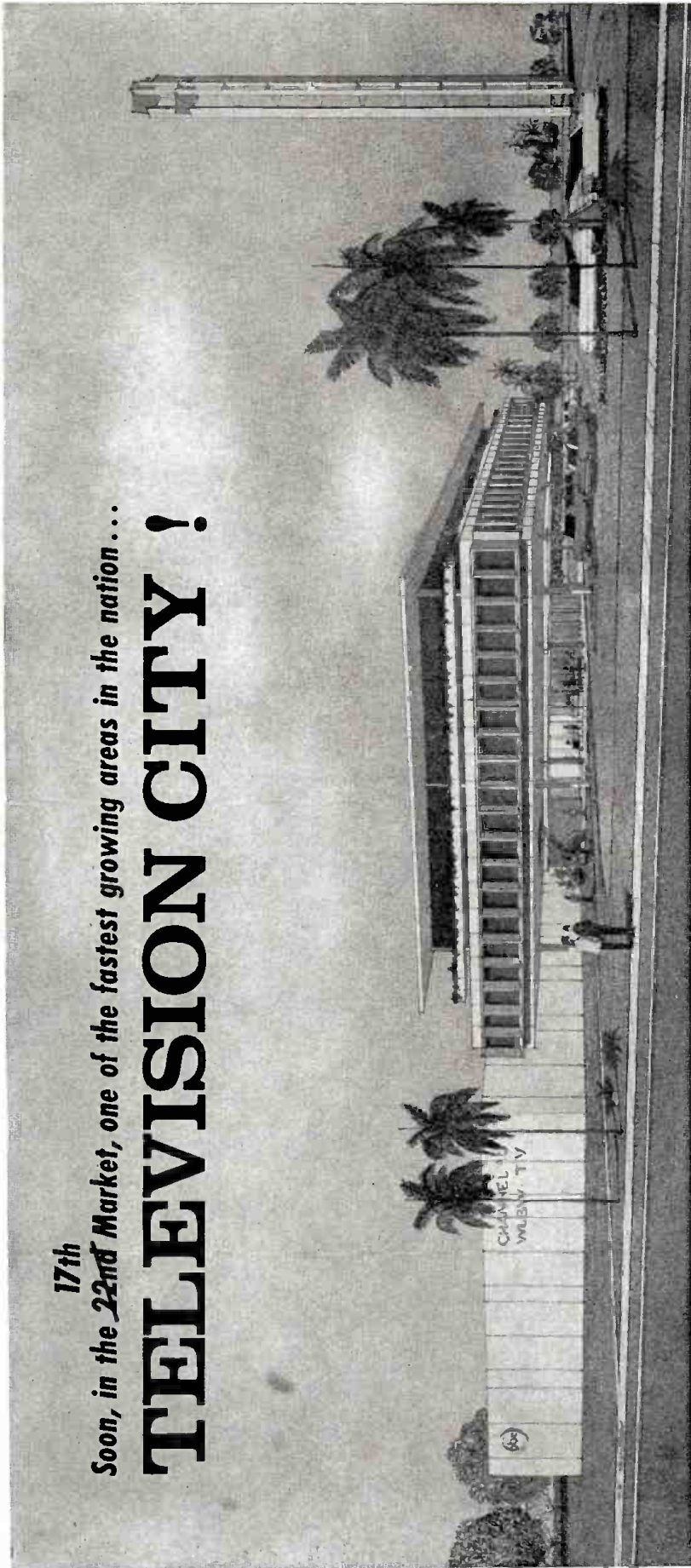
### Number of stations changing hands

	Radio Only*	Combined Radio-TV	TV Only
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	13	16
1964	430	20	36
1965	389	15	32
<b>Totals</b>	<b>4,002</b>	<b>192</b>	<b>304</b>

\*Note: In computing the number of stations in the trading an AM-FM facility was counted as one radio unit; an AM-only or FM-only transaction similarly was counted as one radio unit.

17th  
Soon, in the 22nd Market, one of the fastest growing areas in the nation . . .

# TELEVISION CITY !



. . . You'll find it in Miami, Florida this summer, when WLBW-TV completes its fantastic \$2,000,000 full-color studios and offices. Channel Ten will then be three ultra-modern stories of pre-cast stone and glass consisting of 36,000 square feet, alongside a streamlined 125 foot microwave tower visible for miles . . . Exciting? Exciting! **TAKE TEN AND SEE!**



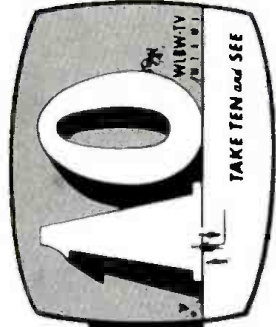
Represented by



Television, Inc.

# WLBW-TV MIAMI FLORIDA

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO



# '65 successes: radio-TV's sales muscle

## SOME OF THE CAMPAIGNS THAT INCREASED SALES FOR THEIR SPONSORS

The reputation of radio and television as sales builders continued to grow in 1965.

Not only did the two continue to deliver business for many a long-time radio-TV advertiser but they brought more sales for a number of new advertisers as well. Particularly noticeable was the growing success of radio. Well past the slow-down that occurred when television began to come into its own, radio advertising increased again in 1965.

As usual the year produced its share of advertising success stories. And the outlook for 1966, according to broadcast and agency executives, is for a broader range of these success stories.

These executives point out test campaigns currently in progress or in the planning stages that could provide the proof of performance needed to speed radio and TV expansion in several categories now oriented toward other media.

A prominent example of this is Sears, Roebuck, which has already broken ground in retailers' use of television. Sears is expected to sponsor a network show this season, and good results could produce an avalanche of print-locked dollars for TV.

Some of 1965's success stories are reported below:

### Radio 1965—Campaign 1: Culligan goes national

What started out as a series of spots for use in Southern California in 1960 has blossomed into a national campaign that is now in its seventh year. As the campaign grew, the phrase, "Hey, Culligan Man!" became known across the nation.

Culligan Inc., is a Northbrook, Ill., firm that manufactures water softeners. The campaign was created to establish the Culligan name in its field and to build a favorable image of the Culligan dealer as an honest, trustworthy neighbor.

All the spots feature a patient announcer and a kooky gal, who, when she calls the Culligan man does so with the gusto and volume of an irate baseball fan in a distant bleacher seat.

Culligan does not buy any time nationally. It is all placed by the 53 regional cooperative advertising groups of Culligan dealers and the individual dealers. It is estimated that in 1965 about \$650,000 was spent on radio by

more than 65% of the dealers.

The commercials are produced by Dallas Williams Productions, Hollywood, the firm that made the first set. Four new spots are added each year and four old ones are deleted. At all times Culligan has 14 radio spots cleared for use. Alex T. Franz Inc., Chicago, is the agency.

### Radio 1965—Campaign 2: Bache building image

Bache & Co., a New York-based brokerage firm which has been in radio



about 15 years, puts about 18% of its advertising budget into a daily radio show, *Today's Business*, currently carried in 10 markets.

Aired at varying times, according to regional needs, the five-minute program is being run in New York; Boston; Chicago; Miami; Cleveland; Denver; Atlantic City; Elkhart, Ind.; Charleston, W. Va., and Palm Beach, Fla.

The brief commercials (none is longer than 35 seconds) prepared by Young & Rubicam, New York, usually offer a specific study or report to the listeners. At other times the listeners are invited to phone the Bache office for specific information regarding their investments.

There is no plan to expand the broadcast operations at present, but Henry Gellerman, vice president of advertising and public relations for Bache, notes that the local needs are constantly under study by regional and local managers and their recommendations do carry weight.

### Radio 1965—Campaign 3: How to sell herring

"If you like herring, you'll love Vita herring." The radio spots for Vita Food Products could have sounded like that—but they didn't. And because Vita's

agency, Wexton Inc., New York, created a new character, named him the "Beloved Herring Maven" and gave him good copy, Vita herring sales have been going up.

Vita, which grosses \$30 million annually for its food products ranging from herring to maraschino cherries, is one of the top 10 picklers in the country and the leading producer of pickled herring. In the past its advertising had been concentrated in newspapers and magazines. Then in November 1964 Vita moved into radio.

Concentrating in the New York market with seven stations, the firm spent \$70,000 for a run-of-schedule buy of 70 spots weekly. The results showed December 1964 to be the best month in Vita's history and March 1965 was the second best month. And the agency has no doubts that it was the New York radio campaign that produced the national increase.

The maven commercials are written by Martin Solow, Wexton president, who wanted to create a campaign that would cross ethnic lines and sell herring. He created the "maven" (a Yiddish word meaning expert) to do the selling and chose Allen Swift to become the maven. When the "Beloved Herring Maven" took a summer hiatus to become the Herring Pro at Maven Haven in the Catskills, Vita introduced the Son of the Maven to New York with a \$32,000 campaign.

The herring maven has returned for 1966 with an extended New York campaign and Vita is planning to add Philadelphia, Boston and other key cities to the maven's itinerary.

An example of maven dialogue from one of the seven original spots: "If you give your little one some Vita herring every day, when he grows up . . . he'll probably be an adult . . . or some other kind of tall person."

Mr. Solow noted that this is the second year of radio for Vita and it has all been spot radio. With this medium, he added, Vita's been able to do "a big job with a small budget."

The maven commercials have been honored by the Hollywood Advertising Club, Advertising Writers of New York and the Radio Advertising Bureau.

### FM 1965—Campaign 1:

#### Top Magnavox salesman

Selectivity guided one sponsor's search for a discriminating audience—

people who listen for good sound reproduction. FM proved to be the most effective commercial vehicle available.

Magnavox Co., Fort Wayne, Ind., has made FM one of its chief salesmen since 1962, according to W. L. Gillis, executive assistant to the president. He said FM's quality of sound is a "very compatible" medium for his company's products: sound equipment for home entertainment.

Although Mr. Gillis declined to give specific sales figures, he said Magnavox has repeatedly renewed its advertising campaigns in FM since 1962. The total expenditure now surpasses \$650,000. As a packager, the company works directly with its dealers, sometimes allowing local tie-ins at the end of a

commercial.

Magnavox began its FM campaigns with the purchase of two packages developed by the National Association of FM Broadcasters in 1962-63. The first buy was for \$150,000 on 170 FM stations with home entertainment equipment featured on four daily spots. A 28 spots-per-week pattern developed into an additional \$50,000 purchase during the fall of 1963 for 72 stations.

A 1964 campaign never got off the ground, but the following year Magnavox came up with a \$150,000 co-op advertising campaign of one-minute spots on 36 FM outlets, represented by Quality Media Inc., New York, with 20 supplemental stations across the country (BROADCASTING, Oct. 18,

1965). This method of selling continued the 28 spots each week.

In 1966 Magnavox has come back again with an estimated \$300,000 buy with two-thirds for 40 QMI stations and the rest for 20 additional outlets. This year's FM campaign will run in a spring and fall spot schedule for 26 weeks.

The agency for Magnavox is Kenyon & Eckhardt, New York.

## TV 1965—Campaign 1: Introducing Wink

The Canada Dry Corp., New York, spends about \$16 million a year to ad-



## THE YEAR OF DECISION



Sales problems will be intensified. Alert representation reflecting efficient station management is recognized by agencies and advertisers.

# VENARD, TORBET & McCONNELL, INC.

*TV & Radio Station Representative*

New enlarged New York headquarters, 555 Fifth Ave.

Chicago, San Francisco, Los Angeles, Detroit, Dallas, St. Louis, Denver, Portland, Seattle

vertise its soft drinks. Last year a major chunk of this budget was used in television to boost sales for "Wink, the Sassy One from Canada Dry."

The TV drive was conducted using spot only, although there are plans to add network participations to the spot campaign this year. The network drive will begin in May in a six-week flight during prime-time.

Wink was shown to be a modern, bright "in" beverage and Canada Dry, through J. M. Mathes Co., New York, used 40,000 TV spots on 136 stations in 65 markets to get the message to more than 80% of the country. About the same number will be used during 1966.

Three basic commercials, two of them in color, were used in the 1965 campaign. The spots were produced by PGL and TV Graphics. This year, at least five brand-new color spots will be cut.

Wink may become even more popular this year. Canada Dry is also offering a Wink Gink, a 30-inch inflatable doll troll.

The TV promotion for the Gink started this month.

## TV 1965—Campaign 2: Hawaiian punch wallop

The little guy walks up to the big guy and asks: "How would you like a nice Hawaiian Punch?" The big guy's affirmative reply and the resultant poke in the puss by the little guy have been the staples of a television commercial that first went on the air in 1962 on NBC-TV's *Today* show.

Since then, Pacific Hawaiian Products Co., Fullerton, Calif., has stayed with TV and has steadily increased its purchases. In 1963, Hawaiian Punch was advertised on the *Today* and *Tonight* shows and produced an upward sales curve. In 1964, *Tonight* again carried the commercials and spot TV was purchased in additional major markets.

Kalman Phillips, creative director of Atherton-Privett Inc., Beverly Hills, Calif., agency, notes that "strong sales growth indicated that more of the same technique was desirable." So the TV time increased with a much heavier schedule in various NBC-TV shows. In 1965, the company, which is a subsidiary of R. J. Reynolds Tobacco Co.,

spent an estimated \$1.3 million in network TV.

For 1966 Hawaiian Punch is planning its biggest television year so far. NBC and ABC are both on the purchase orders with nighttime participations every week of the year.

In addition to the increased exposure, this year's spots are carrying a new theme: "Taste the sunshine fruits in Hawaiian Punch." Two of these commercials feature actress Irene Tsu surrounded by fruits and both end with cartoons, one the little guy-big guy standard, and another featuring pirates.

Hawaiian Punch has filmed its commercials in color since the first in 1962. John Urie & Associates, Los Angeles, has produced the spots.

## TV 1965—Campaign 3: Jingle sells Rice-A-Roni

A shot of a cable car reaching the top of a hill, a clanging bell and a jingle calling attention to "Rice-A-Roni, the San Francisco treat" have been successful in promoting the products of the Golden Grain Macaroni Co., San Leandro, Calif.

The spots are built around the San



*There are studios . . .*



*then there are studios . . .*

And our Studio 3 in the NorthPark Shopping Center swings with the 'in' crowd . . . a showplace for local programming, merchandising and production. Nothing like it anywhere else . . . a station within a station.



Francisco theme, cable cars and scenes of the city, and project the image that Rice-A-Roni comes from the "city of good eating."

Last year Golden Grain's advertising budget ran more than \$3 million with 95% of it in television. In 1958 Golden Grain's ad billings were less than \$100,000. The outlook for this year, according to McCann-Erickson, San Francisco, will be an increased budget with the same proportion going to TV.

The backbone of the Golden Grain TV campaign is a daytime schedule on two networks with periodic local schedules in each of the top 30 markets.

## TV 1965—Campaign 4: Light touch for Lay's

Potato chips are never called greasy or heavy in advertising. They are light and tasty and crunchy. So when a commercial for a light, tasty, crunchy potato chip is handled with a light, humorous touch the results should spell success.

In the case of Lay's Potato Chips, a product of Frito-Lay Inc., Dallas, the results did spell success in terms of increased awareness and sales.

The Lay's campaign, which features

Bert Lahr, was first used locally in New York in 1963. In September 1965, when the firm achieved national distribution, the campaign also went national, using network and spot TV. In 1965 the Pepsi-Cola subsidiary spent an estimated \$650,000 on network TV.

The commercials are seen primarily on CBS-TV and NBC-TV day and nighttime programs with some spot being used in selected markets. Two-thirds of the commercials are 60's and one-third are 20 seconds. About seven network participations are used weekly. The plans for 1966 call for a continuation of the campaign.

Although all commercials have been in black and white, Lay's agency, Young & Rubicam, New York, says future commercials will probably be in color.

## TV 1965—Campaign 5: Cudahy's package plan

A major spot TV advertiser in the West for many years, Cudahy Packing Co., Omaha, last year began a series of country-and-western music specials in about 30 markets. In most of those markets Cudahy ran spots for four weeks surrounding each of the specials.

Cudahy is estimated to spend about \$600,000 yearly in television to advertise packaged meats carried under the Cudahy Bar-S label and its economy line of Gold Coin meats.

There are about 6 million TV homes in the firm's 17-state advertising area and Cudahy is out to reach as many women as it can as efficiently as possible while building the company's western image using the theme: "Cudahy Bar-S—the Best in the West Bar None."

The one-hour shows, packaged by Cudahy's agency, Dancer-Fitzgerald-Sample, New York, feature six or more top C&W stars with Mack Sanders as host. To further strengthen the consumer and trade impact a consumer premium offer, such as a dude-ranch vacation sweepstakes or free record album, is part of each program.

The shows have proven to be strong promotional vehicles and the format not only will be continued, it also will be expanded to more frequent flights.

To date, color has not been a key item in the Cudahy TV plans because of relatively low color-set development in the firm's marketing territory. However, Raymon F. Ruffley, vice president of D-F-S, says: "We are watching it closely for use in the near future."



*the* **Quality touch**

# WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center  
Broadcast Services of The Dallas Morning News  
Represented by Edward Petry & Co., Inc.

*An Invitation*  
**TO ALL  
 RADIO BROADCASTERS**

Bill Gavin invites you to a  
**RADIO PROGRAM CONFERENCE**

**March 26-27 in Chicago's  
 Sheraton-Chicago Hotel**

Talks and discussion groups will deal with

Top 40

Country and Western  
 Middle of the road  
 Rhythm and Blues

You'll hear from

- Harold Krelstein
- Harvey Glascock
- Allan Slaight
- Chuck Blore
- Kent Burkhart
- Clint Churchill
- Gene Taylor
- John Barrett
- Jerry Glaser
- George Dubinetz
- Lloyd Webb
- Mark Olds

and other well known  
 broadcasters

Registration fees are scaled to each station's market size as listed in Standard Rate and Data

Top 25 markets	\$75.00
Next 50 markets	\$50.00
All others	\$25.00

Additional delegates from any station \$25.00

Your registration fee includes a banquet dinner for all delegates and guests, Saturday March 27.

**REGISTRATION APPLICATION**

Mail to: Bill Gavin  
 114 Sansome St., San Francisco, Calif.

Please register me as a delegate to your Radio Program Conference in Chicago, on March 26 & 27.

Name .....

Station ..... Address .....

City & State .....

Will you attend the Saturday dinner?  
 Yes ..... No .....

Please attach names, addresses and positions of any others from your station who plan to attend.

**TV-radio banned from  
 court of appeals circuit**

Television cameras and TV-radio sound equipment have been banned by the U. S. Court of Appeals for the Ninth Circuit, from courtrooms and adjacent areas in San Francisco; Los Angeles; Portland Ore., and Seattle.

The ban also applies to newspaper and magazine photographers.

William E. Wilson, chief deputy clerk of the court, announced in San Francisco that the restriction implements a resolution of the March 9, 1962, Judicial Conference of the United States.

In San Francisco, the off-limits decree bans TV and news cameramen from the second, third and fourth floors of the Post Office building, at Seventh and Mission Streets. In Los Angeles it is the 16th floor of the U. S. court house.

The announcement added that any division of the court sitting at Portland, Seattle and any place not specified where the court may be held within the circuit "may define for the duration of a session the environs of the court."

**Two claim SG show  
 is 'carbon copy'**

Screen Gems Inc. has been told by the attorney for two television executives that SG's *The Monkees*, scheduled for NBC-TV during 1966-67, is "a carbon copy" of another series they presented to Screen Gems for production consideration in late 1964 and early 1965.

A letter of claim on behalf of David Gordon, director of public relations for United Artists TV, and David Yarnell, a program executive with RKO General, has been sent to Screen Gems by attorney James A. Stabile, formerly associated with NBC in various capacities. A spokesman for Screen Gems said the letter has been received but declined to make comment at this time.

**CBS-TV plans  
 another "Town Meeting"**

CBS-TV has scheduled the third in a series of trans-oceanic *Town Meeting of the World* discussions sponsored by International Business Machines, Armonk, N. Y., for March 1 (10-11 p.m. EST).

The discussion, concentrating on the nuclear arms race, will be produced with the co-operation of the British



**Editorial pays off**

The editorial activity of WCAU Philadelphia drew praise from Pennsylvania Governor William W. Scranton (r) as he signed into law a state bill that limits the amount of wood alcohol used in the manufacture of canned heat. The legislation was introduced by State Representative Edwin C. Holl as a result of editorials by John O. Downey (l), CBS Radio vice president and general manager of the Philadelphia station, calling for legislative remedies after more than 30 residents of that city's skid row died from drinking canned heat containing 50% alcohol.

At the Feb. 10 signing, Governor Scranton said: "Representative Holl and WCAU, particularly Jack Downey, deserve a great deal of credit for this bill. This is a wonderful event for the state of Pennsylvania and a clear indication of what a splendid editorial policy can do."

Broadcasting Corp., and transmitted via Early Bird satellite. Scheduled to appear are Senator Robert F. Kennedy (D-N.Y.), from New York City; Lord Chalfont, Minister of State for Foreign Affairs in the British Labour Government, from London; former West German Defense Minister Franz Joseph Strauss, from Munich, and retired French Air Force General Pierre Gallois, from Paris. Agency for IBM is Ogilvy & Mather, New York.

## 'Place in Sun' stays on NBC-TV schedule

NBC-TV reported last week it planned to telecast the feature film, "A Place in The Sun," as scheduled on March 12. A Los Angeles county superior court ruled that the film may not be carried if its artistic quality is destroyed by the intrusion of commercials. The decision did not specifically prohibit television commercials entirely (BROADCASTING, Feb. 14).

The application for a temporary injunction was granted on Feb. 11 after director George Stevens filed a \$2-million suit against NBC and Paramount Pictures to prevent what he called the mutilation and dismemberment of his film. The injunction is valid until the case receives a formal trial.

NBC-TV said it would present the 122-minute film without cutting but did not disclose how many commercials would be inserted.

## Dismissal refused in Sullivan-Mason case

A New York state supreme court judge last week declined to dismiss a \$3 million libel suit brought against Ed Sullivan and producer Robert Precht by comedian Jackie Mason.

The suit was filed by Mr. Mason shortly after he had appeared on Mr. Sullivan's program on CBS-TV on Oct. 18, 1964. Mr. Mason claimed that after he had finished his performance, Mr. Sullivan charged him with being obscene and offensive, citing an alleged nose-thumbing incident. Mr. Sullivan denied the allegations.

In refusing to dismiss the suit, Judge Frank said he had seen a kinescope of the show and found it neither obscene nor offensive.

## SDX head fears more rigid news controls

The U. S. is moving toward British-style control of news media, in which "the law is almost entirely judge-made and judge-controlled," in the opinion of Raymond L. Spangler, editor and publisher of the *Redwood City* (Calif.) *Tribune*.

"This is what we are evolving in the United States, despite the First Amendment," Mr. Spangler, national president of Sigma Delta Chi, told an audience gathered in Stanford University's Dinkelspiel Auditorium to hear the second annual Carlos McClatchy Memorial

BROADCASTING, February 21, 1966

**Sound Alive!** WITH SUPERIOR AUDIO  
performance-proven by

ABC  
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WFIL  
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WINS  
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"SOUND ALIVE" says Miss Nancy Edling

complete, integrated audio systems  
blueprinted for any station size, any format  
from



An impressive list of the nation's top broadcasters are already realizing the benefits of McCurdy quality and operating simplicity in both audio systems and components. Top quality in design and manufacturing have established McCurdy Radio Industries as the pace-setter in the audio field — providing the most complete line of solid-state standard and custom-built consoles, TV intercoms and related products. McCurdy has also perfected the art of prewiring, pretesting and pre-assembly — reducing the high cost, guesswork and time delays of on-site construction and installation.

The McCurdy audio line includes Standard and Custom Consoles, TV Intercoms, Amplifiers, Turntables, Audio Switching, Prewired Jack Fields . . . anything your audio system requires.

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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

# MR. ED TALKS...



AND ADULTS  
PAY ATTENTION!

ASK FOR THE  
NUMBERS IN  
YOUR MARKET.

143 HALF HOURS  
THIS FALL

from: **mca**

68 (PROGRAMING)

## TV's perpetual youth sets big goals

Dick Clark is a young man who took the well-known advice about going West and hardly rues the day. After some two years of crescendoing operation in Hollywood, he's proving conclusively that for him, that is where the action is.

While his record of achievement in television so far is modest, his involvement in things to come is prodigious. Since leaving his spawning grounds in Philadelphia, he's produced *Where the Action Is*, a daytime strip on ABC-TV; *Shebang*, a local-market dance-party show, the rights to which were just turned over to KTLA(TV) Los Angeles, and *Hollywood Hotline*, a series of 30 one-minute reports a week syndicated to about 40 top radio stations.

In the works or on the planning boards are a comedy-western series projected for the 1967-68 season on NBC-TV, a pilot for a Saturday morning spot on CBS-TV, a musical-variety series that is a possibility for network scheduling in April, four one-hour, color specials set for the fall of this year, a Sunday afternoon amateur hour for ABC-TV, two daytime shows, a half-hour spoof of a jungle hero and a live-action kid series. In addition, Mr. Clark's *American Bandstand* is in its ninth year on ABC-TV and its 13th year on television.

And he's kept individually enmeshed operating as an advertising consultant to the Dr. Pepper Co.; as the owner of KPRO Riverside, Calif.; as the promoter of "Dick Clark's

Young World's Fair," an exposition for teen-age products opening in Chicago in April; as the booking agent and entrepreneur of some 300 touring one-night shows, and as an actor



Dick Clark

playing in such series as *Branded*, *Ben Casey* and *Coronet Blue*.

**Big Dollar Jump** ■ The effect of this product and project-making is not insignificant. It can be measured financially. Last year, Dick Clark Productions grossed slightly more than \$5 million, a giant's jump above

Lecture last week.

He cited a recent series of exceptional judicial actions that he said were "heating up" the relationship between the courts and news media.

He said: "We are accused of poisoning the font of justice before it begins to flow by publishing prejudicial material."

The Billy Sol Estes case, the Dr. Sam Sheppard case, among others, are milestone cases in the current issue of fair trial and free press, he observed.

At one point, the California publisher facetiously defined the "average person's" concept of fair trial and free press:

"When a crime is committed by someone else, he wants to know all about it; that's free press," Mr. Spangler pointed out. "But if the crime involves him, he

wants it kept out of the paper. That's fair trial."

California, he reminded his audience, now is bound by state judicial council action that last December voted to "prohibit newspaper photography, recording for broadcast and actual broadcasting within a court while the court is in session or during any mid-morning or mid-afternoon recess, except for commercials (BROADCASTING, Dec. 6, 1965)."

According to Mr. Spangler, this has caused no great change in court coverage "because we still have Canon 35 of the American Bar Association."

While this is an advisory regulation, he conceded, "it is an ethic, and it has prevented photography, broadcasting and telecasting in the courtrooms almost entirely."

The California judicial council, he

BROADCASTING, February 21, 1966

the estimated total of \$1.35 million accounted for in gross billings the year before.

It's all a testimonial to the potency of the youth market, the good thing Dick Clark has going for himself. His research shows that 50% of the U. S. population is under 25 years of age and 63% at this time are 35 or under.

Mr. Clark is a great believer in these statistics and what they indicate. He plays the youth market for all it's worth. Everything he produces is geared for not only the young in heart but the young in fact.

And he also believes that thinking young begins at home. His offices on Sunset Boulevard seem populated by all young people. Some may be pushing 40 years or older, but they all look like angels with baby faces. Dick Clark Productions started operations in Hollywood with five employees two years ago and the staff now numbers about 40 people. Mr. Clark is president and former talent agent Rosalind Ross is executive director. The titles end there. Mr. Clark feels that titles make stodgy chiefs out of lively Indians.

**The Goals** ■ He intends to keep plying the "youth end of the world" in the future. "It's pretty safe," he says, "for the next 10 years." The under-35 proportion of the population, his projections show, should continue to increase at least until 1970.

His big goal for 1966: To get into motion-picture production.

His long-term goal: To own three or four radio stations and stay involved in radio.

A status report of Dick Clark's TV projects follows: *Tumbleweed Boys*, a half-hour comedy about four young people in the old West, with NBC-TV for projected showing in the 1967-68 season; a color pilot for CBS-TV called *Au Go Ghouls*, which features Sid and Marty Cruff's puppets with a top-40 music sound, to be considered as "wrap-around-programing" to the Saturday morning *Linus the Lionhearted* animated series; *The Winner's Circle*, a musical-variety half-hour which is being considered by an undisclosed network as a replacement program beginning in April; *Young People*, *Equal Time for Girls* and *Summer '66*, four one-hour specials dealing with the moods of the younger generation scheduled for fall; *Campus Queen U. S. A.*, a prime-time special also set for the 1966-67 season; *Op Art*, a Sunday afternoon series highlighting a youth approach to the traditional amateur hour, slated for a 13-week run on ABC-TV in the fall (with Dick Clark probably performing as master of ceremonies); an afternoon game show for NBC-TV; a daytime "wild approach to music" series; a half-hour, live-action, color comedy about a jungle hero, and a live-action, half-hour, daytime, weekly children's series shot on 16 mm film (the smaller width film because "cost is the biggest factor in turning out a show in daytime").

indicated, has based its action on the experience of the state of Texas in its prosecution of Billy Sol Estes, a case that was reversed by the U. S. Supreme Court because of televised pre-trial court proceedings.

Mr. Spangler predicted that news media eventually "will suggest an investigative committee made of members of the state judicial council, journalists and educators, to initiate studies and evaluations to examine the right and scope of a free press as applied to electronic journalism and newspaper courtroom photography, the psychological effects of television, newspaper and motion picture cameras on court personnel, witnesses and others, and possible formulation of ground rules for the use of modern tools of journalism in courtrooms."

### Program notes . . .

**Brustein on the theater** ■ National Educational Television will premiere *U.S.A.: The Opposition Theater* April 10. Robert Brustein, dean of the Yale Drama School, will be the host of the TV series, to be carried by the 104 NET stations.

**For night owls only** ■ WPRO-TV Providence, R. I., has announced plans to program feature films all night on an experimental basis. Scheduled for March 3, 10 and 24, WPRO-TV hopes to find substantial interest to warrant continued all-night programing. Not an entirely new innovation, the all-night venture has been tried by several stations including WABC-TV New York, currently engaged in such programing.

**Sheen moves** ■ *The Bishop Sheen*

# A FAST HORSE ON A CLEAR TRACK!



## MR. ED

NEW YORK  
LOS ANGELES  
WASHINGTON, D.C.  
MINNEAPOLIS  
SEATTLE  
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CHICAGO  
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COLUMBUS, GA.  
PORTLAND, ME.  
MIAMI  
DALLAS  
ELKHART  
BOSTON  
HOUSTON  
ROCHESTER, MINN.  
COLUMBUS, OHIO  
PITTSBURG, KAN.  
LANCASTER, PA.

143 HALF HOURS  
THIS FALL

from: **mca**

*Program*, nationally syndicated half-hour TV show, is now being produced in color at WWL-TV New Orleans for next season. The show, which has been on the air for 10 years, had formerly been produced in New York.

**My son, the special** ■ Song satirist Allan Sherman and the Young Americans singing group will be featured in *Something Special: Allan Sherman*, a one-hour taped color special to be syndicated by Four Star Television in March.

**'The K' touch** ■ Metropolitan Broadcasting Television, division of Metro-media Inc., plans a two-hour musical this month, *Murray the K's All-Star Special*, with Murray Kaufman introducing pop, folk-rock and rock 'n' roll talent. Metromedia stations carrying the program: WNEW-TV New York, WTTG(TV) Washington, KTTV(TV) Los Angeles and KMBC-TV Kansas City, Mo.

**First series** ■ Austin Grant, a veteran

of Detroit radio, has formed United Broadcast News to produce and syndicate radio programs. The first series will be *Cars and Comments*, a daily five-minute program about the auto industry.

**TV recruiter** ■ The WCAU-TV Philadelphia one-hour documentary, *Our Man in Borneo*, will be used by the Peace Corps in its college student recruitment program. The color film features young Philadelphians working for the corps in Malaysia.

**TV in Jungleland** ■ Jungleland Inc., a major importer and exporter of animals, and the Zimbalist Production Co., will be partners in the financing and production of a TV series and two feature films. Four shooting scripts already have been purchased for the TV program which is called *The Jungle Prince*.

**Cornucopia of tapes** ■ The Center for the Study of Democratic Institutions, Santa Barbara, Calif., has available a catalogue of 163 tapes, from 30 min-

utes to 75 minutes, on current critical issues in the world. Offered to radio stations, discussion groups or classrooms, each tape is priced at \$5, with groups of 13 ordered at a bulk rate of \$58.50.

**Educating about TV** ■ The first of a series of three filmed forums about the TV industry has been completed. It was produced by the Hollywood chapter of the National Academy of Television Arts and Sciences and is being made available to educational TV stations and to the college drama departments. The first forum deals with production. Subsequent panels will discuss engineering and the commercial business of television.

**Feature film source** ■ Development Program Associates, an organization formed by 13 station groups to produce new sources of TV programing, intends to become active in the creation of new feature films. DPA's board of directors has decided to concentrate on developing feature films and to eliminate auditions for TV program series. DPA is polling all members to ascertain their interest in setting up corporations to provide finances to producers who will make feature films. DPA members would retain U.S. and Canadian TV rights, leaving to producers worldwide TV and theatrical rights.

**Journalism scholarships** ■ ABC and United Press International will sponsor open scholarships to Blair Academy's summer school of journalism at Blirstown, N. J. ABC will provide two full scholarships, and for the second year



they'll succeed...  
they're job corps trained

WELL TRAINED BY A UNIQUE PARTNERSHIP OF BUSINESS AND GOVERNMENT. Many Job Corps graduates already are succeeding, working in business and industry in every part of the country. They are good workers . . . well trained by a working combination of business and government. Job Corps taught them not only how to do a job, but how to do it well . . . how to get along in a job, how to go ahead in life. If you have jobs to fill, write to Jobs, Job Corps, Washington, D. C.

**HIRE A JOB CORPS GRADUATE**



**NET to film in Russia**

National Educational Television has reached an agreement with the Soviet Union to film a series of programs in Russia featuring Soviet pianist Emil Gilels, and a special program on the Bolshoi Ballet School.

The agreement was signed in Moscow Jan. 27 by NET's President John F. White and Georgi N. Bolshakov, director of television for Russia's Novosti press agency.

Mr. White said that several NET programs were also being screened for Russian TV use, and that he had discussed the possibility of both acquiring Russian-produced programs for NET and of producing additional programs in Russia. NET produces programs for 104 noncommercial TV affiliates.

UPI will donate half scholarships. The awards will be made by a judging committee at Blair Academy to qualified students.

**Pamela goes international** ■ Actress-author Pamela Mason has been signed to an exclusive syndication contract by ABC Radio's special program features service. She will be hostess of a daily five-minute talk show for women, produced by ABC Radio, that will be available for international syndication around Feb. 28. She has been hostess for the past several years of a daily 45-minute woman's talk show on KABC Los Angeles, and has a daily talk program on KABC-TV Los Angeles.

**Meet the governor** ■ A cooperative TV project by 11 stations in Pennsylvania is *Conversations with the Governor*, a half-hour discussion program in which Governor William Scranton discusses state issues with four TV reporters. The programs are taped monthly at KDKA-TV Pittsburgh and are distributed to all stations requesting them.

**Military interviews** ■ The U. S. Air Force, through its advertising division at Randolph (Tex.) Air Force base, is producing a five-minute radio series, *Profile*, to be available in mid-summer. The programs consist of taped interviews with Air Force men and women stationed around the world.

**'Nurses' time change** ■ ABC-TV's weekday serialized drama, *The Nurses*, has been renewed for another 13-week cycle, beginning March 28. At that time, the program, now telecast from 2-2:30 p.m. EST, will move to 3:30-4 p.m.

**Thomas is back** ■ Danny Thomas will appear in three specials on NBC-TV in the 1966-67 season. His shows will be in color.

**Even hundred** ■ Arnold Palmer Enterprises Inc., Cleveland, has passed 100-station mark in sales of its new radio syndication series of 30-second *Arnold Palmer Golf Tips*.

**Spur films** ■ Formation of a new film production company in Chicago, Spur Productions Inc., was announced last week by the company principals. Spur will produce TV commercials as well as films for the industry. It is headed by Ramson P. Dunnell, formerly in charge of TV production at BBDO there. Spur sales manager is Robert Fahsbender, earlier with Fenton McHugh Co. and Film Makers. Address: 57 West Grand Avenue. Phone: (code 312) 321-1222.

**Going places** ■ A series of 100 half-hour color programs, titled *American Places*, will be produced by Triangle Stations for syndication by Triangle Program Sales. The series, which will

be the 24th to be offered for sale by TPS, will focus on top tourist attractions in the U. S., such as Cypress Gardens and the annual Gasparilla Invasion in Florida, and the Grand Canyon.

## Appeals court upholds WWL-TV license renewal

A unanimous federal appeals court has upheld the FCC in renewing last May for a full three-year term, the license of WWL-TV New Orleans.

The District of Columbia circuit court denied the appeal of the American Federation of Musicians (AFL-CIO) because the union did not go to court when the FCC in 1962 granted a short-term, one-year license to the Loyola University station. The union had contested the WWL-TV application at that time, but had been denied standing by the FCC.

At issue was the promise vs. performance record of WWL-TV in the field of local, live programming and the use of live musicians.

The court's order was written by Circuit Judge Edward Allen Tamm, for himself and Circuit Judges John A. Danaher and Carl McGowan.

## NTA reveals some films for NAB meet

National Telefilm Associates, warming up for next month's National Association of Broadcasters convention in Chicago, announced two new, full-color film packages last week. "Safari" is the overall title for a package of six first-run jungle-action feature films. Individual titles will be revealed at the convention.

*Doodles Weaver Show* is the title for a newly produced package of 130, five-minute first-run episodes starring comedian Doodles Weaver, playing a running character. The series will be offered to stations primarily for insertion into established children's shows.

NTA also indicated that several more film packages will be announced for presentation at the NAB convention.

## Brinkley wants end to TV-news 'stars'

NBC News correspondent David Brinkley criticized the "star system" of TV-news reporting last week and suggested that telecasts should use increasingly the men who have covered the day's events.

Mr. Brinkley's TV-news critique was delivered during a memorial meeting in New York arranged by the Columbia University School of Journalism in honor of the late Elmer Davis, ABC and CBS news reporter. Mr. Brinkley stressed that the star system as applied to TV news takes "the form of one man or two men appearing every day in the role of all-wise, all-knowing journalistic supermen, and it is absurd."

He noted TV already has begun to use reporters on news shows and suggested that this practice be expanded.

## Shollenberger starts news service in D.C.

In-depth coverage of international, national and local news developments in Washington is planned as the specialties of the newly established Washington Broadcast News Services Inc. The formation of the company is to be announced today (Feb. 21) by Lewis W. Shollenberger, Washington radio-TV correspondent and producer.



Mr. Shollenberger

The programs, with Mr. Shollenberger as commentator, will focus on public-service features and interviews of newsmakers in the capital, as well as on general news. They will be geared for both radio and TV use.

Washington Broadcast News Services plans immediate production of its programs with initial outlets at the Gilmore Broadcasting Group stations (KGUN-TV Tucson, Ariz.; WEHT-TV Evansville, Ind.; KODE-AM-TV Joplin, Mo., and WSVA-AM-FM-TV Harrisonburg, Va.).

Televents Ltd., Washington television-production firm, has been contracted to tape eight half-hour congressional interviews a month for the company.

Mr. Shollenberger most recently has been executive director of Radio Liberty in Munich, Germany. Formerly with CBS and ABC, he participated in production of the first "Great Debates" between John F. Kennedy and Richard M. Nixon in 1960, the first U. S. manned orbital flight from Cape Canaveral with Lieutenant Colonel John H. Glenn Jr., in February 1962 and the first trans-Atlantic Telstar broadcast of a presidential news conference.

Washington Broadcast News Services Inc., is located at 1216 National Press Building, Washington 20004. Phone: (202) 628-0175.

# A bloody test of wills at CBS

Schneider's business judgment stands as Friendly quits in protest over 'emasculatation' of news; Salant assigned to put the pieces back together

CBS News lost a president last week and got an old one back after the most public policy wrangle in recent broadcast history.

Fred W. Friendly, president since 1964, resigned in protest after his new superior officer, John A. Schneider, refused to clear the CBS-TV network for live coverage of the Feb. 10 session of a Senate committee hearing on Vietnam (BROADCASTING, Feb. 14).

Richard S. Salant, Mr. Friendly's predecessor, was named his successor on an "acting" basis for "a minimum of 60 days."

There was speculation that Mr. Salant, a CBS top-management figure since the early 1950's and president of CBS News for three years before Mr. Friendly took over the post, might get the job permanently.

Every indication, however, was that the question of permanent succession—whether by Mr. Salant or by someone else—was still wide open late last week. Mr. Schneider's statement that Mr. Salant would serve at least 60 days was interpreted to mean the final choice would be carefully thought out.

Among possible choices from within CBS News, speculation leaned to Vice President Gordon Manning, in charge of hard news coverage, or Vice President Bill Leonard, in charge of documentaries and similar programming.

**The Presentation** ■ Insiders said Mr. Schneider considered the news presidency much too important to be decided "with a gun at his head," and he sought to convey his regard for the entire division at a meeting at which he presented Mr. Salant to the news staff Wednesday afternoon.

He told the staff, whose morale had been visibly lowered by Mr. Friendly's departure, that they were wrong if they thought he intended to downgrade CBS News.

His announcement that Mr. Salant would head the operation for at least 60 days brought applause from the staff.

Because of his demanding approach to his job, Mr. Friendly was not universally loved by the people who worked for him, but they almost unanimously respected and admired him. It was clear, however, that the choice of

Mr. Salant did much to restore sagging spirits, and staff members reported within 24 hours that "we're getting back to normal."

**Salant's Record** ■ During his term as president of the news division Mr. Salant, now 51, introduced the half-hour early-evening newscast to network television, launched a morning half-hour news series, created a full-time election unit to plan coverage of political con-



Mr. Friendly  
A matter of conscience

ventions and national elections, and injected analysis into CBS News TV newscasts on a regular basis for the first time.

Since leaving the CBS News presidency Mr. Salant has been a CBS Inc. vice president and special assistant to President Frank Stanton and has served, among other assignments, as chairman of the CBS News executive committee.

He is on record—as is Mr. Friendly—as inclining toward selective rather than gavel-to-gavel coverage of such events as political conventions.

Ironically, it was in opposition to the selective-coverage concept that Mr.

Friendly said he was resigning. He thought the Feb. 10 testimony of former Ambassador George Kennan in the Senate Foreign Relations Committee hearing on Vietnam was too important not to be carried live by CBS-TV, as the Feb. 8 session had been.

Mr. Schneider, former president of the CBS-TV network who was in his first full day as CBS Inc.'s group vice president in charge of all broadcasting divisions, refused to break into the network's regular coverage. He contended the hearing contains a great deal of repetition, that the audience for such coverage is relatively low and that CBS-TV could perform a better service by recapping highlights for a much larger evening audience.

**Friendly's Position** ■ In his resignation letter, Mr. Friendly said failure to carry the session live, as NBC-TV had done, made a "mockery" of the CBS campaign for live-coverage access to congressional proceedings.

He was sharply critical of Mr. Schneider's news credentials, which he said had been limited to "local station operations"; charged the decision was based on business rather than news considerations, and contended that the news division had been subjected to "a form of emasculation." (See text of resignation letter, page 74.)

The whole episode was a seven-day wonder for newspapers, which gave it front-page display and devoted columns to it on inside pages. The thrust of many newspaper stories was that CBS was more interested in \$175,000 revenues from regular daytime programming than in covering a critical national issue.

Although Mr. Friendly specifically denied that he was resigning because the new CBS table of organization placed Mr. Schneider between him and Dr. Stanton, speculation persisted that, at bottom, this was a significant element in his decision.

Informed sources said he had had no more than minor disagreements with Mr. Schneider while Mr. Schneider was president of the network, but it was widely known that he had many disputes over news coverage with James T. Aubrey Jr. when the latter was network head.

Mr. Friendly himself has quoted Mr.



Aubrey as saying; in one dispute, that "all I want to do is save money," with Mr. Friendly replying, "All I want to do is save the company."

"He didn't resign over those disagreements [with Mr. Aubrey]," one source noted last week in support of the theory that Mr. Schneider's elevation figured prominently in Mr. Friendly's decision to resign now.

**Access to Top** ■ In the past, Mr. Friendly had reported directly to Dr. Stanton. In the new setup he, like the other broadcast division presidents, reported to Mr. Schneider. Mr. Schneider reports to Dr. Stanton.

Mr. Friendly is known to have had a long session with Dr. Stanton on the day after his dispute with Mr. Schneider broke out, however, and CBS spokesmen said he could have continued to have informal access to the top at will.

Mr. Friendly said he had tried twice



Mr. Schneider  
Credentials questioned

to resign before the resignation was accepted on the third try. In announcing the acceptance Tuesday afternoon, Dr. Stanton lauded him as "an outstanding leader of broadcast journalism" (see text of Stanton statement, page 75).

Mr. Friendly made a brief farewell appearance before the CBS News staff in New York Tuesday afternoon, then flew to Washington for a similar meeting there.

**Intercession** ■ Sixteen CBS News producers meanwhile sent top corporate management a telegram praising Mr. Friendly's contributions and urging that efforts be made to reconcile the differ-

ences that led to his departure. The three CBS News vice presidents, Messrs. Manning and Leonard and David Klinger, joined other executives in a similar plea.

Authorities said late Thursday that no reply had been received, and by that time it was generally regarded as much too late for a reconciliation that would bring him back. One high-level source put it this way: "You can have a fight in private, and then reconcile and go on as before. But you can't do that when the fighting's been done in public and you've said the things Fred Friendly has said."

Mr. Friendly himself was quoted in a newspaper interview afterward as saying he wished he "could turn the clock back a week," because he thought maybe he could have persuaded management that he was right in pushing for live coverage of the Kennan testimony.

He was also quoted as saying the resignation cost him "about half a million dollars," but the account gave no explanation.

**Breaking Clean** ■ Friends said they understood that he had rejected two offers: one that would have paid him \$100,000 if he agreed not to work for a competitive organization for a year, and one that would have paid him \$100,000 a year for four years—said to be the unexpired term of his contract—as executive producer of *CBS Reports*.

CBS sources said he had no contract as CBS News president but that he did have one as executive producer of *CBS Reports* when he became president. This, they said, was suspended for the duration of his presidency but automatically went back into effect with his resignation. They said negotiations for settlement of the contract were under way late last week or would begin shortly.

Mr. Friendly, 50, was said to have made no plans for his future. He reportedly indicated he would not consider an NBC offer, if one should come, because he would not want to compete with the organization he had helped to build.

A commanding figure in CBS News operations since the late 1940's, he collaborated with the late Edward R. Murrow in producing some of the organization's most widely acclaimed news programs, including the *Hear It Now* series on CBS Radio, and *See It Now* and *Small World* on CBS-TV.

**No Revolt** ■ With the news of Mr. Friendly's resignation came widespread reports that other key executives of the news division would follow suit. These reports were vigorously denied.

There was one resignation—Joseph T. Loughlin's as director of news for

CBS-owned WCBS-TV New York—but informed sources insisted it was totally unrelated to the Friendly incident.

Lee Hanna, director of radio news for CBS News since June 1964 and before that associated with WCBS-TV and WCBS Radio news and with WNEW New York, was named to succeed Mr. Loughlin, effective March 7. Until then, Ed Herbert, assistant director of news for WCBS-TV, will fill in as head of the local station's news operations.

Thus one of the first jobs for Mr. Salant, who said he just wanted to "hold this organization together," will be to find a new director of radio news.

**Another Reason** ■ The creation of a separate news organization for WCBS-TV, outside the scope of CBS News, was criticized by Mr. Friendly in his resignation letter as another instance of "emasculatation" of CBS News.

Mr. Salant, who was president of CBS News when the separate setup for



Mr. Salant  
Successor and predecessor

WCBS-TV was established, indicated last week that he had "enough troubles" without trying to take over the local news operation now. He also had high praise for his "successor and predecessor," and told the CBS News staff that "it's good being back, but not under these circumstances."

Meanwhile, the Senate hearing that touched off the entire row resumed in Washington last Thursday and Friday with CBS-TV, as well as NBC-TV carrying the proceedings live.

In addition, CBS-TV preempted *Trials of O'Brien* for a one-hour analysis and summary of the hearing at

# Text of Friendly's letter of resignation and Stanton's statement

Mr. Friendly's letter of last Tuesday (Feb. 15) sent to Mr. Paley and Dr. Stanton:

Dear Bill and Frank:

This is the third time since last Thursday [Feb. 10] that I have asked you to accept my resignation as president of CBS News, and this time you have an obligation to accept it.

It is important that you and my colleagues in the news division know that I am not motivated by pique or change of status in a table of organization, or lack of respect for Jack Schneider. He is, as you have both recalled, someone I had asked to join the news division in an administrative role more than a year ago, when he was station manager of WCAU-TV [Philadelphia].

I am resigning because CBS News did not carry the Senate Foreign Relations Committee hearings last Thursday when former Ambassador George Kennan testified on Vietnam. It was the considered news judgment of every executive in CND [Columbia News Division] that we carry these Vietnam hearings as we had those of the other witnesses. I am convinced that the decision not to carry them was a business, not a news, judgment.

I am resigning because the decision not to carry the hearings makes a mockery of the Paley-Stanton CND crusade of many years that demands broadest access to congressional debate. Only

last year, in a most eloquent letter, you petitioned the Chief Justice for the right to televise live sessions of the Supreme Court. We cannot, in our public utterances, demand such access and then, in one of the crucial debates of our time, abdicate that responsibility. What happens to that sense of fairness and balance so close to both of you, when one day's hearings, and perhaps the most comprehensive, are omitted? How can we return on Thursday and Friday of this week without denying Schneider's argument that "the housewife isn't interested?" Why were NBC's housewives interested? What would have happened to those housewives if the Supreme Court had said "Yes" to your plea for live coverage? Where would broadcast journalism have been last Thursday if NBC had elected not to carry the U. S. Senate hearings on the war?

When last Thursday morning at 10 o'clock I looked at the monitors in my office and saw the hearings on channel 4 (pool production, by the way, via CBS News crews) and saw a fifth rerun of *Lucy*, then followed by an eighth rerun of *The Real McCoys*, I wanted to order up an announcement that said: "Due to circumstances beyond our control the broadcast originally intended for this time will not be seen." It was not within CND's control because the journalistic judgment had been by a sudden organizational act transferred to a single executive. Mr. Schneider, be-

cause of his absolute power, would have more authority than William Paley or Frank Stanton have exercised in the past two years. This, in spite of the fact that Mr. Schneider's news credentials were limited in the past to local station operations, with little experience in national or international affairs.

The concept of an autonomous news organization responsible only to the chairman and the president was not a creation of mine. It is a concept almost as old as CBS News, and is a tradition nurtured by the Ed Klaubers, the Ed Murrows, the Paul Whites, and rigidly enforced by both of you. The dramatic change in that concept is, to my mind and that of my colleagues, a form of emasculation.

Actually, it is the second step of the emasculation that began when CBS News was shorn of its responsibility in the news operation at WCBS-TV here in New York. Had I been in my current position at the time of this change, I should have resisted it as I do the current weakening. It denied CBS News a highly professional outlet in New York, a competitive position with the other networks, and the training apparatus for the Severeids, the Cronkites, the Reasoners of the future.

My departure is a matter of conscience. At the end of the day it is the viewer and the listener who have the biggest stake in all this. Perhaps my action will be understood by them. I

10 p.m. EST Friday under the title *Vietnam Perspective: The Senate Hearings and the War*.

NBC-TV also scheduled a 90-minute special report, *Vietnam: The Senate Hearings*, for 2:30-4 p.m. EST Sunday (Feb. 20).

ABC-TV planned to join NBC and CBS in live coverage of the Friday sessions, when Secretary of State Dean Rusk was to testify. For its coverage of the Thursday session ABC-TV scheduled two half-hour summaries, with taped highlights, at 12:30 p.m. and 4 p.m.

Elmer W. Lower, president of ABC News, said that "we will continue to judge each day's scheduled events on the basis of evaluating the importance of the news and deciding then whether the viewer is better served through edited highlights presented at scheduled times or by live coverage as we are providing on Friday."

**Reaction in Washington** ■ Mr. Friendly's resignation did not go unnoticed on Capitol Hill. Senator Albert Gore

(D-Tenn.), member of the Foreign Affairs Committee, said that the "whole idea of a vast television network using the wavelengths that belong to the whole people to advertise soap, when we should be having critical examination of the issue of war and peace, makes it apparent that there should be a re-examination of the whole question of licensing television." Mr. Gore added that the "government has been very profligate in allowing the wavelengths to be monopolized by commercial organizations."

Senator Ernest Gruening (D-Alaska), co-leader with Senator Wayne Morse (D-Ore.) in opposition to an escalation of the war in Vietnam, said that Mr. Friendly's resignation "is in the highest traditions of journalism. His sacrifice—his resignation in protest against an attempt to keep from the American people the live broadcast of the public hearings on the crisis in Vietnam being conducted by the committee—should not be in vain."

Senator Gruening pointed out that the

network "received the message" as it decided to resume the coverage on Thursday and Friday.

But he deplored the CBS decision not to cover the hearings when Mr. Kennan appeared. "What lies behind the attempt to keep from the American television audiences the true facts about our involvement in Vietnam? What were the pressures—if any—exerted on CBS to cause it initially to decide that its viewers should not see a live broadcast of the testimony of Mr. Kennan?", he asked.

## RTNDA leaders meet with Sen. Hartke

As a result of the Feb. 11 meeting with Senator Vance Hartke (D-Ind.) and staff members of the Senate Communications Subcommittee, President Bob Gamble of the Radio-Television News Directors Association has indicated that he will testify on behalf of

know it will be understood by my colleagues in news and I know Ed Murrow would have understood. A speech he delivered to the Radio-Television News Directors Association in 1958 spelled it all out:

"One of the basic troubles with radio and television news is that both instruments have grown up as an incompatible combination of show business, advertising and news. Each of the three is a rather bizarre and demanding profession. And when you get all three under one roof, the dust never settles. The top management of the networks, with a few notable exceptions, has been trained in advertising, research, sales or show business. But, by the nature of the corporate structure, they also make the final and crucial decisions having to do with news and public affairs.

"Frequently they have neither the time nor the competence to do this. It is not easy for the same small group of men to decide whether to buy a new station for millions of dollars, build a new building, alter the rate card, buy a new western, sell a soap opera, decide what defensive line to take in connection with the latest congressional inquiry, how much money to spend on promoting a new program, what additions or deletions should be made in the existing conveyer or clutch of vice presidents and, at the same time—frequently on the same long day—to give mature, thoughtful consideration to the manifold problems that confront those who are charged with the responsibility for news and public affairs . . ."

Such a day was last Thursday when a

nonnews judgment was made on the Kennan broadcast.

Murrow went on to say:

"Upon occasion, economics and editorial judgment are in conflict. And there is no law which says that dollars will be defeated by duty. Not so long ago the President of the United States delivered a television address to the nation. He was discoursing on the possibility or probability of war between this nation and the Soviet Union and Communist China—a reasonably compelling subject. Two networks—CBS and NBC—delayed that broadcast for an hour and 15 minutes. If this decision was dictated by anything other than financial reasons, the networks didn't deign to explain those reasons. That hour-and-15-minute delay, by the way, is about twice the time required for an ICBM [inter-continental ballistics missile] to travel from the Soviet Union to major targets in the United States. It is difficult to believe that this decision was made by men who love, respect and understand news."

In that speech Ed also said:

"There is no suggestion here that networks or individual stations should operate as philanthropies. I can find nothing in the Bill of Rights or the Communications Act which says that they must increase their net profits each year, lest the republic collapse."

I now leave CBS News convinced, ironically, that my leaving will help insure the integrity and independence of the news operation. I believe that the Senate hearings next Thursday and Friday will be televised live because of

circumstances within the control of the man you choose to succeed me. For the kind of news executive who would warrant the trust of the two recipients of this letter would insist upon such a mandate. Senator George Norris, quoted in John Kennedy's "Profiles in Courage," says: "Whatever use I have been has been accomplished in the things I failed to do rather than in the things I actually did do."

I now leave CBS News after 16 years, believing that the finest broadcast journalists anywhere will yet have the kind of leadership they deserve. I know that I take with me their respect and affection as, indeed, I hope I do yours.

Faithfully,  
Fred.

*Dr. Stanton's statement accepting the resignation:*

It is with deep regret that I accept the resignation of Fred W. Friendly as president of the CBS News Division. Mr. Friendly feels that he is unable to continue in his post as a result of a decision made by the recently appointed Group Vice President, Broadcasting, John A. Schneider, not to schedule live television coverage of the testimony of George F. Kennan before the Senate Foreign Relations Committee last week.

Fred Friendly has been an outstanding leader of broadcast journalism. His contributions to the public, to his profession and to CBS have been great indeed. My associates, his colleagues and I will miss him.

RTNDA when the subcommittee holds its hearing on the fairness doctrine and political broadcasting. (BROADCASTING, Jan. 31).

The meeting was described as an historic first for RTNDA by a member present. "That's the first time, so far as I know, that any group from the association has ever met with any member of Congress to tell our views on certain issues," he said.

The meeting was said to be of an exploratory nature with Senator Hartke requesting that the association supply, at a later date, materials concerning all the subjects discussed—the fairness doctrine, political broadcasting generally and Section 315 of the Communications Act. The senator asked that copies be made available to him and to the Communications Subcommittee, of which he is a member.

Present at the meeting were: Mr. Gamble of WFBM-AM-FM-TV Indianapolis; Bob Fleming, ABC News (now assistant to President Johnson, see page 117), W. Theodore Pierson, Washington

communications attorney and counsel of RTNDA; J. W. (Bill) Roberts, Time-Life Broadcast, and Edward F. Ryan, Post-Newsweek Stations. All are members of association legislative interim committee headed by Mr. Gamble.

Others present were: Bruce Dennis, news director for WGN Chicago; John Briska, director of RTNDA's publicity committee, and Sheldon Peterson, Time-Life Broadcast.

In addition to Senator Hartke, Nicholas Zapple and Bob Lowe, both subcommittee communications experts, and Mace Broide, Senator Hartke's communications expert, met with RTNDA.

## Film sales . . .

*Or Give Me Death* (Olas Corp.): WLWI(TV) Indianapolis, WKJG-TV Fort Wayne, WTVW(TV) Evansville, WSBT-TV South Bend, all Indiana; KKTU(TV) Colorado Springs; WFLA-TV Tampa-St. Petersburg, Fla.; WTVN-TV Columbus, Ohio; KHJ-TV Los Angeles; KPRC-TV Houston, and WFAA-TV Dallas-Fort

Worth.

*Of Lands and Seas* (Olas Corp.): WJIM-TV Lansing, Mich.

*Clutch Cargo* (George Bagnall & Associates): WOOD-TV Grand Rapids, Mich.; WAVY-TV Portsmouth-Norfolk, Va.; WTOP-TV Washington; WTTV(TV) Bloomington-Indianapolis; WFAM-TV Lafayette, Ind., and KNOP-TV North Platte, Neb.

*It's a Small World* (George Bagnall & Associates): WDBJ-TV Roanoke, Va.; KRNT-TV Des Moines, Iowa; WROC-TV Rochester, N. Y.; WNDU-TV South Bend, Ind.; WMAL-TV Washington; WMTW-TV Portland, Me.; KYTV(TV) Springfield, Mo.; WESH-TV Daytona Beach-Orlando, Fla.; KOAM-TV Pittsburg, Kan.; KIMA-TV Yakima, Wash.; WAFB-TV Baton Rouge; KELO-TV Sioux Falls, S. D.; WOOD-TV Grand Rapids, Mich.; WBKB-TV Chicago; WAVE-TV Louisville, Ky.; WABC-TV New York; KVAL-TV Eugene, KCBY-TV Coos Bay and KPIC(TV) Roseburg, all Oregon, and WDSM-TV Superior, Minn.

# ABC Radio to syndicate shows

Special jingles being produced by it for affiliates are keyed to its musical logo

The ABC Radio Network is branching out into the musical jingle production and syndication business.

A package of about 30 thematic musical spots, all keyed to the seven notes of the network's musical logo, will be offered to ABC Radio affiliates for use with station breaks, local weather, news, sports and other programming.

ABC officials said that in unifying the musical identifications of a network and all of its affiliates the project represented a concept never tried before.

It was understood that a second package will be delivered later for sale to radio stations not affiliated with ABC.

Prices on the affiliates package will vary according to market and station size but are expected to average about \$500 for one spot custom-made to include the station's call letters and frequency. Price range for customized spots was said to be from about \$100 to \$1,000 a spot.

The jingles, ranging from three seconds to about 17 seconds in length, will be available in noncustomized versions ranging from a low of \$25 or \$30 to

a high of about \$200 each, officials reported.

The prices give rights to unlimited use of the jingles for one year.

The package will be titled "The ABC Scene" and its jingles will urge listeners to "get with the ABC scene," "stay with the ABC scene," etc. The spots will be done in different styles, including country-and-western, middle-of-the-road and rock 'n' roll, so that each station can use the style most appropriate to its own format.

Recording was under way in New York last week by MBA Music Inc., whose TV and radio clients include Alcoa, Lever Brothers, Procter & Gamble, Lincoln-Mercury, Chevrolet, Coca-Cola, Pepsi-Cola, Ac'cent, Chemstrand, Knickerbocker beer, Rheingold beer, and State Farm Insurance.

Marc Brown, head of MBA Music, said 54 musicians and six singers were being used in recording the package, which was written and orchestrated by Kermit and Walter Levinsky, who head MBA's creative division.

Sales to affiliates will be handled by the ABC Radio Network's Special Program Features Service under the di-

rection of sales manager Marvin Grieve. The features service also syndicates ABC Radio's *Theater Five* drama series, which has been on more than 100 stations; the *Joyce Brothers Show*, now on 90 to 100; the Fred Robbins co-op show, on about 40, and one of the Paul Harvey co-op news shows, and will start syndicating the *Pamela Mason Show* on Feb. 28, and *Coyle and Sharp*, a comedy program, on March 14.

## Networks running pilots up flagpole

The fall-program guessing game was in full swing last week as the television networks continued to weed out pilot possibilities for 1966-67 and in-again-out-again news popped on celebrity performers.

At CBS-TV Jackie Gleason was in again after bowing out of another season on the network only a month ago. He'll be back with Art Carney in the Saturday 7:30-8:30 slot in a new format that wasn't fully described.

At ABC-TV Arthur Godfrey, who had been reported as the center attraction of a half-hour variety show, was out. But Milton Berle, who signed a week earlier with the network for a weekly one-hour series, was definitely in, though without a definite time period.

ABC-TV executives were barnstorming on the West Coast, showing pilot segments to advertisers and agencies and offering a very rough approximation of what night-by-night replacements might be expected. However, top programming sources at network headquarters in New York said no meaningful schedule had been drawn at this stage.

These sources listed the following series as in strongest contention as replacements, all of them previously mentioned as under consideration: *Them Monroes*, *Iron Horse*, *That Girl*, *Love on a Rooftop*, *The Happeners*, *The Rounders*, *Sedgewick Hawk Styles*, *The Hawk*, *Rat Patrol*, *Long Hunt of April Savage*, *The Invaders* and *House of Wax*.

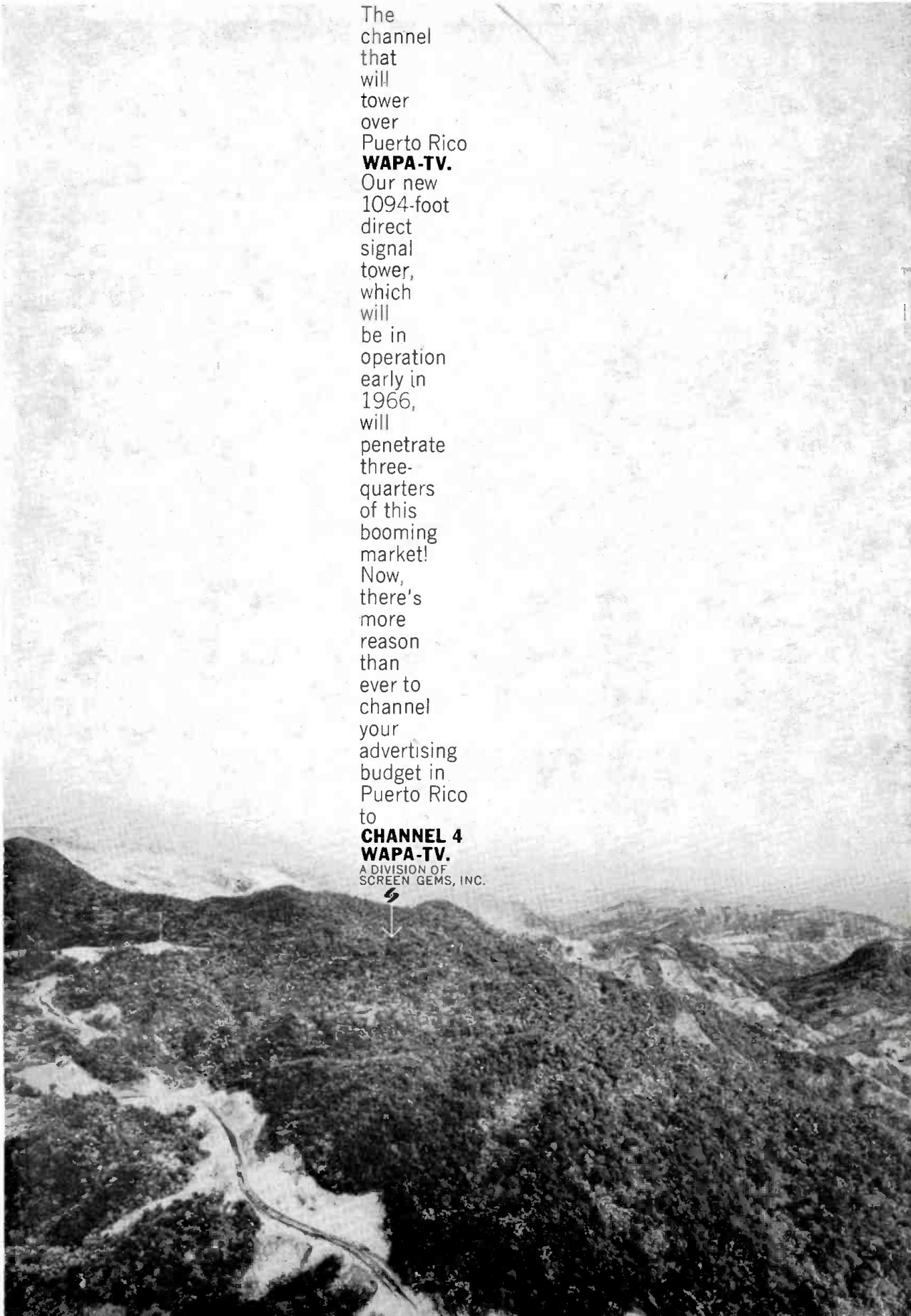
For NBC-TV two Screen Gems pilots, both half-hour comedies, were said to be already ordered for the fall, *The Monkees* and *Occasional Wife*. Rising hope was reported for *Girl from U.N.C.L.E.* Both *Tarzan* and *My Fifteen Blocks* were thought to be "sure things." Others with good chances at NBC were said to be *Police Story*, *The Road West*, *Three for Danger* and *The Unpardonables*.

CBS-TV's program vice president,



Shown at ABC's jingle session (l to r): singer Darlene Zito; Marc Brown, Marc Brown Associations; Marvin Grieve,

sales manager of ABC Radio Special Projects Feature Services; singers Anne Phillips and Anita Darian.

An aerial black and white photograph of a mountainous region. A winding road or path is visible on the left side of the image. In the center, a tall, thin signal tower stands on a ridge. The terrain is rugged and covered in dense vegetation. The sky is bright and hazy.

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to

**CHANNEL 4**  
**WAPA-TV.**  
A DIVISION OF  
SCREEN GEMS, INC.



## High marks for radio-TV station news

Leading television and radio stations in the U. S. are expanding emergency and investigative news functions and are earning community stature comparable to that of the good newspaper, according to William A. Wood, associate professor of journalism at Columbia University, New York.

Professor Wood completed a two-month tour of stations in 25 cities to assess the scope and quality of local news operations and reported his findings in the winter issue of the *Columbia Journalism Review*. He wrote the article, "The Sound of Maturity," from material gathered for a forthcoming book on broadcast journalism.

He stated that about 30% of the television stations and 20% of the radio stations fitted into the category of "good" stations, and said they were assuming new news responsibilities.

Among his findings were: Increased budgets and staff size are allowing stations to develop speciali-

zation, such as giving reporters regular beats; air time devoted to news by individual stations continues to rise; services to communities during emergencies such as storms or floods has been "honed to a fine edge"; broadcast editorials, which have been "somewhat timid" in the past, have become tougher, and investigative reporting, long a newspaper tradition, is finding a place in local broadcast news.

Professor Wood cited examples to support his contentions: the life-saving warnings to Minnesota residents by WCCO Minneapolis during floods and tornadoes in the area in the spring of 1965; 68 consecutive hours of broadcasting logged by WTVJ(TV) Miami during Hurricane Betsy in September 1965; the exposure of Cobb County, Ga., officials by Don McClelland, an investigative reporter for WSB Atlanta; the successful campaign by WXYZ Detroit for more stringent requirements for driving motorcycles in Michigan; the campaign by WMCA

New York for legislative reapportionment in New York State, which eventually produced a favorable U. S. Supreme Court decision.

**Others mentioned** - He singled out KMOX-TV St. Louis, WGN-TV Chicago and KCRA Sacramento as examples of stations providing an increase in amount and in excellence of day-to-day news programming.

"To the enterprising men in the field it is becoming evident that the best way a station can build its overall well-being in its own town is through the news," Professor Wood concluded. "Station budgets for news have reached figures management simply would not have considered a few years ago.

"In the largest cities of the country good television news operations spend from \$250,000 to \$750,000 annually. All of the stations cited in this article are doing well financially, and although they spend well above the average on news, most of their news departments are paying their own way or making a profit."

Mike Dann, was on the West Coast last week and his major mission there was reported to be finding a replacement for Procter & Gamble's *Hazel*, now believed to be going off after this season. Bets are on *Good Morning, World*, a half-hour comedy produced by Bill Persky and Sam Denoff.

*Smothers Brothers*, whose status for 1966-67 was uncertain, was thought more certain of returning after a new production announcement last week.

Other CBS-TV prospects with more than a good chance, according to agency sources, were *The Trouble with Freddy*, *Daphne*, *Mr. Terrific*, *The Mouse That Roared*, *My Family Right or Wrong* and *Perils of Pauline*.

## Market One sold; service expanded

A change in ownership and an expansion in programming plans were announced last week for Market One, an FM network service that has its headquarters in New York.

The new corporate name is Quality Communications Network Inc., of which Sidney K. Halpern is president. Jerry Victor, formerly in advertising, sales and public relations, becomes director of operations and sales, and John Walach continues as program director.

Mr. Halpern, who is also president

and owner of Promotional Services Inc., New York, said the purchase of Market One encompassed a consideration of cash and a percentage of sales. He would not reveal terms of the transaction with the former owner, James Sondheim, who has joined NBC in special program sales, but the transaction was understood to have involved some \$500,000.

The Market One organization now has several programming plans under way for the 63 FM stations now serviced. The FM program formats planned range from a show that will present extra-sensory perception with audience participation to the recollections of a "leading" baritone about his 20 years with the Metropolitan Opera, and from coverage of an African safari to special Broadway theater pickups. In addition, there will be more conventional fare of news, sports and financial features. It was disclosed that Market One was close to an arrangement with a university in New York to present an FM "school of the air" that would give course credit to participants.

Market One is currently programming *To Italy with Robert Merrill* under the sponsorship of Alitalia Airlines and is building a new audio studio at its 501 Madison Avenue offices.

It supplies tapes for programming in the 7:30-10:30 p.m. periods. As yet, the network has not used lines to interconnect stations because of costs.

### NEGOTIATORS FOR THE SALE OF MEDIA AND ALLIED BUSINESSES

#### ROCKY MOUNTAIN

Full time. Exclusive. Profitable. Priced at \$90,000. Terms.

#### CALIFORNIA

Full time. Top market. Profitable. Priced at \$300,000. Terms.

#### HAWAII

Full time. Volume over \$125,000. Priced at \$210,000. Terms.

#### NEW ENGLAND

Full time. Exclusive. Profitable. Priced at \$140,000. Terms.

**Jack L. Stoll**

**and ASSOCIATES** LOS ANGELES WASHINGTON NEW YORK

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AREA 213 HOLLYWOOD 4-7279

## Kaiser signs for Phonevision in L.A.

An option agreement for the Los Angeles franchise for the Zenith system of subscription television has been signed by Kaiser Broadcasting Corp. with Teco Inc., it is to be announced today (Feb. 21) by Kaiser and Teco. The latter is licensed by Zenith Radio Corp. to develop Phonevision systems of over-the-air pay TV in North America.

The announcement is to be made jointly by Richard C. Block, vice president and general manager of Kaiser Broadcasting, which is building KMTW-TV (ch. 52) at Corona, Calif., near Los Angeles, and by Pieter E. van Beek, president of Teco Inc. KMTW would program with Phonevision as a supplementary service if pay TV were authorized by the FCC. KMTW plans to start on June 15.

Zenith and Teco have petitioned the FCC to authorize pay TV nationally, based on the three-year WHCT-TV Hartford, Conn., experiment in cooperation with RKO General. The Los Angeles venture also is conditioned upon the outcome of litigation concerning the legality of toll television in California.

Kaiser Broadcasting is a subsidiary of Kaiser Industries and it also operates WKBD-TV Detroit on channel 50 and WKBS-TV Philadelphia on channel 48. It holds a construction permit for channel 44 at San Francisco where the firm operates KFOG(FM). Mr. Block said all of the other Kaiser TV stations would continue to operate commercially.

## NBC Films syndicates color-TV specials

NBC Films announced last week it has placed into domestic syndication a group of 10 one-hour color specials previously carried on NBC-TV. Initial sales have been made to WNEW-TV New York; KCOP-TV Los Angeles; KTVU-TV Oakland, Calif.; KPTV-TV Portland, Ore.; KPHO-TV Phoenix, and KCTO Denver.

The 10 programs are *Vincent Van Gogh: A Self Portrait*; *Orient Express*; *Paris: Story of High Fashion*; *Sikkim and its Yankee Queen*; *Flight Deck*; *The Pope and the Vatican*; *The Voice of the Desert*; *Britain: The Changing Guard*; *California: The Most*; and *Jawan: The Defense of India*.

The specials were telecast on NBC-TV between 1961 and 1965. Accord-

ing to Jacques Liebguth, vice president, sales, NBC Films. They were chosen because of their subject matter, timelessness and color photography.

## Gavin radio session to cover four major formats

Radio program consultant Bill Gavin will present a programming conference on March 26 and 27, just prior to the National Association of Broadcasters convention, at the Sheraton Chicago hotel. Announcement was made last week in San Francisco, where Mr.

Gavin publishes his *Record Report*, a weekly summary of record trends.

The pre-NAB conference will cover the four major fields of radio programming: non-rock (middle of the road), rhythm and blues, country and western and pop (top 40). Emphasis will be on new program trends and techniques in radio. The agenda includes four separate round tables and a series of panel discussions.

The Gavin conference will charge a registration fee in proportion to the size of the market in which the delegate's station is located. The conference is limited to people in the radio business only.



## KETCH YOUR SHARE OF THIS POWERFUL MARKET

Maybe Upstate Michigan filling stations don't service sailboats, but sooner or later you'll discover they provide a whale of an indication of this area's market potential. A million people, a billion dollars in annual retail sales!

At filling stations alone, our people spend a raft of money—\$44.07 more a year than folks

in Detroit and Wayne County. (\$156.12 vs. \$112.05. Source: SRDS, July, 1965.)

Get wind of this profit-producing market. Consult your Upstate Michigan jobbers and distributors about WWTV/WWUP-TV's sales-producing performance. Or check with your Avery-Knodel representative.

*The Feltzer Stations*

**RADIO**  
 WWSZ WILAMAZOO BATTLE CREEK  
 WWSB SAUNDERSVILLE  
 WWSM GRAND RAPIDS/ALAMOGADO  
 WWSW-FM CASSILAGE

**TELEVISION**  
 WWTV-TV GRAND RAPIDS/ALAMOGADO  
 WWUP-TV CADILLAC-TRAVERSE CITY  
 WWTU-TV SAULT STE. MARIE  
 WWSN-TV LINCOLN, NEBRASKA  
 WWSM-TV GRAND ISLAND, NEB.

### WWTV/WWUP-TV

**CADILLAC-TRAVERSE CITY / SAULT STE. MARIE**

CHANNEL 9 / CHANNEL 10  
 ANTENNA 1640' A. S. T. / ANTENNA 1214' A. S. T.  
 CBS • ABC / CBS • ABC

Avery-Knodel, Inc., Exclusive National Representative

# Spot radio's top-100 customers

Spending up about 15% over last year's third

quarter; General Motors is top dog with

P&G warming up to medium after long estrangement

The General Motors Corp. was spot radio's biggest advertiser in the third quarter of 1965, spending an estimated \$3,221,000, according to a Radio Advertising Bureau quarterly report released today (Feb. 21).

GM led a list of 100-top advertisers that spent an estimated total of \$60,307,000 in the RAB report, which also broke down spot expenditures of more than 275 individual brands and services of advertisers.

In the same period of 1964, the bureau had reported that the leading 75 radio spot advertisers had spent \$48,980,000. Using that cut-off for the three-month period in 1965, RAB estimates show an increase of \$7,228,000 for the top 75 advertisers. If projected to 100 advertisers this would indicate a 15% rise in expenditures in comparing like quarters.

Another auto manufacturer, Chrysler Corp., ranked second with a \$2,878,000 investment. Others in the top 10: R. J. Reynolds Tobacco Co., \$2,783,000; Coca-Cola Co. and Bottlers, \$2,658,000; Ford Motor Co., \$2,305,000; P. Lorillard Co., \$2,071,000; Colgate-Palmolive Co., \$1,825,000; American Tobacco Co., \$1,650,000; American Oil Co. (Standard Oil of Indiana), \$1,644,000, and Liggett & Myers Tobacco Co., \$1,401,000.

In releasing the report, Miles David, RAB's president, pointed up spending jumps by several advertisers and noted the emergence of Procter & Gamble Co. Previously P&G had used virtually no radio, but it spent \$381,000 in last year's third quarter.

He reported the following advertisers showing appreciable quarterly increases: American Home Product from \$600,000 in 1964 to nearly \$1.4 million in the 1965 period; Beecham products from \$10,000 to more than \$500,000; Beechnut-Life Savers from \$10,000 to \$863,000; Colgate-Palmolive from \$545,000 to \$1.8 million and P. Lorillard from \$1 million to \$2,071,000. Canada Dry, Mr. David said, increased its spending some 400%.

RAB said a similar report on network activity over the third quarter will be issued shortly.

## TOP 100 NATIONAL-REGIONAL SPOT RADIO ADVERTISERS (BY BRANDS) THIRD QUARTER 1965

	est. expenditure	est. expenditure	
1. General Motors	\$3,221,000	Tires, batteries, accessories	246,000
Buick cars	608,000	10. Liggett & Myers Tobacco	1,401,000
Cadillac cars	183,000	Chesterfield cigarettes	161,000
Chevrolet cars	123,000	Devon cigarettes	15,000
Delco-Remy	2,000	Lark cigarettes	267,000
Frigidaire	56,000	L&M cigarettes	905,000
GMAC	399,000	Red Man snuff	53,000
Guardian Maintenance	456,000	11. American Home Products	1,370,000
Harrison Radiator Div.	115,000	Anbesol	22,000
Institutional	75,000	Anacin	175,000
Oldsmobile cars	736,000	Black Flag	3,000
Opel cars	2,000	Dualin	5,000
Pontiac cars	466,000	Preparation "H"	1,165,000
2. Chrysler Corp.	2,878,000	12. Anheuser-Busch	1,299,000
Chrysler cars	234,000	Budweiser beer	876,000
Dealer Service	238,000	Busch Bavarian beer	283,000
Dodge cars	1,076,000	Michelob beer	140,000
Dodge trucks	8,000	13. Royal Crown Cola (bottlers)	1,240,000
Imperial cars	164,000	Diet Rite	800,000
Marine Div.	74,000	Nehi	216,000
Plymouth cars	1,076,000	Royal Crown Cola	224,000
Simca cars	8,000	14. Pepsi-Cola (bottlers)	1,236,000
3. R. J. Reynolds Tobacco	2,783,000	Diet Pepsi	147,000
Camel cigarettes	874,000	Mountain Dew	72,000
Prince Albert Pipe Tobacco	37,000	Nu-Grape	15,000
Salem cigarettes	156,000	Patio Cola	21,000
Winston cigarettes	1,668,000	Pepsi-Cola	963,000
Tempo cigarettes	48,000	Teem	18,000
4. Coca-Cola (bottlers)	2,658,000	15. Seven-Up Co. (bottlers)	1,215,000
Coca-Cola	2,091,000	Like	450,000
Sprite	252,000	Seven-Up	765,000
Tab	315,000	16. AT&T	1,170,000
5. Ford Motor	2,305,000	Combined Bell System companies	1,170,000
Dealer Service	225,000	17. American Motors Corp.	1,055,000
Ford cars	1,300,000	Rambler cars	1,055,000
Ford trucks	260,000	18. Carling Brewing Co.	978,000
Lincoln-Mercury cars	520,000	Carling beer & ale	978,000
6. P. Lorillard	2,071,000	19. P. Ballantine & Sons	956,000
Kent cigarettes	969,000	Ballantine beer & ale	956,000
Newport cigarettes	1,051,000	20. Humble Oil Co.	903,000
Old Gold cigarettes	28,000	Esso gasoline & oil	800,000
Old Gold filter cigarettes	23,000	Esso heating fuel	80,000
7. Colgate-Palmolive	1,825,000	Tires, batteries, accessories	23,000
Cue	550,000	21. Beechnut-Life Savers	863,000
Fab	47,000	Tetley Tea	863,000
Halo	32,000	22. Canada Dry	800,000
Hour after Hour	3,000	Canada Dry	714,000
Lustre Creme	176,000	Wink	86,000
Palmolive Gold	155,000	23. Jos. Schlitz Brewing	788,000
Tackle	535,000	Burgermeister beer	218,000
Wash 'N Dry	97,000	Old Milwaukee beer	314,000
Wildroot	230,000	Schlitz beer	256,000
8. American Tobacco	1,650,000	24. F&M Schaefer Brewing	742,000
Bermuda cigarettes	2,000	Schaefer beer	742,000
Lucky Strike cigarettes	176,000	25. Gulf Oil	718,000
Lucky Strike filter cigarettes	119,000	Gulf gasoline & oil	217,000
Pall Mall cigarettes	973,000	Gulf heating fuel	9,000
Tareyton cigarettes	380,000	Special products	47,000
9. American Oil (S. O. Indiana)	1,644,000	Tires, batteries, accessories	445,000
Amoco gas & oil	908,000	26. Pabst Brewing	590,000
Standard gas & oil	373,000	Pabst beer	590,000
Amoco heating fuel	67,000	27. Noxzema Chemical	585,000
Standard heating fuel	50,000	Cover Girl cosmetics	320,000
		Noxzema cream	175,000
		Noxzema lotion	90,000



	est. expenditure
28. National Dairy Products	576,000
Breyers ice cream	81,000
Kraft cheese	53,000
Kraft Deluxe margarine	3,000
Kraft Miracle margarine	97,000
Kraft Miracle Whip margarine	5,000
Kraft Parkay margarine	140,000
Kraft sauces	8,000
Sealtest dairy products	189,000
29. Theo. Hamm Brewery	548,000
Hamm's beer	548,000
30. Trans-World Airlines	541,000
Air travel	541,000
31. B. C. Remedy	529,000
B.C. headache & neuralgia remedies	529,000
32. Beecham Products	509,000
Brylcreem hair dressing	66,000
Maclean's tooth paste	443,000
33. Beneficial Finance	484,000
Loans & financing	484,000
34. Studebaker Corp. (Chem. Compounds Div.)	482,000
S.T.P. additive	482,000
35. Household Finance	474,000
Loans & financing	474,000
36. Wm. Wrigley Jr.	471,000
Wrigley gum	471,000
37. United Air Lines	455,000
Air travel	455,000
38. American Airlines	451,000
Air travel	451,000
38. Warner-Lambert Pharmaceutical	451,000
Adams Sour	187,000
Chiclets	11,000
Dentyne	239,000
Controlax	9,000
Cosmetics	5,000
40. Falstaff Brewing	445,000
Falstaff beer	445,000
40. Northwest Orient Airlines	445,000
Air travel	445,000
42. Rheingold Breweries	444,000
Rheingold beer & ale	444,000
43. Campbell Soup	413,000
Campbell pork & beans	34,000
Campbell soups	315,000
Pepperidge Farm soups	11,000
Swanson frozen foods	2,000
V-8 juice	51,000
44. Stroh Brewery	392,000
Goebel's beer	24,000
Stroh's Bohemian beer	368,000
45. Kellogg Co.	390,000
Cereals	390,000
46. Firestone Tire & Rubber	388,000
Firestone tires & tubes	388,000
47. Shell Oil	385,000
Shell gasoline & oil	315,000
Shell heating fuel	59,000
Agricultural products	11,000
48. Procter & Gamble	381,000
Cheer	12,000
Crest	15,000
Head 'n Shoulder	41,000
Hidden Magic	2,000
Lava	4,000
Mr. Clean	7,000
Tide	13,000
Zest	7,000
Folger coffee	280,000
49. Pan-American World Airways	370,000
Air travel	370,000
49. Pure Oil Co.	370,000
Firebrand gasoline & purelube oil	370,000
51. Quaker State Oil Refining	357,000
Quaker State oil & lubricants	357,000
51. Standard Oil of California	357,000
Chevron gasoline & oil	357,000
53. Delta Airlines	348,000
Air travel	348,000

	est. expenditure
54. Goodnews Broadcasting Assn.	345,000
Religious	345,000
55. Equitable Life Assurance Society	334,000
Insurance	334,000
56. Plough Inc.	328,000
Coppertone	118,000
Mexsana	19,000
Q.T. lotion	76,000
Ril-Sweet	2,000
St. Joseph aspirin	83,000
Solarcaine	30,000
57. Ocean Spray Cranberries	309,000
Ocean Spray cranberry products	309,000
58. Robert Hall Clothes	295,000
Clothing	295,000
58. Hills Bros. Coffee	295,000
Hills Bros. coffee	295,000
60. Midas Inc.	293,000
Midas muffler	293,000
61. Chesebrough-Ponds	288,000
Angel skin	55,000
Dry skin cream	36,000
Fresh Start	6,000
Pond's cosmetics	186,000
Vaseline	5,000
62. Socony-Mobil Oil	281,000
Mobil gasoline & oil	281,000
63. Sun Oil Co.	275,000
Sunoco gasoline & oil	275,000
64. American Express	273,000
Credit cards	97,000
Travelers Cheques	176,000
65. The World Tomorrow	266,000
Educational	266,000
66. International Nickel	254,000
Nickel products	254,000
67. Olympia Brewing	242,000
Olympia beer	242,000
68. Swift & Co.	239,000
Allsweet margarine	31,000
Derby foods	23,000
Meats	185,000
69. National Brewing	236,000
Colt 45 malt liquor	168,000
National Bohemian beer	66,000
Alte Golden lager	2,000
70. Buitoni Foods	223,000
Buitoni macaroni & food products	223,000
71. Menley & James Labs	217,000
Contact	217,000
72. Pet Milk	211,000
Evaporated milk	44,000
Laura Scudder potato chips	30,000
Musselman's apple products	134,000
Non-fat dry milk	3,000
73. Union Oil Co. of California	204,000
"76" gasoline, motor oil & lubricants	204,000
74. Armour & Co.	200,000
Agricultural products	41,000
Dial soap	93,000
Star meats	66,000
74. Standard Brands	200,000
Blue Bonnet margarine	6,000

SOURCE: Radio Advertising Bureau  
 All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV.

Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

This report covers spot radio only. A report on network radio is to follow.

	est. expenditure
Chase & Sanborn coffee	5,000
Royal desserts	69,000
Siesta coffee	115,000
Tender Leaf tea	5,000
76. Carbonated Beverage Can Manufacturers	197,000
Cans for beverages promotion	197,000
77. General Cigar	193,000
Various cigars	193,000
78. Radio Bible Class	189,000
Religious	189,000
79. General Electric	187,000
Flash bulbs	3,000
GE major appliances	11,000
GE small appliances	8,000
Hot Point appliances	3,000
Institutional	92,000
Lamps	70,000
79. General Mills	187,000
Betty Crocker products	10,000
Bisquick	17,000
Brownie mix	3,000
Cereals	86,000
Gold medal flour	20,000
La Pina flour	3,000
Morton foods	48,000
79. B. F. Goodrich	187,000
Tires & Tubes	187,000
82. Great A&P Tea Co.	184,000
A&P stores	184,000
83. Water Specialties	175,000
Miracle White soap & detergents	175,000
84. Melville Shoe	173,000
Thom McAn shoes	173,000
85. American Honda Motor	172,000
Honda motorcycles	172,000
86. O. M. Scott & Sons	168,000
Scott's lawn products	168,000
87. Cott Corp.	166,000
Cott beverages	166,000
88. Eastern Air Lines	162,000
Air travel	162,000
89. National Biscuit	161,000
Crackers	8,000
Millbrook bread	28,000
Nabisco Flings	11,000
Shreddies	1,000
Shredded Wheat	1,000
Vanilla wafers	112,000
90. G. Heileman Brewing	156,000
Beer & ale	156,000
91. Borden Co.	155,000
Brandywine mushrooms	5,000
Ice cream	30,000
Milk	33,000
Realemon	81,000
Snow's clam chowder	6,000
92. American Dairy Association	153,000
Milk promotion	153,000
93. Richfield Oil	150,000
Richfield gasoline & Richlube oil	150,000
94. Aluminum Co. of America	145,000
Aluminum building products	145,000
94. California Packing	145,000
Del Monte catsup	44,000
Del Monte juices	39,000
Del Monte soft drinks	22,000
Del Monte tomato sauce	23,000
Del Monte vegetables	17,000
94. Salada-Junket Foods	145,000
Junket	8,000
Salada Tea	137,000
97. National Airlines	139,000
Air travel	139,000
98. Henry I. Siegel	137,000
H.I.S. sportswear	137,000
98. West End Brewing	137,000
Utica Club beer	137,000
100. Minnesota Mining & Manufacturing	136,000
Dynacolor film	136,000

# Seminar to study CATV and advertising

## ALL-STAR CAST LINED UP FOR CHICAGO SESSION

Interest is running high in the all-day seminar on community antenna television scheduled March 25 by the Broadcast Advertising Club of Chicago. H. W. (Hank) Shepard, club president, and vice president of Edward H. Weiss & Co., Chicago, said Thursday (Feb. 17) that CATV's growing impact on advertising and marketing will be among the featured topics and will be explored in detail for the first time (BROADCASTING, Feb. 7).

The seminar, to feature top authorities on all facets of the CATV question, is drawing inquiries from agency and advertiser quarters as well as TV operators and stations.

Mr. Shepard said the seminar has been moved to the Sheraton Chicago hotel so that more may be accommodated. It was to have been held at the Conrad Hilton but because of other meetings and preparation for the annual convention of the National Association of Broadcasters March 27-30 there was not large enough space for the seminar.

Luncheon speaker for the seminar will be Senator Vance Hartke (D-Ind.), member of the Communications Subcommittee of the Senate Commerce Committee. FCC Commissioners Robert T. Bartley and Kenneth A. Cox also will take part.

**Audience Patterns** - Arthur Nielsen Jr., president of A. C. Nielsen Co., will tell how CATV is changing the audience-measurement business and affecting television ratings while Dr. Seymour Banks, vice president-research, Leo Burnett Co., will describe the immediate and long-range effects of CATV on advertising. A major corporate advertiser also is to take part. Norman E. (Pete) Cash, president, Television Bureau of Advertising, will open the seminar.

Other participants include Dwight Martin, vice president, WDSU-TV New

Orleans, chairman of the NAB's Committee on the Future of Broadcasting; Willard E. Walbridge, executive vice president, KTRK-TV Houston; Hathaway Watson, president, RKO General, New York; W. Theodore Pierson, partner, Pierson, Ball & Dowd, Washington; Frank P. Thompson, president of Rochester Video Division of American Cablevision Co. and board member of the National Community Television Association, and Richard F. Shively, president Telesis Corp., Chicago.

Tickets for the seminar are \$20 (lunch included) and will be issued on first-come first-serve basis, Mr. Shepard said. Attendance is limited to 600. Address: Broadcast Advertising Club, 18 South Michigan Avenue, Chicago.

## McCabe sees need of Hoover-like TV study

A spokesman for a major broadcast advertiser said last week that he doesn't approve of the spread of federal re-



Mr. McCabe

strictions and bureaucracy, but he thinks television is growing so fast and becoming so unruly that maybe the government should take the opportunity to act in the public interest. He suggested the appointment of a Hoover-type

study group to develop a sensible national policy for the medium.

The observations were made at a luncheon meeting of the Advertising Club of Los Angeles by Thomas B. McCabe Jr., vice president, marketing, Scott Paper Co. Mr. McCabe cited the truth in Hart packaging bill and the proposed FCC rule to control television program ownership as "excellent examples" of proposals that "not only significantly extend federal restriction on business activity in the guise of protecting the public, but also favor some business interests over others." He called on the advertising fraternity to exercise an increased degree of statesmanship so as to maintain its freedom in the face of these challenges.

Yet he singled out television as an area that "does present unusual problems affecting the public interest." This

is where the government really has an opportunity to act, the paper company executive indicated.

In view of the "growing complexity of problems in television," he said, "I would urge the President to appoint a special commission, similar to the Hoover Commission, to study the whole . . . situation. . . . Only in this way will we ever develop a national policy that makes sense. Only in this way will we encourage the possibility of the individual problems being thoughtfully related to the total picture. . . . Properly conceived government action in this instance can contribute to achieving the appropriate relationship between marketing freedom and necessary regulations in the public interest."

Included among the individual television problems that need solving, according to Mr. McCabe, are pay television, proliferation of UHF stations, international broadcasting and the relationship between network stations and program sources.

Earlier in his talk, the marketing expert gave encouragement to newspapers at the expense of television. In this instance the problems that are growing in the field of television (not the least of which, he pointed out, is going to be a "significant increase" in cost-per-thousand) are also what's opening the door for constructive action.

"As advertising expenditures continue to build each year," he said, "advertising media will have to change to provide a broader and improved range of possibilities for reaching the ultimate consumer of our products and services." Newspapers, he went on, have the biggest media opportunity to grab off the national and regional advertising dollar. All they have to do to "benefit quickly and dramatically" is make available "top quality color reproduction and more realistic and competitive advertising rates."

## Philadelphia UHF sets CPM ceiling

WPHL-TV (ch. 17) Philadelphia is notifying advertising agencies throughout the country that it will guarantee each of its advertisers that its cost per thousand viewing homes of under \$1.40.

In a letter sent over the past weekend to agencies, Don Heller, vice president of sales for WPHL-TV, pointed out that the TV station is the first in a major market to make the guarantee. He said the move was prompted by a desire to "eliminate the large and growing risks inherent in television advertising."

In explanation, Mr. Heller wrote that there are two basic trends in TV today

### AFM approves contract

The American Federation of Musicians announced last week that its members employed in recording jingles and spot commercials have ratified a new, three-year contract negotiated with representatives of the principal advertising agencies (BROADCASTING, Jan. 17). The pact grants wage increases ranging from 10% to 15%, plus fringe benefits.

**Okay.**

**Write down every radio program you listened to yesterday, and the time you listened.**

**Now do the same for the day before.**

**And the day before that.**

**Now do you feel self-administered research can really measure today's radio?**



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

Nothing takes the place of personal interviews in the home.

 **The Pulse, Inc.**

that point to the soundness of the station's action. He summarized as follows:

"(1) The growing disparity in television advertising values as the demand for television time increases and the audience, through the proliferation of television stations, becomes more and more fractionated and (2) the coveted selling practices, more and more prevalent through television, whereby a significant percent of television buys boils down to a guaranteed cost per thousand, no matter how camouflaged or disguised."

WPHL-TV is offering its guarantee immediately. Initially, the station will guarantee an audience delivery of \$1.40 per thousand viewing homes, or a viewing audience of 715 homes for each dollar invested, according to Mr. Heller.

Audience measurements will be provided by the most recent rating reports, he said, and since they typically embrace four consecutive weeks, the WPHL-TV cost per thousand will apply to all schedules of four consecutive weeks or more.

WPHL-TV is represented by National Time Sales Inc.

## Pittsburgh agency's billings up 16%

Ketchum, McLeod & Grove, Pittsburgh, reported last week that its billings rose to \$60.1 million in 1965, an increase of 16% over 1964.

Edward T. Parrack, president, attributed the gain to increased advertising budgets from present clients, to new business and to continued expansion of the agency's collateral services, such as public relations and sales promotion. He forecast a 10% gain in billing for 1966.

Approximately 21% of KM&G's 1965 billing was in TV-radio.

## Business briefly . . .

**The Eastman Kodak Co.**, Rochester, N. Y., through J. Walter Thompson Co., New York, will sponsor the colorcast of the Academy of Motion Picture Arts and Sciences Awards (Oscars) on ABC-TV and broadcast on ABC Radio April 18 (10 p.m. to conclusion EST). Comedian Bob Hope will again be host of the presentation. The program also will be sent overseas by the Armed Forces Radio and Television Service.

**Presto Food Products Inc.**, Los Angeles, through Anderson-McConnell Advertising Agency, same city, will begin an \$80,000 strawberry season color campaign in April to promote its Desert Whip nondairy topping. Heavy TV color spot schedules are set for

KABC-TV and KCOP(TV), both Los Angeles. The campaign will run from mid-April, when the first berries reach the market, through June.

**Ralston Purina Co.**, through Gardner Advertising, both St. Louis, in introducing its new Purina Puppy Chow, is using 10-second tags on its participations on CBS-TV's *Jackie Gleason Show*, *Danny Kaye Show*, *Gilligan's Island* and *Thursday Night at the Movies*.

**The House of Westmore**, through Gordon & Weiss, both New York, will test market its new Diamon Deb diamond-surfaced nail file with an eight-week schedule of TV spots in Detroit, Dallas-Fort Worth, Oklahoma City and Grand Rapids-Kalamazoo, Mich., beginning Feb. 28. The test will precede a national TV and magazine campaign. Ten to 15 spots weekly are scheduled for the test markets.

**Florists Telegraph Delivery Service**, Detroit, through Post-Keyes-Gardner, Chicago, will participate in NBC-TV's *Tuesday Movie*, *Sammy Davis Show*, *Saturday Movie*, *Scherer-MacNeil Report*, and *Frank McGee Report*, and **Pepsi-Cola Co.**, through BBDO, both New York, will participate in *Run for Your Life*, *My Mother the Car*, *Tuesday Movies*, *The Virginian*, *Daniel Boone*, *Dean Martin Show*, *Sammy Davis*, *Saturday Movie* and *Flipper*.

**Liggett & Myers Tobacco Co.**, through J. Walter Thompson Co., both New York, has signed for a 37-week participation in NBC Radio's *Monitor*; **Pennzoil Co.**, through Eisaman, John & Laws, both Los Angeles, has a 13-week participation in the network's *David Brinkley Reports*, and **American Motors Corp.**, Detroit, through Benton & Bowles, New York, has participations in *Monitor*, *Emphasis* and *News of the World*.

**Standard Brands Inc.**, through Ted Bates & Co., both New York, will start a Monday, Wednesday and Friday sponsorship of CBS Radio's *Dimension of Health* series, on Feb. 28 continuing weekly for the remainder of 1966. The 44-week package will be for Fleischmann's margarines. Tuesday and Thursday versions of the five-minute radio feature are on a sustaining basis.

**Kraft Foods Co.**, through Needham, Harper & Steers, both Chicago, has purchased a series of flights through the year on CBS Radio's *CBS News* and *Dimension* programs. Kraft will advertise Parkway margarine.

**Wynn's Car Care Products**, Azusa, Calif., through Erwin Wasey, Los Angeles, beginning April 2, will co-sponsor CBS Radio's 10 weekend *Dimension* broadcasts for 26 weeks. **Church &**

**Dwight Co.**, through Ross Roy Inc., both New York, on March 5 begins a five-week participation in *CBS Radio News* and *Dimension*.

## \$6 million ad budget for Norelco shavers

North American Philips Co., New York, last week outlined its biggest promotion plans yet: a 1966 budget of \$6 million for Norelco electric shavers. Company officials indicated a substantial part of the money will go into network and spot TV.

Details of the network-TV campaign in the first half of the year include one-minute color commercials on CBS-TV's *Perry Mason*, *Art Linkletter's Hollywood Talent Scouts*, *Thursday Movies*, *The Danny Kaye Show*, *The Jackie Gleason Show*, *Secret Agent*, *Gunsmoke*, *What's my Line?*, *Daktari*, *The Wild Wild West*, *Lost in Space*, *My Favorite Martian* and *The CBS News with Walter Cronkite*. Norelco's spot-TV penetration will be directed to 43 key markets this spring.

Agency preparing the campaign is LaRoche, McCaffrey & McCall Inc., New York.

## Rep. appointments . . .

- WTHI Terre Haute, Ind., and WZJP Cincinnati: Savalli/Gates, New York.
- CJOH-TV Ottawa: E. S. Sumner Corp., New York, as U. S. representative.
- KGNU Santa Clara, Calif.; Avery-Knodel Inc., New York.

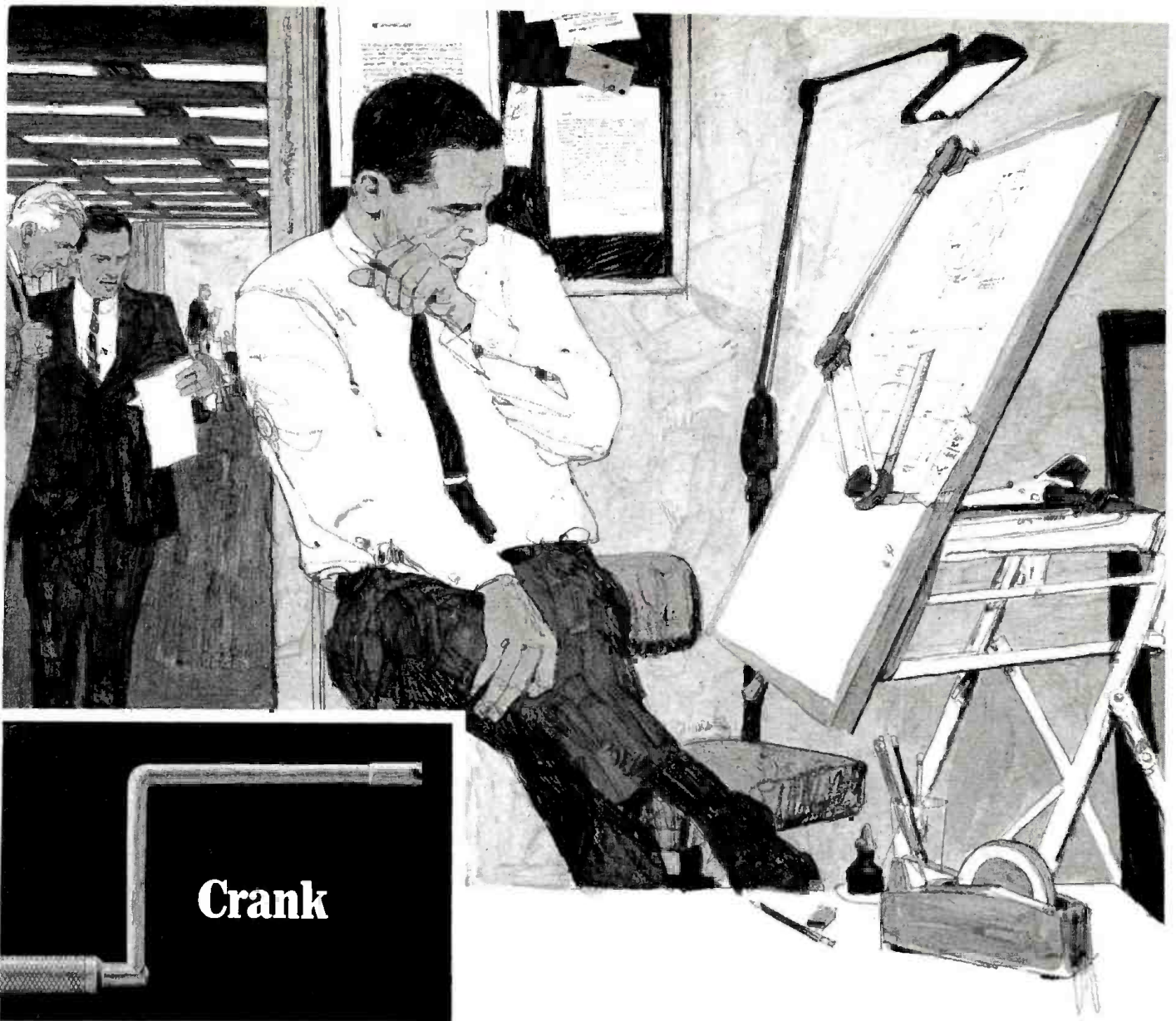
## Also in advertising . . .

**K & E consolidation** ■ Kenyon & Eckhardt's office in Providence, R. I., will be consolidated into the company's office in Boston with Leonard Carlton, New England regional manager, heading the operation. Frederick C. Noyes, who has headed the Providence office since Noyes & Co. was merged with K & E two years ago, will retire, effective March 15.

**Biennial study** ■ WTHI-AM-FM(TV) Terre Haute, Ind., has announced a series of biennial market research surveys designed to aid advertisers and agencies. The surveys will be conducted in cooperation with the Bureau of Business Research of Indiana State University. Information will be available to advertisers and agencies this month.

## Agency appointments . . .

- Grove Laboratories Inc., St. Louis, moves several of its products from New York office to Chicago office of same



**Crank**

## **Self-Starter**

It took a human self-starter to eliminate the crank. General Motors engineers have been inspired by that example ever since. They have kept to the trail laid down by a genius named Charles F. Kettering.

Back in 1910, the experts told Mr. Kettering that a practical electric starter for automobile engines was an impossibility. It took him six months to develop one. His self-starter eventually eliminated the dangerous hand-crank, revolutionizing motoring and putting women in the driver's seat. His record of scientific achievement in the decades that followed is without parallel.

And like this remarkable man's most famous invention, today's GM engineer is a self-starter—one who doesn't wait to be asked, who seeks out the tough problems and sets out to solve them.

They're a vital group, these men of science who follow the Kettering flame—restless, curious and devoted to the idea that nothing is so good it can't be improved. Their collective contribution to GM's progress over the years is beyond measure.

**General Motors Is People...**making better things for you

agency, Needham, Harper & Steers. About \$5 million in billing is involved. Products are 4-Way cold tablets, 4-Way nasal spray, Minit-Rub, Congespirin and certain new products.

▪ Lloyd's Electronics, manufacturer of high intensity lamps, has appointed Friend-Reiss Advertising, New York. The lamps, which will be distributed through London Products Inc., will be introduced through a TV and print campaign.

## NH&S plots a healthy chart for radio

"Radio is more alive than dead." That's the opinion of Blair Vedder, vice president in charge of media and programing for Needham, Harper &

Steers, Chicago. Speaking to members of the Southern California Broadcasters Association last week, Mr. Vedder, in a comprehensive, far-ranging, 45-minute slide-and-tape presentation, showed why his agency believes in radio.

"It's been good to us because it worked so well for so many of our clients," the Midwest agency executive explained. "And because it has, to return the favor," he added, "we've been doing missionary work with some of our nonbeliever clients on why radio could be good for them."

Mr. Vedder then showed the entire radio presentation Needham, Harper & Steers makes to its clients. Both the advantages and disadvantages of the medium were examined in considerable detail. On the credit side, it was concluded that "the facilities of radio

continue to expand making it today one of the most diversified media available to the advertiser." On the debit side, audience measurements were taken to task as being "the main brake on radio's growth as an advertising medium."

After outlining the pluses and minuses of radio, Mr. Vedder rhetorically asked the core question of the presentation: "What is the tangible evidence that this medium works effectively in conveying an advertising message?" In answer he revealed results from radio-advertising campaigns of two client brands in the Needham, Harper & Steers shop. Ac'cent food seasoning and V-8 cocktail vegetable juices. Both campaigns, he affirmed, proved to be "current, memorable, intrusive and informative."

## THE MEDIA

# State presidents touch most bases

### Conference hears sessions on government, public relations, self-regulation, conventions

Ways for radio to get more advertising dollars and support for longer station licenses were outlined to delegates at the National Association of Broadcasters 11th state presidents conference in Washington last Thursday (Feb. 17).

About 100 state presidents and executive secretaries heard these topics covered at the opening-day session: working with legislators, convention planning, public relations, future plans and projects, government regulation and self regulation.

Although TV has taken the play away from radio, budgets for the aural medium should not remain at a standstill, the broadcasters were told. Ruth Jones, supervisor in charge of network and station relations, J. Walter Thompson Co., New York, said radio must be aggressive and can be on a "much more competitive" basis with television and the print media.

To achieve this goal, radio must supply agencies with "facts that can be fed to the computer" and with tapes of a station's sound.

**Basic Material** = Demographic data, she said, are needed, but they are not the whole story. A prime requisite is in-

formation about the coverage area: Does it match the marketing area? Without the basic material—and it's more than engineering maps and mail polls—agencies have no way of comparing radio with other media, she maintained, and as a result "you're bound to be the low man on the [buyer's] totem pole."

She also noted the timebuyer's problem of trying to pick stations without knowing how they sound. "Words or comprehensive brochures" aren't enough to tell the story. "A way should be found to provide us with tapes" of programing, she stressed. The tapes should be about 15 to 20 minutes and be "as objective as possible."

With the coverage material, data for computers and sound of the station, radio budgets can be increased, she said.

Also speaking at the panel on future plans and projects, Howard Mandel, NAB vice president for research, discussed the work being done by the Committee on Local Television Audience Measurement. He said COLTAM is trying to develop new and better standards of measurement and when these standards are found, they will be forwarded to the Broadcast Rating

Council. It is hoped BRC will accept the standards and make them applicable to all local-audience rating services.

He discussed the NAB project of establishing research guidelines for small stations to enable them to ascertain community needs and set programing policy. Mr. Mandel also said the \$10,000 in the research department's budget for grants in aid to graduate and undergraduate students for research projects "may help to develop a new breed of researchers." He said this is an area that has been long overlooked.

**Radio Projects** = Sherril Taylor, NAB vice president for radio, discussed projects now underway: establishment of a new, standardized rate format to make all radio easier to buy; the All-Radio Methodology Study, which will be reported on in some detail at the NAB convention in March; the campaign to put an AM-FM transistor radio in every home, and to place them in all motel and hotel rooms, and intensification of lines of communication within the industry.

On the opening panel—working with legislators—Paul Comstock, NAB vice president for government affairs, called on the state associations to pass resolutions urging an extended license period—preferably seven years. Then, he said, the industry must gain the backing of strong congressional leadership to amend the Communications Act. He noted that some Republican and junior Democratic members of Congress have endorsed such legislation, but support from senior Democratic congressmen would be more helpful in initiating the project.

Mr. Comstock also expressed concern over state "use taxes" and of a



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Three state presidents discuss the state of the industry at the state presidents' conference. L to r: Kenneth

Stowman, WFIL Philadelphia; Joe Crystall, KOLD Tucson, Ariz., and H. A. (Tony) Bridge, KMHT Marshall, Tex.

House bill that would establish a uniform sales and use tax that would be expensive for broadcasters. For example tapes and films would be taxed, not just on material value, but on production costs as well.

**Congressional Liaison** ■ Robert Lambe, WTAR Norfolk, Va., president of his state's association, described the annual "whirlwind" visits of Virginia broadcasters to Washington to talk with their congressmen and said the legislators were "most receptive." This year, he said, administrative assistants also were invited to meet with the broadcasters and this has proved worthwhile.

Mr. Lambe called the broadcasters' attention to their governors as "good legislative friends" and said they should be cultivated and kept informed on industry matters. He noted the VAB had purchased a subscription to BROADCASTING for Virginia's governor.

Robert Redding, vice president and general counsel of the Transportation Association of America laid down some ground rules for legislative action: establish a single-purpose entity; research the subject; have a legislative counsel; use public relations and publicity to mold public opinion with factually sound material; use a "well-respected, knowledgeable" lobbyist; get grass roots support.

Mr. Redding also described the TAA's efforts in attempting to get state legislatures to adopt uniform standards for daylight saving time. A particular effort is being made to kill any local opinions in such bills.

**Big Brother** ■ Discussing government

regulation, Douglas A. Anello, NAB general counsel, noted that the Federal Trade Commission is taking a look at stations "it feels have gone too far out on a limb" regarding hyping and advertising of station ratings. He also expects a "stepped-up campaign" from the FCC regarding technical violations. He urged the broadcasters to re-examine procedures for checking on what the engineers are doing to make sure stations are complying with FCC technical standards.

Mr. Anello also discussed access to courtrooms and urged the state associations to adopt codes of ethics regarding unobtrusive court coverage.

An effective public relations campaign in Kansas was described by Hank Parkinson, executive secretary of the Kansas Association of Radio Broadcasters. He said the KARB aims at six publics: its own members; state and government officials; potential broadcast talent; other associations and organizations; other media, and the public at large. He noted that KARB writes public-service spots for 20 nonprofit organizations and this has gained immeasurable goodwill.

John Couric, NAB vice president for public relations, offered six suggestions to increase state-association PR potential: See if AP and UPI will include broadcasting in year-end reviews; give chambers of commerce and convention bureaus names of qualified broadcasting-executive speakers; let the wire services know who the association's spokesman is; ask newspaper-owned stations to inform the papers of broadcasting's contributions and problems;



speak out against infringements on freedom of the press; publicize, at every turn, state-association activities.

**Plan Ahead** ■ At a session on convention planning, Thomas McCarthy, Marriott Hotels, Washington, and Clarence Arata, Washington Convention and Visitors Bureau, both stressed the need for post-convention evaluation to go over the good and bad parts while they are still fresh and lay out suggestions for future conventions.

Doris Potter, WKBC North Wilkesboro, president of the North Carolina Association of Broadcasters, noted that conventions no longer mean vacations and free time. Today they are serious business sessions and good times in proper perspective. She said the NCAB sets convention sites three years ahead and appoints convention chairmen a year ahead of the conventions.

Howard Bell, NAB code director, noted business has a stake in voluntary restraints and self-improvement, and he called upon the broadcasters to build "even greater support for our own program of self-regulation."

A criticism of TV programing as being imitative, safe and bland, was struck by Mitch Miller, TV-radio-recording artist at the Thursday luncheon. Mr. Miller, who is one of four applicants for channel 50 in Washington, said there is a crisis in programing. However, it is not one of "creative failure."

He placed much of the blame on the networks and said that programing decisions are controlled by businessmen, not creative show people. The motto



Talking things over prior to the opening of the NAB state presidents conference are Elton Rule (l), KABC-TV Los Angeles, president of the California Broadcasters Association, and Robert Lambe, WTAR-AM-FM-TV Norfolk, Va., president of the Virginia Association of Broadcasters.

at the networks, he maintained, has two points: "The financial success of this network has nothing to do with whether our shows are good or bad. You can get fired for new programing ideas that fail, but not for an imitation. . . ."

Mr. Miller also suggested that ratings be used to establish a cost-per-thousand after the fact, and said this would benefit the advertiser, network and the viewer.

## WRUL moves into old CBS office space

CBS's former New York headquarters at 485 Madison Avenue will be partially occupied this spring by a tenant that plans to convert part of the quarters into a "Worldwide Communications Center."

Radio New York Worldwide (WRUL) will rent space under a \$1 million lease for 10 years on the building's third floor in a 11,300-square-foot area. WRUL, an international shortwave station, plans to install nine studios and five control rooms for its broadcasting operations. A newsroom for a staff of 14 will be in this area, equipped with 10 teleprinters, four tape recorders and enlarged maps of the world. A library of print and audio materials will be built next to the newsroom.

WRUL's center will also be occupied by its administrative offices and contain space for auxiliary power and a separate air conditioning plant.



Jack Williams (r), executive secretary of the Georgia Association of Broadcasters, accepts "award of merit" plaque from NAB President Vincent Wasilewski at the opening session of the state presidents conference. Mr. Williams was honored for his efforts on behalf of the GAB and broadcasting in general and with the "respect and admiration" of the NAB.



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# In television's crystal ball

TVAR conference told of effects of satellites, home TV recorders

A panel discussion examining the challenges facing commercial TV in the future last week projected an industry without network lines, a home-entertainment revolution resulting from refinements in video-tape recorders and the emergence of a fourth television network.

These pronouncements of things to come emerged during a panel talk at the fifth annual Creative Management Conference of Television Advertising Representatives in New York. More than 100 executives from TVAR, Westinghouse Broadcasting Co., and leading U. S. corporations attended the one-day meeting on Feb. 15.

Dr. Spencer Spaulding, manager of systems analysis, Communications Satellite Corp., envisioned a TV world without network lines. He reported that a large synchronous satellite with a capacity for 12 channels could serve directly the needs of networks and hundreds of stations. He added there are numerous technical problems to overcome before such a development could be implemented, but said it would undoubtedly happen.

Matthew Gordon, director of information, Comsat, told the conference that there is equipment in development that would make global TV an everyday reality. Instantaneous worldwide transmission, he said, holds out promise of "profound benefit" to mankind and of revolutionizing the marketing and advertising functions.

**Program Reservoir** ■ Bryce S. Durant, president, RCA Sales Corp., analyzed the implications of the emerging capability of recording any TV material off the air and playing it back at will through use of video-tape devices. He foresaw a huge reservoir of programing material available for purchase or loan from libraries—Broadway shows, first-run movies, educational courses, sports events. He also prophesied that a television newspaper of the air was in the offing.

Robert Adams, president of Adams Broadcast Consultancy, envisioned the emergence of a fourth network, growing from a few stations on a regional basis and spreading out to a full-fledged national service. This movement would be accelerated by a UHF explosion and sustained by the population growth, the steady rise in spot-TV investment and increased use of TV by local advertisers, particularly retail operations, according to Mr. Adams.

The consensus of the panel was that the projected developments would not hurt commercial broadcasters since many of them will participate actively in these enterprises.

Dr. Ernest Dichter, president of the Institute for Motivational Research, Hastings-on-Hudson, N. Y., claimed in a talk before the conference that "electronic communications geniuses are babes in the woods on how to communicate." Dr. Dichter asserted that television has failed to exploit fully such psychological concepts as mood, style, symbolism and participation. Dr. Dichter had kind words on the potentialities of color television for achieving improved communications.

F. D. Hall, president of Eastern Air Lines, was presented with the 1966 "Owl," TVAR's symbol of creative management accomplishment. The award was presented by Robert M. McGredy, TVAR president, who cited the rapid gains achieved by Eastern in its three years under Mr. Hall's stewardship.

# FCC ponders KCTO sale

Its approval may have implications for fate of multiple-ownership rule

The FCC has under advisement the question of whether it should grant the first request for a waiver of its policy aimed at barring multiple television station owners from expanding into the top-50 markets. The decision will be examined for implications of the fate of a pending rulemaking providing the same restrictions.

The commission in an oral proceeding last week heard arguments for two hours on whether it should approve an application for the \$3.5 million sale of KCTO(TV) Denver to WGN Continental Broadcasting Co. And the issues that were raised will be discussed frequently in the rulemaking proceeding.

Couldn't the commission's stated goals of increased competition and diversified service, for instance, be better achieved by permitting the financially strong multiple owners to provide the competition, rather than by barring them?

And, in making decisions on whether to permit the expansion of multiple owners, how deeply should the commission involve itself with their programming (a question providing a continuing source of controversy)?

The interim policy, which is to remain in effect pending conclusion of the rulemaking proceeding that would establish identical limits, prohibits broadcasters from acquiring more than three television stations (no more than two of them VHF's) in the top 50 markets without a hearing (BROADCASTING, June 28, 1965).

**Sale Covered by Policy** ■ The policy applies to the proposed purchases because WGN already owns WGN-TV Chicago, in the third market, and is under common ownership with WPIX(TV) New York, in the first. Denver is ranked 40th. WGN is related to a third station, KDAL-TV Duluth, Minn., outside of the top 50 markets.

A majority of the commissioners were said to favor the assignment even before the oral proceeding was ordered. Indeed, the proceeding was said to have been agreed to by the majority in response to the argument that a swift approval of the first request for a waiver would kill the policy (BROADCASTING, Jan. 17).

The commissioners reportedly favor-

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**BROKERS — CONSULTANTS — APPRAISERS**

ing the grant are Rosel H. Hyde, James J. Wadsworth and Robert E. Lee, all of whom opposed the policy, and Robert T. Bartley, who generally favors sales he feels will result in an overall improvement in service without an increase in concentration of control of media.

And Ward L. Quaal, president of WGN, and the firm's attorney, R. Russell Eagan, stressed the improved-service aspect of their application in urging the commission to make the assignment. They also said that WGN has the financial strength to make KCTO, now owned by J. Elroy McCaw, a fully competitive station in Denver. It is now lagging far behind the three network-affiliated VHF's.

Mr. Quaal pointed to the success of WGN-TV, a nonaffiliated station competing with three network stations in Chicago: "We defeat two" of the network stations in revenue earned and audience, he said, as proof of WGN's ability to improve KCTO's competitive position.

He spelled out an ambitious plan for local live programming designed to meet needs he said were discovered through assiduous study in the Denver market and said the station would be the first all-color outlet in Denver. He said the station would be able to implement 80% of the programming it proposes within a week after change in ownership, the remainder in six weeks.

"We don't think we're the fourth station in Chicago, and I think we can be the first in Denver—by bringing a service they never saw before," he said.

Several commissioners, and the commission's Broadcast Bureau, which opposed the waiver, were impressed by the proposals, and said so. Chairman E. William Henry, who at one point stated that "the potential for harm through multiple ownership, is the principle issue," also said WGN's programming proposals were to be considered.

But, in reference to the continuing controversy over whether the commission is infringing on constitutional guarantees of free speech when it examines programming, he asked: "Should we consider this?"

**Most Important Factor** — "The most important service to be rendered is the maximum service [of the broadcaster]," said Mr. Quaal. "I don't see what else obtains. It must be the program service."

Commissioner Kenneth A. Cox also conceded WGN's ability to deliver an excellent service. But, he said: "I suspect you could make the same showing" in connection with requests for a fourth and fifth station in the top markets. "The fundamental question is: is there a cut-off point? If so, where? We think it's three television stations in the top 50 markets."

FCC Commissioner Lee Loevinger,

## FCC employees to pick up own lunch tabs

New rules for FCC employees, designed to maintain high ethical standards and avoid conflict of interest, became effective last week. The rules implement an executive order issued last May.

As a result, FCC employees may be more reluctant to have lunch with FCC licensees and others doing business with the commission. The applicable provision in the new rules states: "Food and refreshment of nominal value may be accepted on infrequent occasions in the ordinary course of a luncheon or dinner meeting or other meeting or on an inspection tour where an employee may properly be in attendance."

Under this provision staff members will be able to accept meals at

functions of the National Association of Broadcasters and other groups but will probably insist on Dutch treat at less formal affairs.

As a general rule commission employees are prohibited from soliciting or accepting gifts, loans or other things of monetary value from those regulated by or doing business with the commission.

The major new feature of the rules is the provision that senior staff members must submit financial statements to the commission. The statements must disclose ownership in any outside company or any position held in such a company. FCC commissioners are already required to submit financial statements by the executive order.

who consistently opposes what he regards as commission interference in programming, made his views known in sharp questioning of Broadcast Bureau attorney Thomas Fitzpatrick.

"I want to know how much weight you can attach to programming without official meddling," he said. "Could programming of any degree of excellence outweigh the importance attached to the limitation in the policy statement?"

Mr. Fitzpatrick stressed that while programming could be considered, it was not "determinative." But when Commissioner Loevinger asked: "If we don't like the programming, do we then reject the sale? Can we do that under the law?" Mr. Fitzpatrick said he was not qualified to express the Broadcast Bureau's position on the matter.

Mr. Fitzpatrick disclosed two criteria the bureau is using in approaching the question of whether to recommend a waiver of the interim policy: (1) If the

proposed seller is in financial difficulty and has hopes of improvement, and (2) if he has made, and failed, in a good-faith effort to find a qualified purchaser (one not barred by the interim policy).

Mr. Fitzpatrick said the ailing KCTO (TV) meets the first test but not the second. Mr. McCaw, who was also present at the argument, said that a Denver resident had an option to buy the station for a year in 1962, while attempting to round up financial support. But the prospective buyer, Bill Daniels, a community antenna television broker, was unable to attract the needed capital.

Commissioner Hyde, in questioning Mr. Fitzpatrick last week, made clear he felt the assignment would result not only in greater competition among the four stations in Denver but in increased competition between network and independent stations that



would be national in its implications.

Mr. Fitzpatrick, however, said that while WGN could undoubtedly do "a good job" in Denver, so could most other multiple owners. And the purpose of the policy, he said, is to prevent further concentration of ownership in the top 50 markets. Furthermore, he said, the commission pointed out in its notice of rulemaking that those markets are the ones with the financial resources to support a single-station owner.

WGN had also raised a question as to whether the proposed sales should come within the policy statement. Although Denver ranks 40th in terms of American Research Bureau's net weekly circulation (up from 45th), it is 51st in terms of ARB total homes and total television homes.

The commission invited comments on what criteria to use in ranking markets, but received none. And Mr. Fitzpatrick said the failure of anyone to file "was the most eloquent argument" that the commission had used the correct measurement.

Mr. Eagan last week didn't ask the commission to use a different criterion. But he said the commission, in determining whether to grant the waiver, should consider Denver's rank in total TV homes.

## Color, legal sessions added to NAB agenda

A Monday afternoon (March 28) session on color television has been set for the National Association of Broadcasters convention in Chicago. "Color Conference '66" dealing with five areas of colorcasting, will be held in the Great Hall of the Pick Congress hotel and will be open to station reps and agency personnel as well as convention delegates.

Features of the conference will be "The Electronics of Color" by John Wentworth, RCA, Camden, N.J.; "How to Buy Color Equipment" with representatives of Ampex, General Electric, RCA and North American Philips being questioned by a management/engineering team headed by John T. Wilner, The Hearst Corp., Baltimore; "How to Program for Color" by Carlton Winkler, CBS-TV, and Milton Altman, NBC-TV; "How to Promote Color" by Casey Cohlma, WFAA-TV Dallas-Fort Worth, president of Broadcasters Promotion Association, and "How to Sell Color" by Norman E. (Pete) Cash, president of Television Bureau of Advertising.

The session is being produced and

will be moderated by Charles H. Tower, Corinthian Broadcasting Corp., New York, NAB TV board member and member of convention committee.

Six Washington communications attorneys and FCC Commissioner Kenneth Cox will make up the legal panel at the convention's closing general session Wednesday (March 30). The legal session replaces the FCC panel which had the closing spot in previous years.

Participants will be: W. Theodore Pierson, William J. Dempsey, Thomas H. Wall, Russell R. Eagan, Marcus Cohn and Robert M. Booth Jr. Moderator will be Douglas A. Anello, NAB general counsel.

## Changing hands

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

■ KVN Napa, Calif.: Sold by Mrs. Janice Lynn Charlup to Arthur C. Youngberg Jr. for \$236,250. Mr. Youngberg owns KPRL Paso Robles, Calif., and the *Paso Robles Evening Press*. KVN operates fulltime on 1440 kc with 1 kw day and 500 w night. Broker was Hamilton-Landis & Associates.

■ KOYN Billings, Mont.: Sold by Mrs. Erleen Williams and Delbert Bertholf to Meyer Broadcasting Co. for \$135,680. Mr. Bertholf is licensee of KSPO Spokane, Wash. Meyer Broadcasting (Marietta M. Ekberg, 99.2%) owns KFYR-AM-TV Bismarck, KMOT(TV) Minot, and KUMV-TV Williston, all North Dakota. KOYN operates daytime on 910 kc with 1 kw. Broker was Hamilton-Landis & Associates.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 104).*

■ WEAL Greensboro, N.C.: Sold by Charlotte Radio & Television Corp., (Mary Frances Crowell, Ray Ervin and S. K. Lineberger Jr.) to Ralph Clay Price for \$140,000. Charlotte Radio is licensee of WGIV Charlotte; Messrs. Ervin and Lineberger are employees of WGIV. Ralph Clay Price has 53.2% ownership in WQMG-FM Greensboro, owns less than 1% of Jefferson Standard Life Insurance Co. (licensee of WBIG Greensboro) and has co-trusteeship of 2.9% of that company's stock. Commission grant specifies he refrain from voting stock in Jefferson Standard. WEAL operates daytime on 1510 kc with 1 kw.

■ WNAK Nanticoke, Pa.: Sold by Martin Philip to Robert Neilson and associates for \$115,000. Mr. Philip is Pal-

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merton, Pa., attorney and owner of WYNS Lehigh, Pa. Mr. Neilson is minority owner of WABH Deerfield, Va. WNAK operates daytime on 730 kc with 1 kw power.

■ **WABX(FM) Detroit:** Sold by Panax Corp. to Century Broadcasting Corp. for \$100,000 including \$21,000 for covenant not to compete. Panax is the former Mid States Broadcasting group headed by John P. McGoff. Century Broadcasting (Howard Grofman and associates) is licensee of KSHE(FM) Crestwood-St. Louis and KMAP(FM) Dallas. WBAX operates on 99.5 mc with 36 kw.

## New TV stations

**WJKS-TV Jacksonville, Fla. (ch. 17),** which received special temporary authorization from the FCC last week, was to go on the air Saturday (Feb. 19) with 1,020 kw visual, 102 kw aural. The permittee is Rust Craft Broadcasting Co., which owns five other TV stations.

## 'Post' CATV story draws fire on Hill

Two Democratic House members last week blasted the *Washington Post* for a front-page story it carried Feb. 13 reporting that they were allegedly involved in ex parte efforts on behalf of Midwest Video Inc., of Little Rock, Ark. a CATV and microwave operator.

The *Post* story centered on the FCC's charges of ex parte contacts for Midwest and its subsidiary, Black Hills Video Inc., and stated that Senator John L. McClellan (D-Ark.) owned some stock in the parent corporation. The story stated further that Representatives Hale Boggs (La.) and Paul C. Jones (Mo.), as well as former Representative Oren Harris (D-Ark.) "contacted the FCC on behalf of Midwest Video."

Midwest had sought relief from the commission's ruling that its CATV's in Poplar Bluff, Mo., and Rapid City, S.D., had to carry the programs of local stations there, even though it meant that the same programs brought in from distant stations by microwave could not be made available to its subscribers (BROADCASTING, June 28, 1965). The company had taken the case to the Eighth Circuit Court of Appeals in St. Louis (BROADCASTING, Nov. 1, 1965) when it failed to win its judgment from the FCC.

In a speech on the floor of the House, Representative Jones included the letter he had sent to the *Post* "managing edi-

tor and/or publisher." In the letter he called the writer of the article "a reprehensible, contemptuous, malicious liar," and he added that "there was libelous intent, when no attempt was made to ascertain from me the accuracy of that statement."

Mr. Jones said that he had written the commission asking if it would be possible for him to appear on behalf of his constituents before the commission "to explain about one feature of a decision that they [FCC] had made, and they [my constituents] were asking for a rehearing."

"I do not care a tinker's dam about Midwest Video or any other company. But I am interested in my constituents and any time I feel that their interests are not being best served, I reserve the right to go to any agency of the government."

At this point Mr. Boggs obtained the floor and stated that he felt Mr. Jones' anger was "just and proper." He stated that he had not been contacted by the writer "because his story may have been cluttered up with facts rather than unfounded allegations of pressure or influence. When the time comes that a member of Congress cannot ask an agency for a report, then we do not have a democracy. I have no connection with these people of any nature,

type or description, and I have no interest in them."

Senator McClellan made no denial. He was quoted in the story as owning "not more than 1% or 2%. I have a little stock but it's not enough to hurt anyone or to help me. But I'm glad to have it."

One of the senator's aides said that he had been working on a speech to be given in the Senate about community antenna television. The speech was said to favor the CATV position on regulation by the FCC. The aide reported that the speech has been scuttled. It will not be given.

The *Washington Post* is affiliated in ownership with Post-Newsweek Stations (WTOP-AM-FM-TV Washington, and WJXT(TV) Jacksonville, Fla.).

## New Census figures

The U. S. Bureau of the Census has issued a list of statistics, estimating what the population will look like in 1970 and every five years thereafter until 1985. The bureau indicates that the population of the U. S. will increase by from 50 million to 80 million by the year 1985. The most rapidly growing age groups are expected to be the college-age (18 to 24) and young adult (25 to 34) segments.

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## Georgia Cablevision gets Atlanta CATV

A franchise for community antenna television in Atlanta has been granted to Georgia Cablevision Corp., it was announced last Thursday (Feb. 17). Georgia Cablevision is 80% owned by Cox Cablevision Corp. (a subsidiary of Cox Broadcasting Corp.) and 20% by a subsidiary of Georgia Theater Co.

Announcement of the grant by the city was made by J. Leonard Reinsch, president of Cox Broadcasting, and John Stambler, president of Georgia Theaters.

Mr. Reinsch said that since the grant to wire Atlanta was made prior to last week's FCC's action (see page 25), it is anticipated that the commission will look with favor on the development of CATV in a city like Atlanta. He said the company anticipates no delay in plans.

A survey is underway to determine how many channels of television will be available on the cable system to the city's population of more than a million. It is thought that as many as eight may be provided, including an educational television circuit and a time-weather-news channel.

Negotiations have been started, it was reported, with Southern Bell Telephone Co. to provide the facilities. Preliminary plans call for the initial installation of 70 miles of cable, with the total installation to cover 750 miles of metropolitan Atlanta only to serve the almost 125,000 homes.

Cost depends on whether the installation is made by Southern Bell on a leaseback basis or whether the system will be built and installed by Kaiser-Cox Corp. Phoenix CATV equipment manufacturer.

Cox Broadcasting, a group owner of TV and radio stations, is the owner of WSB-TV Atlanta. Atlanta is the head-

quarters for the Cox group.

Cox Cablevision presently owns 20 CATV systems in five states. It also owns 50% of Kaiser-Cox Corp. Georgia Theaters owns an interest in a CATV system operating in Waycross, Ga.

What effect the FCC's plan for regulation of CATV would have on the Atlanta system could possibly become a matter of inquiry and even of litigation. The FCC notice specifies that new CATV systems in the top 100 television markets will be required to obtain FCC approval before service may begin. The commission said that this aspect of its decision is "effective immediately and will be applicable to all CATV operations commenced after Feb. 15, 1966."

## Cox CATV company seeks microwave

Video Service Co., a subsidiary of Cox Broadcasting Corp., last week again asked the FCC to grant its application for microwave authority to carry the signal of WGN-TV Chicago to community antenna television systems in Toledo and Findlay, both Ohio.

Video asked the commission to dismiss a petition to deny its application filed by Rust Craft Broadcasting Co., an applicant for channel 54 in Toledo. Video said it is convinced that the establishment of CATV in Toledo will materially assist, rather than harm, the development of UHF in that market.

Video said that it plans to carry and protect the signal of Rust Craft's proposed UHF station on the Toledo and Findlay CATV systems. In time this would significantly increase the audience of the Rust Craft station according to Video.

The microwave common carrier also has submitted opposition to the petitions to deny its application filed by Storer Broadcasting Co. and D. H. Overmyer Co. Storer is licensee of

WSPD-TV Toledo (channel 13). D. H. Overmyer is the permittee of WHDO-TV Toledo (channel 24). They had also argued that CATV would adversely affect the development of their stations (BROADCASTING, Aug. 30, 1965, Sept. 6, 1965).

## Republicans ask study of executive branch

Resolutions were introduced last week by 32 House Republicans to provide for a Hoover-type commission to "study the organization of the executive branch" of the government.

The group was led by Seymour Halpern (N. Y.), who said the executive branch is developing new and "sometimes obscure policy-making processes. It is vitally important that Congress find out how and where decisions are really made."

Resolutions introduced would call for a commission to: locate waste, duplication, inefficiency and poor public service; examine jurisdictional conflicts, inconsistencies and bureaucratic confusion, and to recommend ways to coordinate programs and policies in areas such as urban affairs, natural resources and transportation.

## Transfer upheld, but station is fined

In a dual action last week the FCC refused to reconsider its grant of the transfer of control of WMRI Marion, Ind., but did notify the seller of an apparent liability of \$2,500.

The commission said the station violated sponsorship-identification, station-identification and logging rules in carrying a series of spot announcements paid for by a community antenna TV applicant.

The notice of apparent liability was sent to Federated Publications Inc., former owner of WMRI, in connection with announcements paid for by Fair Enterprises Inc., an applicant for a CATV franchise in Marion.

The petition for reconsideration was filed by Marion Cable TV, a competing applicant for the CATV franchise. Marion Cable had protested the transfer grant on the basis that the proposed transferees, a group of businessmen including Frank Hass, general manager of WMRI, also were connected with Fair Enterprises Inc. Marion Cable said that the spot announcements, which urged listeners to contact city council members, were not properly identified and gave the impression that they represented the views of the station.

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# Legal fight looms over WCIU

## Board of directors turns down McLendon purchase offer, but he says he has signed contract

Prospect of a legal battle for control of WCIU(TV) Chicago heightened late last week as the station's board of directors, headed by a new slate of officers, voted to turn down Gordon McLendon's offer to buy working control through purchase of new stock for \$250,000 (BROADCASTING, Feb. 14). McLendon Corp. operates WNUS-AM-FM Chicago, all-news stations.

Mr. McLendon's Chicago representative, Jack Schatz, however, said: "We have a firm, legal contract with the corporation to buy and we will stand on it."

WCIU's prospects for success on channel 26 in the major VHF market have appeared much brighter since Field Communications Corp.'s multi-million dollar WFLD(TV) took the air there on channel 32, local observers feel.

WCIU's board last Thursday also voted to ask the FCC to stop processing and return a long-pending transfer application as out of date and no longer applicable. The application sought consent for Mr. Schatz and others to acquire substantial interests for advancing the station funds to meet its obligations. The funds were an offer and have not yet been given, WCIU explained. The station's board also named McKenna & Wilkinson as new legal counsel in Washington.

**New Directors** ■ On Wednesday the WCIU stockholders at a special meeting elected J. William O'Connor, and Howard Shapiro to fill two vacancies on the board. Mr. O'Connor, long active in ownership of various radio stations and who recently sold WCYS Springfield, Ill., is WCIU's new general manager. Mr. Shapiro, onetime network and agency producer, now heads a large appliance firm.

Messrs. O'Connor and Shapiro have been investing in WCIU and now are co-owners of 30,000 shares out of a total of 97,000 shares outstanding. They also hold a five-year trust to vote another 10,000 shares and an option to buy 12,000 shares more.

At Thursday night's board meeting Mr. Shapiro was elected board chairman succeeding Vincent Gerrity. Another stockholder, Bruce Ballard, was elected secretary-treasurer replacing Andrew Muldoon. Bruce Newton was elected assistant secretary.

Mr. O'Connor reported that business in the past few weeks has been remarkably good despite all the bad publicity about internal problems. He said under no circumstance is the sta-

tion for sale. He also said all rent is paid and current under a new lease agreement and all salaries are paid and current.

Mr. Schatz, who is also a WCIU minority stockholder, said the station's board last Nov. 17 "made an offer to the world" that 50,000 shares could be obtained for \$5 a share. This past Feb. 7, he related, he and Mr. McLendon appeared at WCIU and in the presence of Mr. Gerrity, Mr. Muldoon and the local WCIU attorney, Sanford Wolfe, accepted the offer by giving a purchase contract and check to them, subject to FCC approval. Both contract and check were accepted, he recalled, and the validity of the agreement was confirmed by Mr. Wolfe.

"I'm not going to get into any personal fights," Mr. Schatz said, "so we'll leave it with the attorneys to settle."

## Senate committee funds are approved

Appropriations of \$5.8 million for Senate committees were approved last week including two requests of significance to the broadcasting industry.

The Antitrust and Monopoly Subcommittee of the Judiciary Committee got funds "to investigate alleged advertising discrimination by the television networks." This is the investigation, under wraps by the subcommittee since last summer, that was first planned as an inquiry into the advertising rate discounts allowed by the networks.

The other is for a hearing by the Communications Subcommittee of the Commerce Committee "to investigate the fairness doctrine and the general question of political broadcasting." In the wake of recent developments in community antenna television, there was some speculation that the hearing would be postponed since any CATV action would take precedence. But a source on the subcommittee said that the hearing would take place in late April or early May.

## Media reports . . .

**New home** ■ WCOP-TV Cincinnati is taking its own place in the city's downtown urban renewal. The Scripps-Howard station has broken ground for a new, modern broadcast center to be located between Fifth and Sixth Streets off Central Avenue. The studio building is expected to be completed in late

1966 or early 1967.

**New maps** ■ Updated television data and coverage maps are now available for WKZO-TV Kalamazoo, WWTV(TV) Cadillac-Traverse City and WWUP-TV Sault Ste. Marie, all Michigan; KCMT(TV) Alexandria and KNMT(TV) Walker, both Minnesota, and WKBT(TV) La Crosse, Wis. They can be picked up at any Avery-Knodel office.

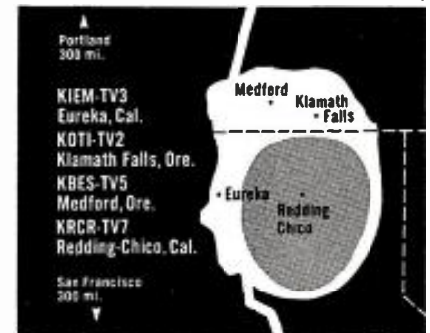
## Management seminar planned

The National Association of Broadcasters will hold its fifth management development seminar at Harvard University's Graduate School of Business Administration, July 17-29.

The two-week course for broadcasting executives will be under the academic direction of Dr. Stephen H. Fuller, associate dean for external affairs. Attendance is limited to 60 broadcasters, with titles of president, executive vice president, general or station manager or similar positions. Cost of the seminar is \$650 and applications must be submitted by March 31 to William L. Walker, NAB's director of broadcast management.

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# ABC-ITT merger clears first hurdle

## COMPANY BOARDS GIVE APPROVAL, STOCKHOLDERS NEXT

The boards of directors of ABC and ITT gave their approval last week to the plan that would unite them and make ABC part of a \$2-billion-a-year organization—the largest in broadcasting (CLOSED CIRCUIT, Feb. 14).

The merger plan must still be submitted for approval by stockholders of both companies, probably at special meetings in April, and by the FCC.

Estimates of the transaction's value now run in excess of \$400 million. No definite price can be put on it because it involves a transfer of ABC and ITT stock, fluctuating in value, and issuance of a new ITT preferred stock whose market price cannot be forecast exactly.

Officials of both companies reiterated that a condition of the merger is "continued autonomous operation and management of ABC by its present management as a separate subsidiary of ITT." This had been a stipulation from the beginning of ABC-ITT merger talks that went on for several months last year before the agreement in principle to merge was announced in December (BROADCASTING, Dec. 13, 1965).

Completion of the deal is also contingent on a favorable tax ruling.

According to the agreement ITT will issue 0.5719 of a share of its common stock and the same fraction of a new convertible preferred stock for each of ABC's common shares. Last week, following notice of board approval of the merger, ABC was trading around 79 and ITT close to 72 points.

**Paper Value** ■ Security analysts estimated the paper value of the transaction might be as high as \$423.5 million. This was based on last week's ITT price and the assumption of a 20% premium on the new preferred stock over ITT common shares. ITT esti-

mates the deal will require issuance, at the closing, of 2,677,570 shares of its common and the same number of shares of the new preferred stock.

The companies said the new preference issue would be convertible on a share-for-share basis into ITT common and would have a cumulative dividend equal to twice the company's common share dividend, but not less than \$2.40 a share.

Holders of the preferred issue would have to wait 10 years before conversion rights became effective. In the 11th year the stock would be convertible at \$150 a share. The redemption price would decrease at the rate of \$5 yearly after that down to a minimum of \$100 a share.

Legal work in preparation of applications for FCC approval of the union between the giant international communications and electronics company and the broadcaster may take another month.

## Increased orders give Ampex record quarter

The best third quarter and nine months in its history was achieved by Ampex Corp., Redwood City, Calif. in the periods ended Jan. 29, 1966, it was announced last week. Sales, earnings and the volume of incoming orders all reached record levels. Sales for the first three quarters of fiscal 1966 were up 7% from the first nine months of fiscal 1965. Net earnings after taxes jumped 8% during the same comparable period. For the third quarter, sales were up 9% and net earnings after

taxes increased 11%.

Incoming orders in the third quarter were \$44.1 million, up 94% from \$22.7 million. For the nine months, orders were \$108.6 million, up 42% from \$76.3 million. Backlog of product orders is at an all-time high of \$54.6 million, up 71% from a like period last year. It consists primarily of commercial, industrial and consumer-product orders.

Nine months ended Jan. 29:

	1966	1965
Earned per share	\$0.61	\$0.57
Net sales	115,221,000	107,338,000
Net income	5,664,000	5,234,000

## Screen Gems has its best six months

The highest six month earnings in the history of Screen Gems was reported last week for the period ended Dec. 25, 1965.

Jerome S. Hyams, executive vice president of Screen Gems, noted that earnings for the second six months historically exceed those for the first half of the year, and indicated that the favorable trend should continue for the full year.

For the six months ended Dec. 25, 1965 and Dec. 26, 1964:

	1965	1964
Earnings per share	\$0.62	\$0.49*
Net earnings	2,149,000	1,783,000
Gross income	46,049,800	31,703,000
*Adjusted for 5-for-4 stock split, Dec. 1, 1965.		

## Filmways moves into auto-racing field

In what amounts to a major diversification move, Filmways Inc. has announced plans for a \$20.8 million Indianapolis-type motor speedway to be built in Ontario, Calif., 40 miles east of Los Angeles. Co-developer, on a 50-50 operating partnership, in the project, which has been formally submitted to city officials of Ontario and now awaits approval, is Stolte Inc., Oakland-based general contractors. A Dec. 1, 1968, target date has been set for the opening of the Ontario Motor Speedway, which is designed to accommodate as many as 250,000 spectators.

No firm indication was given as to how major events at the speedway will be covered and presented to remote audiences but Filmways-Stolte will own franchise and entertainment rights to all the attractions at the new facility. (Television rights to the Indianapolis 500-mile championship owned by MCA



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Inc., which puts it on a closed-circuit TV network into theaters.) It was hinted, however, that Filmways will be extremely active in promoting and exploiting the events to be held at Ontario. Already scheduled are a 500-mile championship car race to be run annually on the Sunday following Thanksgiving, a 500-mile stock-car event in April each year, a championship drag racing meet in the spring and a Grand Prix race in late summer or early fall.

The speedway would be located on 710 acres adjacent to Ontario and now under option for a maximum \$5.2 million. Stolte Inc., as contractors, guarantees maximum improvement and construction costs on the land of \$15.6 million. The plan for the construction of the motor speedway was formally submitted to the Ontario city council last Tuesday (Feb. 15) and the city's finance committee and finance consultant will reply to the proposal by March 1.

Filmways Inc., which started corporate life as a producer of filmed TV commercials, derives more than 50% of its gross revenues from TV-program production. Currently it has five shows on CBS-TV, two on ABC-TV and one on NBC-TV. It also has expanded rapidly in the motion picture production field in recent years. The company's stock is traded on the American Stock Exchange.

## Mail firm added to Metromedia holdings

Metromedia, major station operator with diversified media interests, last week announced acquisition of a mail marketing firm for \$7 million in cash. At the same time Metromedia reported record sales and earnings for consolidated operations in 1965.

Net income rose 24% for the year while gross revenues were rising 8%. Cash flow rose to a new high of \$13.9 million, up 18% over 1964.

The newly acquired company is O. E. McIntyre, Westbury, N. Y. Metromedia Board Chairman John Kluge said that McIntyre's operations combined with those of Dickie Raymond, a direct mail advertising company bought by Metromedia last month, would make it possible to offer advertisers complete direct mail facilities on a national scale. Mr. Kluge said the acquisition complements Metromedia operations in radio, television, outdoor and transit advertising.

Metromedia's broadcast holdings are WNEW-AM-FM-TV New York; WTTG(TV) Washington, KLAC-AM-FM and KTTV(TV) Los Angeles; KMBC-AM-FM-TV Kansas City; WIP-AM-FM Philadelphia;

BROADCASTING, February 21, 1966

## Ad agencies a risk?

A top financial executive at Grey Advertising Inc., New York, last week derided the belief held by some Wall Street banking firms that advertising agencies and other service companies are poor investment risks.

Edward H. Meyers, executive vice president and treasurer of Grey, told a meeting of the Palm Beach (Fla.) Advertising Club that advertising agencies, in fact, are superior investment risks. To support this assertion, he pointed out that service producers' percentage of the gross national product rose from 29% in 1948 to 39% last year. (Grey went public last year and is traded over-the-counter.)

WHK-AM-FM Cleveland, WCBM-AM-FM Baltimore. Its purchase of KEWB Oakland, Calif., awaits FCC approval.

The company also owns Wolper Productions, Foster & Kleiser Outdoor Advertising, Metro Transit Advertising in Los Angeles and San Francisco, and the Ice Capades and *Diplomat* Magazine.

Year ended Dec. 31:

	1965	1964
Earned per share	\$3.02	\$2.56
Gross revenues	102,892,437	95,049,947
Net income	6,337,579	5,129,543
Common shares outstanding	2,093,788	1,963,759

## Wometco earnings up 17.9% in '65

Wometco Enterprises Inc. increased its earnings 17.9% in 1965. Profits for 1965 reached a new high and marked the seventh successive yearly increase since Wometco first became publicly owned in 1959, the company announced

last week. Sales for the year rose 24.7%.

Wometco is engaged in radio and television broadcasting, Coca-Cola and other soft drink bottling, automatic food and refreshment vending and industrial food-service companies, and has interests in a chain of motion picture theatres, film production and processing companies, and the Miami Seaquarium.

For the year ended Dec. 31:

	1965	1964
Earnings per share	\$1.62	\$1.37
Net sales	39,900,000	31,992,000
Net income	3,600,000	3,504,000

## National General hopes for improvement

A cautious forecast of improvement in the current year was made at the annual meeting of National General Corp. held in Beverly Hills, Calif., last week. This outlook was revealed by Eugene V. Klein, president and chairman of the company. He said unpredictable new-theater opening dates, added to an increased expansion program, work against a firmer prediction.

The executive reviewed previously reported gains for the firm's fiscal year ended Sept. 28, 1965, that showed operating earnings rising 25% over the previous year (BROADCASTING, Dec. 20, 1965). After the meeting, Mr. Klein said earnings for the first quarter of fiscal 1966 would show a gain of "maybe 10%" over fiscal 1965's 18 cents a share.

National General owns a major chain of movie theaters, community antenna systems, is in motion-picture production, real-estate development, operates a mobile rental-equipment business and packs and distributes Christmas fruit packages (Mission Pak). In addition, the company has an interest in mortgage lending through 95% ownership of a savings and loan organization.

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## Herald-Traveler set records in '65

The Boston-Herald-Traveler Corp. reported the highest profit in its history in 1965, in its annual report issued last week. The firm entered the community antenna television field during the year and now owns 50.86% of the total shares of Entron Inc. of Silver Spring, Md. Entron manufactures CATV equipment and also is engaged in the construction and ownership of CATV systems.

According to its report, Herald-Traveler's equity in Entron's earnings amounted to \$42,152.

A healthy increase in revenue and net profits was shown in 1965 by its radio and television division, the company said. The firm owns WHDH-AM-FM-TV Boston.

The company's statement announced that the firm's annual meeting would be held on March 15 in Boston.

The statement also listed the remuneration of officers and directors in 1965:

George E. Akerson, president, \$80,925; Harold E. Clancy, first vice president, \$63,225; William B. McGrath,

executive vice president of WHDH Inc. \$78,900. In 1961 Mr. McGrath was granted 1,720 shares at \$19.71 under a stock option plan.

Year ended Dec. 31:

	1965	1964
Earnings per share*	\$3.48	\$3.46
Net revenue	37,189,668	36,839,798
Revenue from broadcasting	11,771,103	11,092,018
Net income	1,909,328	1,865,454

\*Based on shares outstanding at the end of each year adjusted for subsequent stock dividends.

## General Tires' net up on lower gross

The General Tire & Rubber Co., Akron, Ohio, parent company of RKO General Inc., increased its consolidated earnings for fiscal 1965 by 15.3% although sales were off 7.5%.

RKO General contributed "impressively" to the final results for 1965, according to T. F. O'Neil, board chairman, and M. G. O'Neil, president.

During the year RKO General acquired a 56.6% interest in the Fleetwood Corp. and a 65.9% interest in Citadel Industries. Fleetwood, with headquarters in Montreal, produces home electronics equipment in Canada including stereo, hi-fi and TV sets, and is anticipating approval by the Canadian government to engage in color experimentation in the second half of this year. Citadel Industries is an investment company.

Total revenue for RKO in 1965 was \$67,181,350 compared to \$63,348,682 a year earlier, the General Tire report indicated. Earnings rose to \$8,808,272 from last year's \$6,979,257.

RKO General owns and operates radio and TV stations, community antenna television systems, a summer resort hotel in Vermont, an outdoor advertising company in Pittsburgh, a regional airline based in Denver, and a television programing firm.

General Tire's report for year ended Nov. 30:

	1965	1964
Earnings per share	\$2.48	\$2.15
Net sales	949,714,056	1,027,178,406
Net earnings	42,574,862	36,923,465
Net income of RKO General	8,808,272	6,979,257

## New chairman named for Emerson Radio

Emerson Radio & Phonograph Corp.'s new ownership appeared complete last week. C. Russell Feldmann, chairman and president of National Union Electric, which now has 62% of Emerson's capital stock, was elected chairman and chief executive officer of

the Jersey City, N. J., company.

The election took place after Emerson's annual meeting with an indication that NUE would file soon with the Securities and Exchange Commission for a stock-exchange offer that could increase its interest in Emerson.

With Mr. Feldmann's election, Benjamin Abrams and his brother, Max Abrams, formally retired as chairman-chief executive officer and president respectively. Joseph V. McKee Jr., NUE's vice president and treasurer, was elected executive vice president of Emerson. The post of president was not filled. Emerson had been controlled until June of last year by the Abrams family.

## Blair rep firm had record earnings

The first financial report ever made public by John Blair & Co. shows record gross earnings and net revenue for 1965.

The results were revealed in an announcement last week by Francis Martin Jr., president, pending the issuance in a few weeks of a complete annual report. Net earnings were said to be 23.6% over those of 1964 and 45.9% over those of 1963.

John Blair & Co. offered sales of common stock for the first time in 1965. Blair shares are traded over-the-counter.

For the year ended Dec. 31:

	1965	1964
Net income per share	\$2.17	\$...
Net earnings	2,315,677	1,874,063
Gross revenue	10,410,628	9,347,140

## Meredith registers stock offering

Meredith Publishing Co. has filed a registration statement with the Securities and Exchange Commission covering a proposed 300,000-share secondary offering of its common stock.

The shares are to be sold by E. T. Meredith, a vice president of the company; Mildred Meredith Bohlen, and a family trust. Goldman, Sachs & Co. will head a group of underwriters.

The selling stockholders will own 23% of the company's shares directly and with members of their families more than 50% of the shares outstanding after the sale.

The Meredith board of directors declared a quarterly common stock dividend of 25 cents a share payable March 11 to stockholders of record Feb. 25.

Meredith Broadcasting, a division of the publishing company, operates KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Oma-

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ha; and WHEN-AM-TV Syracuse, N.Y. It also owns 50% of Meredith-Avco Inc., a group community antenna television owner. In addition, Meredith publishes *Better Homes & Gardens* and *Successful Farming*, books and manufactures and sells world globes.

### Financial notes . . .

▪ Collins Radio Co., Dallas, has put \$25 million of 5¾% senior notes due March 1, 1986, into the hands of private institutional investors: \$8 million for

exchange of first mortgage bonds and \$7 million for refund of first mortgage notes, both outstanding, and \$10 million for expansion.

▪ AT&T, New York, has declared a quarterly dividend of 55 cents per share payable April 1 to more than 2.8 million stockholders of record March 1.

▪ Storer Broadcasting Co., Miami, has declared a quarterly dividend of 25 cents per share on common stock payable March 9 to stockholders of record

Feb. 23. Storer's directors also declared a quarterly dividend of 12½ cents per share on class B common stock.

▪ ABC has declared a first quarterly dividend of 40 cents per share on common stock payable March 15 to stockholders of record Feb. 25.

▪ Minnesota Mining & Manufacturing Co., St. Paul, has declared a dividend of 30 cents a share payable March 12 to stockholders of record Feb. 25.

## EQUIPMENT & ENGINEERING

### Five follow WQXR-FM onto Empire State

Six New York FM stations are going aloft 1,250 feet above street level in the heart of Manhattan to get their signals out to a radius of 65 miles.

The stations have signed a one-year contract, at an initial cost up to \$30,000, which includes an annual contract fee of \$12,500, for use of a new master FM antenna system atop the Empire State building.

The antenna is said to be able to transmit simultaneously the signals of 17 FM stations.

FM signals from the antenna were first sent by WQXR-FM (BROADCASTING, Dec. 20, 1965). Last week WHOM-FM started transmitting from the facility on the building's 102d floor. Four more FM stations are getting ready to use the system: WBAI(FM), WNCN(FM), WLIB-FM and WOR-FM. Contract negotiations are underway for two other outlets, WPIX-FM and WNYC-FM.

The master FM antenna was constructed by Alford Manufacturing Co., Boston, and installed by Gunnar A. Olsen Corp. and Belmont Electric Co., both New York (BROADCASTING, April 26, 1965). Its structure appears as T-shaped objects (dipoles) that jut out from the building—there are 16 dipoles above and 16 below the building's observation area. The angle of the dipoles allows for maximum transmitting power to both vertical and horizontal polarized antennas. This is said to improve broadcast reception for all types of FM receivers.

Other parts of the system are installed inside the building on the 81st floor. After a station receives FCC approval it installs transmitters for a feed directly to the antenna through coaxial cables. A source for such feeds to the single antenna is a multiplexer (modular) system. The stations must supply their own multiplexer, which costs roughly \$17,000. These units are placed

within the building's tower structure. If 17 FM stations were operating from the antenna, its total radiating power would reach 170 kw, 10 kw for each.

In addition to the master FM antenna, the building houses a TV tower 222 feet above the radio antenna. This antenna, built in 1950, carries signals for WNJU-TV Linden-Newark, N.J., and eight New York TV stations: WCBS-TV, WNBC-TV, WNEW-TV, WABC-TV, WOR-TV, WPIX(TV), WNDT(TV) and WNYC-TV. A 20-year renewal recently was signed by municipally-owned UHF station WNYC-TV with the Empire State building for use of the TV antenna and transmission facilities.

### EIA includes TV in revived radio shows

A national exhibition of home-entertainment products will be sponsored by the Consumers Products Division of the Electronic Industries Association, it was announced last week.

This is the first exhibit held under industry sponsorship since the early days of radio when EIA's predecessor, Radio Manufacturers Association, sponsored annual radio shows in New York

and Chicago. It will be held in New York in late June 1967. The exhibit space will occupy two hotels, the New York Hilton and the Americana.

During the home-entertainment showing, the National Appliance & Radio-TV Dealers Association will hold its annual convention in New York, it was also announced last week.

### Sony shows two-system home color TV recorder

Sony Corp. of America, New York, last week previewed a new color home-TV tape recorder, but without a suggested price tag. Production of the color units is expected to start late in 1967.

The recorder was demonstrated in two circuit systems: one adapted for one-hour playbacks onto a single TV set with a Sony color converter, and an advanced type for all receivers. Each was fitted into a compact 66-pound unit (27½ by 16¼ by 11 inches) similar to Sony's black-and-white home-TV tape recorder. The black-and-white recorder is equipped with a nine-inch receiver.

Sony's home-TV recorder for black-

Plan for the Finest  
in High Band VTR  
Color Performance . . .



**THE CONTINENTAL.**

Visual/Allen Model V/A 100G  
Master Color Video Tape Recorder

Finest  
high-band  
performance  
with long  
head life

and-white playback retails at \$995 along with a \$350 companion camera for at-home telecasting. One company official estimated the matching camera for a color unit would be double the black-and-white price.

Sony first introduced the home-TV tape recorder concept in the U.S. a year ago, and entered the market last September. Ampex Corp. and Defense Electronics Inc. both have announced their intentions to market black-and-white home recorders (BROADCASTING, Feb. 14). Sony Corp., Tokyo, is the parent organization.

### More mask output at Sylvania

Sylvania Electric Products Inc. has announced that it intends to add a second production line next month at its Towanda, Pa., plant for the manufacture of aperture masks for color TV tubes. The masks, the "shadow masks" referred to by TV color tube makers, consist of a steel sheet perforated with up to 400,000 pinpoint holes. The three

beams emitted by the tube's electron gun each go through a hole to light up one of the three color phosphors on the screen of the tube. Sylvania is a subsidiary of General Telephone & Electronics Corp.

### Charyk address added to NAB Chicago agenda

Joseph V. Charyk, president of the Communications Satellite Corp., will be the luncheon speaker on the closing day of the National Association of Broadcasters' Broadcast Engineering Conference. The BEC is held in conjunction with the NAB convention in Chicago, March 27-30.

Mr. Charyk was undersecretary of the Air Force before becoming Comsat president in 1963.

Other BEC luncheon speakers will be George Hansen, director of the European Broadcasting Union technical center, and John Chancellor, director of

the Voice of America.

Four panels are also set for the three-day conference. A Monday (March 28) session will discuss the Emergency Broadcasting System, radio automation and color cameras will be covered Tuesday (March 29). The FCC technical panel will be held Wednesday (March 30).

### English Power-Optics starts a U.S. plant

Evershed Power-Optics Ltd., English manufacturer of color-television components, has opened a wholly owned subsidiary in Plymouth Meeting, Pa. The new company, Power-Optics Inc., is located at the plant of the James G. Biddle Co., a long-time associate of the parent company and U. S. manufacturer of the portable Megger tester.

Power-Optics Inc. will concentrate on producing Power-Optics controls, Angenieux zoom lenses, servo-drive systems and servicing facilities.

## FANFARE

# Flushing Meadows moves to Wisconsin

## RADIO STATION TO USE PAVILION AS STUDIOS

Old pavilions never die. In fact, Wisconsinites never let them fade away.

For that reason, WCCN-AM-FM Neillsville, Wis., will transfer operations later this year to a building that once graced the New York World's Fair.

But before the broadcasting company became involved in the transplanting, it was a blacksmith who assumed the central role of a modern version of "Woodman, spare that tree!"

Ivan C. Wilcox, of Boscobel, Wis., with his family, visited the fair last year. Charmed with the Wisconsin Pavilion, he asked about its ultimate disposition. He was told that it would

be destroyed; union costs made it impractical to salvage such structures.

But impractical and impossible were not synonyms to the blacksmith, who found his offer of a certified check for \$5,000 to be the most efficient way to clear the red tape needed to buy the structure. Before union clearance problems could arise, Mr. Wilcox's crew (including members of his family) had dismantled the pavilion and had it on three trucks enroute to Boscobel.

Total cost had now risen to \$12,000, but Mr. Wilcox was confident local support would enable the pavilion to be re-erected in Boscobel. The support,

however, never materialized and Mr. Wilcox in early November offered to sell the pavilion on the one condition that the structure remain in Wisconsin.

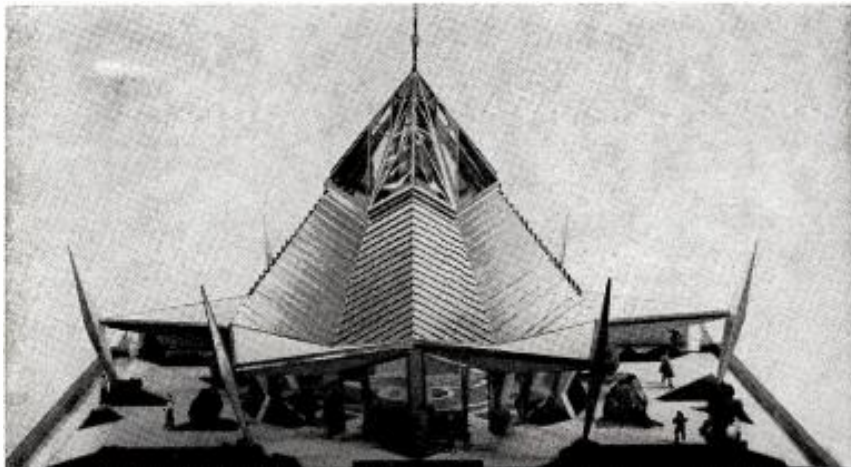
**To The Rescue** ■ Howie Sturtz II, president of WCCN-AM-FM learned about the seemingly frustrated project on Nov. 12. He bought it on Nov. 15 for \$41,000 which included construction of the pavilion exactly as it was at the New York World's Fair.

The rebuilding will start in April on the Clark County Fairgrounds in Neillsville. The Black River Country Association, composed of communities in the area, have adopted the Wisconsin Pavilion as its official symbol.

WCCN-AM-FM's administrative offices will be housed in the basement of the pavilion. One half of the main floor will be set aside for broadcasting studios (promoted with the slogan, "The World's Fairest Radio Station").

The other half of the main floor will be a year-round free tourist attraction devoted to products and highlights of the state. With few exceptions the pavilion will be exactly as it was in New York. An outside rock garden is to be added and insulated glass instead of plate glass will be used in the pavilion.

Mr. Sturtz last week said that the promotional value of the project was beginning to be realized at this early date: radio-TV stations, newspapers and magazines have already begun to contact him for feature material on the little bit of Flushing Meadows that is migrating to Wisconsin.



## TVB, BPA plan promotion award

The Television Bureau of Advertising and the Broadcasters Promotion Association this year will start an annual awards contest for TV sales presentations as developed by promotion departments in the industry.

Arthur R. Garland, BPA/TVB committee chairman, said each prize will be a Steuben crystal cornucopia. A plaque, which also will be awarded, will designate the presentation's category: general sales, specific account, specific program and presentations that promote the TV industry.

Entries for 1966 must be submitted to TVB offices before July 8 and must have been created and used during the 12 month period that started July 1, 1965. Winners will be announced in October at a special dinner in Washington.

## Taft wins Freedoms medal

Top television award in the broad General Americana category of Freedoms Foundation, Valley Forge, Pa., will go this year to Taft Broadcasting Co., Cincinnati, Ohio, for "outstanding achievement in bringing about a better understanding of the American way of life." A complete list of the Freedom



The American flag in a modern-art dressing is the visual logo for the 1966 radio month theme: "Radio . . . America's Sound Habit." The logo, for use on virtually all printed matter, is designed for two-color reproduction or black-and-white. Newspaper mats are also available from the National Association of Broadcasters.

Foundation awards will be announced this week. For the five-part television series *Rights and Responsibilities*, Lawrence H. Rogers II, president of Taft, will receive an encased George Washington Honor Medal at the Patriots Ball in Los Angeles today (Feb. 21). The series was conceived by Robert T. Schlinkert, vice president and general manager of WBRC-TV Birmingham, Ala.

## Blumberg wins De Forest award

Ralph Blumberg, the radio station owner who battled with the Ku Klux Klan, has been awarded the Lee De Forest award by the National Association for Better Radio and Television, it was announced in Los Angeles last week. The De Forest award is given on an intermittent basis to people who have made significant contributions to the community through radio or television or both. The presentation to Mr. Blumberg will be made at a Washington ceremony in May.

The award winner was forced to sell his radio station, wbox Bogalusa, La., at what was reported to be a considerable financial loss after a one-year boycott allegedly instigated by Ku Klux Klansmen in that community. Last month Mr. Blumberg joined the news staff of WCBS-TV New York.

The De Forest award is the second major honor for Mr. Blumberg in recent months. Last November he received the annual Paul White award from the Radio-Television News Directors Association.

Previous recipients of the De Forest award from NAFBRAT are Joyce C. Hall, president of Hallmark Inc.; Clark George, general manager of WCBS-TV New York, and Newton N. Minow, former FCC chairman.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Bryant

**Robert A. Bryant Jr.**, VP of MacManus, John & Adams, Minneapolis, appointed VP and director of marketing, media, research department of MJ&A, Chicago.

**Dale Paine**, formerly spot TV buyer for Foote, Cone & Belding, New York, named research manager for western division of H-R Television, that city.

**Frank E. Egan**, senior VP of D. P. Brother & Co., Detroit, named executive assistant to President Kenneth G. Manuel. Mr. Egan joined Brother in 1953.

**Mark N. Moran Jr.**, VP and account supervisor at BBDO, Detroit, named VP and assistant to president of Burke Dowling Adams Inc., Atlanta subsidiary of BBDO.

**Martin Apelman**, formerly director of marketing research for Ideal Toy Corp., New York, appointed director

of marketing services for Shaller-Rubin Co., that city.

**George Rappaport**, head of George Rappaport and Associates, Los Angeles, joins Scott, Rifkin & Wilson there as VP and creative director. Firm also changes its name to Scott/Rifkin/Rappaport/Inc.

**R. P. (Steve) Campbell**, director of creative services, corporate marketing division, General Foods Corp., White

Plains, N. Y., named chairman of advertising management development committee of Association of National Advertisers. He succeeds **Ernest P. Zobian** of Vick Chemical Co.

**John R. Lawson**, **Robert P. Moogk**, and **Donald E. Perdue**, account supervisors at The Biddle Company, Bloomington, Ill., named VP's.

**Robert H. Borlek**, in charge of Chicago TV and radio production for

Plan for the Finest  
in High Band VTR  
Color Performance . . .



**THE CONTINENTAL.**

Visual/Allen Model V/A 100G  
Master Color Video Tape Recorder

The best is  
the most  
economical  
in the  
long run

Fuller & Smith & Ross, named senior producer of TV and radio. In addition to being based in Chicago, Mr. Borlek will be assigned to New York and other offices on temporary basis.



Mr. Hofmann

**Arthur Hofmann**, account supervisor at Cunningham & Walsh, New York, appointed VP.

**Charles N. Blake-more**, **John B. Boyd**, **Milton Gossett**, **Richard Schoch** and **Paul Walsh**, all VP's and heads of creative divisions at Compton Advertising, New York, elected senior VP's. **Rupert Witalis**, VP and art department head, and **Herman Davis**, VP in charge of special creative unit, also elected senior VP's.



Mr. Avrett

**John G. Avrett**, VP and copy group head at Foote, Cone & Belding, New York, named associate creative director. **Joseph M. Barrett Jr.**, copy supervisor, succeeds Mr. Avrett.

**Myron J. Craver**, senior VP of Carr Liggett Advertising, Cleveland, named president of National Advertising Agency Network, succeeding **Oakleigh B. French**, who will retire in July. Following NAAN's conference at Vancouver, B. C., in July, network's headquarters will be moved from Sarasota, Fla., to Cleveland.

**David J. Clarke**, radio-TV director of Nolan, Keelor & Stites, Cincinnati, appointed director of consumer marketing services for Sabatino & Oppenheim Agency, Dayton, Ohio.

**Harvey E. Diekroeger** named media supervisor of D'Arcy Advertising, St. Louis. **Grover Allen**, formerly with Wade Advertising, Chicago, joins D'Arcy there as executive TV producer.

**R. Graham Wahn**, PR director for Browne-Vintners Co., New York, appointed director of public relations at Monroe F. Dreher Inc., that city.

**Dennis G. Mergen**, with W. B. Doner & Co., Chicago, appointed radio/TV media director.

**Blu Wright**, director of sales development and marketing at KPHO-TV Phoenix, appointed national director of sales development.

**Mann Reed**, operations manager of WTEV-TV New Bedford, Mass., named general sales manager.

**Warren L. Shields**, formerly with Johnson, Kent, Gavin and Sinding, newspaper sales representatives in Boston, appointed sales manager of WESX

Salem, Mass.

**Jack Baker**, account executive at WIP-AM-FM Philadelphia, named assistant sales manager.

**Earl B. Cole**, previously VP of Edward H. Weiss & Co., Chicago, joins Leo Burnett Co. there as copy supervisor.



Mr. Pisani

**A. Victor Pisani**, manager, daytime sales administration, NBC-TV, New York, appointed director, sales administration.

**Thomas P. O'Connell**, formerly president of own agency, joins Chicago office of Geyer, Morey, Ballard as director of radio-TV. **Howard A. Crum**, formerly creative director with Mr. O'Connell's firm, joins Geyer as senior creative writer. **A. John Cavalier**, manager of marketing research for pharmaceutical division of Colgate-Palmolive Co., New York, joins GMB there as associate market research director.

**Charles Guy**, account executive at WQMR and WGAY(FM) Silver Spring, Md.-Washington, named sales manager.

**Jack Decker**, former producer/director at WRoc-TV Rochester, N. Y., named PR director of Hart-Conway Co., that city.

**Audrey R. Jones**, with London Press Exchange, London, joins Needham, Harper & Steers, New York, as account executive.

**Richard Branigan**, formerly with J. Walter Thompson, New York, and **Robert Syers**, formerly with BBDO, New York, join Stone Representatives there as account executives.

**Jack Nugent**, sales manager for KDAL Duluth, Minn., joins KSTP-AM-FM Minneapolis-St. Paul as sales manager.

**Francis W. Hunt**, copy chief at George/Savan Advertising Co., St. Louis, named director of radio and television.

**Robert D. Hawkins**, general manager of advertising and sales promotion for Massey-Ferguson Ltd., Detroit, joins Perrin & Associates, Chicago, in account management capacity.

**William W. Horine**, in account service at West, Weir and Bartel, New York, named account executive at J. M. Mathes, same city.

**H. Patrick Stewart**, account manager at BBDO, New York, appointed Van Camps Seafood account executive at Young & Rubicam, Los Angeles.

**Henry F. Hull**, formerly with Ted Bates & Co., New York, as VP for TV

production on Brown & Williamson, joins Los Angeles office of Post-Keys-Gardner as TV producer.

**Jay H. Houtz**, formerly art supervisor with Campbell-Ewald, Detroit, named art director of Dancer-Fitzgerald-Sample, Los Angeles. **Howard Rubin**, with Compton Advertising, Chicago, joins D-F-S, Los Angeles, as copywriter.

**Bernard C. McCoy** and **Clifford E. Helfrich**, with Winius-Brandon Co., St. Louis, appointed radio-TV buyer and copywriter, respectively.

## MEDIA

**Charles D. Young** appointed VP and station manager of KTTV-TV Los Angeles.



Mr. James

**Kenneth H. James**, station manager of KETV-TV Omaha, elected VP.

**Donald L. Holcombe**, station director of KALB-AM-FM Alexandria, La., named manager of KALB-FM. **Maynard**

**Hacker** succeeds Mr. Holcombe.



Mr. McKee

**Richard P. McKee**, president of WKTS Sheboygan, Wis., named general manager of KQXI Arvada, Colo.

**Dan C. Palen**, formerly TV sales manager of KOTA-TV Rapid City, S. D., appointed station manager of KTVO-TV Kirksville, Mo.-Ottumwa, Iowa.

**John N. Jay**, commercial manager at KUDL Fairway, Kan., appointed station manager of WABQ Cleveland.

**James E. Gleason**, program director at WJAR-TV Providence, R. I., appointed assistant manager.

**Allen W. Kurman** appointed director of program operations and administrative services for WBBM Chicago.

**Don Adams**, program director of WCYB Bristol, Va., appointed station manager of WRPB Warner Robins, Ga.



Mr. Gold

**Bernard Gold**, labor counsel for NBC, New York, since July 1961, named senior attorney. He will continue responsibilities in matters pertaining to labor relations and personnel.

**Bob Leonard**, operations manager, WNJR Newark, N. J.,

named general manager of WALT Tampa, Fla.



Mr. Gardner

**Jay E. Gardner**, manager of KRDO-TV Colorado Springs, Pueblo, appointed VP of KRDO-AM-TV. **Vincent Hostetler**, assistant manager of KRDO-TV, replaces Mr. Gardner.



Mr. Sterling

**Gus Chan**, program director of WCIU(TV) Chicago, named assistant manager.

**Victor H. Sterling**, sales manager of WPTA(TV) Fort Wayne, Ind., appointed general manager.

**Clark B. George**, VP and general manager of WCBS-TV New York, appointed by regents of State University of New York to Regents Advisory Council on Educational Television. **Thomas J. Swafford**, director of community relations and information services at WCBS-TV, named director, community services at station.

## PROGRAMING

**Kenneth A. Fanazini**, program director for WICU-TV Erie, Pa., joins WKYC-TV Cleveland, as program director.

**Ed Shaughnessy**, operations manager at WNCN(FM) New York, named program director of WABC-FM, that city.

**Robert Saudek**, independent TV producer, named director of Institute of Film and Television of New York University's School of the Arts. Mr. Saudek will continue as president of

Robert Saudek Associates, New York.

**Richard E. Winters**, with Sarkes-Tarzian broadcast division (WTTV[TV] and WATI, both Indianapolis), named program director of WGNV Newburgh, N. Y.

**Franklin Waldheim**, with Walt Disney Productions, Burbank, Calif., elected VP and eastern counsel.

**Andy Doyle**, formerly with Kenyon & Eckhardt, New York, joins Producing Artists Inc. there as director.

**Fred Griffith**, News director of WIXY and WDOK-FM in Cleveland, joins non-commercial WVIZ-TV, that city, as director of special events.

**Sid Bakal**, publicity director for both Desert Inn and Stardust hotels, Las Vegas, appointed director of public relations for RKO General Productions, New York.

**Jack Cannon**, commercial film editor for 20 years with various production companies in Midwest, joins Film-Makers Inc., Chicago, as executive editor.

**Bert Harris**, production supervisor at Ted Bates, New York, named EUE/Screen Gems staff in directorial capacity. He'll be in New York for several months before moving to Burbank, Calif., studios.

**Jeff B. Davis**, public affairs director for WOOD-TV Grand Rapids, Mich., named head of station's new documentary unit. **Arthur H. Bleich**, news director of KXJB-TV Fargo, N. D., joins WOOD-TV documentary unit effective March 1.

**Mel Renfro**, Dallas Cowboy pro football player, joins KLIQ Portland, Ore., as sportscaster.

**Dr. Frances R. Horwich**, educational consultant to Field Enterprises Educational Corp. and onetime conductor of *Ding Dong School*, named director of children's programing at WFLD(TV) Chicago.

**Albert D. Hecht**, producer and director, joins Elektra Film Productions Inc., New York, as sales and production executive.

## NEWS

**Rod MacLeish**, chief of European news service for Westinghouse Broadcasting Co. in London, returns to Washington as Group W commentator. **Jerry Landay**, assistant chief of European news service, succeeds Mr. MacLeish. **Ed de Fontaine**, Group W's Berlin correspondent, becomes assistant chief in London.

**Robert Goralski**, with NBC Washington, moves from State Department to Pentagon beat. He replaces **Peter Hackes**, who will cover general NBC

assignments with emphasis on space and aviation news. **Joseph C. Harsch** assigned to State and will continue also to report on general U. S. foreign policy.

**Savel (Bud) Chaldy**, news director of KBIZ Ottumwa, Iowa, appointed news director of KBIZ and KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa.

**Dean H. Naven**, news director at KMA Shenandoah, Iowa, joins KHUB Fremont, Neb., as news director.

**Vern Moore**, news director of KIDO Boise, Idaho, elected president of Utah-Idaho AP Broadcasters, succeeding **Art Kent**, KUTV(TV), Salt Lake City. **Ted Capener**, news director of KSL Salt Lake City, named VP.

**Bob Schuller**, manager of WCMP Pine City, elected president of Minnesota AP Broadcasters Association. **Dick Rogers**, news director of WGGY Minneapolis, elected VP of association.

**Mel Grummert**, news director of KXIC Iowa City, elected chairman of Iowa AP Radio-Television News Association. Mr. Grummert succeeds **Tom Danaher** of KWMT Fort Dodge. **Bob Willbanks**, with who Des Moines, named vice chairman.

**Sherwood E. Dickerman**, on assignment in Vietnam for *New York Herald*

## SPOTMASTER

RS-25



### Tape Cartridge Racks

RM 100



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

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

Write or wire for complete details.

*Spotmaster*

**BROADCAST ELECTRONICS, INC.**

8800 Brookville Road  
Silver Spring, Maryland

WE CAN GET YOU INTO THE HOMES YOU WANT. DAY OR NIGHT!

Represented by  
The Katz Agency, Inc.

**WRCB-TV 3**  
CHATTANOOGA'S KEY STATION

**R**  
A RUST CRAFT STATION

*Tribune*, also named correspondent for WOR-AM-FM-TV New York.

**George Lewin**, former news director at KTLA-TV and KHJ-TV Los Angeles, joins KNX/CBS Radio news bureau, Los Angeles, as reporter-writer.

**Richard M. Stapleton**, news director for WNOS-AM-FM High Point, N. C., joins news staff of WGHP-TV, that city.

**George Tomek**, with KOTV(TV) Tulsa, Okla., joins news department of WKY-TV Oklahoma City.

**Larry Webb** and **Dave Martin**, both formerly with WNUS Chicago, join WFLD(TV) news staff there, as does **Bob Hale**, previously with WMAQ Chicago.

**Angela Simpson**, formerly with WNUS Chicago, joins WGN-AM-TV there as news reporter.

## FANFARE

**Joseph Strear**, with David O. Alber Associates, New York, appointed VP.

**Paul A Toneman Sr.**, with Publix Ltd., Washington, appointed president.

**Fred Birnbaum**, promotion manager, WCAU-AM-FM Philadelphia, named director of information services and member of editorial board.

**Jerry Shilan**, account executive with United Public Relations, Los Angeles, named director of public relations and publicity for KMPC, that city.

**Frank Beermann**, reporter and columnist for *Radio-Television Daily*, New York, joins publicity staff of Embassy

Pictures Corp. Television, that city.

## EQUIPMENT & ENGINEERING



Mr. Davis

named general manager of marketing division.

**Robert M. Blanco**, director of operations for Technicolor Corp., Cape Kennedy, Fla., named VP, television operations, for firm's motion picture and television division in Hollywood.

**R. Bruce Walters**, VP-products at Ameco Inc., Phoenix, named president of Remcor, subsidiary of Ameco. **Paul Ehrlich** and **Ron Stewart**, former owners of Remcor, appointed VP's of firm.

**Bob Brockway**, chief engineer-technical at WFBM-AM-FM-TV Indianapolis, named chief engineer-operations. **John Guion**, engineering supervisor, succeeds Mr. Brockway.

**William T. Buschmann**, distributor sales manager for electronic components group of Sylvania Electric Products Inc., Seneca Falls, N. Y., appointed general marketing manager.

**W. B. (Burt) Gore**, formerly quality control supervisor for Magnecord division of Telex Corp., Tulsa, Okla.,

**Thomas E. Davis**, VP-marketing, of Ampex Corp., Redwood City, Calif., named VP and general manager of audio/video communications division of Ampex there.

**Robert R. Owen**, national sales manager,

appointed national service manager.

**Pete Cummings**, with KYW Philadelphia, appointed chief engineer.

## INTERNATIONAL

**Alan W. Livingston**, president of Capitol Records Inc., Hollywood, appointed director of Electric and Music Industries, Ltd. Mr. Livingston becomes second American ever to serve on the board of EMI. **Glen E. Wallichs**, Capitol's founder and chairman, is only other American on board. Mr. Livingston was VP of West Coast television programming for NBC from 1956-1960.

**J. J. (Jack) Newman**, assistant executive director of Radio Liberty, Munich, Germany, appointed executive assistant to James M. Gaines, executive VP of HemisFair 1968, San Antonio, Tex., international exposition.

## DEATHS

**Steve Ellis**, 48, sports announcer, died Feb. 16 of kidney ailment in New York. Mr. Ellis broadcast New York Giant baseball games on WMCA New York in the late 1940's and was announcer for a number of championship fights. His broadcasting career was interspersed with stints as fight manager and as head of Florida Boxing Commission. He is survived by his wife, Toni, daughter and son.

**Robert E. Berry**, 39, account executive of WRYM New Britain, Conn., died Feb. 13 in St. Francis Hospital, Hartford, Conn.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 10 through Feb. 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 sun-

set. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

	<p><b>EDWIN TORNBERG &amp; COMPANY, INC.</b></p> <p><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p>
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### New TV stations

#### ACTION BY FCC

\*Vincennes, Ind.—Board of Trustees for The Vincennes University. Granted CP for new TV on UHF channel 34 (590-596 mc.); ERP 17.4 kw vis., 1.74 kw aur. Ant. height above average terrain 540 ft., above ground 507 ft. Estimated construction cost \$54,280; first-year operating cost \$100,000. Studio located in Vincennes, trans. located 3 miles to S.E. Geographic coordinates 38° 38' 27" north lat., 87° 28' 42" west long. Legal counsel Spearman & Robertson, consulting engineers Creutz & Snowberger, both Washington. Action Feb. 8.

#### APPLICATIONS

Monterey, Calif.—Monterey-Salinas Television Inc. UHF channel 15 (476-482 mc); ERP 43.3 kw vis., .442 kw aur. Ant. height above average terrain 2,498 ft., above ground 200 ft. P.O. address: c/o Stoddard P. Johnston, Box 1271, Monterey 93940. Estimated construction cost \$338,845; first-year operating cost \$290,000; revenue \$250,000. Studio to be located in Monterey, trans. on Baldy Peak. Geographic coordinates 36° 32' 05"



north lat., 121° 37' 14" west long. Type trans. RCA TTU-2A; type ant. RCA TFU-24DL. Legal counsel Cohn and Marks, Washington; consulting engineers, A. E. Towne Associates Inc., San Francisco. Principals: Stoddard P. Johnston is sole owner but prior to or during construction stock will be available to others. Mr. Johnston is sole owner of KMBY Monterey and KMBY-FM Pacific Grove, both California. Ann. Feb. 11.

Vineland, N.J.—Tri-City Broadcasting Co. UHF channel 65 (776-782 mc); ERP 36.65 kw vis., 7.33 kw aur. Ant. height above average terrain 506 ft., above ground 544 ft. P.O. address: c/o Frank Scarpa, Box 99, Vineland 08360. Estimated construction cost \$206,363; first-year operating cost \$125,000; revenue \$150,000. Studio and trans. both located in Vineland. Geographic coordinates 39° 27' 56" north lat., 75° 03' 23" west long. Type ant. RCA TFU-30J; type trans. RCA TTU-2A. Legal counsel Smith & Pepper, Washington; consulting engineer G. Russell Chambers, Wilmington, Del. Principals: Frank S. Scarpa and John F. Scarpa (each 49.9%), James J. Gruccio (0.2%). Messrs Scarpa are each 49% owner of CATV systems in Vineland and Northfield, N.J. Mr. Gruccio is lawyer. Ann. Feb. 11.

Fayetteville, N.C.—Cumberland Broadcasting Corp. UHF channel 33 (584-590 mc); ERP 29.2 kw vis., 5.84 kw aur. Ant. height above average terrain 433 ft., above ground 497 ft. P.O. address: c/o Jackson F. Lee, Box 649, Fayetteville 28302. Estimated construction cost \$160,000; first-year operating cost \$124,380; revenue \$135,000. Studio and trans. locations both Fayetteville. Geographic coordinates 35° 02' 42" north lat., 78° 58' 47" west long. Type trans. RCA TTU-2A; type ant. RCA TFU-24DM. Legal counsel Marmet & Schneider, consulting engineer Willis C. Beecher, both Washington. Principals: Jackson F. Lee, Richard E. Allen, W. L. Smith, Wilson F. Yarborough (each 25%). Mr. Lee is licensee and general manager of WFAI Fayetteville. Mr. Allen is owner of concrete manufacturing and construction companies and director of bank. Mr. Yarborough automobile dealer, director and president of two banks. Mr. Smith has plumbing and heating supply holdings, real estate investment company holdings. Ann. Feb. 11.

### Existing TV stations

#### NEW CALL LETTERS ASSIGNED

Anniston, Ala.—Anniston Broadcasting Co. Assigned WHMA-TV.

WTVP(TV) Decatur, Ill.—WTVP Television Inc. Assigned WAND(TV).

\*Alliance, Neb.—Nebraska Educational Television Commission. Assigned KTNE-TV.

\*North Platte, Neb.—Nebraska Educational Television Commission. Assigned KPNE-TV. Florence, S. C.—Rovan Television Inc. Assigned WPDT(TV).

Rosenberg, Tex.—D. H. Overmyer Broadcasting Co. Assigned KJDO-TV.

### New AM stations

#### ACTION BY FCC

Santa Fe, N.M.—Guy Christian. Granted CP for new AM on 810 kc, 5 kw. D. P.O. address: Box 1930, Flagstaff, Ariz. Estimated construction cost \$20,703; first-year operating cost \$42,000; revenue \$48,000. Mr. Christian owns KAFF Flagstaff, Ariz. Action Feb. 9.

#### APPLICATION

Parma, Ohio — Sundial Broadcasting Co. 1000kc, 500w, DA, D. P.O. address: c/o Peter P. Roper, 935 Leader Bldg., Cleveland, Ohio 44114. Estimated construction cost \$87,289; first-year operating cost \$77,000; revenue \$100,000. Principals: Peter P. Roper, Kenophon Zapis (each 17.5%), John J. Sibusan, J. William Lemmon, Joseph Bauer, Walter G. Maskey (each 12.5%), and others. Messrs. Roper, Zapis and Sibusan are Cleveland attorneys. Mr. Lemmon is 25% stockholder in WSKP Miami and holds 25% interest in two background music service firms. Mr. Bauer is 25% stockholder of WZAK-FM Cleveland, Ohio. Mr. Maskey holds 50% interest in two promotion and entertainment advertising firms. Ann. Feb. 11.

### Existing AM stations

#### APPLICATIONS

KBUB Sparks, Nev.—KBUB Inc. Seeks mod. of license to change station location from Sparks to Reno-Sparks, Nev. Ann. Feb. 11.

WOKY Milwaukee, Wis.—Bartell Broad-

casters Inc. Seeks CP to make changes in nighttime DA pattern. Ann. Feb. 14.

#### NEW CALL LETTERS ASSIGNED

KGHT Hollister, Calif.—Miles & Logan. Assigned KMPG.

WERB Garden City, Mich.—Garden City Broadcasting Co. Assigned WTAK.

Friona, Tex.—Parmer County Broadcasting Co. Assigned KNNN.

### New FM stations

#### ACTIONS BY FCC

\*Riverside, Calif.—Regents of University of California. Granted CP for new FM on 89.9 mc, channel 210. P.O. address: c/o Charles J. Hitch, 417 University Hall, Berkeley, Calif. 94720. Estimated construction cost \$4,896; first-year operating cost \$2,640; supported by funds from university. Administered by board of trustees. Action Feb. 9.

Dalhart, Tex.—Dalhart Broadcasters. Granted CP for new FM on 94.3 mc, channel 240, 750 w, ant. height above average terrain 170 feet. P.O. address Box 1350. Dalhart. Estimated construction cost \$6,890; first year operating cost \$3,600; revenue \$7,800. Principals: Robert J. Beller and Leonard J. Beller (each 50%). Messrs. Beller own KXIT Dalhart. Action Feb. 9.

Charles Town, W. Va.—WXVA Broadcasting Corp. Granted CP for new FM on 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 111 feet. P.O. address 118 North George Street, Charles Town. Estimated construction cost \$13,087; first year operating cost \$4,900; revenue \$7,500. Principal: Arthur W. Arundel (100%). Mr. Arundel owns WAVA-AM-FM Arlington, Va.; WARR-FM Warrenton, Va.; has 50% interest in WKUK Virginia Beach, Va.; 10% interest in WHAG-AM-FM Halfway, Md., and 100% interest in WXVA Charles Town. Action Feb. 16.

Welch, W. Va.—WOVE Ind. Granted CP for new FM on 106.3 mc, channel 292A, 3 kw. Ant. height above average terrain 270 feet. P. O. address McDowell Street, Welch. Estimated construction cost \$12,500; first-year operating cost \$5,200; revenue \$7,000. Principals: Kenneth J. Crosthwait (68.5%), Harry T. Burn (17.1%), Tommie Brown (7.2%) and George G. Fulcher (7.2%). Mr. Crosthwait has 80% interest in WHBT Harrison, Tenn. Action Feb. 14.

#### APPLICATION

Collegeville, Minn.—Order of St. Benedict Inc. 90.1 mc, channel 211, 37.2 kw. Ant. height above average terrain 308 ft. P.O. address: c/o William H. Kling, St. John's University, Collegeville 56321. Estimated construction cost \$47,016; first-year operating cost \$18,693. Station will be governed by St. John's University. Ann. Feb. 15.

Reno, Nev.—KBUB Inc. 105.7 mc, channel 289, 30.8 kw. Ant. height minus 392 ft. P.O. address: c/o Lisle R. Sheldon, 1753 N. Western Ave., Los Angeles 90027. Estimated construction cost \$21,641; first-year operating cost \$12,000; revenue \$24,000. Principals: KBUB Inc. is owned by Lisle R. Sheldon (66%) and Alan C. Lisser (33%). Mr. Sheldon is 16% owner of KRML-AM-FM Carmel, Calif. Mr. Lisser is 50% owner of KRML-AM-FM. KBUB Inc. owns KBUB Reno. Ann. Feb. 15.

Robstown, Tex.—Coastal Bend Broadcasting Corp. 99.9 mc, channel 260, 38.47 kw. Ant. height above average terrain 183 ft. P.O. address: Box 908, Robstown 78380. Estimated construction cost \$19,167; first-year operating cost \$6,500; revenue \$12,200. Coastal Bend is owner of KROB Robstown. Ann. Feb. 10.

Fond du Lac, Wis.—Samual G. Costas tr/as Fond du Lac Broadcasting Co. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 253 ft. P.O. address: 572 Elizabeth St., Fond du Lac 54935. Estimated construction cost \$29,545; first-year operating cost \$27,000; revenue \$18,500. Mr. Costas is restaurant owner. Ann. Feb. 15.

### Existing FM stations

Little Rock, Ark.—Victor Management Co. Assigned KMYO-FM.

Tahoe Valley, Calif.—Emerald Broadcasting Co. Assigned KTHO-FM.

Palm Bay, Fla.—Custom Electronics Inc. Assigned WPBA-FM.

Perry, Ga.—Radio Perry. Assigned WPGA-FM.

\*Morrison, Ill.—Morrison Community High School District 307. Assigned WMHS (FM).

Louisville, Ky.—WHAS Inc. Assigned WHAS-FM.

Portland, Me.—Hildreth Broadcasting Co. Assigned WFOR-FM.

New Ulm, Minn.—KNUJ Inc. Assigned KNUJ-FM.

Louisville, Miss.—Louisville Broadcasting Corp. Assigned WLSM-FM.

Natchez, Miss.—Old South Broadcasting Co. Assigned WNAT-FM.

Union, Mo.—Franklin County Broadcasting Co. Assigned KLPW-FM.

\*Binghamton, N.Y.—State University of New York at Binghamton. Assigned WHRW (FM).

Bridgeton, N.C.—V.W.B. Inc. Assigned WVVW-FM.

WHJB-FM Greensburg, Pa.—WHJB Inc. Assigned KWOU-FM.

Aiken, S. C.—Soundcasting Inc. Assigned WLOW-FM.

KHGM Beaumont, Tex.—KTRM Inc. Assigned KTRM-FM.

San Antonio, Tex.—K.E.P.O. Broadcasting Co. Assigned KBER-FM.

### Ownership changes

#### ACTIONS BY FCC

KUZZ Bakersfield, Calif.—Granted relinquishment of negative control of licensee corporation, Thunderbird Broadcasting Co., by each Gerald T. Hill and Doris M. Griffiths (each 50% before, 28% after), through sale of stock to Alvis Edgar Owens Jr. (none before, 48% after). Consideration \$35,041. Action Feb. 10.

WALT Tampa, Fla.—Granted assignment of license from Eastern Broadcasting Corp. to Universal Broadcasting Corp., owned by Robert Leonard (20%), Melvin J. Schoem and Theodore Wiener (each 40%). Mr. Leonard is employee of WNJR Newark, N. J.; Mr. Schoem is public accountant in Passaic, N. J.; Mr. Weiner is textile manufacturer. Consideration \$380,000. Action Feb. 10.

WJSI Peoria, Ill.—Granted assignment of CP from Peoria Journal Star Inc. to Illinois Valley Communications Inc., wholly owned subsidiary of Journal Star Inc. Assignment is for legal convenience only; no financial consideration. Action Feb. 11.

WPHN Liberty, Ky.—Granted voluntary relinquishment of negative control of licensee corporation, Patrick Henry Broadcasting Co., by each J. B. Crawley and W. B. Kelley (each 50% before, 26% after), through sale of stock to Malcolm Wolford and George Wolford (each none before, 24% after). Wolford brothers own building location of WPHN and have acted as contract engineers. Consideration \$12,000. Action Feb. 11.

KVIM New Iberia, La.—Granted assignment of license from Wagenwest Inc. to Techeland Broadcasting Inc. owned by Sherry Lopez, Guy Martin Jr., Huey Darby, Dave Wenger Jr. (each 16.0%), Vincent Muffoletto (10.8%), Volzie Simoneau (9.0%), George Ackal, J. L. Comeaux, John E. Caldwell, Jess Storts (each 3.6%), Rex Joyner (1.8%). None of principals have other broadcast interests. Considerations \$300,000. Action Feb. 10.

WORLD Boston—Granted transfer of control of licensee corporation, Pilgrim Broadcasting Co., from Edward M. Gallagher, Francis P. Mutrie, James E. Mutrie, and Sidney Dunn (total of 100% before, none after) to Ralph Guild (none before, 100% after). Mr. Guild is executive-VP of McGovern-Guild Inc., New York, and owns 51% of WTYM East Longmeadow. Consideration \$220,000. Action Feb. 10.

WSSO Starkville, Miss.—Granted involuntary assignment of license from Joe Phillips, Grady Imes, C. C. Hollinshead and Mrs. Harriet K. Hartness db/as Starkville Broadcasting Co. to Joe Phillips, C. C. Hollinshead, Mrs. Harriet K. Hartness and Mrs. Margaret B. Imes, executrix of estate of Grady Imes deceased, db/as Starkville Broadcasting Co. No financial consideration. Action Feb. 14.

WCRV Washington, N.J.—Granted transfer of control of licensee corporation, Warren Broadcasting Corp., from Morristoryn Broadcasting Corp. (100% before, none after) to Nicholas J. DeRienzo, John J. Landi and Frank C. Scerbo (each 33%). Mr. DeRienzo is news director of WCRV, Mr. Landi is New Jersey contractor and land developer. Mr. Scerbo is Morristoryn lawyer. Consideration \$105,800. Action Feb. 14.

WEAL Greensboro, N. C.—Granted transfer of control of licensee corporation, WEAL Inc., from Charlotte Radio and Television Corp. (55% before, none after), Mary Frances Crowell, Ray Ervin and S. K. Lineberger Jr. (each 5% before, none after) to Ralph Clay Price (none before, 70% after).

Consideration \$140,000. Action Feb. 16.  
**WREO-AM-FM, WICA-TV Ashtabula, Ohio**—Granted voluntary relinquishment of positive control of licensee corporation, Radio Enterprises of Ohio Inc., by D. C. Rowley (50.3% before, 42.1% after) through transfer of stock to Jon C. Rowley and Robert H. Rowley (none before, 4.1% after). No financial consideration. Action Feb. 10.

**WTTQ Toledo, Ohio**—Granted acquisition of negative control of licensee corporation, Rossford Broadcasting Inc., by Darwin F. Doubrava (48% before, 50% after) through transfer of stock from Ralph J. Hitzer (2% before, none after) to permittee. Consideration \$1,000 for stock. Action Feb. 11.

**WNAK Nanticoke, Pa.**—Granted assignment of license from Wyoming Radio Inc. to Seven-Thirty Broadcasters Inc. owned by Robert Neilson (60.1%), John E. Forry (14.1%), Harold Detweller, John Joseph Brodecki (each 12.9%). Mr. Neilson is chief engineer with WTTM Trenton, N. J.; Mr. Forry is restaurant investor; Mr. Detweller is Souderton, Pa., CPA; Mr. Brodecki is engineer. Consideration \$115,000. Action Feb. 11.

#### APPLICATIONS

**KGGK-FM Garden Grove, Calif.**—Seeks assignment of license from Jeannette B. Banoczi to Audio International Inc., owned by Oliver Berliner. Mr. Berliner is general manager and owner of Audio International Inc., Oberline Inc. (both Latin-American music publishers) and 50% owner of Belar Inc. (stage show and TV production company). Consideration \$27,500. Ann. Feb. 14.

**KEFM Santa Rosa, Calif.**—Seeks assignment of CP for new FM from Thomas Lawrence Brennen to KEFM Inc., owned by: William G. Thompson (30%), Howard Cleaves (25%), Ruth and Leilani Bell (25%), Carroll D. Williams (10%), Wellman Topham and William T. Bagley (each 5%). Mr. Thompson is marine guide; Mr. Cleaves is retired captain in Military Sea Transport Service; Mr. Topham is retired employee of Pacific Telephone & Telegraph Co.; Mr. Bagley is San Rafael, Calif., attorney; Mr. Williams is electronics engineer. Consideration \$2,250. Ann. Feb. 14.

**KDZA Pueblo, Colo.**—Seeks assignment of license from Pueblo Radio Co., to Roger P. Brandt. Mr. Brandt is employed as opera-

tions manager for WCEN-AM-FM Mount Pleasant, Mich., which is owned by his family. Consideration \$162,500. Ann. Feb. 11.

**WPOP Hartford, Conn.**—Seeks transfer of control of licensee corporation, WPOP Inc., from WIRE Broadcasting Co. to Joseph C. Amatore et al. Assignment reflects dissolution of WIRE Broadcasting and return of shares to individual holders. No change in ownership; no financial consideration. Ann. Feb. 11.

**WJBM Jerseyville, Ill.**—Seeks acquisition of positive control of licensee corporation, Tri-County Broadcasting Co., by Ferdinand Gorecki and Janet Gorecki, joint tenants (48.9% before, 52.5% after), through purchase of stock from Mr. and Mrs. John A. Short (6.9% before, none after). Consideration \$4,592. Ann. Feb. 14.

**KALE-TV Alexandria, La.**—Seeks acquisition of positive control of licensee corporation, Lanford Telecasting Co., by T. B. Lanford (50% before, 51% after), through purchase of stock from Grove Stafford and estate of Willard L. Cobb (each 5% before, none after). Total consideration \$1,000. Ann. Feb. 14.

**WIOS Tawas City-East Tawas, Mich.**—Seeks relinquishment of negative control of licensee corporation, Airway Broadcasters Inc., by each, S. Franklin Horowitz and Anthony F. Bielawski (each 50% before, 37 1/2% after), through transfer of stock to Charles E. Anthony (none before, 25% after). Mr. Anthony is 24.5% stockholder of WXOX Bay City, Mich., and WSTR-AM-FM Sturgis, Mich. Stock transfer is payment for services rendered. Ann. Feb. 14.

**KICA Clovis, N.M.**—Seeks assignment of license from Marshall Enterprises Inc. to Clovis Broadcasters Inc., owned by Wayne Wallace (81%), Clint Formby (18%) and Margaret Wallace (1%). Mr. Wallace is Cadillac-Oldsmobile dealer. Mr. Formby owns 50% interest in KPAN Hereford and KLVT Levelland, 51% interest in KACT Andrews, all Texas. Consideration \$172,000. Ann. Feb. 14.

**KNOX Grand Forks, N.D.**—Seeks assignment of license from Community Radio Corp. to KNOX Radio Inc., owned by: Justin D. Hoberg, Robert F. Hansen (20% each), Alma Barnach (30%), Douglas E. Tegmeier (10%), Wayne E. Lockhart (14%), Terrance E. Harrington (6%). Messrs Hoberg, Hansen, Tegmeier, Lockhart and Harrington are all employees of Community Radio Corp. Mr. Barnach has farming interests. Consideration \$317,500. Ann. Feb. 14.

**WJCW-AM-FM Johnson City, Tenn.**—Seeks transfer of control of licensee corporation, Tri-Cities Broadcasting Inc., from Josephine D. Wilson (60% before, none after) to James C. Wilson (40% before, 100% after). Consideration \$120,000. Ann. Feb. 15.

**WMSR-AM-FM Manchester, Tenn.**—Seeks assignment of license from Ray Spivey to Ray Spivey (51%) and Herman Spivey (49%). Consideration \$49,612 plus assumption of 49% of liabilities. Ann. Feb. 11.

**KCAS Slaton, Tex.**—Seeks acquisition of negative control of licensee corporation, Star of the Plains Broadcasting Inc., by James B. Hughes (49% before, 50% after) through transfer of stock from Kermit S. Ashby (50.1% before, 49.1% after). No financial consideration. Ann. Feb. 11.

**WJMC-AM-FM Rice Lake, WJSM Hayward, both Wisconsin**—Seek voluntary transfer of control of licensee corporation, WJMC Inc., from Mary Bridges Smith, executrix of estate of Walter C. Bridges deceased (60%), to Mary Bridges Smith (19.2% before, 79.2% after). Assignment is settlement of estate of Walter C. Bridges. Ann. Feb. 14.

#### Hearing cases

##### INITIAL DECISION

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of Darrell E. Yates to increase daytime power of KRBA Lufkin, Tex., from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N; conditions. Action Feb. 14.

##### FINAL ACTIONS

■ WEAL Greensboro, N. C.—Commission granted transfer of control (70%) to Ralph Clay Price; consideration \$140,000; conditioned that Mr. Price, as long as he has interest in WEAL, refrain from voting his less than 1% stock interest in Jefferson Standard Life Insurance Co. (WBIG Greensboro)

and, with respect to his co-trusteeship of 2.9% stock interest in that company, give proxies to his co-trustee, Mr. Price has 53.2% interest in WQMG-FM Greensboro. Action Feb. 16.

■ By order in Lebanon, Pa.—Catonsville, Md., AM proceeding, commission denied petition by Cedar Broadcasters, Lebanon, for review of Jan. 10 action by review board which, in reversing examiner's ruling, denied Cedar's petition for leave to amend by deleting Fitzgerald C. Smith as joint venturer to its application. In view of that action, commission, by memorandum opinion and order vacated Dec. 17, 1965, order and reinstated Lebanon-Catonsville proceeding in consolidated proceedings in which Fitzgerald C. Smith is common principal, and which were consolidated for limited purpose of taking testimony on common issue of character qualifications of Smith; and (2) authorized parties in Lebanon-Catonsville proceeding to participate in limited consolidated hearing and order that they be afforded opportunity to file proposed findings and replies; and (3) disposed of related filings. Commissioners Hyde and Loevinger dissented. Action Feb. 16.

■ By memorandum opinion and order, commission denied petition by Chapman Radio and Television Co. for reconsideration of Nov. 29, 1965, actions which set aside Aug. 27 initial decision and returned to processing line Chapman's application for new TV on channel 21 in Homewood, Ala., and which also accepted for filing application of Birmingham Television Corp., permittee of TV station WBMG on channel 42 in Birmingham, to specify operation on channel 21. At later date, Chapman's application will be consolidated for hearing in comparative proceeding with several other pending applications for channel 21. Commissioner Cox concurred in result and issued statement. Action Feb. 16.

■ By memorandum opinion and order, commission waived Sec. 73.610 of its rules and granted application of KXO Inc. for mod. of CP of KXO-TV El Centro, Calif., to increase vis. ERP from 82.3 kw to 251 kw and ant. height from 410 ft. to 1,470 ft., and change trans. site from near Holtville to Black Mountain; conditioned that any applicant for channel 7 in Prescott, Ariz., will be expected to specify trans. site which meets all mileage separation requirements and that KXO agrees to accept any interference caused by subsequent establishment of any such station with trans. and ant. located less than 190 miles from KXO-TV's approved trans. site. Action Feb. 9.

#### OTHER ACTIONS

■ WVOC Battle Creek, Mich.—By order, commission granted application to make changes in DA system (1500 kc, 1 kw, DA, D); condition: also dismissed as moot opposing petition by KSTP St. Paul, Minn. Action Feb. 16.

■ WAWK Kendallville, Ind.—Commission waived Sec. 1.569 of rules and accepted for filing application to change frequency of daytime station from 1570 kc to 1140 kc, continued operation with 250 w. Action Feb. 16.

■ Brown Broadcasting Co., Jacksonville, N. C., and Dixie Broadcasting Corp., Aurora, N. C.—Commission designated for consolidated hearing applications for new daytime AM's to operate on 1290 kc, 1 kw. Action Feb. 16.

■ Fidelity Broadcasting Co., Monticello, Ind.—Commission designated for hearing application for new FM to operate on channel 237A (95.3 mc), ERP 370 w, ant. height 57 ft. Commissioners Hyde and Wadsworth dissented; Commissioner Lee dissented and issued statement. Action Feb. 16.

■ By memorandum opinion and order review board denied petition by Colonial Television Corp. to enlarge issues in Washington TV channel 50 proceeding. Action Feb. 14.

■ Review board certified to commission for its determination joint request for simultaneous approval of reimbursement agreement and dismissal of application of Pike-Mo Broadcasting Co., including its request for interim operation, in St. Louis AM proceeding. Action Feb. 14.

■ Granted petition by Southington Broadcasters to extend time to Feb. 16 to file responsive pleadings to petition by Broadcast Bureau to enlarge issues in proceeding on its application for new AM in Southington, Conn. Action Feb. 11.

■ Granted motions by Lorenzo W. Millam and Jeremy D. Lansman and Christian Fundamental Church to correct in various re-

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 17

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,033	25	78	403
FM	1,423	41	194	236
TV-VHF	471	22	18	180*
TV-UHF	91	20	78	.....

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 17

	VHF	UHF	Total
Commercial	513*	191	704
Noncommercial	68	67	135

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,034	1,408	557
CP's on air (new stations)	15	38	39
CP's not on air (new stations)	79	211	100
Total authorized stations	4,129	1,657	702
Applications for new stations (not in hearing)	287	173	129
Applications for new stations (in hearing)	70	41	66
Total applications for new stations	357	214	195
Applications for major changes (not in hearing)	206	38	36
Applications for major changes (in hearing)	38	1	7
Total applications for major changes	244	39	43
Licenses deleted	0	0	1
CP's deleted	0	1	0

\* Breakdown on UHF and VHF applications not available.

\* Includes three noncommercial stations operating on commercial channels.

spects transcript of oral argument in proceeding on their applications for new FM's in St. Louis. Action Feb. 11.

■ Granted motion by West Central Ohio Broadcasters Inc. to extend time to Feb. 21 to file responsive pleadings to petition by Broadcast Bureau to enlarge issues in proceeding on its application for new AM in Xenia, Ohio. Action Feb. 9.

### Routine roundup

#### ACTIONS ON MOTIONS

By office of opinion and review

■ Granted petition by Broadcast Bureau for extension of time to Feb. 18 to file response to petition by Black Hills Video Corp. for modification of orders and waiver of rules in proceeding on latter's domestic public point-to-point microwave radio service applications. Action Feb. 11.

■ Granted petition by Saul M. Miller to extend time to Feb. 14 to file reply to opposition by Broadcast Bureau to its application for review of review board's decision in proceeding on Miller's application and that of A-C Broadcasters for new AM's in Kutztown and Annville-Cleona, Pa., respectively. Action Feb. 9.

By Chief Hearing Examiner  
James D. Cunningham

■ In matter of study of radio and television network broadcasting, admitted in evidence as addendum to exhibit L.A. 240A list of programs supplied by Taft B. Schreiber for which production facilities of MCA-TV Ltd. were utilized and which MCA did not represent as selling agent. Taft B. Schreiber was directed to supply information at Jan. 11 further hearing. Action Feb. 11.

By Hearing Examiner Basil P. Cooper

■ In Washington TV channel 50 proceeding in Docs. 16088 et al., granted petition by Colonial Television Corp. for leave to amend its application to reflect resignation of Boyd W. Fellows as assistant to president, delete all reference to Mr. Fellows as 1.4% stockholder, and reflect resulting modification of number of outstanding shares and percentage ownership of other stockholders. Action Feb. 9.

By Hearing Examiner Charles J. Frederick

■ On own motion, continued hearing from Feb. 17 to March 24 in matter of American Telephone and Telegraph Co. tariff revision provision affecting press rates. Action Feb. 11.

■ Pursuant to agreements reached at prehearing conference of Feb. 8, scheduled certain procedural dates and hearing for March 15 in proceeding on AM applications of Monroeville Broadcasting Co., Monroeville, and Miners Broadcasting Service Inc. (WMB), Ambridge-Aliquippa, both Pennsylvania. Action Feb. 9.

By Hearing Examiner Millard F. French

■ Formalized agreements and rulings made at prehearing conference of Feb. 10 and continued hearing from March 14 to April 6 in proceeding on applications of Twin-State Radio Inc. and Richland Broadcasting Co. for new AM's in Natchez, Miss., and Delhi, La., respectively.

■ Denied petition by Chesapeake Engineering Placement Service Inc. to enlarge issues as to application of Erway Television Corp. in proceeding on their applications for new TV's to operate on channel 45 in Baltimore; closed record in Docs. 15875-8; and scheduled proposed findings to be filed April 16 and replies April 30. Action Feb. 9.

■ In proceeding on AM applications of Dennis A. and Willard D. Slaughter (WWDS), Everett, and Beacon Broadcasting Concern, Martinsburg, both Pennsylvania, in Docs. 15942-3, (1) granted petition by WWDS to accept late filing of its opposition to petition for leave to amend; (2) granted in part petition by Beacon and reopened record; (3) scheduled oral argument for Feb. 15 on latter's petition to amend engineering proposal, and (4) ordered that proposed findings currently due to be filed are continued to date to be set at Feb. 15 oral argument. Action Feb. 8.

By Hearing Examiner David I. Kraushaar

■ In proceeding on applications of Harriscop Inc., Marbro Broadcasting Co. and Supat Broadcasting Corp. for new TV's to operate on channel 58 in San Bernardino, Calif., in Docs. 16393-5, granted petition by Harriscop for leave to dismiss, but dis-

missed with prejudice, its application. Action Feb. 11.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of Elyria-Lorain Broadcasting Co. for renewal of licenses of WEOL-AM-FM Elyria, Ohio, and transfer of control of that company from Loren M. Berry Foundation to The Lorain County Printing and Publishing Co., scheduled further hearing conference for March 1 and continued without date hearing scheduled for that date. Action Feb. 11.

■ Pursuant to prehearing conference of Feb. 10 continued without date hearing scheduled for March 14 in proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas. Action Feb. 10.

By Hearing Examiner Forest L. McClenning

■ In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding in Docs. 15752 et al., denied petitions by Goodson-Todman Broadcasting Inc. to add "Evansville" issue. By separate action, pursuant to stipulations agreed to by all parties at hearing conference of Feb. 7, scheduled certain procedural dates and resumption of hearing for May 23 for purpose of ruling on legal objections to written exhibits to be exchanged on May 2. Action Feb. 7.

■ Formalized by order certain agreements reached at prehearing conference of Feb. 7, and, among other things, continued hearing from Feb. 15 to May 2 in proceeding on applications of Central Broadcasting Corp. and Second Thursday Corp. for new FM's in Madison and Nashville, Tenn., respectively.

By Hearing Examiner Chester F.  
Naumowicz, Jr.

■ Pursuant to certain agreements reached and rulings made at hearing conference of Feb. 8, scheduled procedural dates and resumption of hearing for March 7 in proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston. Action Feb. 8.

■ Scheduled resumption of hearing for April 18 in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago. Action Feb. 9.

## BROADCAST ACTIONS

By Broadcast Bureau

Actions of Feb. 14

WYCL York, S. C.—Granted CP to change frequency from 1580 kc to 980 kc; increase power from 250 w to 1 kw; install DA-D; new trans.; and make changes in ground system; conditions.

KWIX Moberly, Mo.—Granted CP to change ant.-trans. location, make changes in ant. system; condition.

WEGO Concord, N. C.—Granted CP to change ant. location, make changes in ant. system, make changes in ground system; condition.

WRBN Warner Robins, Ga.—Granted mod. of CP to change ant.-trans. and main studio location.

WVIP-FM Mount Kisco, N.Y.—Granted CP to increase ERP to 460 w.

WAUK-FM Waukesha, Wis.—Granted CP to change ant.-trans. location, install new trans., increase ERP to 19.5 kw and decrease ant. height to 180 ft.; remote control permitted; conditions.

WFIL-FM Philadelphia—Granted CP to install auxiliary trans. and ant.

WCLI-FM Corning, N.Y.—Granted CP to replace expired permit to install new trans., change transmission line, and increase ERP and ant. height.

WGH-FM Newport News, Va.—Granted CP to install auxiliary trans. at main ant.-trans. location; and waived Sec. 73.210 of rules to permit main studio and remote point at 2301 West Military Road, Hampton.

WAEF-FM Cincinnati—Granted CP to replace expired permit to install second main trans.; ant., and make changes in ERP and ant. height.

WAXO(FM) Kenosha, Wis.—Granted CP to change main studio location; delete remote control.

WPBN-TV Traverse City, Mich.—Granted CP to change ERP from 135 kw vis., 67.5 kw aur., to 282 kw vis., 56.2 kw aur.

Granted mod. of licenses to reduce aural ERP for following TV stations: KCMO-TV Kansas City, Mo., to 14.4 kw; and KGUN-TV Tucson, Ariz., to 12.5 kw.

(Continued on page 115)

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## RADIO

### Help Wanted—Management

Station manager work under general manager. Rapidly expanding south Florida gold coast area major network affiliate. Essential previous experience heavy sales and collections. State previous earnings resume. Prefer above 35. Box B-95, BROADCASTING.

Washington, D.C. — 3 ex-managers have found happiness here as account execs. Each earn more money than most managers. The right man completes our staff. Box B-201, BROADCASTING.

Branch studio manager. Midwest. Sales and announcing experience desirable. Box B-212, BROADCASTING.

Maryland daytimer needs manager. Sober, family man with station knowhow. Call "Manager" 301-848-5511 or write Box B-227, BROADCASTING.

Rapidly growing organization needs manager for regional-local sales department of highly regarded TV-AM-FM stations in eastern market. Good personality, sales experience, able to plan and direct others. Straight salary or salary and commission. Box B-235, BROADCASTING.

General manager for California fulltime AM in single station market. Strong on sales, local news community service. Send resume, KPRL Paso Robles, Calif.

### Sales

Leading good-music AM-FM station in major southwest market seeks top-notch salesman with sales management experience. Right man can earn up to \$30,000. Box M-29, BROADCASTING.

We need an experienced go-getter who wants to make money. Good market, good account list, good station. Insurance, retirement plan. Beautiful upper midwest community of 30,000. Box B-92, BROADCASTING.

California fulltime AM needs salesman. Growing, single-station market untapped. Terrific opportunity. Box B-166, BROADCASTING.

Massachusetts station offers established list, five figure income, plenty of potential, to solid salesman. Our salesman sell—we leave the announcing, copy, production to a program staff. Box B-183, BROADCASTING.

Florida medium market adult station is now considering adding another salesman. Should be able to double in brass, announcing. Require references, complete history, and photo. Box B-193, BROADCASTING.

Men-Wives \$8,000-\$15,000 annual commissions selling Radio Community Promotions for national organization throughout United States. Can advance to Campaign Managers—larger earnings. Replies to Box B-204, BROADCASTING.

Sales manager, RAB trainee, no clock watcher, sell, train salesmen, liberal salary bonuses. Box B-228, BROADCASTING.

Growing Iowa station has opening for experienced salesman. 20% commission with \$125 guarantee 1st 6 months. Box B-231, BROADCASTING.

Need aggressive salesman for small market station who can also act as stand-by announcer and take a weekend shift on air. Need 3rd ticket and endorsement. Salary \$100.00 or better per week depending on ability. Opportunity to make appreciable income. Send photo & tape to Box B-238, BROADCASTING.

## Sales—(Cont'd)

San Francisco bay area. Station dominant Negro market, also strong general rating, has opening for aggressive, experienced salesman. Strong retail. Good guarantee and commission, expect you to earn five figures in year. Send resume immediately to Walter Conway, General Manager, KDIA, 327 22nd Street, Oakland, Calif.

Wanted—Salesman who can announce. Rush tape, resume & recent photo to Robert Palmer, WSHF, Sheffield, Alabama.

Salesman wanted in growing southeastern city of 30,000, professional adult station. Room for advancement. Call Manager 404-228-8496.

## Announcers

Imaginative talent for new Ohio major market fulltime radio station. Send tape. Box B-4, BROADCASTING.

Disc Jockey live and eager top 40. One of New England's finest format radio stations. Afternoon traffic shift. Send tape, resume and photograph. Box B-29, BROADCASTING.

\$8,000 to 12,000 in salary and fringe benefits available to one or more 1st class engineers with announcing skills. Exact salary depends on experience and ability. To qualify as Chief, you must have FM and AM directional experience, and fair announcing ability. Second man must have license, but air ability is most important. Reply immediately, with outline of job experience, past employment, and earnings. No tapes or references til requested, but character and stability are essentials and will be thoroughly checked. Box B-86, BROADCASTING.

Bored announcers—step into selling. Write copy—cut it—sell it. Good music group station in New England. No bored tricks. Liberal base plus. Clients waiting for right man to sell them. Resume, salary req. to Box B-145, BROADCASTING. No tapes.

Announcer, 1st phone, for California AM near metro area. Single-station market, happy music, good job. Box B-167, BROADCASTING.

Change in airshifts makes available allnight show at progressive high power Maryland resort area station, reaching the great Baltimore & Washington, D. C. markets. Modern, non-rock station. Directional facilities require announcer with 1st phone. Will meet up to maximum area scale. Send tape and resume to Box B-175, BROADCASTING.

Country and Western—1st phone announcer. Must be adult with minimum three years experience. Have flexibility to run Pop adult type music show also. Central Illinois full-time operation is looking for man who wants good future in medium-size growing market. Start at \$125.00. Many other extras. Send complete resume, photo, tape to Box B-188, BROADCASTING.

New Jersey adult music station seeks experienced announcer/newsman. Interview. Send tape, resume & salary requirements. Box B-198, BROADCASTING.

Have immediate opening, Southern Arizona location, for announcer seeking second job in radio. Permanent position. Must type. Send aircheck, photo and salary requirements to Box B-211, BROADCASTING.

Experienced top 40 personality wanted to run smooth tight board. Production ability necessary. We are a mid-west medium size market with a solid staff and are growing. Complete employee benefits. Rush air check, complete resume & salary requirements to Box B-226, BROADCASTING.

## Announcers—(Cont'd)

Morning personality needed for large station in mid-America. If you've had major market experience but not found the security you want, or if you're a relative newcomer with exceptional ability this may be the situation you're looking for. Unsurpassed benefits. Tape, photo and resume. Box B-243, BROADCASTING.

Young and lively dj for top rated format. Important station. Experience preferred, but will consider lesser background with talent and potential which can be developed. Don't pass up this opportunity. All applications answered by return mail. Tape and photograph. Box B-257, BROADCASTING.

KELK in Elko, Nevada has opening for experienced announcer, capable of filling P. D. vacancy. Rush tape and resume.

If you're tired of snow and smog, bring your talent to ideal year-round climate of this modern, progressive city that the rat-race passed by. CBS Network daytimer looking for good dependable man. Send tape to Doug Matthews, KIZZ, P.O. Box 10035, El Paso, Texas.

Experienced morning personality. Third class endorsed required. Salary \$125 per week plus excellent fringe benefits. Contact Bob Erickson, General Manager, KOKX, Keokuk, Iowa.

Experienced "top forty" type dj . . . must have excellent voice, ability to read news professionally, produce selling-commercials. Good starting salary with raises to right man who wants to advance. Pulse rated number 1 station. . . . Contact Lou Erck at KRAE Cheyenne, Wyoming, P.O. Box 189, Phone 634-5723 (area code 307).

Experienced announcer for morning shift. Do some servicing of established accounts. Can attend local four-year state college. Bill Bigley, General Manager, KVMA, Magnolia, Arkansas.

Kentucky adult music station seeks top combo announcer. Right pay for right man. Third class broadcast ticket required. Kentucky man preferred. Mail complete resume references and salary requirement to Charles Spradlin, WBLG, 130 Barr St., Lexington, Ky.

Announcer, some rock, copy and production important—send tape and resume to WGHM, Skowhegan, Maine.

Immediate opening for announcer with third class ticket with Broadcast endorsement. Call Morris Shuffelbarger, WGOH, Grayson, Ky. 606-474-5144.

WGY-WGFM-WRGB now accepting applications for summer relief announcers. Guaranteed 18-36 weeks. Starting date approximately May 1st. Must be experienced in all phases of broadcast operations. Send tape and resume. No tapes returned.

Washington, D. C. metropolitan area is first ranked. WHMC, serves expanding region. Immediate opening for first phone, bright announcer. Quick, call 301-948-9400.

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references, complete background photo and tape to Ray A. Schoneck, Station Manager, WKWF, Key West, Florida.

Immediate—announcer, first phone. Mature man wanted, ready for modern, established station in growing market. No maintenance. Salary open to experience. Professional station, only experienced men need apply. Rush resume, tape, salary needs to WMHI, Route 5, Frederick, Maryland.

## Announcers—(Cont'd)

Opening for pitch or rock and roll announcer, also copy writer announcer. Salary open for top man. Bill Goodson, WMJM, Cordele, Georgia.

Announce 1st phone for locally owned AM-FM station, good working conditions, morning & early afternoon shifts. Sports and/or sales possible. Send tape, resume, WMRL, 820 South Pennsylvania St., Marion, Indiana.

Immediate opening for an announcer who wants to settle in the best hunting and fishing country in the eastern U. S. . . Middle of the road format 2 p.m. to 10 p.m. Mon.-Fri. 3 p.m. to 10 p.m. Sunday. Network affiliate. Drifters need not apply. Send picture, tape and resume to Dan Hollingsdale, WQDY, Box 294, Calais, Maine.

Wanted immediately—announcer—minimum 1 year experienced. WPTH, Stereo FM, Ft. Wayne, 219-483-0584.

Suburban Cleveland adult music station has immediate opening mature, experienced announcer with 1st phone. Salary open. Send resume and tape to Mr. Lee, WPVL, Painesville, Ohio or call for audition.

WRIG, the leading modern music station in Mid-Wisconsin needs you if you're a bright happy sounding personality. For a good deal in a good community, send tape, picture, and resume to PD, WRIG AM/FM, Wausau, Wisconsin.

Immediately! Mature, 1st-phone morning man who can "swing" in an adult manner on a professional pop-music daytime in South Florida. If you're a bit more than just a ticket "holder" so much the better, but must be thorough "pro" in all aspects. To \$110.00 starting (48 hours) for the right man. Tapes, photos and pertinent info to: Operations Manager, P.O. Box WSBR, Boca Raton, Fla. 305-395-7401.

Announcer who can sell. Rush tape, resume and recent photo to Robert Palmer, WSHF, Sheffield, Alabama.

Experienced announcer by smooth music station. WSIR, Winter Haven, Florida.

Immediate opening—1st class combo man, daytime directional. WSOR, Windsor, Conn. (Hartford market) 203-688-5291.

1st phone announcer-newsman wanted for central Indiana station. Voice and experience required. Tape & resume to Richard Hill, WTCJ, Tell City, Indiana.

Program director needed immediately at established "middle of the road" ABC, Virginia station. Better than average pay with salary open, dependent on ability and experience. Send tape and resume to WTON, Staunton.

2 top 40 jocks—real swinging station! Rush tape, resume—Lou Skelly, WWOW, Conneaut, Ohio.

Southwest Virginia new kilowatt daytimer will open March. New studios, new equipment, need announcer with first ticket, no maintenance, also announcer strong on copywriting and production. Middle of road format. Send tape, resume, photo, salary requirements to Garland Hess, Box 373, Tazewell, Virginia.

Wanted in growing southeastern city of 30,000 for permanent position with professional adult station. Call Manager 404-228-8496.

How annrcs can get more commercials: Learn new "conversational" delivery now demanded on most network TV commercials. Learn tested job-getting techniques at Charles Kebbe, TV/Radio Commercial Workshop. Base course, if you're new, 10 lessons. Advanced course if pro; or private coaching. Your chance for more money in free-lance commercial TV. Call or write: Charles Kebbe, PL 3-2164, 18 E. 60th St., N.Y.C.

## Technical

First class technical men wanted for Eastern AM expanding into CATV. Growth opportunity with a solid future. Liberal fringe benefits. Box A-4, BROADCASTING.

## Technical—(Cont'd)

\$8,000 to 12,000 in salary and fringe benefits available to one or more 1st class engineers with announcing skills. Exact salary depends on experience and ability. To qualify as chief, you must have FM and AM directional experience, and fair announcing ability. Second man must have license, but air ability is most important. Reply immediately, with outline of job experience, past employment, and earnings. No tapes or references til requested, but character, and stability are essentials and will be thoroughly checked. Box B-87, BROADCASTING.

New 5kw directional in midwest seeks two first phone engineers for transmitter watch. Prefer beginners willing to learn. Average pay and benefits to start. Advancement on merit. Write Chief Engineer, Box B-135, BROADCASTING.

Experienced chief engineer—announcer for new England AM outlet. Group operation. Excellent plant and equipment. Good pay. Send resume, references, snapshot, salary requirement and audition tape. Box B-139, BROADCASTING.

Chief engineer needed for fulltime NW recreational area station. Maintenance, construction, operation and very short air trick. Good salary, insurance, paid vacation. First letter must include complete resume. Box B-141, BROADCASTING.

Chief engineer for directional AM, fulltime in growing California single-station market near metro area. Part-time board work. Unusually good opportunity. Box B-168, BROADCASTING.

Wanted: First class ticket, strong on technical, some announcing, 5000 watt daytimer, resort area, northern Wisconsin. Box B-190, BROADCASTING.

Engineer wanted for midwest broadcast consultants office. Knowledge of math and drafting required. Send resume. Box-194, BROADCASTING.

Honolulu AM needs chief engineer with experience, able to double in brass. Write Box 8236, Honolulu, Hawaii 96815.

## News

Radio Newsman with mature, authoritative delivery wanted for important western market. Must be good, creative writer and news gatherer dedicated to doing a superior job. Journalistic background required. Send full resume with audition tape. Box B-58, BROADCASTING.

News director—If you are over 30, a really experienced news man. If you can uncover and search out news. If you can write news, edit news and intelligently draft editorials. If you can deliver news on four newscasts daily. If you can run a news department with two wire services and assistants. Then there is an excellent secure opportunity in a large market 5kw-AM, 50-kw-FM independent midwest station. Send photographs and resume—All applicants strictly confidential. Box B-102, BROADCASTING.

Young newsman for solid local news AM operation in growing California single-station market. Box B-169, BROADCASTING.

Fast paced NYC area news department has immediate opening for experienced newsman with initiative. Good salary and fringe benefits. Send tape and resume with first letter. Inquire: Box B-246, BROADCASTING.

WRAN—Dover, New Jersey, 35 miles from New York City, Has immediate opening for newscaster-writer-reporter. News gathering ability and judgement a must. Contact News Director, 201-366-1510.

WSMI, Litchfield, Illinois accepting applications for newsman to gather, write and air local news. We're losing our news director to politics.

News-production man with Negro market experience-R&B background helpful. Immediate opening. Tape, resume, photo, first letter. Bill Moss, WVKO Radio, Columbus, Ohio.

## Production—Programing, Others

Farm director-local news director. Midwest, non-metropolitan market. Box B-213, BROADCASTING.

## Production—Programing, Others

### continued

Production manager, copywriter, five hour dj shift and sick relief. Must be imaginative, creative, selfstarting. Southwest city in excess 400,000 Start \$115.00 per week. Send late sample, resume, air check and photo to Box B-236, BROADCASTING.

Copywriting—Production specialist. Commercial air voice. Handle program log and detail. Southwest city in excess of 400,000. Send recent sample work. \$100.00 per week start. Box B-237, BROADCASTING.

Metropolitan. Program director with experience, initiative & imagination. Excellent opportunity with a growing station. Box B-258, BROADCASTING.

Major midwest, well financed group 5 kw needs Operations manager. Qualifications should include 1st phone, administration ability, copy, production experience and ability to handle fast paced mid-day air trick. Position offers 40 hour week, paid vacation, group hospitalization plan and retirement program. Salary open. Send resume, tape and photo to General Manager, WGEE, 4800 E. Raymond, Indianapolis, Indiana.

Energetic, above average newsmen camera-man, experience necessary. Send resume, salary requirements to: News Director, WISN-TV, 759 N. 19th St., Milwaukee, Wisconsin.

Experienced radio-copywriter, familiar with production techniques, healthy copy load, creating and re-writing fresh, original copy and all types of accounts. Initiative, ability to deliver, and to work well with salesmen, air staff & clients. Pleasant conditions, active market, good music station, new studios. Letter, resume & sample copy. WNAB Bridgeport, Connecticut.

Program director needed immediately at established "middle of the road" ABC, Virginia station. Better than average pay with salary open, dependent on ability and experience. Send tape and resume to WTON, Staunton.

Are you an idea man? Can you gimmick up a station with audience-getting promotions? Can you produce selling spots using station talent and sound libraries? Can you increase station ratings with one hard hitting promotion after another? If so, you're one man! We want an ambitious, young man seeking to establish himself, but we want evidence of your past success. The OK Group Stations are Negro programmed, but we do not necessarily require Negro station experience. Hard rock and top 40 experience would be helpful but ideas, imagination and enthusiasm most important. Salary is open with a sizable bonus if you produce ratings and increase billings. Openings in two OK Group Stations. Send details resume including past earnings and photo. The OK Group, 505 Baronne Street, New Orleans.

Honolulu AM needs Gal Friday, experience, traffic, announcing, programing, write Box 8236, Honolulu, Hawaii 96815.

## RADIO

### Situations Wanted—Management

General manager, 50,000 market. Experience: Announcer-engineer, PD, sales, chief engineer directional daytimer, general manager. 37, married, children. Ohio, Pennsylvania. Box B-116, BROADCASTING.

Presently manager and salesman, major market station. Unusually strong on sales. In less than a year upped billing from under 200,000 to over 400,000. May have reached potential here. Earning 25,000. Interested in tough but highly remunerative assignment. Box B-186, BROADCASTING.

Experienced General manager, former owner. Know all phases, all size markets. Northcentral or Southeast or anywhere. Box B-207, BROADCASTING.

20 years broadcasting. Sales, sports, News programing. Community service. Best credit and personal references. Prefer West. Box B-214, BROADCASTING.

## Management—(Cont'd)

Experienced manager wants small market west of Mississippi. Excellent credit, family college degree. First phone, ten years all phases. Honesty, integrity, hard work are my call letters. Box B-216, BROADCASTING.

Manager-sales manager. Young Pennsylvania broadcaster 12 years present employer. Strong sales, administration and promotion minded. Background will stand rigid investigation. Large, medium or small markets. Will invest. Box B-221, BROADCASTING.

Professional broadcaster, desires position as operations manager of established, progressive station anywhere. Thoroughly experienced in high-level management, promotion, engineering, announcing, and production. Married, college, presently assistant to station President. Box B-222, BROADCASTING.

Major market sales manager with group operator desires change because of station sale. Billings prove me successful, references are top industry names. Current income \$19,000. Box B-230, BROADCASTING.

Experienced radio manager with particular emphasis on national selling is interested in affiliation with group or major market station. 30 years background includes every phase of the business, and references are from the leaders in the industry. Reason for leaving present position in which I showed a profit of nearly \$400,000 is that I desire a top-50 market in which my earning potential can be commensurate with sales record. Box B-242, BROADCASTING.

Doubled station's sales over previous year. General manager employed in metro-area seeking new opportunities in mid-west. Box B-252, BROADCASTING.

Currently employed top billing sales-manager—medium market—desires station management. Prefer northeast. Box B-253, BROADCASTING.

## Sales

Sales manager—with announcing & play-by-play experience seeking future management-investment opportunity with small southeast station. 32, college graduate & family. Box B-208, BROADCASTING.

Sales/management trainee/midnight shift deejay position wanted by moderately experienced versatile & ambitious first phone holder. 408-RE 8-7056 after 5:30 p.m. PST, or write 388 North Bayview, Sunnyvale, California.

## Announcers

DJ—Wants top 40—two years middle of road experience. Prefers northeast. Box B-31, BROADCASTING.

Knowledgeable first phone country jock seeking P/MD position. Box B-85, BROADCASTING.

Leading sports announcer available. Presently top minor baseball. Desire triple-A baseball plus college or professional sports. Best references. Five figure salary required. Box B-140, BROADCASTING.

Experienced production man—Authoritative news—3rd phone endorsed. I have over 150 productions that will give your station a distinctive sound. Washington, D.C.—Baltimore area, preferred—others considered. Tape and resume on request. 301-587-9236 or Box B-148, BROADCASTING.

Experienced contemporary personality . . . presently employed midwest metro market. Family . . . military completed . . . college. Box B-157, BROADCASTING.

I'd rather announce than switch. Full or parttime, 50 mile radius NYC, L. I., Personal interview. Box B-177, BROADCASTING.

DJ-announcer-newscaster—well trained beginner, tight board, will relocate. Box B-184, BROADCASTING.

Beginner trained by top dj's Westinghouse station. Some part time air exp. Tapes on request. Box B-185, BROADCASTING.

## Announcers—(cont'd)

Denver!!! worker, deep voice, production, copy, 3rd, experienced, now employed, 26. Attending Denver University graduate school in fall. Full or part-time. Any format. Box B-187, BROADCASTING.

Experienced morning personality, bright and creative, looking for stable position with opportunity. Married, college, prefer Northeast but will relocate anywhere with proper offer. Medium or major market. Box B-192, BROADCASTING.

California—First phone top 40 swinger returned home from top markets in mid-west, wants position with good top 40 swinger. I'll call you. Box B-200, BROADCASTING.

Lady announcer/dj experienced, third phone, tight board, imitative, pleasant, single. Box B-202, BROADCASTING.

Military complete March 1. Single, 25, 4 years, informed, pleasant sound, good music. Box B-210, BROADCASTING.

Looking? So am I! Major market now . . . first phone . . . small market PD experience . . . top 40 or C&W. Tape, photo and resume on request. Write Box B-215, BROADCASTING.

Hark! Fair-haired, mild-mannered production genius with experience in metropolitan markets including Philadelphia and suburbs, desires stable position where talents are needed. College grad, specialty—humorous, adult oriented morning show; also TV and sales experience. More poop from Box B-217, BROADCASTING.

The station who desires only the very best in music please contact me immediately. Beautiful music director-announcer. Radio 15 years. Married, 3rd ticket. Currently in east. Box B-218, BROADCASTING.

Bright, humorous, dj, announcer, tight board, 3rd phone endorsement, married, want to settle, no prima donna. Box B-219, BROADCASTING.

First phone announcer 4 years experience call 664-4281. Los Angeles or Box B-220, BROADCASTING.

Announcer, excellent, versatile, mature, family, college, met market. Box B-225, BROADCASTING.

3rd phone endorsed. Beginning, trained with LA announcer. Single, service complete. Box B-229, BROADCASTING.

Experienced dj with 3rd class endorsement seeking better market. Prefer middle of road station. 27, single, good appearance and voice. Draft free, production minded, no floater. Experience as program director. Will travel for right offer. Tape, photo and resume upon request. Box B-239, BROADCASTING.

Announcer-newscaster—Married, will settle, no floater or prima donna. Authoritative newsmen. Box B-240, BROADCASTING.

Announcer/1st phone, 18 months in radio. Experience in all facets except maintenance. Presently employed at station in red. Mid-20's, married, vet, some college. Desires permanency at news-oriented, good-music station. Write Box B-244, BROADCASTING.

Experienced lady announcer, authoritative newscaster, continuity writer, women's programs, college grad, tri-lingual, no prima donna. Box B-245, BROADCASTING.

Progressive top 40's beginner DJ, production, programming and music director ability. Draft exempt. Endorsed third. Box B-247, BROADCASTING.

Experienced, intelligently fast-paced Negro dj-newscaster, relocatable . . . (212) 455-4239 or Box B-248, BROADCASTING.

Negro announcer-dj-newscaster. Radio school trained, some experience. Tight board. Box B-249, BROADCASTING.

Announcer dj, authoritative newscaster, good on board. Matured, married. Box B-250, BROADCASTING.

Bright rhythm jock, school grad, 3rd phone, relocate. Box B-251, BROADCASTING.

## Announcers—(Cont'd)

Northwest-Rockies—Announcer, copy-production. Any format. Married. Box B-256, BROADCASTING.

Leaving Air Force mid-April. Background includes all types announcing from classical (QXR Affiliate) to top 40 (number one evening show in major market.) TV booth announcer, cameraman and director. Also written copy and produced VTR spots for agency. 27 years old. College. AFTRA member with Vietnamese press clearance. Ask your Saigon man about Ade Cronauer on AFRS. Then write for tape and resume. MACOI-AFRS, APO San Francisco 96309.

Competence the keynote. As a team or single . . . husband and wife. Well known in Country and Western. Broadcasters, not entertainers. Husband with 15 years all phases including operating engineer. Wife expert bookkeeper, traffic dj. Phone 714-245-8635.

Send for your "Handy Dandy" kit. Jock, PD, pro, mixes well with top 40—result—Fantastic! Write Jim Dandy, RD #3, Box 59, New London, Ohio, 44851. Hurry, offer limited.

Summer job. College broadcasting major, N.Y.C.; outlying areas. Bob Ottone, 303 Stadium place, Syracuse, N.Y.

1st phone—young man with no experience seeks job as announcer, combo or technical. Prefer within 100 miles of Detroit. David Muamonti, 24612 Belerman, Warren, Michigan SL-4-3733.

First phone—10 years all formats. Available immediately. Melton, Rt. 5 Box 482-A, San Antonio, Texas. 512-MA 3-2648.

Uncle Sam and I part company Friday (peacefully). Looking for mid-road music outlet with interests like mine . . . production and money. Over six years experience including PD. Married, stable, hard worker, third endorsed, college. Don't write . . . call 701-838-4818. I won't be here in March.

If you need a good all around radio man . . . sales, sports play by play, and a top rated C&W radio and TV personality or pop dj with 20 years experience call Frank at 704-396-3361 or write Box 155, Granite Falls, N.C.

Young, top 40 personality bright, lively sound. 3rd endorsed, tight board. Graduate, Career Academy School of Broadcasting. Available now. Edward Rice, 140 Fairview St., New Britain, Conn.

Beginner, swinging top forty, 24 married, 3rd. Will relocate now. Bill McCall, 568 Dixmyth Avenue, Cincinnati, Ohio 513-542-5342.

Disc jockey—adapt to any format. Married, 3rd phone, Tel (RA 1-5111) L.I., N.Y. Mr. Charles McAdoo, 765 Marcy Ave., Brooklyn, N.Y.

Negro announcer-newscaster-dj, experience, 3rd phone, will relocate. Not a floater. Family man, 522 West 136 St., Apt. 2E, New York, N.Y. 10036.

## Technical

Instructor, 49, experienced lecturer in all phases wishes to specialize. 30 years in electronics, first phone, director of electronics school. South or southwest, Ben Smith, 915 N. 22nd Street, Paducah, Ky. 42001.

## News

Radio-TV reporter-photographer seeks news directorship. 9 years experience, top references. Box A-218, BROADCASTING.

Experienced newsmen. Well-educated, hard working, ambitious. Want position with future. Box B-178, BROADCASTING.

Newsman—five years radio news, three years newspaper reporting. Individualist and hard working. Extensive background all facets. Metropolitan market only. Presently employed. Box B-195, BROADCASTING.

## Production—Programming, Others

Experienced production man—Authoritative news—3rd phone endorsed. I have over 150 production that will give your station a distinctive sound. Washington, D.C.—Baltimore area preferred — others considered. Tape and resume upon request. 301-587-9236 or Box B-149, BROADCASTING.

Sports director or sports-news combination position in east or midwest. Some TV experience. Box B-203, BROADCASTING.

Copywriter-announcer. Quality copy. Deep voice best suited to commercials, news, production work or better music. Station and agency experience. Southwest or east preferred. Currently employed. Box B-206, BROADCASTING.

Broadcaster, 7 years northeast, well-versed non-contemporary radio-TV; college; want promotion, news, or programming position. \$9,000. Box B-224, BROADCASTING.

## TELEVISION

### Help Wanted

#### Announcers

Versatile announcer wanted by mid-west group station. Opportunity to learn direction. Send resume, salary expected, audio-video tape to Box B-205, BROADCASTING.

Staff announcer/sportscaster: We are seeking a young but experienced person who is ready to move up into a major market. Send a complete resume and a video or audio tape to Box B-232 BROADCASTING. Equal opportunity employer.

Staff announcer wanted by West Virginia UHF station. Must have 3rd class ticket. Send resume, tape & picture. Box B-233, BROADCASTING.

Major radio-TV operation needs experienced professional announcer. Excellent appearance and commercial delivery essential. Good five figure salary for right man. Send VTR, to Box B-234, BROADCASTING.

#### Technical

Eastern television major market needs ambitious apprentice studio technician. Box A-304, BROADCASTING.

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Television production company in major northeastern market is placing a color mobile unit in service and has openings for 2 more technicians with color backgrounds. Salary is open for the right men. Send resume and salary requirement Box A-368, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-99, BROADCASTING.

First phone engineer—TV transmitter work—no announcing northern Michigan area. Excellent opportunity for man to learn television technical operation. Box B-144, BROADCASTING.

Northwestern Pennsylvania UHF television station with twelve years of growth needs transmitter technicians. Experience desired but not a requirement. Box B-209, BROADCASTING.

Chief engineer — northcentral U.S. Experienced, preferably married, 5 figure salary potential. Experience required in VTR & G.E. transmitter. Fringe benefits. Send complete resume & salary expected. All inquiries confidential. Box B-254, BROADCASTING.

1st class engineer — Call Chief Engineer, KCND TV, Pembina, North Dakota 58271, 701-825-6292.

TV engineer, 1st phone required. Have full time immediate opening and summer replacement early June. Experience desirable but not necessary. Send complete resume to J. H. Meyer, KREX TV, P.O. Box 789, Grand Junction, Colorado.

## Technical—(Cont'd)

Opening for maintenance supervisor in full color station. Contact Doyce Self, KTAL-TV, 3150 N. Market St., Shreveport, La.

Immediate: Need Chief Engineer. Should have administrative as well as technical competency. Going to full power and complete color in new building facilities scheduled for competition January 1967. Excellent state benefits, working conditions and location. Contact General Manager, KUAT-TV, Channel 6, Radio-TV Bureau, University of Arizona, Tucson.

First phone television engineer with minimum three year's experience. Excellent opportunity. Write P.E. Eppley, WALB-TV, Albany, Georgia 31701

Have engineering position open with new channel 9 station. First class license required. Contact John Gort, Chief Engineer, WAOW-TV, Wausau, Wisconsin.

Experienced 1st class TV-radio engineer for University FM radio and TV stations. Call or write William Leutx, WBGU-TV, Bowling Green, Ohio. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

Midwest UHF with 13 years of growth needs transmitter technician. De-Intermixed market, modern plant, network and local color. Will train, but adequate education necessary. Contact Jerry Merritt, C.E., WICS-TV, Springfield, Illinois 62703, phone 217-528-0465.

WTOC-AM-FM-TV, Savannah, Georgia, has opening for first class engineer. Reply by letter to Chief Engineer.

Sarkes Tarzian Broadcasting Stations need chief engineer for small market UHF station. Also experienced transmitter operator for WTTV, Bloomington/Indianapolis. Contact: Elmer Snow, WTTV, 3490 Bluff Road, Indianapolis, Indiana.

Engineer with first class ticket needed by radio-TV operation in upstate New York. Immediate opening. Must have car. TV experience helpful but not required. No announcing. Excellent wage scale, liberal vacation. Company pays full cost of hospitalization, major medical plan and outstanding pension plan. Most of our employees have been with us more than 10 years. You will enjoy living in this beautiful vacation area. Apply in writing, including references and picture, to Glenn Hall, Director of Operations, WWNY-TV, Watertown, New York.

Custom Television equipment manufacturer has immediate openings for construction and service. All levels. Good pay and many special benefits. Bionic Instruments, Inc., 221 Rock Hill Road, Bala Cynwyd, Pennsylvania, (near Philadelphia) TE 9-3250, Mr. Latif.

The Delaware Educational Television Network needs two experienced video technicians in Dover, Delaware. Experience with I.O. cameras, Ampex video tape recorders, and in general studio operation and maintenance is necessary. Openings immediate. New personnel will assist in moving into new plant April 1. First phone not essential but would be preferred. Write including full details first letter. William C. Lewis, Technical Services Director, Box 898, Dover, Delaware.

## News

Immediate opening for aggressive, experienced newsman capable of taking over 3-man news operation in competitive 2 station VHF market. Salary open—based on experience and background. Rush resume, photo & VTR (if available) to Operations director, WTVM, Columbus, Georgia.

## Production—Programming, Others

Producer: Public affairs programs. Washington, D.C. noncommercial WETA-TV seeks seasoned producer of public affairs and news programs for local and national network telecast. Must have sound background in political science, international and domestic affairs, with experience in producing for television and film. Send resume including experience, education, credits, salary requirements to Box B-98, BROADCASTING.

## TELEVISION

### Situations Wanted

#### Announcers

Excellent television announcer-personality looking for progressive television operation. Commercials; weather; interview shows. Write for representative VTR. Box A-320, BROADCASTING.

8 years announcer-personality. Staff; agency commercials; kids show; producer-director. 413-788-7049.

#### Technical

Can't spend promises — Southern Illinois University Technical School graduate looking for asst. chief opening. 8 years experience, studio, xmtr, VTR; installation, operation and maintenance. Stable and conscientious. Must be 5 figure position. Write Box B-197, BROADCASTING.

## NEWS

Newsman-ambitious and hard working. Eight years newspaper and radio news. Thorough background editing, writing and gathering. Still camera experience. Major market. Box B-196, BROADCASTING.

## Production—Programming, Others

Television Production manager . . . 12 years experience in all phases of production. Only stations with need for creative, dependable, and industrious production manager with high standards need inquire. Available March 15, 1966. Box B-100, BROADCASTING.

Leaving Air Force mid-April. Background includes all types announcing from classical (QXR Affiliate) to top 40 (number one evening show in major market.) TV booth announcer, cameraman and director. Also written copy and produced VTR spots for agency. 27 years old. College. AFTRA member with Vietnamese press clearance. Ask your Saigon man about Ade Cronauer on AFRS. Then write for tape and resume. MACOI-AFRS, APO San Francisco 96309.

Production assistant: TV/Film. Harold Weissman, 1257 Unruh Street, Philadelphia 11, Pa. (215) FI 2-2198.

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### Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

ETV station wants 2-3 late model (Transistorized, if possible) studio or field chains. Call 518-377-8517.

We need a reflectometer and directional coupler for an RCA TTU-1B television transmitter. We are also interested in any extra parts. Please write us immediately: KLOC, P.O. Box 338, Ceres, California 95307.

10 kw UHF TV transmitter wanted. Also have cameras, microwave and VTR gear for sale. 212-EN 2-5680.

## FOR SALE

### Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electrofind, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete. Tuned to 950 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets, Oakland, Calif.



## FOR SALE—Equipment

continued

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corporation, Box #723, Sacramento, California. 95822, 916-421-2070.

Gates model M3529-B speech input system w/sta-level. In good working condition. Call 802-295-3167.

GEL 5 kw never used, complete with stereo and SCA. Call 213-465-7177 or Box B-22, BROADCASTING.

Used broadcast equipment . . . One convenient source for buyers and sellers. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

**FOR SALE:** Schafer model 300 remote control studio/transmitter units in factory carton. Cost \$1,250 for \$1,000. Will ship immediately. Contact Box B-77, BROADCASTING.

For Sale. Complete closed circuit facilities which include—2-Bell & Howell 614CDVM projectors, camera and base, 1 Dage multiplexer, 2-Vidicon cameras with view finders, 2-tripods & dollies, 1-video console with 6 inputs, mixers and faders, 1-audio console-8 inputs, 1-audio limiters, 6-Low Imps. dynamic microphones, turntable and all other necessary equipment to operate. All equipment A-1 condition—ready to go. Box B-189, BROADCASTING.

For Sale: 1-RCA TA-1-A sync. gen. with rack and power supply in good working condition \$460.00, 8—580D power supplies \$75.00 each, 6—RCA TA-1-A video/pulse distribution amp. \$45.00 each, 7—Stichell Carlson 17" picture monitors \$125.00 each. Call Bill Gregory WYAH-TV, Portsmouth, Virginia 393-6001.

Self supporting 238 ft. insulated Truscon tower and RCA FM Pylon antenna 97 to 108 mc. Power gain six times. Dismantled \$7,250.00. WWLA, 518 State Street, La-Crosse, Wisconsin. Telephone 608-784-7373.

Remote control Gates RCM-20 super delux original cost \$1500.00. Used only 2 years excellent condition \$350.00. S. Schaftz, WFAR, R.D. #2, Sharon, Pa. 16148.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

"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.

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TEKNITAPES — Amazingly-effective, fast! Announcing, newscasting, Beginners, professionals. Broadcast Guides, 678 Medford, Patchogue, New York 11772.

Resumes printed. Send 50¢ (refundable) for model resume and full information. Resume, P.O. Box 1178, Washington, N.C. 27889.

"The Weekly Prompter." Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script. Exclusive.

## INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 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.

## INSTRUCTIONS—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 55, Texas.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 16, June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. 814 H St. NW. Washington 1, D. C.

"It's REL and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Mar. 14—Apr. 18—May 23—June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service, Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered eves, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: May 2, Sept. 6. Write to: Northeast Broadcasting School, 683 Boylston Street, Boston, Mass. 02116.

Voice improvement by famous teacher. Home-training. Free literature. VOICE-CRAFT, 1709-B Fremont, Madison, Wisconsin 53704.

Exceptional correspondence course in broadcast radio now available from a unique organization. Highly specialized—low in cost. Send 25¢ for particulars (refundable). The Willard Foundation, P.O. Box 1049, Washington, N.C. 27889.

## RADIO—Help Wanted

### RADIO STATION RE-STAFFING

Applications including resume and audition tape will be considered for the following positions: DJ's, top-forty and popular concept, with and without first class ticket. Traffic and copy, male or female. Aggressive sales Mgr., and salesmen. All material confidential, —interview required. J. Rogers & Co., Box 437, Rockford, Ill.

## RADIO

### Help Wanted—Management

#### Manager FM & TV Products

Excellent opportunity for a sales-minded and customer-oriented man who will be responsible for the sale of FM, TV transmitters and accessory items for large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. B.S. Degree or comparable experience required. Advancement. Complete employee benefits. An equal opportunity employer. Send resume to:

Box B-39, Broadcasting.

### Help Wanted—Announcers

#### Talk Personality

Top rated eastern station wants news oriented talk man. Excellent 5 figure salary, ideal working and living conditions. Rush tape & resume to  
BOX A-278, BROADCASTING.

### Technical

#### NEEDED IMMEDIATELY

2-engineers 1st class radio-telephone 1 for AM station—1 for TV station  
Contact: Mr. Robert Corvett, C.E.  
WATR-AM-FM-TV  
Waterbury, Connecticut  
203-755-1121

## NEWS

#### MAJOR SAN FRANCISCO

Network Radio station looking for top young Newsmen to take over #2 spot. Must have authoritative on-air voice, plus being good news legman. Position open immediately. Write airmail to:  
Box B-191, Broadcasting.

### Production—Programing, Others

#### GAL FRIDAY!

SECRETARY TO PROGRAM DIRECTOR,  
I JUST LOST MY RIGHT ARM.  
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Must Know tape & production  
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NEWARK, NEW JERSEY

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TWENTY GRAND (or near) FEE . . . BUT WILL MAKE MYSELF WORTH EVERY PENNY . . . and MORE!

BOX B-241, Broadcasting.

**Production—Programing, Others**

**PROGRAM DIRECTOR**

Top Forty or MOR  
Over 5 years radio experience Programming, Promotion, Production, Drive-Time etc.

Prefer Texas.  
Box B-199, Broadcasting.

**TELEVISION**

**Help Wanted—Management**

**TELEVISION WITH AN INTERNATIONAL FLAVOR**

BUSINESS ADMINISTRATOR needed immediately in Middle East operation. Experienced in accounting and overall station Business Administration. Restricted to single or married man with no school-age children. Overseas salary premium, excellent fringe benefits, good living conditions, congenial associates.  
Send complete resume to:

Box B-255, Broadcasting

**News**

**TV NEWSMAN**

**KOVR**

Sacramento, Calif.

Experienced newsman capable of gathering, writing and delivering on camera. Submit resume and film or video tape, if available, to:

Personnel Department  
McCLATCHY BROADCASTING  
21st & Q  
Sacramento, California

**Large Eastern TV Station**

Needs news writer-editor-reporter. Must also be good on the air and have potential for anchorman job. Reply:

Box B-182, BROADCASTING

**Help Wanted—Technical**

**Color VTR Sales Engineer**

The television industry's swing to color has created the need for alert, aggressive Sales Engineers. VTR experience essential. If you are the kind of person we're looking for, you're assured an outstanding future with the leading manufacturer of Color Television and related broadcast equipment.

Salary is commensurate with experience and ability. Interviews will be conducted in major cities, or interview travel expenses paid.



Send complete resume or call Mr. Charles Spicer, Visual Electronics Corporation, 356 West 40th Street, New York, N.Y. 10018, Telephone (212) 736-5480.

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**Stations**

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Operating station small midwest market. New, favorable contracts. Expansion underway. C.A.T.V. potential about 5000. Priced about like a radio station.  
Box B-223, Broadcasting.

(Continued from page 108)

Remote control permitted main and auxiliary trans. of WSKY Asheville, N. C.

Actions of Feb. 11

\*KCUR-FM Kansas City, Mo.—Granted CP to install new trans. and ant.; and increase ERP to 40 kw; ant. height 110 ft.; remote control permitted.

WMUU-FM Greenville, S. C. — Granted request to cancel authorization for operation of auxiliary trans. and ant.

KLPR Oklahoma City—Granted CP to make change in ant. system.

KFOR Lincoln, Neb. — Granted CP to change ant.-trans. location, and install new trans.

Granted renewal of licenses for following main stations and co-pending auxiliaries: KBKR Baker, Ore., and KPUG Bellingham, Wash.

Granted mod. of licenses to reduce aural ERP for following noncommercial educational TV stations: KCSM-TV San Mateo, Calif., to 2.75 kw; KUSD-TV Vermillion, S. D., to .083 kw; WCVE-TV Richmond, Va., to 123 kw; and WITV Charleston, S. C., to 5.75 kw.

Actions of Feb. 10

KOSI Aurora, Colo.—Granted CP to install auxiliary trans. at main trans. location with remote control from main studio location.

KDES Palm Springs, Calif.—Granted CP to install auxiliary trans. at main trans. location.

WAYE Baltimore — Granted request to cancel license for auxiliary trans.

WKYC-TV Cleveland—Granted mod. of license to increase aural ERP to 20 kw. and modify type trans.

KALB-TV Alexandria, La.—Granted mod. of CP to reduce aural ERP to 20 kw.

WHYY Orlando, Fla.—Granted CP to make changes in ground system.

KJAZ Alameda, Calif.—Granted license covering increase in ERP, ant. height, and installation of ant.

**FOR SALE—Stations**

continued

- Arizona AM—\$48,000—\$8,000 down
- N. California AM—\$155,000—\$25,000 down
- W.C. AM—\$125,000—\$25,000 down
- N. West AM—\$262,500—Terms

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N.E.	small	daytime	\$110M	terms
Pa.	small	daytime	70M	nego
Gulf	medium	daytime	200M	29%
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M.W.	TOP 50	AM&FM	1MM	29%

**CHAPMAN ASSOCIATES**

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- M.W. METRO FULL \$1.3 million**
- S.W. METRO FULL 50 kw \$1.5 million TERMS**
- N.Y. SUBURBAN AM-FM \$600,000 TERMS**
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- VA. DAY \$60,000 yearly cashflow \$400,000 TERMS**
- W. COAST TWO AMs**
- HONOLULU, HAWAII Attractive AM situation**

*La Rue Media Brokers Inc.*

654 MADISON AVENUE  
NEW YORK, N. Y.

HUGH BEN LA RUE, PRESIDENT

TE 2-9362

KBOA-FM Kennett, Mo.—Granted license covering installation of new ant.-trans.

WSTC-FM Stamford, Conn.— Granted license covering installation of new ant., change in ant. system, increase in ERP, and decrease in ant. height; remote control permitted.

WJSM(FM) Martinsburg, Pa. — Granted license covering increase in ERP and decrease in ant. height.

WVBR-FM Ithaca, N.Y.—Granted license covering installation of new ant., change in ant. system, increase in ERP, decrease in ant. height, and specify type trans.

WGBS-FM Miami—Granted license covering new ant.-trans. change in ant.-trans. and remote control location, and increase in ERP and ant. height.

WMRI-FM Marion, Ind.—Granted license covering installation of new exciter unit.

WDHA-FM Dover, N.J.—Granted license covering increase in ERP, and installation of new trans.

KLOL Lincoln, Neb.—Granted license for AM; condition.

Granted licenses for following FM stations: KCYS Richland, Wash., and specify type trans.; KNXR Rochester, Minn., and specify type trans.; KDNC-FM Spokane, Wash., and specify type trans.; WKLC-FM St. Albans, V. Va. aric, Ala.; WLGK-FM Logan, Ohio; WSRK-FM Durham, N. C.; and WOAP-FM Owee, Mich.

Granted mod. of licenses to reduce aural ERP for following TV stations: WGAL-TV Lancaster, Pa. to 63.1 kw and change type aural trans.; WXEX-TV Petersburg, Va., to 43.6 kw and change aural trans.; WTVT Tampa, Fla., to 31.6 kw and rededcribe main studio location; KFMB-TV San Diego, to 37.5 kw (DA); WNEC-TV New York, to 5.13 kw; KVOA-TV Tucson, Ariz., to 6.92 kw; WSAZ-TV Huntington, W. Va., to 6.92 kw; KMTT Walker, Minn., to 6.17 kw; KCMC McCook, Neb., to 20 kw; KMED-TV Medford, Ore., to 29.5 kw; KCMT Alexandria, Minn., to 63.1 kw; KTRF-TV Lufkin, Tex., to 5.5 kw; WCYB-TV Bristol, Va., to 17 kw; WICU-TV Erie, Pa., to 33.1 kw; WOLO-TV Columbia, S. C., to 25.7 kw; and WGN-TV Chicago, to 63.1 kw.

Granted extension of completion dates for following stations: WQRB-FM Pittsfield, Mass., to July 18; condition; KPXL(FM) San Jose, Calif., to Aug. 28; WEAS-FM Savannah, Ga., to Aug. 23; KFRE-FM Fresno, Calif., to May 5; WALL-FM Middletown, N. Y., to Aug. 4; WPFM(FM) Providence, R. I., to April 21; KDAY Santa Monica, Calif., to Aug. 13; and WFSO Pinellas Park, Fla., to April 1.

Granted license to WDOV-FM, Dover Broadcasting Co., Dover, Del., covering change in ant.-trans. location, installation of new trans. and ant., and change in ERP and ant. height.

Actions of Feb. 9

KDOK Tyler, Tex.—Granted CP to change ant.-trans. and studio location; make changes in ant. system; delete remote control; and install new trans.; conditions.

WLDS-FM Jacksonville, Ill.—Granted CP to install new trans. and ant.; remote control permitted; conditions.

WBFG(FM) Detroit—Granted CP to install new trans. as auxiliary trans. at main trans. location; remote control permitted.

WRNW(FM) Mount Kisco, N.Y.—Granted CP to change studio location; install composite trans.; increase ERP to 1.2 kw; remote control permitted; condition.

WHYN-FM Springfield, Mass.—Granted CP to increase ERP to 8.7 kw; operate trans. by remote control; install new trans. and ant.; and change ant.-trans. location.

WBOS-FM Brookline, Mass.—Granted CP to install new trans.; increase ERP to 10 kw; ant. height to 280 ft.; conditions.

WNNHC-FM New Haven, Conn.—Granted CP to change ant.-trans. location; decrease ERP to 3.54 kw; and increase ant. height to 950 ft.

WCLW-FM Mansfield, Ohio—Granted CP to increase ERP to 3.4 kw.

WEVE Sanford, N. C.—Granted CP to replace expired permit for change in ant.-trans. location and changes in ant. system; mod. of CP to make changes in ant. system and increase height.

WLEF Greenwood, Miss.—Granted CP to replace expired permit, to increase power to 1 kw, install new trans., and make changes in ant. system.

KRNW(FM) Boulder, Colo.—Granted CP to replace expired permit for change in ant.-trans. location, install new trans., and change ant. height.

WRTV(TV) Asbury Park, N.J.—Granted mod. of CP to change ERP to 776 kw vis., 77.6 kw aural; change trans. location to state highway 36 and Leonardo Road near Atlantic Highlands; change studio location; type trans. and ant.; and ant. height to 500 ft.

KMPL Sikeston, Mo.—Granted mod. of CP to make changes in DA system, and specify main studio location.

KLGS(FM) Los Gatos, Calif. — Granted mod. of CP to change studio location; change type trans.; remote control permitted.

WKUE-FM Griffin, Ga.—Granted mod. of CP to change type trans.; install new ant.; change ERP to 3 kw; conditions.

WSLI-FM Jackson, Miss.—Granted mod. of CP to change type ant.; describe ant.; and decrease ERP to 80 kw.

WPAT-FM Paterson, N.J.—Granted mod. of CP to change type trans.; increase ERP to 12.5 kw; and waived Sec. 73.210 of rules to permit main studio to be located at Clifton.

Winston-Salem Broadcasting Co.: WGHP-TV High Point, N. C.; WTOB Winston-Salem, N. C.; WSGN Birmingham, Ala.—Granted mod. of license to change name of licensee to Southern Broadcasting Co. Includes adjuncts.

Jackson Broadcasting & Television Corp.: WKHM-FM Jackson, Mich.—Granted mod. of license to change name of licensee to Jackson Broadcasting Corp.

KLPR-TV Oklahoma City—Approved engineering data submitted pursuant to fourth report and order in Doc. 14229 to specify operation on channel 14 in lieu of channel 19; change trans. and studio locations; type ant. and trans.; ERP 832 kw vis., 83.2 aural; ant. height 590 ft.; condition.

Granted CPs to replace expired permits for changes in UHF TV translator stations K73BE, K76BN, K70CU, Utah State University of Agriculture and Applied Science, Logan, Utah.

Granted extension of completion dates for following VHF TV translator stations: K13GY, Grand Mesa Television Co., Montrose and North Fork Valley, Colo., to Aug. 9; and W02AK, Capitol Broadcasting Co., Roanoke Rapids, N. C., to Aug. 9.

Granted mod. of licenses to reduce aural ERP for following TV stations: National Broadcasting Co., WRC-TV Washington, to 16.6 kw; KNBC(TV) Los Angeles, to 7.41 kw; WMAQ-TV Chicago, to 18.2 kw; KZTV(TV) Corpus Christi, Tex., to 47.9 kw; WTVR(TV) Richmond, Va., to 15 kw; WRVA-TV Richmond, Va., to 60.3 kw; KCBP-TV Lubbock, Tex., to 57.5 kw; KTVI(TV) St. Louis, to 20 kw; KOAT-TV Albuquerque, N. M., to 14.65 kw; WHYV-TV Springfield, Mass., to 36.3 kw; KTLA Los Angeles, to 10 kw; KREY-TV Montrose, Colo., to 617 kw; KTAR-TV Mesa, Ariz., to 46.8 kw; WSWA-TV Harrisonburg, Va., to 1.66 kw; KFDW-TV Clovis, N. M., to 6.03 kw; KUPK-TV Garden City, Kan., to 12 kw; WHP-TV Harrisburg, Pa., to 57.5 kw; KCEN-TV Temple, Tex., to 14.1 kw; KMID-TV Midland, Tex., to 10 kw; KHSL-TV Chico, Calif., to 41.7 kw; WMBD-TV Peoria, Ill., to 135 kw; WCIA(TV) Champaign, Ill., to 20 kw; KQTV(TV) Fort Dodge, Iowa, to 19 kw (DA); and KUSU-TV Logan, Utah, to 6.24 kw.

Granted mod. of license to change type aural trans. of WHO-TV Des Moines, Iowa.

Granted extension of completion dates for following stations: WITA San Juan, P. R., to May 30; WDLB Marshfield, Wis., to Sept. 1; WRAY-FM Princeton, Ind., to Apr. 28; WDLP-FM Panama City, Fla., to Sept. 1; condition; WWOS Palm Beach, Fla., to July 15; WGOV-FM Valdosta, Ga., to Aug. 23; WMGA-FM Marietta, Ohio, to Aug. 1; WMBN-FM Petroskey, Mich., to Aug. 28; WXLI-FM Dublin, Ga., to Aug. 25; KLA-K

FM Lakewood, Colo., to Aug. 14; and WCOV-FM Sparta, Wis., to Apr. 15.

#### Actions of February 8

Remote control permitted following stations: KREH DeRidder, La.; KADI(FM) St. Louis; and \*WBDG(FM) Indianapolis.

#### Actions of February 4

Granted CPs for following new UHF TV translator stations: Carroll Area TV Inc., Carroll, Iowa, on channel 72, to rebroadcast programs of \*KDPS-TV Des Moines; and San Luis Obispo County Superintendent of Schools, Arroyo Grande on channel 70, San Luis Obispo on channel 81, and Shandon, Syncline Hill, Pozo, on channel 82, all California, to rebroadcast programs of \*KQED(TV).

Remote control permitted KXGO, Fargo, N. D.

#### Fines

By memorandum opinion and order, commission ordered KADY Inc. to forfeit \$500 for violations of Sec. 17.25 of rules by failing to maintain tower lighting of KADY St. Charles, Mo. Notice of apparent liability for that sum was issued on Dec. 1, 1965. Station has been silent since February 1965. This is first forfeiture ordered for failure to maintain tower lighting. Action Feb. 16.

Commission notified Executive Broadcasting Corp., licensee of WTYM East Longmeadow, Mass., that it has incurred apparent liability of \$1,000 for operator, maintenance log and technical violations. Licensee has 30 days to contest or pay forfeiture. Action Feb. 16.

By memorandum opinion and order and notice of apparent liability, commission (1) denied petition by Marion Cable TV for reconsideration of Nov. 24 grant of transfer of control of WMRI Inc., licensee of WMRI-AM-FM Marion, Ind., from Federated Publications Inc. to Ralph Marcucilli et al., but (2) held Federated liable for forfeiture of \$2,500 for violating sponsorship identification, station identification and logging rules. Violations involved spot announcements derogatory to Marion Cable which is competing with transferee for local CATV franchise. Action. Feb. 16.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Feb. 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.

■ Indicates a franchise has been granted.

■ Monroeville, Ala. — Monroeville Telephone Co. has been granted a franchise. The company has agreed to pay the city 3½% of the annual gross income.

Walsenburg, Colo. — Colorado Televents Inc., Denver (Bill Daniels, president), has applied for a franchise. The firm would pay the city 3% of the annual gross and would charge a \$6 monthly service rate and a \$25 installation fee.

■ Kewanee, Ill.—Kewanee Perfect Picture TV Inc. (William Clancey, president), has been granted a franchise. Until total revenue reaches \$275,000 the company will pay the city 5%; thereafter it will increase payment to 7½%. Installation charge will be \$19.95 with a monthly service charge of \$4.75. Kewanee Cable TV Co. and Northern Illinois TV Cable Co., Monmouth, Ill., have applications pending.

■ Mt. Carroll, Ill.—A 25-year franchise has been granted to Soundvision Inc., Dixon, Ill. (represented by O. K. Wright). The city will receive 2% of the gross revenues. Subscribers will pay approximately \$5 a month service charge. Twelve channels will be offered with free connection to schools, hospitals, libraries, police and fire departments and churches.

Ottawa, Kan.—Ottawa Cablevision Inc. has applied for a franchise. The city would

## Rulemakings

### FINALIZED

By report and order in Doc. 16184, commission amended its table of FM channel assignments as follows: assigned 285A to Lebanon, Ind.; 252A to Winchester, Ind.; 288A to Sheldon, Iowa; 240A to Stanford, Ky.; 265A to Bedford, Pa.; 292A to River Falls, Wis., and 288A to Paris, Tenn.; assigned 288A to St. Peter, Minn., and substituted 288A for 287 at Montevideo; assigned 285A to Rosenberg, Tex., and substituted 245 for 284 at Bay City; deleted 277 from Baton Rouge, and added it to Hammond, La.; added 237A to Fort Myers, Fla.; and substituted 238 for 262 at Key West, Fla., and assigned 262 to Plantation Key. Action Feb. 16.

Commission granted waivers of Sec. 73.652(a) of rules to permit "dual-city" station identification by following: Texas Key Broadcasters Inc. (KPAR-TV, channel 12), Sweetwater, Tex., as Sweetwater-Abilene; Southern Broadcasters Inc. (WGHP-TV, channel 8), High Point, N. C., as High Point-Greensboro-Winston-Salem; Columbia Empire Broadcasting Corp. (KNDU, channel 25), Richland, Wash., as Richland-Pasco-Kennewick; Indian River Television Inc. (WTVX, channel 34), Ft. Pierce, Fla., as Ft. Pierce-Vero Beach; and Northwest Publications Inc. (WDSM-TV, channel 6), Superior, Wis., as Superior, Wis.-Duluth, Minn. Commissioners Bartley and Loevinger dissented to Southern Broadcasters, Columbia Empire and Indian River. Action Feb. 16.

■ WRUL Scituate, Mass. — Commission granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from Mar. 6 to May 8. Action Feb. 16.

### DENIED

By memorandum opinion and order, commission denied request by Radio Newark Inc. for waiver of Sec. 73.37 of rules and dismissed its application to increase power of WNRK Newark, Del., from 500 w to 1 kw, continued operation on 1260 kc, DA, D. Commissioners Hyde, Bartley and Loevinger dissented. Action Feb. 16.

### PROPOSED

Commission invited comments to proposed rulemaking, based on petition by

Bemidji Board of Education, looking toward reserving channel 9 (now commercial) for noncommercial educational TV use at Bemidji, Minn., and deleting educational reservation from channel 32 in that city. Action. Feb. 16.

### PETITIONS FOR RULEMAKINGS FILED

Tappahannock, Va.—Rappahannock Broadcasting Co. Requests amendment of rules so as to assign channel 288A to Tappahannock. Received Feb. 2.

WBNI Boonville, Ind.—Boonville Broadcasting Co. Requests amendment of rules so as to allocate channel 296A to Boonville. Received Feb. 7.

KBLR Bolivar, Mo.—Robert F. Neathery and L. C. McKenney tr/as Shepherd of the Hills Broadcasting Co. Requests that FM table of assignments be amended as follows: Aurora, Mo.—delete channel 261A, add channel 228A; Bolivar, Mo.—add channel 263. Received Feb. 7.

KKAS Silsbee, Tex.—Jewel P. White. Requests amendment of rules so as to assign FM channel to Silsbee. Received Feb. 7.

Washington—Association of Maximum Service Telecasters Inc. Requests institution and expedited consideration of rulemaking proceeding directed toward amendment of subpart G of part 74 of rules governing broadcast translator stations, Sec. 73.603 governing designation of television channels and any other pertinent provisions of rules, to facilitate expanded availability and use of translators. Received Feb. 8.

### New call letters requested

WBPR Bayamon, P. R.—Lucas Tomas Muniz. Requests WLUZ.

KTRG-TV Honolulu—Friendly Broadcasting Inc. Requests KIKU-TV.

WNOH Raleigh, N. C.—Harris Broadcasting Co. Requests WYNA.

Honolulu—University of Hawaii. Requests KHET(TV).

Valparaiso, Ind.—Valparaiso University. Requests WVUR-FM.

Dangerfield, Tex.—Beamon Advertising Inc. Requests KEGG.

WZOK Jacksonville, Fla.—Radio Jax. Inc. Requests WWIP.

WINT-FM Winter Haven, Fla.—Winter Haven Broadcasting Co. Requests WXKL.

receive 3% of the annual gross revenue. The company would charge a monthly fee of \$5 to \$7.

■ Hastings, Neb.—Strand Amusement Corp. has been granted a franchise.

■ Boonville, N.Y.—A conditional six-month franchise has been granted to Lewneida Cable TV Co., represented by Robert Helmer. The company already holds CATV franchises in Port Leyden and Camden, both New York.

■ Rotterdam, N.Y.—General Electric Cablevision Corp. has been granted a non-exclusive franchise. For the first five years the city will receive 3% of the gross revenue; thereafter it will receive 4%.

Wappinger, N.Y.—Time-Life Broadcast Inc. (group owner) has applied for a franchise. The city would receive 3% of the gross revenue.

■ Maple Heights, Ohio—Telerama Inc., a group owner with minority interest held by Scripps-Howard Broadcasting, Cleveland (Creighton Miller president), has been awarded a franchise. The company already holds franchises in Akron, Warrensville Heights, Shaker Heights and Beechwood, all Ohio.

Medina, Ohio—Mid-Ohio Cable TV has applied for a franchise. Tri-County CATV and Armstrong Television Service have previously applied.

■ Meyers Lake, Ohio—Imperial Broadcasting Co. has been awarded a 20-year franchise. Service is expected to begin in early spring. The company already holds franchises in Canton and Louisville, both Ohio.

Springfield, Ohio—Cox Cablevision Corp. (group owner) has applied for a 20-year nonexclusive franchise. Robert L. Yontz (WBLV Springfield) had previously applied for a franchise.

Holdenville, Okla.—Bill Hoover, owner of KTEN(TV) Ada, Okla., has applied for a franchise. Monthly service charge would be between \$5.75 and \$6.

■ Carroll, Pa.—Tex-Video Inc. has been

granted a franchise. The township will receive an annual fee of \$500.

■ Johnstown, Pa.—Johnstown Cable TV Inc., a subsidiary of Teleprompter Inc. (Walter A. Kinash, manager), has been granted an exclusive franchise. The company has been operating in Johnstown for the past six years without any franchise. When the council called for bids for a franchise, Johnstown Cable TV did not submit one. Irving Kahn, president of Teleprompter, had called the request for bids illegal and had threatened to fight it. Bids were received from Johnstown TV Inc.; Transvideo Inc.; Barnesboro; Allegheny Area Cable TV, Pittsburgh; All State Systems, Doylestown, all Pennsylvania.

■ Memphis, Tenn.—Two firms have been granted nonexclusive franchises. They are Memphis CATV Inc. and Total Television of Memphis Inc. (combination of Memphis TV stations).

■ Cotulla, Tex.—Ben Conroy, Uvalde, and E. A. Leonard, Laredo, both Texas, have been granted a franchise.

■ Honey Grove, Tex.—TV Cable Co. has been granted a franchise. Installation fee will be \$10 and monthly service will be \$5.75.

Port Arthur, Tex.—Gulf Coast Cable Television Co. has applied for a franchise. The city would receive 4% of the annual gross revenue with the firm charging a \$4.90 monthly service fee. Principal in the company is Amon Carter Jr. (Fort Worth Star-Telegram, WBAP and WBAP(TV)).

Bountiful county, Utah—Community Television of Utah (group owner) has applied for a franchise to serve Bountiful county. The firm would charge a \$5.95 monthly rate and a \$14.96 installation fee. The county would receive 2% of the annual gross revenue.

Whitefish Bay, Wis.—Marcus Theatres Management Co., Milwaukee (group owner), has applied for a franchise.

It would have been the most natural thing in the world to announce Bob Fleming's appointment as deputy news secretary to the President at the Radio-TV Correspondents Association Feb. 10 dinner in Washington. But Bob Fleming demurred. He didn't want to put his colleagues to work on the one night they were out for an evening of relaxation and sociability.

So, the announcement that ABC News's Washington bureau chief, was being named a spokesman for the President was made the next day.

It's a measure of the man that he thought first of his fellow newsmen. Because that exemplified what his colleagues think of him: "a hell of a nice guy" and "a newsman's newsman."

If there could be a training ground for the hot seat of a White House news secretary, it couldn't be better than the experience Bob Fleming brings to the job.

He's been trained in all three of the major media—newspaper political reporting, magazine bureau chief and broadcasting (ABC News Washington correspondent and bureau chief).

Although Mr. Fleming was named deputy news secretary, all, from the President down, acknowledge that the title is only transitional. As soon as he gets well into the job, Mr. Fleming is expected to be the spokesman for the President in title as well as in action.

**LBJ and TV** ■ There's no hiding the fact, either, that the choice of Mr. Fleming for the post came because of his background and experience in television and radio. Mr. Fleming repeats what has been said by others, including Bill Moyers, White House news secretary: The President feels he is better served by the broadcast media where he can talk directly to the people.

Mr. Fleming is not unlike two of his predecessors. Like George Reedy, who preceded Mr. Moyers in the west wing office of the Executive Mansion, he's an habitual pipe smoker. And like Pierre Salinger, who preceded Mr. Reedy, Mr. Fleming has the reputation of being somewhat of a raconteur. According to his sister, Helen Fleming of the *Chicago Daily News*, he's quite a breakfast cook (pancakes). His brother is a Chicago advertising executive.

Mr. Fleming is known to some of his fellow workers as a saver. The middle drawer of his desk, it's said, contains every rubber band and paper clip that ever dropped on the floor of his office. And, according to others, he's perfect for the job in other ways. For, like President Johnson, Mr. Fleming is reluctant to turn on the lights in his office as the day wanes. He habitually, it's said, turns on one lamp in the corner of the room and then waits a while before he turns on all of them.

Mr. Fleming was one of a panel of *Newsweek* correspondents who appeared

## LBJ's voice adds radio-TV to its accent

on a series of political analysis broadcasts on ABC during the 1956 political conventions in Chicago.

During a talk one evening with John Daly, then ABC News vice president and moderator of the panels, the *Newsweek* Chicago bureau chief expressed what he thought was wrong with broadcast news.

Nine months later, in April 1957, he was hired as an ABC Washington correspondent.

He arrived in Washington on a Sunday, checked into his hotel, and before unpacking called John H. Secondari, then ABC's Washington bureau chief.

Mr. Secondari told him to come right over, he was scheduled to interview someone on the air in an hour. He rushed over, he recalls, Mr. Secondari told him where to sit, and the broadcast began.

To this day, Mr. Fleming avers he doesn't know whom he interviewed.

To compound this entry into broadcast journalism, Mr. Secondari told Mr. Fleming that he was also assigned to do a 15-minute news summary for ABC Radio, beginning the next morning at 8 o'clock.

Today, Mr. Fleming has a high regard for broadcast news and newsmen. He feels they have matured. "Part of this maturity," he says, "is that broadcasting has attracted some very experienced newspapermen—like Bill Lawrence [former *New York Times* White House correspondent] and John Scali [former Associated Press diplomatic reporter]. And the other part is that broadcasting has begun to raise its own crop of bright, experienced newsmen, like Roger Mudd [CBS], Robert Abernathy [NBC], and Peter Jennings [ABC]."

**Forget It** ■ During his tenure as ABC News chief in Washington Mr. Fleming, like other broadcast newsmen, has not been uncritical of President Johnson, particularly of his penchant for quick, unscheduled TV appearances.

Does he still feel the same way? "Let's just say," he laughed, "that I've changed my mind. Seriously, though, I think the problem was mostly not being informed of the mechanics of setting up a broadcast. Maybe now it'll be different."

Mr. Fleming was bred in the Wisconsin of the senior Bob LaFollette. His first news work, even while he was attending the university there, was with the *Madison Capital Times*. From there he joined the state's number one newspaper, the *Milwaukee Journal*.

It was shortly after he returned from Harvard, where he was a Nieman Fellow, that he joined *Newsweek* as Chicago bureau chief. Supervising four staffers on the politics, business and agriculture of 10 midwestern states broadened his professional experience and, after the Eisenhower-Stevenson campaign, brought him to ABC News in Washington.

Mrs. Fleming, the former Jean Heitkamp, is an alumna of the University of Wisconsin Journalism School and an ex-working newspaperwoman.

On weekends for the last five years, the Flemings have fled Washington to an 18-acre retreat at Mount Airy, Md., about 40 miles northwest of the capital.

"But," Mr. Fleming noted pensively, "I suppose that's all over now. . . ."

And anyone who knows the President's working habits must agree with him.

## WEEK'S PROFILE



Robert Henry Fleming—Deputy news secretary to President Johnson. b. Jan. 30, 1912, Madison, Wis. BA in journalism, U. of Wisconsin, 1934; Nieman Fellow, Harvard, 1949-50; sports, general assignments, 'Madison (Wis.) Capital Times,' 1932-43; general assignments, New York editor, political reporter, 'Milwaukee Journal,' 1945-53; Chicago bureau chief, 'Newsweek' magazine, 1953-57; Washington correspondent, ABC News, 1957-60; Washington bureau chief, 1960-66. 1st lieutenant, U. S. Army, 1943-45. Dir., Radio-Television News Directors Association; past pres., Radio-TV Correspondents Association; member, Freedom of Information Committee, National Association of Broadcasters; RTNDA representative on Joint Media Committee on News Coverage Problems; member, Sigma Delta Chi, National Press Club, Broadcasters Club, International Club; past deacon, Chevy Chase (Md.) Presbyterian Church. m. Jean Heitkamp, June 27, 1936. Two sons, Robert Henry Jr., 17; Frederick, 14; hobbies—bridge, golf, reading on national and international affairs, biographies.

CATV: part I

THE controversy over federal regulation of community antenna television has by no means been silenced by the FCC's issuance last week of its own scheme of control. There will be hearings in both Senate and House and appeals in the courts. We have a hunch, however, that the FCC's statement of Feb. 15 will still be recognizable in whatever regulations are finally entered in the government's books.

None of the extremists on either side of the CATV argument is fully satisfied by the commission's plan of control. Yet almost everyone can find some virtue in it, and there are a good many broadcasting and CATV interests that feel the FCC has made the best of a situation that defied totally acceptable compromise.

The leadership in the FCC's consideration of this most difficult problem clearly came from Chairman E. William Henry. It was he who guided his divided colleagues toward an accommodation that for months had seemed beyond realization. Mr. Henry's personal reputation has profited.

But now the broadcasters must ask themselves whether government regulation of their business will be changed as a consequence of the imposition of regulation over CATV. There can be no doubt that the FCC's new plan of cable regulation is intended to protect television broadcasters from cable competition. The protection that the FCC has adopted is less comprehensive than that requested by many broadcasters, but it is nonetheless protection of a higher order than television has been accorded against any other enterprise, and it is protection granted on economic grounds.

Can the government immunize broadcasting against losses of audience, programs and revenues to a competitor without exacting from broadcasting the maximum public service that its revenues will support? Once the regulation of CATV is fully effective, will the FCC begin asking stations to justify their programing expenditures in the light of their profits?

We hope broadcasters will be ready with answers when those questions are asked.

In Macy's window

THERE is no good to be found in the row that led to Fred Friendly's resignation last week as president of CBS News. CBS lost a highly skilled newsman, and, until he finds a new job, so did all of journalism. And both CBS and television lost a great deal of face.

Valid arguments can be made on both sides of the dispute that brought Mr. Friendly's departure. It can be argued, on his side, that television had an obligation to present live coverage of former Ambassador George Kennan's Senate committee testimony on Vietnam, and also that in failing to do so CBS weakened its own crusade for radio-TV access to congressional proceedings. It can also be argued, as CBS Group Vice President John A. Schneider did argue in defending his refusal to carry the hearing live, that not many daytime viewers can or will stay with extended hours of testimony and that TV can do more good by recapping the essentials for a nighttime audience.

It might also be pointed out that Mr. Friendly has favored this "selective" as opposed to "full-text" coverage of other events, such as political conventions, presumably for reasons not unlike those cited by Mr. Schneider. It should also be pointed out that, since NBC carried the Kennan testimony live, viewers who wanted to see the proceedings were able to do so. One broadcaster cannot count on having his own obligations discharged by another; but neither can it be said that three networks, or even two, must cover the same thing at the same time in the same way.

What to cover and how to do it are decisions each broadcaster must make for himself. He should make them against a background of solid journalistic responsibility. But the decisions ought to be made internally, not in public. When the Schneider-Friendly fracas broke in the newspapers, it immediately appeared—or was made to appear—that CBS, despite its acknowledged accomplishments and contributions in broadcast journalism, had acted out of money-grubbing motives. In his letter of resignation Mr. Friendly did nothing to dispel the notion.

The pity is that the whole mess might have been avoided—without damage to the integrity or the image of Mr. Friendly, CBS or television as a whole. It might have been done if he had simply approached this issue with the dispassionate judgment of an editor and the same insight and skill that have built stature not only for himself and CBS News but for all of broadcast journalism. In our book, this was one story he overplayed.

Two decades later

THE appointment of Robert H. Fleming to the White House news secretariat is recognition of the importance of broadcast journalism in the affairs of the President, the nation and the world.

Mr. Fleming is not the first broadcaster to be named to the news secretaryship by a President. He is the third, if Bill Moyers's brief tenure as a newscaster of the Johnson's family's KTBC-AM-TV Austin, Tex., is included.

The first such appointment was made 21 years ago by Harry S. Truman when he assumed the Presidency upon the death of Franklin D. Roosevelt. One of Mr. Truman's first acts was to name J. Leonard Reinsch, then managing director and now president of the Cox stations, as successor to Stephen T. Early.

Mr. Reinsch served exactly four days. The Washington newspaper corps resented the appointment of a "radio man" to the "press" secretaryship. Mr. Reinsch gracefully stepped aside and became the unpaid radio adviser to the President, on call. Since then he has been radio-TV consultant to the Democratic party and has run its last three national conventions.

So far not a single newspaperman has criticized President Johnson's selection of a broadcast journalist.

What a difference a couple of decades make.



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