



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Carl B. Yivisaker Station  
Moorhead, Minn.  
1/31/67

25 Years of  
Advertising  
For The Public Good

## 8,885,763,000 TV IMPRESSIONS

For The Problem Of Mental Retardation

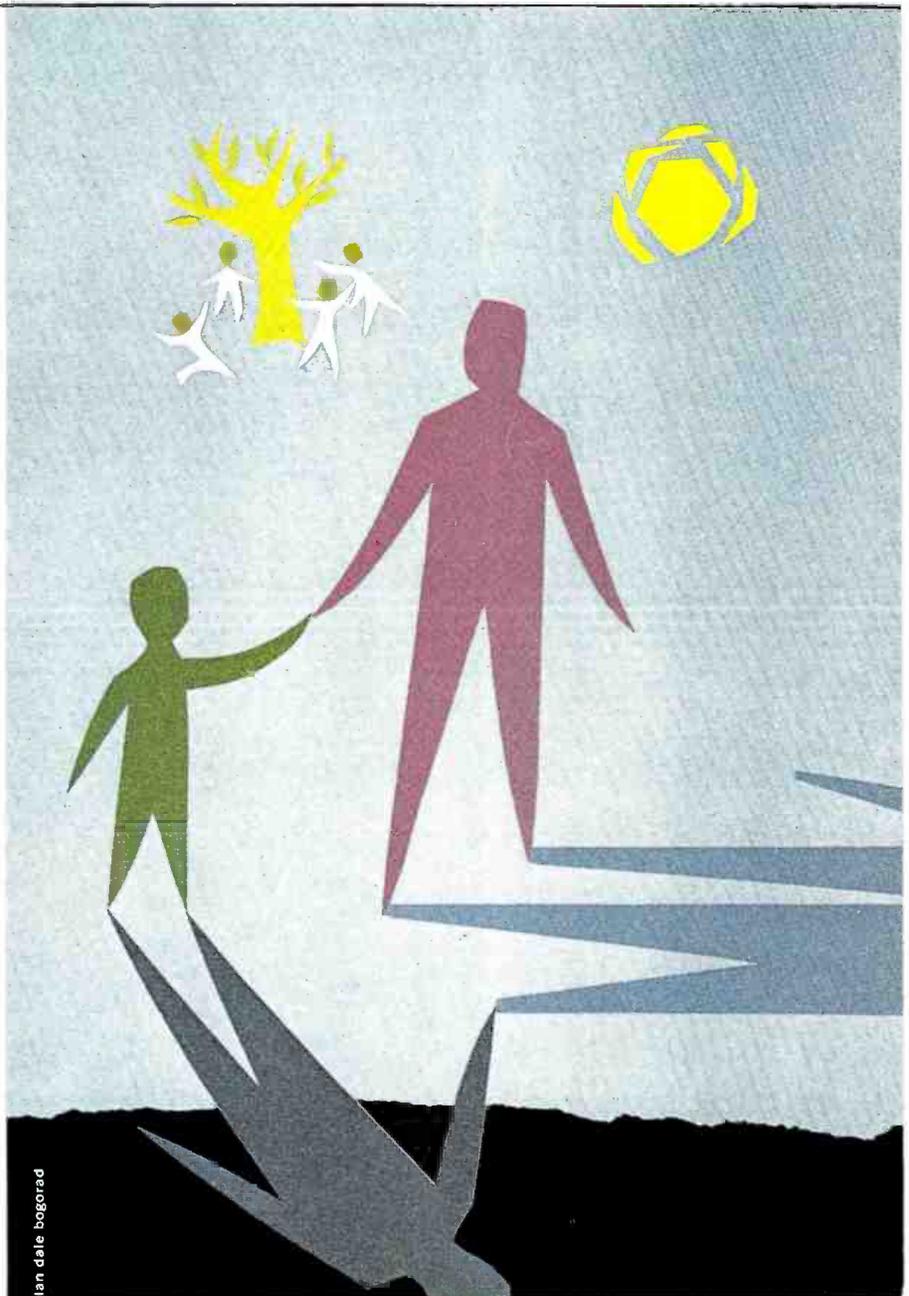
That's the coverage the Petry represented TV stations delivered for this Advertising Council campaign last year. They believe in service as well as sales.

THE ORIGINAL STATION REPRESENTATIVE



THE PETRY REPRESENTED TELEVISION STATIONS—  
—RESPONSIBLE AND RESPONSIVE

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



Ian Dale Bogorad

# CATV's a big boy now

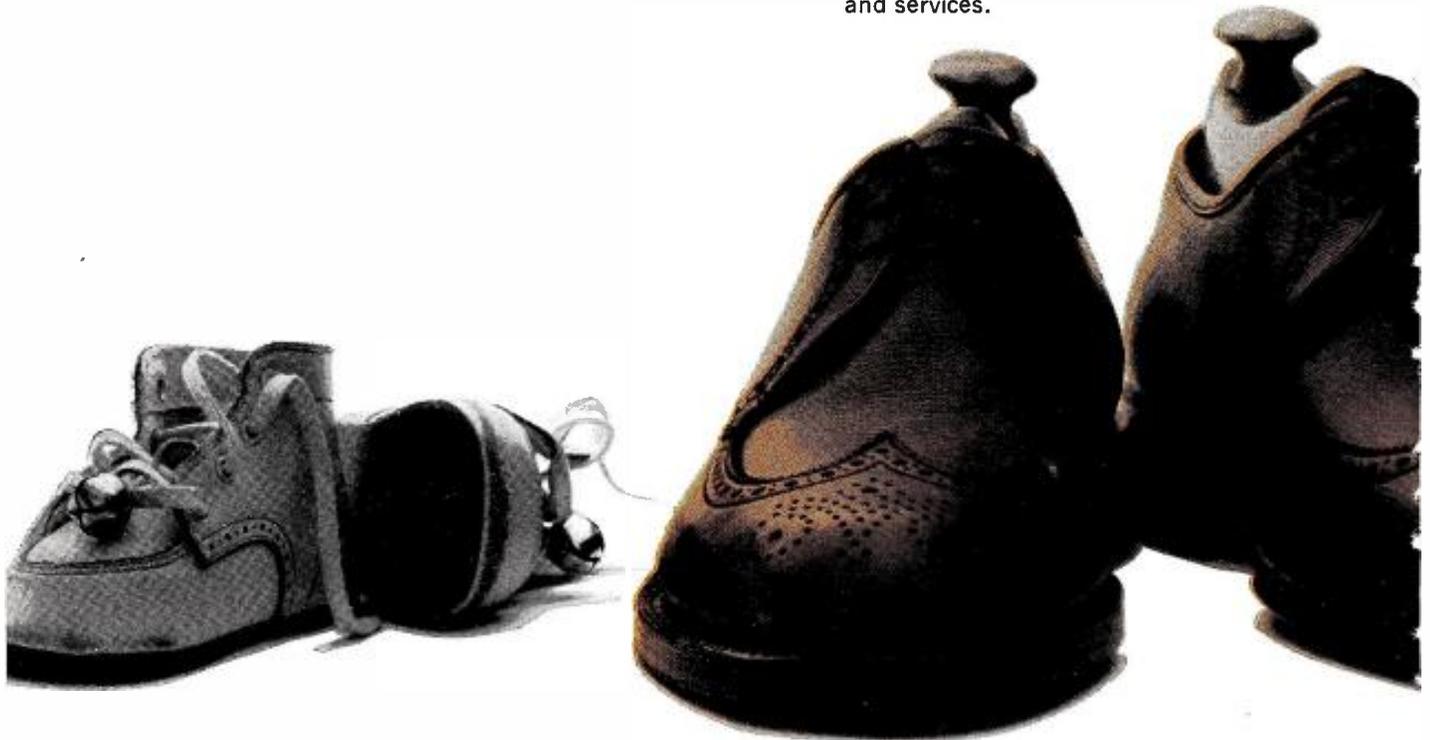
Born to fulfill a specific television reception need, Community Antenna Television has matured through the solution of innumerable reception problems. CATV now provides viewers with unparalleled picture quality and program variety . . . whether the viewers are surrounded by skyscrapers or beyond the TV horizon. CATV is a proved, practical visual transportation system.

Today, CATV is ready to take on new tasks. Tasks such as only you who are experts in the programming and communication fields can envision for this unlimited channel pipeline.

For more information on this exciting industry, read "Cable TV," published by the National Community Television Association, Inc. For more details on us, our full-color brochure, "The Jerrold CATV Story," is a good start. Both publications are available from CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.



**FIRST IN CATV**—The nation's largest, most experienced manufacturer/supplier of CATV equipment and services.



## A stake in K.C.

Sale of KMBC-AM-FM Kansas City by Metromedia to Bonneville International (Mormon Church) for over \$2 million is under discussion, with deal predicted for this week. Metromedia bought Kansas City stations (including KMBC-TV which is not included in Bonneville negotiation) from Cook Paint and Varnish Co. in 1961, for \$9.65 million. Purchase included TV in Sedalia, Mo., and AM in Concordia, Kan., but these were sold off. Bonneville, group owner based at KSL-AM-FM-TV, Salt Lake City, will have, it's understood, first refusal rights for KMBC-TV if Metromedia decides to sell that station later.

## Balancing act

Odds-makers are offering no better than even money on which way FCC may go on Department of Justice petition to reopen ITT-ABC merger proceeding. Prevailing notion is that present Feb. 2 effective date of merger, hitherto approved by 4-3 vote, would be postponed for perhaps another week or 10 days to allow FCC to consider 80-page ABC-ITT opposition to Antitrust Division's petition (see page 54).

*Here are options: FCC could sustain its 4-3 vote; it could propose hearing confined to three points raised in Assistant Attorney General Donald Turner's letter of Dec. 20; it could have wide-open full-dress hearing. There's serious talk that ABC will withdraw from merger if there are undue delays and go into the easing money market to finance its color expansion and new-season programming. If that happened, onus would be on DOJ in killing merger.*

## Backlash

TV set makers have tentatively scheduled strategy meeting for March 15 to decide what to do about Carnegie Commission recommendation that excise tax be imposed on TV sets to support noncommercial TV (see stories beginning page 23). Manufacturers' first response was hostile, but they're beginning now to look for more moderate stand. Some are talking of offering to bear "fair" share of ETV burden—provided broadcasters or TV advertisers are taxed too. One manufacturer has mentioned license fee for set owners, in British style.

# CLOSED CIRCUIT®

*Joseph H. McConnell, former NBC president, was only member of Carnegie Commission to take public stand favoring franchise tax on broadcasters but at least one other member. Edwin H. Land, Polaroid president, took same position during early deliberations of commission. One commission member who was consistently opposed to tax on broadcasting wasn't even in country when report came out. He's John S. Hayes, former president of Post-Newsweek stations and now ambassador to Switzerland. Mr. Hayes, however, was in frequent touch with other members during final stages of report preparation.*

## Bird in hand

High-power panel discussion of future of satellite relays for domestic networking has been scheduled at closing session of National Association of Broadcasters convention in Chicago, April 2-5. James McCormack, chairman of Communications Satellite Corp., has already said he would participate. Word is awaited from two others: McGeorge Bundy, president of Ford Foundation (which has proposed satellite system to give non-commercial TV free ride and some revenue), and Frederick R. Kappel, chairman of AT&T. (Mr. Kappel is due to retire next month.)

## Big bug

More details on that agency-media-performers-sponsors (AMPS) project to keep track of performances and wide range of other data on TV-radio commercials (CLOSED CIRCUIT, Jan. 23) began to circulate last week after Screen Actors Guild, one of initiators, held unpublicized meeting to review progress. System would monitor audio of broadcasts in all markets with "little black boxes" activated by subsonic coding on commercials.

*Codes would identify spot and give information on scheduling, agency, sponsor, talent employed, music rights and perhaps other elements. Data would be transmitted to central computer operation and compiled for use in billing, talent payments, possibly music-performing-rights calculations and conceivably many other purposes. Philadelphia is being considered as initial test market for system.*

## Import deal

Syndicators are searching everywhere to replenish supply of programming. Seven Arts Television is understood to have completed negotiations with CTV network in Canada for distribution rights to *Country Music Hall*, 26 half-hour episodes, which probably will be released in U.S. during spring. It's been one of few "off-network" programs from Canada that eventually headed across border.

## Branching out

H. H. (Tommy) Thomson, millionaire owner of KEZY Anaheim, Calif., reportedly will be partner in Anaheim franchise of new professional basketball league that's forming. Team would play its home games in still-to-be-completed arena of Anaheim convention center. League supposedly has founding meeting set for New York this week.

## Program surveillance

FCC had another go-round last week on whether to require renewal applicants to justify proposal for comparatively small amounts of programming in news and public affairs and "other" categories. At conclusion, commission directed staff to grant renewals unless stations—all AM's in Florida—had other problems. But Commissioner Kenneth A. Cox dissented, as he did after similar debate in June (BROADCASTING, June 27, 1966). He reportedly wanted to send letters to five stations that proposed to devote less than 2% of their time to news and to some 30 stations that proposed to devote less than 5% of their time to combination of public affairs and "other" programming, which includes religion, agriculture and instruction. One commissioner still uncommitted on question is Nicholas Johnson.

## New customer

After extensive testing of spot TV in 1966, Sentry Insurance Co., Stevens Point, Wis., has decided to launch major-market campaign this spring. Sentry reportedly plans to use spot extensively to build its image nationally in competitive insurance field. Company will eventually become new national spot advertiser. Grey Advertising, New York, is agency.



## Guess which one doesn't listen to WHIO?

You're right. But even he tunes to 1290 for U. D. basketball, football, the Cincinnati Reds and other major sporting events. (Once in a while he catches WHIO's Air Scout traffic news, too. He digs anything about wheels.)

The others have grown up, control their own purse strings—and listen to WHIO. They appreciate Dayton's most complete news coverage, local and national. They enjoy "Conversation Piece," highest-rated daytime show, where listeners can have their say—and most of them do . . . and CBS Dimension entertainment and information specials. They're mature enough to prefer WHIO's music. It's the kind you listen to instead of at.

Eventually, he'll be eighteen. Chances are he'll get a haircut and join the crowd. In Dayton, WHIO is part of growing up.



**CBS AFFILIATE/REPRESENTED BY EDWARD PETRY & CO., INC.**

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

# WEEK IN BRIEF

Long-awaited Carnegie Commission blueprint for non-commercial TV system greeted by mixed but mostly approving reaction. Plan calls for creation of government backed organization to fund programs, stations. See . . .

## A GRAND DESIGN . . . 21

Stage set for FCC reply to Justice Department plea for reconsideration of ITT-ABC merger. Firms file brief attacking department's move. Merger now in doubt despite growing support in Congress. See . . .

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NBC yearend report indicates best sales-profit record in history. Sales in 1966 climbed 11% over 1965 with profit growth topping that mark. Report also notes expansion in news, sports, color. See . . .

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President's budget message seeks \$19.1 million for FCC, an increase of \$1.25 million. Increase would go for engineering studies and frequency allocation. Would also allow for growth of 46 on staff. See . . .

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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## *What is an influencible?*

A radio lover. An influencible loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an influencible loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

Figure it out yourself. When you've got the buying audience, you've got the sale. *Influence the influencibles.*

© 1965 Storz Broadcasting Co., Inc.

# STORZ

WDGY Minneapolis-St. Paul

(Blair)

KXOK St. Louis

(R.A.R., Inc.)

WHB Kansas City

(Blair)

WTIX New Orleans

(Eastman)

KOMA Oklahoma City

(Blair)

WQAM Miami

(Blair)

## Sees TV advertising rising; charges too

Television continues as advertising's pacemaker: advertising expenditures in television (national spot and network) were up approximately 9% last year over 1965 and are expected to increase again this year. Network TV will have estimated 8% rise in rates in 1967 (it was plus 5% in 1966), spot TV 6% and spot radio 4% (both approximating levels last year over 1965) while network radio rates should go up about 2%.

Estimates were contained in report issued Friday (Jan. 27) by Interpublic Group of Companies Inc., New York, which put total U. S. advertising expenditures in 1966 at estimated \$16.5 billion, or 8% above 1965, and predicted total would reach \$17.8 billion in 1967.

Report (*The Decade of Incentive*, prepared by Interpublic's Infoplan and Marplan, respective public relations and research organizations of agency complex) said TV's rate rises would be biggest among all national forms of advertising in 1967. Report said network TV's rate rise would be in response to "increasing demand in an already tight market, as well as the significant growth in color telecasting and set penetration."

Report also took note of revised structure of network time rates and "increasing use of relatively expensive programing material" as factors presaging higher rates in network TV. In spot TV, it said, element of limited

availability of "desirable time" plus growth of color and "the increased use of variable commercial length units" would tend to bring rates up.

Impetus in 4% rise in spot radio rates would come from "increasing demand for prime listening time and . . . greater awareness of radio efficiency and selectivity revealed by expanded media research efforts."

## Hughes-TPT financing for CATV installations

Largest original financing transaction in CATV history is slated to be announced this week involving Hughes Aircraft and Teleprompter Corp. for their CATV installation in upper Manhattan and Los Angeles.

Transaction came to light Friday (Jan. 27) when American Stock Exchange asked Teleprompter to issue statement before opening trading that day because of heavy backlog of orders for TPT stock.

Teleprompter statement said it and Hughes are arranging for financing with Bank of America, Chase Manhattan Bank, and others. After trading was resumed TPT stock closed Friday at 18 $\frac{3}{8}$ , up from 17 $\frac{1}{4}$  on Thursday.

## American Tobacco-RC deal melds big radio-TV users

Proposed acquisition of Royal Crown Cola Co., Columbus Ga., by American Tobacco Co., New York, would bring together major broadcast spot user and top radio-TV national advertiser. Royal Crown (including its bottling companies) uses some \$7 million in spot TV and estimated \$3.5 to 4 million in spot radio. American Tobacco spent some \$37 million in television alone in 1965 and is also one of radio's leading advertisers.

American Tobacco is negotiating for acquisition of Royal Crown by exchange of one share of new convertible preferred stock of American for each share of Royal Crown common stock. It was estimated Friday (Jan. 27) that transaction (based on existing price of stock) would have value of some \$130 million.

American has five advertising agencies (BBDO; Gardner; N. W. Ayer; Sullivan, Stauffer, Colwell & Bayles, and Norman, Craig & Kummel). Royal Crown's is D'Arcy.

## NAB board okays new building and budget

National Association of Broadcasters should be moving into new seven-story, \$2 million headquarters building in late 1968 if architect and contractual timetable holds. With no opposition and only one cautionary word, NAB board Friday (Jan. 27) quietly accepted report of building committee.

Only comment, aside from report given by building committee chairman Clair McCollough, Steinman Stations, came from Charles Tower, Corinthian Broadcasting. Mr. Tower strongly urged at June meeting use of outside consultation on building; on Friday he recommended committee continue to seek outside assistance.

Target date for NAB to move out of present building, which it occupied in 1946, and into temporary quarters in downtown Washington, is Aug. 1. Construction on new building, to be erected on site of present NAB building and adjoining NAB-owned parking lot, is slated to begin Oct. 1.

In other actions, board: (1) adopted \$2.3 million budget for 1967-68. This included raise for president Vincent Wasilewski in form of deferred payment through insurance plan still to be selected; (2) approved \$115,000 budget for research program. Included is \$30,000 for study of radio's role today; \$25,000 for study of public reaction to editorializing; \$10,000 for research grants of up to \$1,000 each; and \$50,000 for additional projects (what agencies need in station research; study of stability of early seasonal viewing patterns; data disparities in local rating reports, and methods

### Best seller; no sex!

Spokesmen for Bantam Books Inc., New York, said Friday (Jan. 27) that first print order of 50,000 copies of paperback edition of Carnegie Commission's *Public Television: A Program For Action* (see page 21) had been exhausted one day after its Jan. 26 publication and that they ordered 15,000 additional copies printed.

They said first indications were that biggest orders were coming from broadcasting and public relations fields.

### Throws hat in ring

Race is on for joint board chairman of National Association of Broadcasters. Grover Cobb, KVGB Great Bend, Kan., radio board chairman, formally will tell selection committee next week that he is seeking position. Committee, which had its first meeting at Mexico City, will meet again at NAB convention in Chicago and wants to hear before then from potential candidates.

## WEEK'S HEADLINERS



Mr. Reilly

director of Young & Rubicam International. Mr. Reilly joined Y&R in 1953 as member of marketing department in New York and was later transferred to San Francisco and placed in charge of marketing.

**Donald E. Leonard**, director of business development, Metro Radio Sales, New York, elected VP and media director, Ted Bates & Co., New York, in charge of Colgate spot broadcast unit. Group, made up of 20 buyers and staff of 40 estimators and media technicians, is said to be largest such buying unit in spot medium, coordinating spot TV plans of all five Colgate-Palmolive agencies in New York. Before his association with Metromedia's rep firm, Mr. Leonard was VP-director of media, Tatham-Laird & Kudner, and held top

**William P. Reilly**, senior VP and manager, Young & Rubicam, San Francisco, appointed director of Y&R's U. S. branch offices. His office will be in New York. He succeeds **Edward N. Ney**, recently appointed

media posts at Kudner International and Fuller & Smith & Ross, all New York.

**Gordon B. Hall Jr.**, associate central division manager and marketing manager-appliances and electronics, Curtis Publishing Co., named VP-general sales manager, MBS. Previously Mr. Hall had operated his own sales and marketing management firm in Dallas. In his new post he resumes association with **Matthew J. Culligan**, MBS president,



Mr. Hall

who formerly was president of Curtis. Mr. Hall succeeds **Raymond M. Smith**, who has rejoined 3M Co. in executive capacity.

**Harold K. Deutsch**, director of national radio sales, elected VP of Capital Cities Corp., multiple radio-TV station owner. Mr. Deutsch joined Capital Cities in 1964 as sales projects director for WPAT-AM-FM Paterson, N. J., after 12 years with WINS New York as account executive.

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

of measuring FM set penetration) and addition to staff member to handle continuing methodological review of radio and TV audience measurement.

### Apple sauce in color

Musselman Division of PET Inc., Biglerville, Pa., is beginning estimated \$200,000 TV campaign in about 40 major markets, using six 20-second color commercials. Campaign for apple sauce and other fruit products includes "fresh from the tree flavor" theme created by Musselman's agency, Gardner Advertising Co., New York.

### Great Chicago blizzard

Illinois radio and TV stations were lauded by Governor Otto Kerner and other state and local officials for role they played in alerting and advising public during 26-inch blizzard that blanketed state last Thursday (Jan. 26).

Governor Kerner supplied voice tape to broadcasters Friday (Jan. 27) urging citizens to heed instructions of public officials.

Stations throughout area interrupted

regular programming during storm to carry heavy load of appeals for volunteers for hospitals, to rescue stranded motorists, etc.

WGN traffic-copter carried physician throughout area for emergency surgery.

### Ready MBS news upbeat

Mutual's plan to beef up network programming (chiefly in sports and news), in which MBS gets more minutes to sell in news periods to national advertisers, goes to advertisers "within the next few weeks." MBS also confirmed Friday (Jan. 27) earlier report that Mutual hopes to implement new improvement plan by March 1 (CLOSED CIRCUIT, Jan. 16).

According to Mutual's president, **Matthew J. Culligan**, plan has received approval of affiliates across country.

### Another CATV challenge

Next major challenge to FCC's jurisdiction over CATV will come from **Jerrold Corp.**, multiple cable system owner and operator and major equipment manufacturer. Word was given that

court suit would be filed by **Robert H. Beisswenger**, president of Philadelphia corporation, in news conference in Atlanta, following talk he gave to group of Atlanta security analysts.

Mr. Beisswenger charged that commission acted "illegally" in blocking expansion of CATV into major cities (top 100 markets).

### CATV on fringe of major market receives waiver

CATV systems seeking waiver of FCC's top 100-market rule will have better chance of getting one if community they serve is outside heart of market.

Commission indicated as much last week in decision in which one CATV system requested waiver to serve **Canton, Ill.**; another, to serve **Peoria, Peoria Heights and Eastonville, all Illinois.**

All communities are in Peoria market, ranked 97th. But only **Fulton Community Antenna Television System Inc.** serving fringe area of Canton, was granted waiver of rule which requires hearing on proposals for relaying distant signals into major markets.

**General Electric Cablevision Corp.'s** proposal for serving heart of Peoria market was designated for hearing.

Distinction is that CATV's in fringe area would have less impact on stations in center of market.

Canton system intends to carry stations in **Davenport, Iowa**, and **Urbana-Champaign and Springfield, Ill.** GE Cablevision proposed carrying stations in **Champaign-Urbana, Ill., Chicago and St. Louis.**

Commission vote was 4 to 2, with Commissioners **Robert T. Bartley** and **Lee Loevinger** dissenting. Commissioner **Robert E. Lee** did not participate.

### Grant for ETV show

**General Telephone & Electronics Corp.**, New York, has awarded \$60,000 grant to **National Educational Television** to underwrite first U. S. showing of **Sir Laurence Olivier's** production *Uncle Vanya* on 112 NET stations. Price includes show cost and promotion.

**Chekhov** play, recorded for TV in 1963 by **British Home Entertainment Ltd.**, will be telecast three times, beginning on 24 ETV outlets Feb. 10.

### Jack Lynn resigns

Resignation of **Jack Lynn** as vice president of **Trans-Lux Television Corp.**, announced Friday (Jan. 27). He joined company early last year after long-time service as vice president, programming for **Metromedia TV** stations.

# Button up with DAX.

21,346 people are wearing this DAX button.

They're using it to tell us what they think of DAX air freight forwarding service.

It's turned out to be a pretty good idea.

Because now, without having to bat the breeze around for half an hour, we instantly know how DAX is doing.

All we have to do is look at the button on your lapel.

If the "thumb" is pointing up, the DAX man can breathe easy. That means everything is going along just

fine. Pickups are being made when you want them. And so are the deliveries.

If the "thumb" is pointing down, the DAX man knows he better get on the stick. That means finding out what's wrong and correcting it then and there. On the other hand, if all's going well between you and DAX, and the "thumb" is pointing down...well, that's nobody's business but your own.

Remember, we have a rule at DAX: We won't make a promise we can't live up to. Want a button? Call DAX.

**DOMESTIC AIR EXPRESS**



974 Agents Coast-to-Coast/Regional Offices: Los Angeles 776-0130, Chicago 671-0050, New York 276-3100, Newark 643-2445, Detroit 898-2200, Boston 567-1373

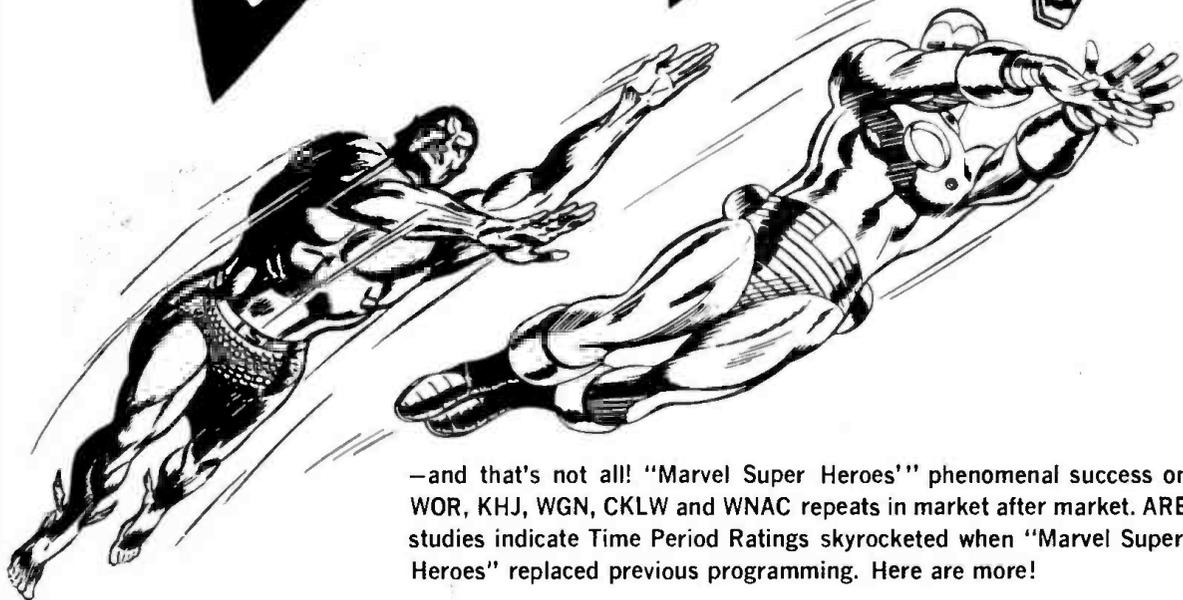


# MARVEL SUPER- HEROES

# 200 RATINGS

N.Y.C.  
UP  
200%

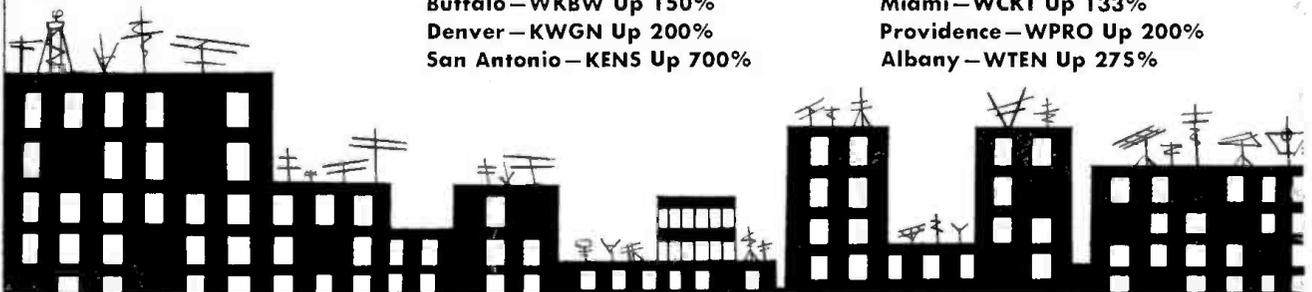
L.A.  
UP  
300%



—and that's not all! "Marvel Super Heroes'" phenomenal success on WOR, KHJ, WGN, CKLW and WNAC repeats in market after market. ARB studies indicate Time Period Ratings skyrocketed when "Marvel Super-Heroes" replaced previous programming. Here are more!

Buffalo—WKBW Up 150%  
Denver—KWGN Up 200%  
San Antonio—KENS Up 700%

Miami—WCKT Up 133%  
Providence—WPRO Up 200%  
Albany—WTEN Up 275%



# COAST-TO-COAST!



**CHI  
UP  
75%**

**BOSTON  
UP  
133%**

**DETROIT  
UP  
133%**

### MARVEL SUPER-HEROES

Capt. America • The Mighty Thor • The Incredible Hulk • Sub-Mariner • Iron Man  
Full color animation—The same bold and exciting Super-Hero artwork that thrills 60 Million MARVEL comic book fans yearly.  
195 six-and-a-half minute color cartoons with openings, closings and bridges to make up 65 half hours.

Produced by  
GRANTRAY-LAWRENCE ANIMATION IN HOLLYWOOD  
Robert Lawrence—Executive Producer

**KRANTZ FILMS, INC.**  
250 West 57th Street, New York City  
Phone (212) 757-4630

# DATEBOOK

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

■Indicates first or revised listing.

Jan. 29-31—Meeting of the Eastern Educational Network. Mayflower hotel, Washington.

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

Jan. 30-Feb. 4—National Cable TV Week.

Jan. 31.—Entry deadline for international award and station award, sponsored by National Academy of Television Arts and Sciences. Winners will be announced at the 1966 Emmy Awards in the spring.

■Jan. 31—Luncheon of the Sales Executive Club. Daniel H. Overmyer, chairman, and Oliver E. Treyz, president, Overmyer Network, speak on "Can another TV network succeed?" Hotel Roosevelt, New York.

## FEBRUARY

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

Feb. 1—Deadline for entries for the 33d annual Headliner Awards for outstanding achievement in news reporting and writing, news photography, feature writing and pictures, and radio and television reporting sponsored by the National Headliners Club. Awards are included for broadcast editorials and public service by a station or network. For rules, regulations and entry blanks write: Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City 08401.

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

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

■Feb. 1—Meeting, Alabama CATV Association. Speaker will be Dick Loftus, Entron Inc. Guest House, Birmingham.

Feb. 1 — Winter meeting of the South Dakota Broadcasters Association. Holiday Inn, Pierre.

Feb. 1 — Annual meeting of stockholders of Warner Bros. Pictures Inc. to elect five directors and to transact other business. 100 West 10th St., Wilmington, Del.

Feb. 1—New York Television Academy forum on "television's movie-style marriage." Critics panel includes Cleveland Amory and Judith Crist; Mike Dann, CBS programming senior vice president; producers Martin Ransohoff and David Susskind; and star James Mason. Forum is preceded by

special screening of "Hall of Kings," an ABC-TV documentary-drama on Westminster Abbey. New York Hilton hotel, New York.

Feb. 2—Annual winter convention of Michigan Association of Broadcasters. Lester W. Lindow, executive director, Association of Maximum Service Telecasters, will be principal speaker. Jack Tar hotel, Lansing.

■Feb. 2—Membership meeting, New York State Community Television Association. Country House, Syracuse, N. Y.

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

Feb. 2—Annual meeting of the Minnesota AP Broadcasters Association. Minneapolis.

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

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

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

Feb. 6-8—Ninth annual conference on advertising/government relations sponsored by the American Advertising Federation. Speakers include Secretary of the Treasury Henry H. Fowler; W. Averell Harriman, U.S. ambassador-at-large. Shoreham hotel, Washington.

Feb. 6-10—Program meeting sponsored by CBS Owned Radio Stations, exploring new trend in talk radio. Desi Arnaz Indian Wells hotel, Palm Desert, Calif.

Feb. 7—Annual meeting of stockholders of Columbia Pictures Corp. Studios of EUE/Screen Gems, New York.

■Feb. 7—Annual meeting of stockholders of Walt Disney Productions to elect a board of directors and to transact other business. 500 South Buena Vista St., Burbank, Calif.

Feb. 10 — Luncheon of the Western States Advertising Agencies Association and presentation of association's "Man of the Year" award. Ambassador hotel, Los Angeles.

Feb. 10—Entry deadline for the 28th annual Overseas Press Club awards for excellence in foreign journalism during 1966. Nominations are sought from individuals, periodicals, wire services and broadcasters. Information and entry blanks should be addressed to Awards Chairman, Overseas Press Club, 54 West 40th Street, New York 10018.

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

Feb. 13—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

■Feb. 13—Annual meeting of stockholders of A. C. Nielsen Co. to elect eleven directors and to transact other business. 2101 Howard St., Chicago.

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

Feb. 17-18—Annual winter meeting of New Mexico Broadcasters Association. Speakers

include Vincent Wasilewski, National Association of Broadcasters president. White Winrock motel, Albuquerque.

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

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

Feb. 21-22—Meeting of National Association of Broadcasters television code board. Camelback Inn, Scottsdale, Ariz.

Feb. 23 — Annual stockholders meeting of Metro-Goldwyn-Mayer. Loew's State Theater, New York.

Feb. 28—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

## MARCH

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

March 2-4—Southern states conference (Region II) of the National Association of Educational Broadcasters. Robert Meyer hotel, Jacksonville, Fla.

■March 3-4—Annual radio-TV conference and clinic sponsored by the University of Oklahoma. University of Oklahoma, Norman.

March 5-7—Second national conference on long-range financing of educational television sponsored by the Educational Television Stations division of the National Association of Educational Broadcasters. Statler Hilton hotel, Washington.

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

March 7—Special hearing on a space satellite system by the Board of Broadcast Governors. Ottawa.

■March 7—Twenty-third annual dinner of the Radio-TV Correspondents Association. Shoreham hotel, Washington.

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

March 9-10—Annual spring convention of Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

March 13-14—Annual meeting of NBC television affiliates and NBC officials. Beverly Hilton hotel, Beverly Hills, Calif.

March 15—Deadline for comments in FCC inquiry to amend commission rules to reallocate frequency bands 450.5-451 and 455.5-456 mc to land mobile use in general (other than remote pickup) and to reduce to 50 kc spacing between assignable frequencies in bands 450-450.5 and 455-455.5 mc for use by remote pickup broadcast stations.

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

■March 20-23—Convention of the Institute of Electrical and Electronics Engineers. New York Hilton hotel, New York.

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

March 27—Deadline for national awards entries from members of National Academy



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BROADCASTING, January 30, 1967

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TELECASTING\* was introduced in 1946.

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of Television Arts and Sciences and from
television producers. Winners will be an-
nounced at the 1966 Emmy Awards in the
spring.

March 27—Deadline for reply comments
in FCC inquiry to amend commission
rules to reallocate frequency bands 450.5-451
and 455.5-456 mc to land-mobile use in gen-
eral (other than remote pickup) and to re-
duce to 50 kc spacing between assignable
frequencies in bands 450-450.5 and 455-455.5
mc for use by remote pickup broadcast
stations.

March 31—Deadline for comments in FCC
inquiry into possibilities of using radio for
the promotion of highway safety. The com-
mission has urged that the comments be
tendered on the broadest possible basis.

March 31—Entry deadline for annual awards
competition for outstanding public-service
journalistic achievements, sponsored by
Deadline Club of New York. Entries may be
submitted from daily newspapers, wire
services, radio and television stations in the
New York metropolitan area. Entry forms
and additional details may be obtained from
Robert McDevitt, Deadline Club Awards,
Arthur Young & Co., 277 Park Avenue, New
York 10017.

APRIL

April 2-5—Forty-fifth annual convention of
National Association of Broadcasters. Con-
rad Hilton, Chicago.

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

April 3—Deadline for reply comments
to FCC on question of whether private en-
titles should, or legally can, be authorized
to operate their own private communica-
tions satellite systems.

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

April 7-13—Third annual MIP-TV Interna-
tional Television Program Market. Palais
des Festivals, Cannes, France. For informa-
tion contact Mr. Charles Michelson, 45 West
45th Street, New York 10036. Telephone
PLaza 7-0695.

April 10—Annual meeting of stockholders
of Wometco Enterprises Inc. Miami.

April 15—National convention of the east-
ern section of the Intercollegiate Broadcas-
ting System. Bronx campus of New York
University, New York.

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

April 16-18—Annual meeting, Southern
CATV Association. Grove Park Inn, Ashe-
ville, N.C.

April 16-18—Meeting of National Educa-
tional Television. Statler Hilton hotel, New
York.

■Indicates first or revised listing.

OPEN MIKE ®

Agency endorses Memo

EDITOR: Both William H. Harrison Jr.
[president of O'Connor & Goldberg,
Chicago shoe chain] and I have received
numerous comments and compliments
on Mr. Harrison's Monday Memo of
Jan. 16.

It's one thing for an agency to make
suggestions and quite another for a
company to have the courage to do
something new and different. The suc-
cess of this radio campaign is in great
measure due to the willingness of O'-
Connor & Goldberg to go along with
fresh new thinking—even to allowing
their name to be bandied around in a
lighthearted vein.

I firmly believe radio will write more
and more success stories like this when
more clients give their agencies the lee-
way to use the medium right.

My thanks not only to BROADCASTING
for printing the article, but to Mr. Har-
rison, Miss Caren Smit, advertising di-
rector, and Sam Pedott, men's shoe
buyer, whose faith in our ideas made it
all happen.—I. C. Haag, president, I. C.
Haag Advertising, Northbrook, Ill.

Sandy Frank's color offerings

EDITOR: Your Jan. 2 color report, which
listed various film syndicators and avail-
able color film programing, unfortu-
nately failed to include Sandy Frank
Program Sales Inc. and the three color
programs being distributed by my firm.
Moreover, my High and Wild series was
mistakenly listed as distributed by Tri-

angle Program Sales.

Because, as your article points out,
only 2% of all syndicated programing
currently is in color, I think many of
your readers would be interested in
knowing that I have the following ex-
cellent and proven color programs: The
American West with Jack Smith as
host (78 half hours); High and Wild
(52 half hours of outdoor sports ad-
venture) and The Traveler, 78 half
hours of travel adventure.—Sandy
Frank, president, Sandy Frank Program
Sales Inc., 44 E. 67th St., New York
10021.

(High and Wild was formerly distributed
by Triangle Program Sales, which reports
that it inadvertently failed to delete the
program from the list supplied to BROAD-
CASTING for the Jan. 2 report.)

Cleveland not included

EDITOR: Your January 2 BROADCASTING
devoted to color television was excel-
lent. However, the story pertaining to
local syndication programs contained
an error in fact.

On page 72 your special report on
color states: "For 11 years the film
portions of George Pierrot's programs
on WJW-TV Cleveland. . . ." As you
may know, George Pierrot's travel pro-
grams were among the first in the na-
tion and served as models for other
such programs, but it has never been on
WJW-TV Cleveland.

The George Pierrot shows began in
Detroit in 1948 on WXYZ-TV and then
expanded to WWJ-TV Detroit in 1953,

and have been on these two stations continuously since then. The Pierrot shows however, are now being syndicated and are currently in five additional markets—San Francisco, Portland, Ore., Chicago, Grand Rapids, Mich. and Evansville, Ind. The travel program on WJW-TV Cleveland is a direct copy of the Pierrot shows in Detroit, and Mr. Pierrot helped the Cleveland show get started.

We are impressed with BROADCASTING's coverage of the radio-television industry and find it a very useful publication in our business of producing both live and syndicated film travel programs.—*Dick Femmel, vice president, George F. Pierrot Productions, Detroit.*

### Wants to raise 'h'

EDITOR: Re your article on page 40 of the Jan. 16 issue, the abbreviation for kiloHertz is kHz and not khz. Likewise, for mHz, gHz, Hz, etc. It hertz me to point this out.—*Myles Friedman Jr., president, Associated Broadcasting Co., 601 May Avenue, Fort Smith, Ark.*

(We feel that Heinrich Hertz should be treated equally with James Watt, G. S. Ohm and others who were honored by having electrical values named after them without capitalization.)

### 'All that counts is cash'

EDITOR: If Great Britain has proved that cigarette sales increased after TV commercials for them were eliminated (BROADCASTING, Jan. 16), how come the tobacco companies scream so loudly at the mere suggestion that their advertising on American TV be curtailed?

The fact is, nobody who stands to make a buck out of selling anything, whether it be cigarettes, booze or automobiles gives a damn about the health or safety of the public. All that counts is cash.—*Clarence W. Metcalf, Engineered Advertising, 710 Turnpike Street, Stoughton, Mass.*

### Opposes controls too

EDITOR: As a member of the broadcasting industry, I want to thank you from the bottom of my heart for the Jan. 1 editorial, "The 90th Gap."—*Charles H. Crutchfield, president, Jefferson Standard Broadcasting Co., Charlotte, N. C.*

(Mr. Crutchfield refers to an editorial that discusses "free press" and government news control as a gut issue in the current Congress.)

### A vote for NET

EDITOR: It is significant that the President, in his State of the Union message, called for an expansion of the facilities of the National Educational Television Network. Far and away the best coverage of Mr. Johnson's speech was that

found on NET. NET's coverage of the President's speech, plus live coverage of the Republican news conference, coupled with the panel of knowledgeable experts in domestic and foreign affairs assembled by NET, was outstanding. The three major commercial networks could well profit by this excellent public-affairs coverage by NET.

Let us hope that, by the time the 1968 State of the Union message comes around, the three major networks do a better job of coverage on this annual historic event. Their coverage this year barely scratched the surface of the issues—both raised and unmentioned by

President Johnson.—*William L. Klinckenstein, director of advertising, WTUL campus-limited radio station, Tulane University of Louisiana, New Orleans.*

### Wearing the wrong head

EDITOR: In BROADCASTING, Jan. 16, there appeared an article entitled "Y&R realigns creative functions". But the article it talks about Kenyon & Eckhardt. Which agency is your article talking about?—*Bill Watters, BBDO, Los Angeles.*

(The Young & Rubicam reference was in error. It should have been K&E.)

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TELEVISION MAGAZINE, 1735 DeSales St., Washington, D.C. 20036

## Science plus judgment for ratings predictions

As this is written, the first ratings on the second season indicate that most of the new entries fared rather poorly. Only *Mr. Terrific* (CBS), *The Invaders* (ABC) and *Dragnet* (NBC) scored well in their first sampling, but later evidence indicates that even these may not be able to sustain such levels in subsequent telecasts.

While the second season goes down as a rather disappointing event, this will hardly surprise the media and programing people at most of the larger ad agencies. These experts have known this would happen weeks before the first telephone interview or meter check on actual audience levels. How? This article is devoted to the answer and to a unique new approach to the problem employed by my agency, BBDO.

One of the most critical agency responsibilities is the prediction of nighttime network TV program ratings, before the new season begins. Every major agency prides itself on being able to quickly and accurately forecast Nielsen audience levels as soon as the networks firm up their fall or second-season schedules. When finalized, these projections serve as the basic starting point in most network program buys.

The traditional method of analysis relies heavily on the intuitive judgment of professional media and programing people, tempered, where possible, by observations of pilot screenings, evaluations of past performances in each time slot and other evidence. This rather informal approach has the advantage of providing fast estimates, but it often fails to draw critical distinctions, especially where new programing is concerned.

**A Hit?** ■ Most agency experts are hesitant to rate a new show as an outstanding hit or a failure, even when they suspect that this will be the case. This benefit-of-the-doubt philosophy frequently results in cautious projections, with poor shows getting 26-28 audience shares while top new entries receive 35-36 shares. In actual practice, the discrepancies are much greater. Unsuccessful programs fall well below the 25-share level, and hits generally attract over 40% of the viewers in their time period.

Although our batting average has always been high, we have devoted over two years to experiments with new and more scientific methods for arriving at our pre-season predictions. These have resulted in BBDO's Pre-Season Predictor model (PSP), a computerized

system for combining facts and judgment to arrive at fast and more-accurate forecasts. Results for the last two seasons indicate that this method is able to predict program performance with success for three out of four shows. More important, it is almost as accurate for new programs as for established ones—and this is really the name of the game.

Our PSP model considers a number of subjective and environmental factors in arriving at audience estimates. First, and most important, are the agency opinions about the relative appeal of each program against its direct network competition. Here, we judge a show's intrinsic strength or weakness, as a programing attraction, and how it rates with competitive entries on the other two networks. These judgments are made separately for children, teen-agers and adults by age groups.

If we stopped at this, we would have nothing new. Agencies have made these "qualitative" projections for years. PSP's unique contribution is the combination of qualitative elements with known or easily predictable *quantitative* dimensions, to produce a systematic and equally objective analysis for every time period.

Three important quantitative considerations are factored into our equation:

- The number of homes viewing in each time period, along with the kinds of viewers they contain (men, women, age composition) and the influence of each group on dial control.

- Normal "carry over" levels from program to program on the same network, identifying the probability that viewers of one show will stay tuned to the next one (based on extensive tabulations of historical data).

- A special factor that accounts for station lineup strengths or problems.

How have we done? The answer: rather well. In the 1965-66 season, our first year with PSP, we came within one rating point of the Nielsen figures about 45% of the time and an additional 25% to 30% of the estimates fell within two or three points. All told, we had a "success rate" of 75% (where success is defined as projections within three rating points of Nielsen).

Last fall we repeated the experiment with similar results. While the "perfect score" rate (only one rating point off) dipped a bit, to 36%, a higher proportion fell into the "very close" range (two points off). In total, 77% of the estimates were within three points.

Most encouraging, our "success rates" for completely new shows (movies excluded) were almost as good as the "all show" averages, in both cases about 70%.

**A New Discipline** ■ What do we gain by all of this? Perhaps the most significant benefit is the introduction of a new kind of discipline in TV program analysis. PSP makes us spell out all of our assumptions and the printouts frequently point up inconsistencies in these judgments. It sets up a series of logical checks and balances that reduces the role of guesswork and intuition to its proper area—appraisal of program quality.

Nighttime network programs are, and will continue to be, a very important advertising vehicle for many of our clients. We feel our PSP model introduces an element of scientific analysis to network buying and will help us to use the medium more effectively.

This is a particularly important development in these days of rising cost spirals and high program mortality.



Ed Papazian, vice president in charge of media planning, joined BBDO in 1955 in radio-TV research, became director of the function in 1959 and a year later moved to media, managing BBDO's media analysis operation. Mr. Papazian has supervised media planning for specific accounts and has directed BBDO's computer applications, becoming closely associated with the use of the agency's "Pre-Season Predictor," a computerized technique of predicting TV-show ratings.

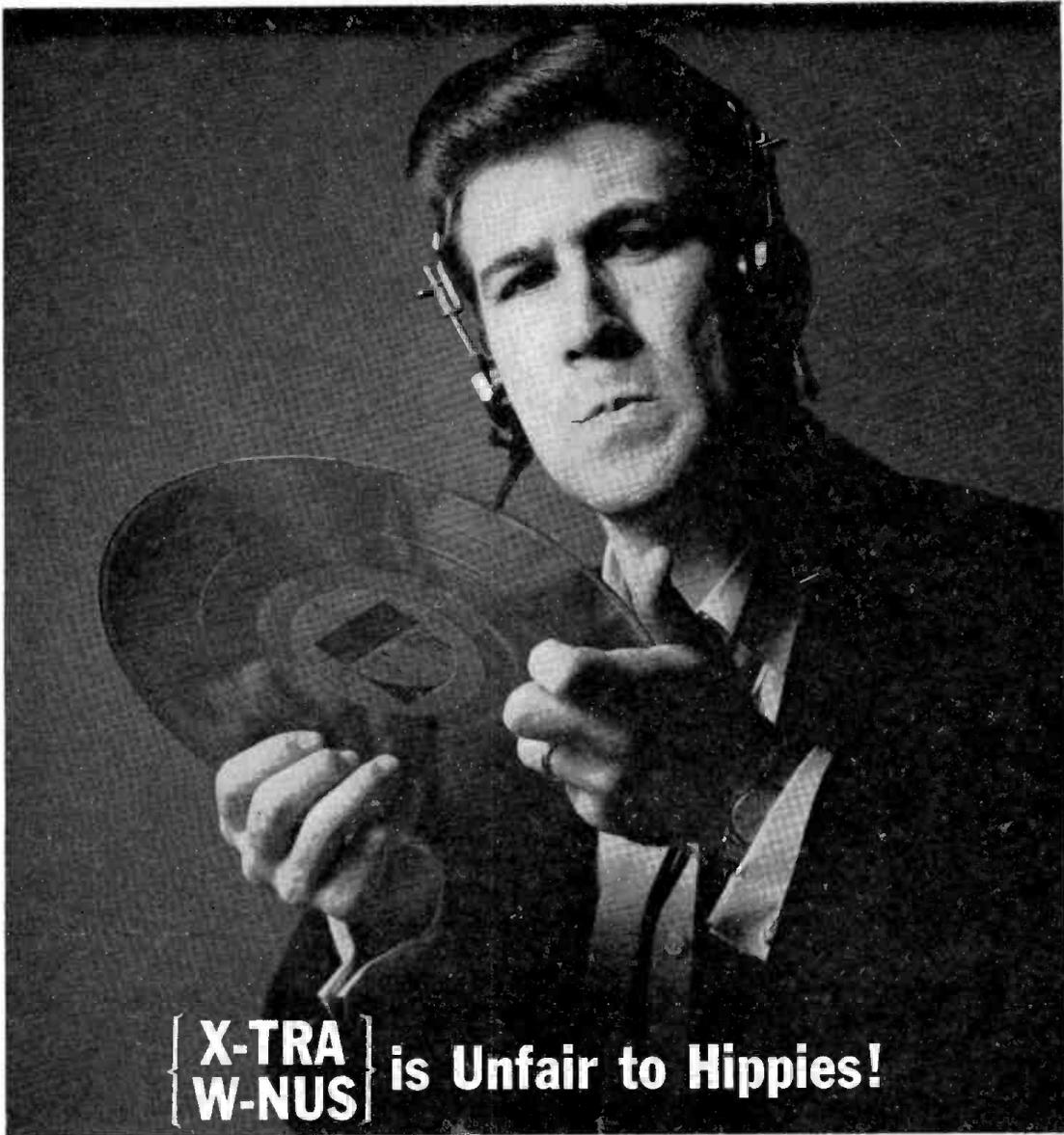
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*OVER*  
**LOS ANGELES**

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# A grand design for 'public TV'

Carnegie plan for interconnection, 380 stations, heavy federal support starts the year of debate on the future of U.S. noncommercial television

The Carnegie Commission on Educational Television unveiled to mixed but for the most part at least tentatively approving reactions last week its long-awaited blueprint for building noncommercial television into "a new and fundamental institution in American culture."

The plan, relying heavily on federal support, embraced a manufacturers' excise tax on TV sets that drew quick fire from the set makers, and there were signs of dissatisfaction with some of the other recommendations even within the generally enthusiastic ETV community.

On the whole, however, the first reactions appeared to be favorable, or at worst guarded, ranging from an immediate pledge of \$1 million by CBS to more moderate appraisals by other broadcasters still studying the report and its implications.

Senator Warren G. Magnuson (D-Wash.), a long-time advocate of ETV expansion and chairman of the Senate Commerce Committee, which will consider legislation ensuing from the study, called it "thorough and analytical" and said he hoped that the legislation flowing from it "will be available for committee action in the very near future."

Just when, by whom and in what form the measures will be drafted and introduced remained uncertain last week. But the possibilities for far-reaching legislation were evident in the admittedly ambitious range and goals of the report itself.

**The Outline** — In essence, the commission's plan would provide the following (for further details, see stories beginning on page 31):

The ETV system, which the commission hoped could be expanded from 150 stations at the beginning of 1969 to 240 three years later and to 380 by 1980, would have available a steady flow of programming paid for largely by a 2% to 5% manufacturers' excise tax on TV sets, supplemented by state and

local funds and grants from foundations and other private sources.

Additional federal appropriations, totaling an estimated \$68 million a year at first and rising to some \$91 million annually by 1980, would be authorized through the Department of Health, Education and Welfare and would be used primarily to help build additional TV stations and equip those already on the air with modern facilities, including color gear in many cases.

In all, the plan envisioned an average outlay of \$178 million a year for programming, equipment, operating and other costs during the first four years, with the total reaching \$270 million a year when the system achieves full operation—no later than 1980, by the commission's reckoning.

By comparison, the commission noted, there were 124 ETV stations on the air at the end of 1966 and their total income for fiscal 1965-66 was \$58,315,464, exclusive of the approximately \$8 million budget of their chief program supplier, National Educational Television. Their capital investment and operating expenses, the report said, were about half what is needed to do what they're trying to do.

**The CPTV** — At the heart of the commission's proposal is "public television," a diversity of programming that in subject matter would be similar to but more wide-ranging than today's general ETV programming (for details of program plans, see page 31), and at the heart of public television would be the "Corp. for Public Television" (CLOSED



Nine of the 15 architects of the report of the Carnegie Commission of Educational Television were on hand when the report was made public at a news conference in New York last week. Dr. James R. Killian Jr., chairman of Massachusetts Institute of Technology and of the commission, stands at left. His colleagues in background include (l to r) Dr. James B. Conant, former president of Harvard University; Dr. Franklin Patterson (partly obscured), president of Hampshire College; Dr. Lee A. DuBridge,

president of California Institute of Technology; Robert Saudek (partly obscured), president of Robert Saudek Associates, TV production firm; Dr. Edwin H. Land, president of Polaroid Corp.; Ralph Ellison, author, and Terry Sanford, former governor of North Carolina. Leonard Woodcock, vice president, United Auto Workers, was also present but is not visible here. For additional background on these and the other members of the Carnegie commission, see page 24.

## A GRAND DESIGN FOR 'PUBLIC TV' continued

CIRCUIT, Jan. 23).

The corporation would be a non-profit, nongovernmental body that would commission and buy programing, arrange for interconnections to distribute programs (hopefully, the commission said, at preferential rates), provide live networking on occasion, support experimental programing and technological research, recruit and train talent, help set up program libraries and archives and in general provide "effective leadership" for ETV stations as a whole and help elevate their standards of "taste and performance."

Half of the 12-man board of directors of the CPTV would be appointed by the President with the consent of the Senate, and these six would elect the other half. (For details on the proposed corporation, its make-up and authority, see page 33.)

To guard the corporation and especially its program operations from political influences in Congress, its chief single source of funds—the yield of the proposed excise tax on new sets—would flow directly from the U.S. Treasury to the corporation through a trust fund and thus would not be subject to annual congressional appropriation and review. The other federal monies would come through the Department of Health, Education and Welfare and would be used primarily for capital expenditures and amortization and for nonprograming costs of station operations. (For details on proposed revenues and expenditures, see

page 34.)

**Question of Action** ■ James R. Killian Jr., chairman of the corporation of the Massachusetts Institute of Technology and chairman of the Carnegie Commission, said in a news conference announcing the commission's findings in New York last Wednesday that he had no idea as to when Congress might act on the proposals, but he and other members indicated they expected consideration to start soon. Many government officials had been briefed on the report, he said, but these did not include President Johnson, who had given his blessing to the study when the commission was formed.

Dr. Killian anticipated widespread debate over the excise-tax proposal, and noted that one member of the commission itself—Joseph H. McConnell, president of Reynolds Metals Co. and a former president of NBC—felt that TV broadcasters and advertisers ought to share the cost through a franchise tax that would be imposed on broadcasters and presumably passed along to advertisers.

Dr. Killian said the commission as a whole, however, had considered the manufacturers' excise tax to be, as the report put it, "the most appropriate and least onerous" method of funding.

Other financing methods considered and rejected by the commission included license fees for the use of TV sets, permitting ETV stations to accept advertising, gross-revenue taxes on commercial television, a system by which

ordinary income taxes paid by commercial TV would be earmarked for support of ETV, and converting ETV to some form of pay-TV operation or alternatively assigning pay-TV rights as a means of financing ETV.

"None of these," the report said, "appeared to be as appropriate, as manageable and as equitable as the excise tax."

Members of the commission said at the news conference that the excise tax was not "central" to their proposal, that other acceptable means of financing might be devised, but that the principle of protection against "political seepage" through congressional scrutiny of day-to-day operations was absolutely vital to the success of the plan.

**Excise Questioned** ■ The excise-tax proposal drew the first major criticism of the commission's report, and critics found at least a hint of support on Capitol Hill. Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee and one of the few members of Congress willing to comment publicly last week, felt that a great deal could be said on both sides of the excise-tax question.

Senator Pastore said the report as a whole, however, deserved serious consideration and that his subcommittee would give careful study to any legislation based on it. The development of ETV, he felt, depends mainly on raising money for it.

It was considered almost certain that many government agencies and bureaus would have a hand in drafting ETV legislation, including HEW, the FCC, the Budget Bureau, the President's adviser on telecommunications, James O'Connell, and the White House.

It appeared clear that the FCC intended to have a role in further developments. Chairman Rosel H. Hyde called the report an "interesting contribution which we will welcome for consideration in studying ways of developing educational television." He said the FCC "will be involved in developments in this area" and in any event "will be in it to advise and provide information, as well as having some final authority."

One possibility foreseen was that four different pieces of legislation might be needed to do the job: one to create the corporation, one to set up the excise tax or other financing, one to increase HEW's funds for ETV and—if it is decided that FCC does not already have the necessary authority—one to authorize preferential rates for ETV interconnections.

**A Small Start** ■ President Johnson meanwhile, in his general budget message of last week, recommended \$20 million for ETV as an extension of the Educational Television Facilities Act of 1962, which expires June 30.

### The ETV system now: its sources of support

The table below shows how ETV stations on the air during fiscal 1965-66 obtained their operating funds. Figures are from a Carnegie Commission survey of operating stations. They do not include the \$8-million

budget (\$6 million of it from the Ford Foundation) of National Educational Television, the national program source of ETV. (A total of 124 ETV stations were on the air at the end of calendar 1966.)

From local and state government .....	\$33,409,387
From the Ford Foundation .....	8,425,730
From federal government* .....	6,834,520
From subscribers .....	3,217,166
From commerce and industry .....	2,052,418
From underwriting** .....	1,095,131
From other*** .....	3,281,212
<b>TOTAL .....</b>	<b>\$58,315,464</b>

\* Funds allocated in fiscal 1965-66 under the Educational Television Facilities Act of 1962.

\*\* Grants in support of specific programs by private businesses that received on-the-air credit for their donations.

\*\*\* Includes rental of facilities, consulting and production of programs not intended for broadcast by the stations.

## The Carnegie public TV system: costs and sources of funds

These tables are the Carnegie Commission's projections of income and outgo (which add up to the same figures) of the noncommercial system it proposes. The column headed "CPTV" refers to income and disbursements of the Corp. for Public Television, with income wholly derived from federal excise taxes on new television

sets. The column headed "HEW" refers to income and disbursements of the U.S. Department of Health, Education and Welfare, with all income to come from general federal funds. The column headed "Other" refers to support from state and local governments and private contributions.

### Annual average for first four years

	Total (millions of dollars annually)	CPTV	HEW	Other
Capital costs	66*	11	37	18
Station operations:				
Direct public				
programming costs	19	19†	—	—
Other costs	64	—	30	34
Production centers	12	12	—	—
Interconnection	10	7	1	2
CPTV (non-broadcast activities)	7	7	—	—
<b>TOTAL</b>	<b>178</b>	<b>56</b>	<b>68</b>	<b>54</b>

Number of stations at beginning of period=150‡  
Number of stations at close of three years=240

\* Includes \$2 million per year for production centers.

† Including only operating component of cost of national programs at key stations.

‡ Projected to Jan. 1, 1969.

### Annual average after full development

	Total (millions of dollars annually)	CPTV	HEW	Other
Amortization	57	6	34	17
Station operations:				
Direct public				
programming costs	51	51*	—	—
Other costs	107	—	53	54
Production centers	23	23	—	—
Interconnection	17	9	4	4
CPTV (non-broadcast activities)	15	15	—	—
<b>TOTAL</b>	<b>270</b>	<b>104</b>	<b>91</b>	<b>75</b>

Number of stations in 10 years=380

\* Includes \$29 million operating component of \$31 million for national programs from key stations.

The administration budget was prepared long before the Carnegie Commission's report became available. There was speculation last week that President Johnson may now send two special ETV measures to Congress, although they could be combined in one. One section could cover the \$20 million (or perhaps more, as the commission recommended) and would have to be sent to meet the June 30 deadline for expiration of the present ETV Facilities Act, and the other section—either concurrently or later—could cover the Carnegie group's recommendations.

Both elements are being given careful consideration by HEW Secretary John W. Gardner (a former president of the Carnegie Corp.—the foundation that established the Carnegie Commission and footed its \$500,000 bill) and his principal aides, Dr. Paul Miller, assistant secretary for education, and Dr. John W. Bystrom, assistant to the assistant secretary (for ETV).

The Carnegie group's excise-tax proposal, the focal point of most criticism last week, would yield \$40 million a year for the Corp. for Public Television at the 2% level and \$100 million at the 5% level, according to the report's estimates. The commission recommended a 2% tax the first year, 3% for the next three years and increases there-

after as needed but not to exceed 5%.

**Why Us?** Although set manufacturers were highly critical, few wanted to be identified. Several appeared to think they would have a public-relations problem in opposing a tax imposed for so lofty a purpose. One said: "It's like being against motherhood."

One manufacturer not hesitant about being quoted in opposition was S. R. Herkes, marketing vice president of Motorola, who said he intends to take a "damned strong" stand.

"Why should manufacturers of TV sets be singled out for an excise tax for a cultural program that's the responsibility of the whole public?" he wanted to know.

Why not tax broadcasters—or soft-drink bottlers, he asked. The set-manufacturing industry "has done more than its share in holding the price line and has absorbed the extra cost of adding UHF to all sets under the all-channel law passed by Congress," he asserted, branding the excise-tax proposal as clearly discriminatory.

Other manufacturers stressed that, as a result of mark-ups at the wholesale and retail levels, a tax that yielded ETV \$2 might cost the consumer \$5. Even some sources who thought the excise-tax was probably the best approach felt that the amount of the tax

—and probably its purpose—should be spelled out on the price tags on sets.

There were also reports that the U. S. Treasury might look askance at an excise tax on the general grounds of opposing special taxes, particularly when their proceeds don't go into the general treasury.

The Electronic Industries Association had no official comment, but it seemed safe to assume that EIA would oppose the commission's recommendation as both regressive and discriminatory, as it did in fighting for removal of the 10% excise tax that was applied to sets from 1950 to 1965.

The Carnegie group, for its part, estimated a 2-5% tax would cost the buyer of a low-priced black-and-white set from 30 to 75 cents a year over the lifetime of the set. For a color set at present prices the effect of the tax was put at \$1 to \$2.50 a year. In justifying the tax, the commission said, among other things, that "the improved service made possible by the tax directly increases the real value of the set."

**Interconnection** ■ The report's recommendation of preferential rates for ETV interconnection facilities—and a completely free ride on interconnection by satellites in the future—drew criticism from the American Telephone & Tele-

(Continued on page 26)

# The architects of CPTV

There are 15 members of the Carnegie Commission. Following are short biographical sketches on each of them.

**James R. Killian Jr.** (chairman of the commission): Chairman of the corporation, Massachusetts Institute of Technology, and president emeritus of MIT. Was special presidential assistant for science and technology 1957-1959. Former chairman of President's Science Advisory Committee. Served on board of visitors of U.S. Naval Academy, chairman of the Army Scientific Advisory Panel and was chairman of President's Foreign Intelligence Advisory Board. Was a director of Federal Reserve Bank of Boston. Is currently a board member of American Telephone & Telegraph, General Motors and Polaroid Corp.

**James B. Conant:** President of Harvard University 1933-1953. U.S. High Commissioner for Germany 1953-55. Ambassador to Federal Republic of Germany 1955-57. Author of numerous books on science and education, including "The American High School Today" (1959) and "Slums and Suburbs: A Commentary on Schools in Metropolitan Areas" (1961). Was chairman of National Defense Research Committee during World War II, member of Atomic Energy Commission 1948-1952, participated in Studies of American Education for Carnegie Corp. 1960-1963 and was educational advisor to Ford Foundation in Berlin 1963-1965. Holds 49 honorary degrees and several citations including honorary rank in the Most Excellent Order of the British Empire, the Legion of Honor, the Medal of Freedom.

**Lee A. DuBridg:** President of California Institute of Technology. Holds board memberships in National Educational Television, Community Television of Southern California, Rockefeller Foundation, Henry E. Huntington Library and Art Gallery and National Merit Scholarship Committee. Received Ph.D. in physics from University of Wisconsin (1926) and was research fellow at Cal Tech prior to joining Washington University faculty in 1928. Dean of faculty of arts and sciences at University of Rochester. Member of National Academy of Sciences and American Philosophical Society and past president of American Physical Society.

**Ralph Ellison:** Author and winner of National Book Award for his novel "Invisible Man" (1952). Attended Tuskegee Institute which gave him

honorary doctorate in humane letters (1963). Has taught at Rutgers University, Bard College, University of Chicago and in Europe. Member of editorial board of the *American Scholar*, executive board of P.E.N. Club, a fellow of National Institute of Arts and Letters and American Academy of Arts and Sciences. Member of the National Council on the Arts.

**John S. Hayes:** Ambassador to Switzerland. Prior to foreign service appointment was president of Post-Newsweek Stations (WTOP-AM-FM-TV Washington; WJXT[TV] Jacksonville, Fla.) and executive vice president of Washington Post Co. Named chairman of committee on international broadcasting of the National Association of Broadcasters in 1964. Had been a director of NAB and Association of Maximum Service Telecasters. Was commanding officer of the American Forces Network during World War II and was awarded Bronze Star, Order of the British Empire and Croix de Guerre.

**David D. Henry:** President of the University of Illinois. Member of the executive committee of the Carnegie Foundation for the Advancement of Teaching. Has served as vice chairman of President's Committee on Education beyond the High School and chairman of Joint Committee on Educational Television and American Council on Education. Served last year as chairman of the executive committee of the National Association of State Universities and Land Grant Colleges and as vice president of the Association of American Universities.

**Oveta Culp Hobby:** Editor and board chairman of the Houston Post Co. Was secretary of Health, Education and Welfare from 1953 to 1955. She has been member of Texas House of Representatives, Federal Security Administrator, member of National Advisory Board and Advisory Committee for Economic Development. A member of Rockefeller Brothers Fund Special Studies Project, Crusade for Freedom, visiting committee of the Graduate School of Education at Harvard and a trustee of the Eisenhower Birthplace Memorial Park. During World War II was commander of Women's Army Corps.

**J. C. Kellam:** President and general manager of KTBC-AM-FM-TV Austin, Tex., stations of Texas Broadcasting Corp., owned by President Johnson's family. A former high school teacher, Mr. Kellam has been regional

director for the National Youth Administration and is now president of the board of regents, State Senior Colleges. Has been a member of CBS affiliates board of directors and is member of the Texas Citizens Committee of the National Council on Crime and Delinquency. Was deputy state school superintendent and director of rural aid for the State Department of Education.

**Edwin H. Land:** Founder, president and director of research of Polaroid Corp. A visiting professor at Massachusetts Institute of Technology and a fellow of MIT's School for Advanced Study. Inventor in field of light and photography, he devised first process for synthetic polarization of light. Member of President's Foreign Intelligence Advisory Board and consultant to President's Science Advisory Committee. Was awarded Freedom Medal 1963.

**Joseph H. McConnell:** President and chief administrative officer, Reynolds Metals Co. Graduate of Davidson College and University of Virginia Law School. A former president of Colgate-Palmolive Co. and executive vice president of RCA. Was president of NBC from 1949 to 1952. Served in 1963 as chairman of the U.S. delegation to the extraordinary administrative radio conference in Geneva.

**Franklin Patterson:** Staff director of Carnegie Commission on ETV until appointment as president of Hampshire College, Amherst, Mass., last June. Was director of Lincoln Filene Center for Citizenship and Public Affairs, Tufts University, from 1957 to 1966. Was professor of government and education at Tufts. He has also taught at University of Michigan, New York University and Vassar College. Member of Massachusetts state commission that developed master plan for public and higher education.

**Terry Sanford:** Attorney: Governor of North Carolina 1960 to 1964. Supported number of new state education programs. Directed a Duke University study of state governments underwritten by Ford Foundation and Carnegie Corp. A trustee of the University of North Carolina and the Kennedy Library. A director of the Arts Council of America and member of the American Academy of Political and Social Sciences.

**Robert Saudek:** President of Robert Saudek Associates, TV production company. A director of New York Uni-



Dr. Killian



Dr. Conant



Dr. DuBridg



Mr. Ellison



Mr. Hayes



Dr. Henry



Mrs. Hobby



Mr. Kellam



Dr. Land



Mr. McConnell



Dr. Patterson



Mr. Sanford



Mr. Saudek



Mr. Serkin



Mr. Woodcock

versity's Institute of Film and Television. Recipient of numerous Peabody and Emmy awards. A former vice president of ABC, he was director of the Ford Foundation's TV-Radio Workshop. Was appointee to President's Advisory Committee on the Arts. A trustee of the American Field Service, he is former president of the Bronxville Board of Education.

**Rudolph Serkin:** Concert pianist. Head of piano department of Curtis Institute of Music and leader of Marlboro Music School. He is a member of the Boston Institute of Fine Arts and Letters. Toured Orient on behalf of the U.S. State Department. Was awarded the Freedom Medal in 1963.

**Leonard Woodcock:** Vice president of the United Auto Workers since 1955 and director of its General Motors

Aerospace departments. A member of Wayne State University board of governors and Federal Advisory Council on Employment Security. A trustee of the National Urban League.

Staff members credited with a major contribution in completing the commission report included:

**Dr. Hyman Goldin:** Executive secretary. Now associate professor of communications, Boston University. Previously on FCC staff (1943-65): assistant chief, Broadcast Bureau (1963-65), chief economics and research (1961-63) and chief, economic division (1948-61).

**Stephen White:** Assistant to chairman. Serves as consultant to nonprofit organization, Educational Services Inc. (Formed by MIT faculty for instructional materials). Prior to Carnegie assignment, worked in editorial depart-

ment, Time Inc., New York. With CBS as producer (1964-65), and on ESI.

**Gregory G. Harney:** Staff associate. On leave from WGBH-TV Boston where he works as director of production operations. Served as consultant to educational and commercial stations in U. S. Involved with production techniques at school for public communications at Boston University. Was director of National Educational Television programs.

**Edward Weeks:** Staff member. Is consultant and senior editor of *Atlantic Monthly*. Contributed to magazine, editor various books, and author of "In Friendly Candor," "The Open Heart," and "This Trade Writing."

**Mrs. Joan Cummings Solomon:** Staff associate. Associated with Educational Services Inc., worked with NBC, CBS and began with ESI.

## A GRAND DESIGN FOR 'PUBLIC TV' continued

graph Co. and a skeptical eye from FCC sources.

AT&T, prime supplier of interconnections now, said in a statement that it "cannot go along" with preferential rates or free ETV use of satellite connections "if that means that public television would be subsidized by the general users of common carrier communications."

Overall, however, AT&T found the Carnegie report "a reasoned and comprehensive guide toward development of a vital and creative noncommercial television service" and said the commission's emphasis on station autonomy in scheduling public-television offerings "raises the prospect of a distribution service that will meet the needs of public television at lower rates."

Although the Carnegie group cited preferential telegraph and cable rates for the press as precedents for its proposal, FCC sources noted that general FCC policy has been to eliminate rather than create special treatment for users within the same services. These sources suggested it would take congressional pressure, if not outright legislation, to get the FCC to approve reduced rates for ETV.

**CBS to the Fore** ■ The most tangible show of support for the Carnegie report was CBS's pledge of \$1 million toward the \$25-million, privately endowed "kitty" that the commission felt the Corp. for Public Television should have to start with.

Dr. Killian read to the Wednesday morning news conference a telegram from Dr. Frank Stanton, CBS president, calling the report "a balanced, realistic and practical approach to a more adequate noncommercial television service." The telegram—which Dr. Killian said was unexpected and unsolicited—continued:

"The report's reasoned safeguards give assurance that educational television will be pluralistic in the sources of its support and of its programming and in its administrative controls. As further evidence of CBS's long-standing endorsement and support of noncommercial television and to help launch the \$25 million enabling endowment for the proposed Corp. for Public Television, CBS pledges an unrestricted gift of \$1 million payable the day the new corporation is chartered.

"Mr. Paley [William S. Paley, CBS board chairman] joins me in sending congratulations to you and your distinguished colleagues who have worked so long and effectively on this problem of vital interest to all of us."

The other networks reserved comment pending further study of the report, but most indications were that their reactions would be more moder-

ate than CBS's.

**The Broadcasters** ■ Some key broadcasters appeared to regard the report as a workmanlike job that nevertheless had some political weaknesses. One weakness, in this view, is that Congress may bridle at turning over \$40 million to \$100 million—the excise tax yield—to a group of 12 men (the directors of the proposed corporation) over whom it would have no control except through amendment or revocation of the corporation's basic charter.

One broadcaster who took this position acknowledged that commercial broadcasting has been accused of being under the control of even fewer men—that it has been charged that all network programming is controlled by "three men in New York"—but he felt

### Carnegie-plan discussion

A half-hour program on ABC-TV and ABC Radio was to be devoted yesterday (Sunday) to a discussion of the Carnegie Commission report on educational television by its chairman, James R. Killian Jr., and a member, Terry Sanford, former governor of North Carolina. ABC News Commentator Edward P. Morgan was to interview them on *Issues and Answers* (ABC-TV, 1:30 p.m.; fed to ABC Radio, 2:30-2:55 p.m. and again at 8:30-8:55 p.m.). The other networks said they had not yet scheduled specials on the subject.

there was a significant distinction.

In the case of the Corp. for Public Television, he noted, final say on underwriting all CPTV program proposals would be in the hands of the 12 directors, whereas "by the time a proposal for a commercial network program gets to the pilot stage it has already been through 150 to 160 people." He also felt that since they would not have to worry about the size of a program's audience, the CPTV directors would have to base their choices primarily on instinct.

There appeared to be no widespread immediate fear among commercial broadcasters that there would be significant overlapping of commercial and noncommercial programming under the Carnegie group's approach. To the extent that overlap might develop, the feeling appeared to be that much of it would be in the area of news and analysis, and even here it was felt that CPTV would incline toward lengthier analyses than commercial TV usually

provides and would explore areas that commercial TV touches lightly or not at all.

The Carnegie Commission praised commercial TV for its "magnificent" spot-news coverage, but its report also made clear that public television would do some live networking of spot news itself, mentioning as examples "the teach-in in Boston, the riot in Watts, the Senate or House hearing in Washington." Questioned at the news conference, commission members said CPTV might want to give live network coverage of a congressional hearing on education, for example, if commercial TV were not covering it.

**Ford Endorsement** ■ The Ford Foundation, which was praised by the Carnegie group for its long-time support of ETV even though its satellite proposal for financing ETV got a skeptical reception in the commission's report, had nothing but praise for the Carnegie proposals.

McGeorge Bundy, Ford Foundation president, called the report a "powerful and comprehensive document," said "we agree with its recommendations" and added that "the job at hand is to turn the report's blueprint into reality."

For its part, the Carnegie commission doubted whether the Ford and similar satellite plans would "yield benefits large enough to provide more than a small part of the funds needed by educational television," but said any such benefits that do become available ought to be used to reduce the ceiling on the proposed excise tax.

The commission also felt that the Ford and similar satellite plans involve questions extending far beyond ETV and that the strengthening of ETV should not be delayed until these are settled.

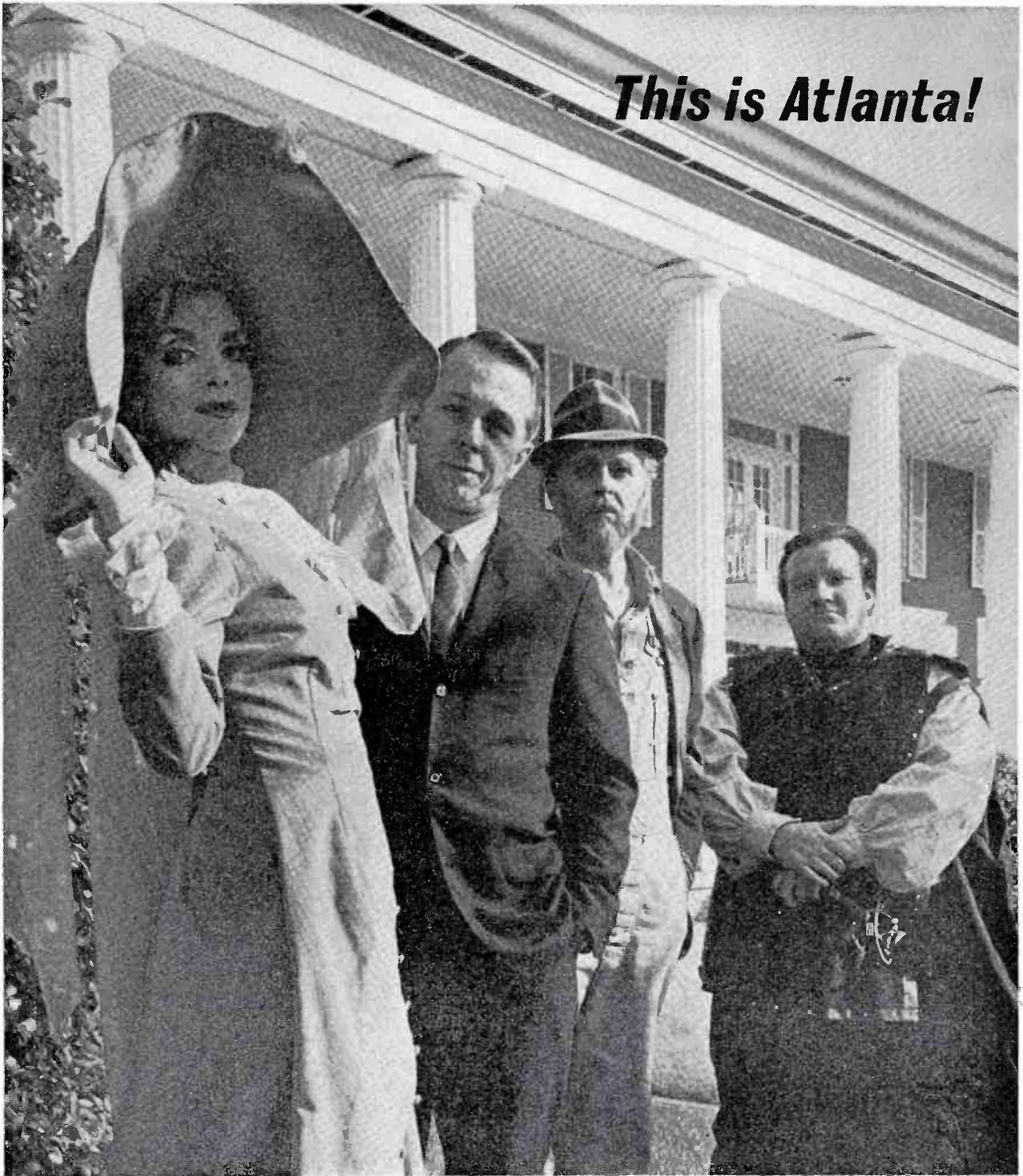
**Yes, But** ■ The various educational groups uniformly found the Carnegie report praiseworthy, although observers detected in the statement by National Educational Television a certain reserve that seemed to betray disappointment.

One NET executive confirmed he was less than happy with some phases of the report. "Hell," he said, "first they say they don't want [CPTV] to be a network, and then they go on and describe all the operations involved in networking."

This was interpreted as allusion to (1) the report's emphasis that the corporation would not be a network but would operate essentially as a supplier of programs which stations could choose or reject as they wished, and (2) its provision that the corporation would not only handle program contracting but also arrange for regular distribution by interconnection and for live networking of programs when it felt the occasion justified live handling.

The report itself had high praise for

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Big time drama in a big time city. Theatre Atlanta, one of the nation's few true repertory groups, presented *Waltz of the Toreadors*, *After the Fall*, *Tobacco Road*, and *Royal Hunt of the Sun* during its hit season. And WSB-TV, too, scored a smash hit in the recent Nielsen Station Index. A 39%<sup>\*</sup> prime time share — compared to its competitors' 33 and 30. Direct your spots toward stage-center in Atlanta. WSB-TV.

\*Source: Nielsen Station Index, Oct. 20 - Nov. 2 and Nov. 10 - Nov. 23, 1966.

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original report can be reviewed for details on methodology.

**WSB-TV**

Channel 2 Atlanta

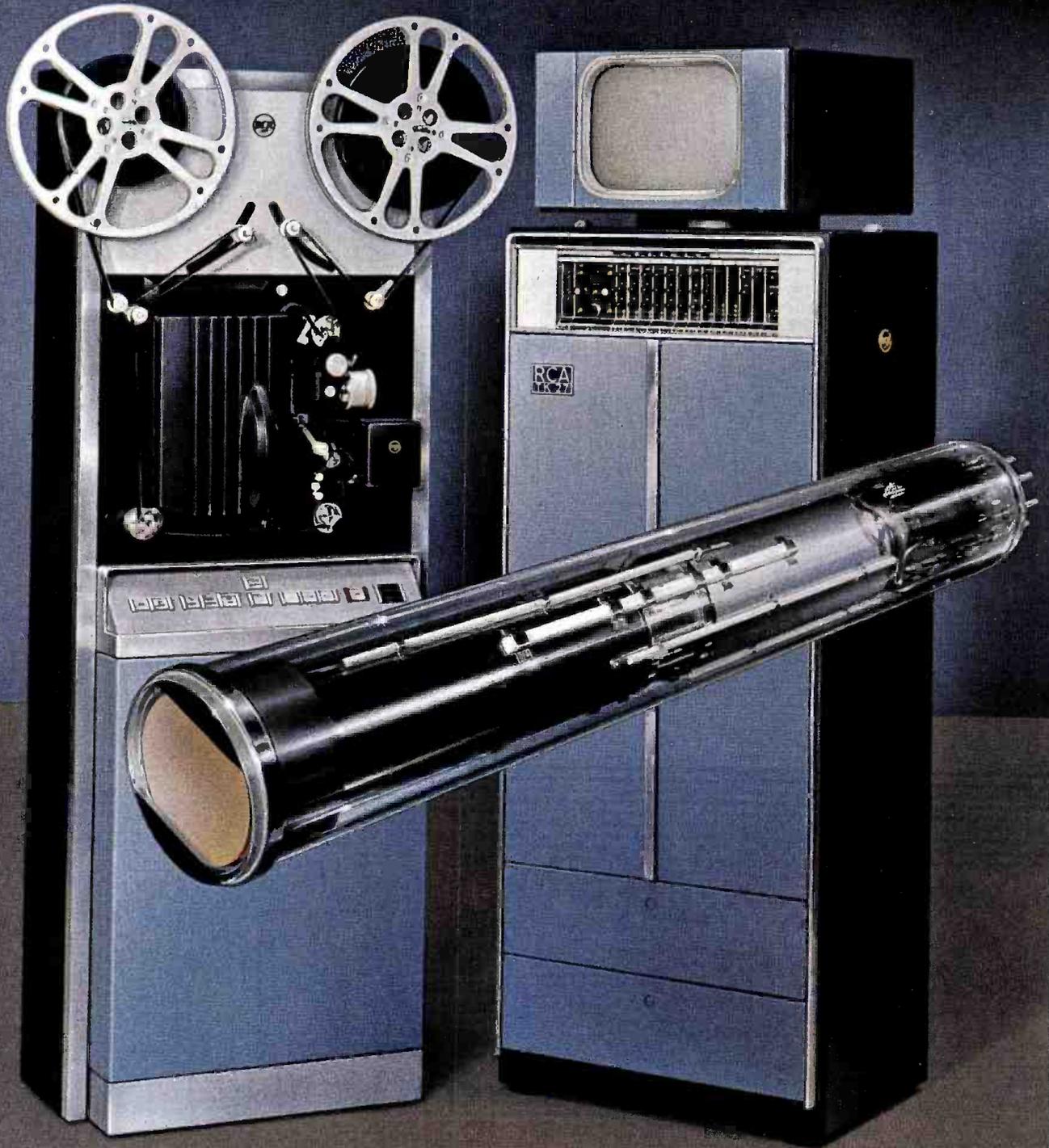
NBC affiliate. Represented by Petry



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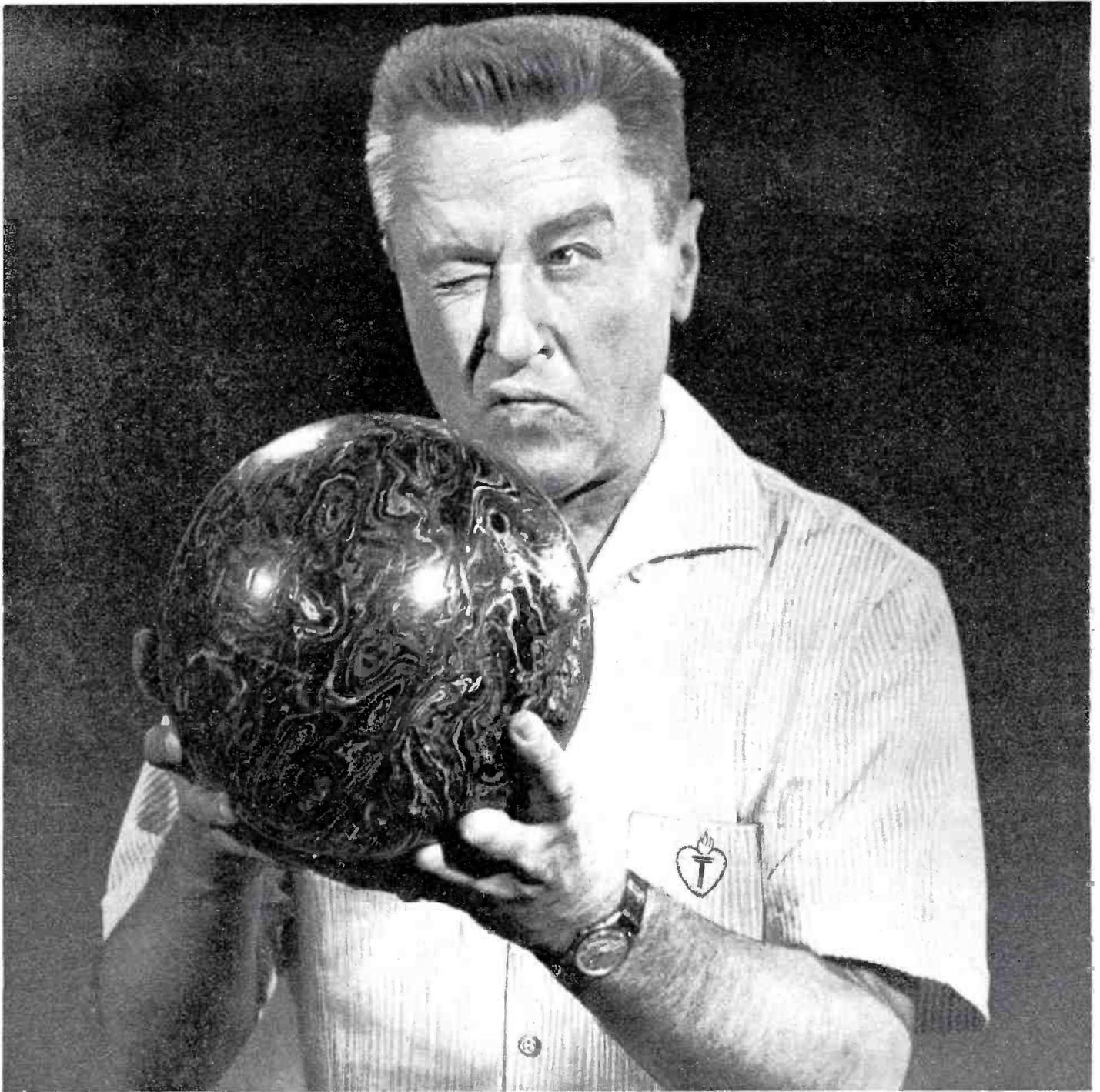
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*This space contributed by the Publisher as a Public Service*

## A GRAND DESIGN FOR 'PUBLIC TV' continued

NET and specified that NET should be one of the national centers producing programs—a total of 10 hours a week, about twice NET's current volume—for the CPTV system. But the report also felt there should be at least one other national production center, partly for competitive reasons.

John White, president of NET, said the report "is bound to become a milestone in television history" and the achievement of its goals "will provide a great step forward for the American people.

"There are details of this report," Mr. White said, "with which some persons may disagree, and it is certain that this document will stimulate many exciting and productive debates in the next few months. Nevertheless, the total impact of this report is wholly positive, and it begins this public dialogue on a high plane.

"I am sure that the Congress will find this report most enlightening and that the report will serve as a solid base for congressional deliberation and decision."

**Approval** ■ The Educational Television Stations Division of the National Association of Educational Broadcasters, credited with providing the impetus for creation of the Carnegie Commission, hailed the report.

C. Scott Fletcher, executive consultant to ETS and a director of NAEB, said the report "has opened up exciting and bold new prospects in the field of ETV." Robert F. Schenckan, chairman of ETS, said he was glad to see the report's emphasis on interconnection, which he called "vital" to ETV's survival. The report, he said, provides "strong guidelines" for all in ETV.

The second national conference on the long-range financing of ETV—successor to the 1964 conference that provided the springboard for formation of the Carnegie Commission—is set March 5-7 in Washington and will examine, among other things, the Carnegie report and also the domestic satellite proposals of the Ford Foundation and the Communications Satellite Corp.

Dr. William G. Carr, executive secretary of the National Education Association, called the report "a realistic approach to a truly inspiring goal."

Aside from proposing congressional chartering of the Corp. for Public Television and spelling out its responsibilities, the Carnegie group recommended as the first step "concerted efforts at the federal, state and local levels" to strengthen and increase the number of ETV stations.

**Instructional TV** ■ Although the commission dealt primarily with general programming rather than instructional or

in-class programming, it recognized instructional programming as "no less significant" to ETV and urged that it, too, be strengthened. But it felt that Public Television not only requires but is ready for immediate action, while instructional TV "needs intensive further study in the total context of the educational enterprises."

One of the report's major recommendations was that "extensive and innovative studies" be conducted under sponsorship of federal, state, local and private educational agencies "to develop better insights into the use of television in formal and informal education."

Throughout the report the commission stressed the need for local-level involvement in ETV—local support of stations, local participation in programming, coverage of local events and institutions, the independence of stations in deciding what programs to present and when to present them. The corporation's job, the commission said, would be to see that the stations don't have to take any program that is offered but will have available a variety of quality programs from which they can choose those that will serve local audiences.

The commission paid tribute to commercial television and its accomplishments. It recognized that commercial TV "is obliged for the most part to search for the uniformities within the general public" in order to appeal to large audiences, but said that public television "somehow must seek out the diversities as well."

**No Oblique Ads** ■ The report also seemed likely to win plaudits from commercial broadcasters for its suggestion that in the future there ought to be an end to the practice of advertisers underwriting ETV programs in return for on-air credits.

"When the public television we propose has been created," the commission said, "it would seem desirable for the corporate support of educational television to take the form of general grants rather than the underwriting of specific programs involving on-air acknowledgements."

In the news conference the commission members took pains to distinguish the proposed CPTV from broadcasting systems in other countries, particularly the British Broadcasting Corp.

"We do not believe in a BBC," Dr. Killian said in pointing out that BBC does the programming while the proposed CPTV would leave program selection to the individual stations. "We would not like to impose on this system massive, live, real-time broadcasting," he asserted.

The report said the commission

studied the BBC and also systems in Japan, Italy, Germany, Sweden, Canada and Russia but chose to devise a totally different and "indigenous American system arising out of our own traditions and responsive to our own needs."

**News Conference** ■ The commission's report, 112 pages in length and addressed to "the American people," was made public by Dr. Killian and eight of his 14 colleagues at a 90-minute news conference held at Rockefeller University and taped for showing by the Eastern Educational Network.

The program was shown on EEN's stations in Boston, Washington, Philadelphia and New York last Wednesday night and is being offered through NET to other educational stations. NET authorities reported late last week that 34 of its affiliates were scheduled to carry it between Jan. 27 and Feb. 10.

The Carnegie report, plus supplementary papers on costs, legal questions, technology, commercial TV operations and ETV statistics, was also published last week by Bantam Books in a paperback edition at \$1 a copy. A spokesman for the publisher said the initial print order was for 50,000 copies. In addition, a hard-cover edition is planned by Harper & Row in March.

The Carnegie Commission was established under a \$500,000 grant by the Carnegie Corp. in November 1965. Dr. Killian said the commission "went out of business" with the release of the report but that its members are "deeply committed" and would work to see that its goals are achieved.

The Carnegie Corp. is a philanthropic foundation created by Andrew Carnegie in 1911. Its assets total approximately \$327 million at current market value.

## The promise of PTV programming

ETV's could choose from 35 hours of programming weekly on interconnected network

The programming that Public Television would provide, under the proposal of the Carnegie Commission on Educational Television (see page 21), would encompass "all that is of human interest and importance which is not at the moment appropriate or available for support by advertising, and which is not arranged for formal instruction."

Although this definition from the introduction to the report specifies that Public Television would differ from both instructional and commercial TV programming, the report repeatedly makes

## THE PROMISE OF PTV PROGRAMING continued

clear that it would be much closer to commercial programing in nature.

Edwin H. Land of the Polaroid Corp., a member of the commission, said at the news conference unveiling the report that the members at various times had jotted down things they'd like to see on television and that they wound up with a list of close to a thousand things. The "things" are not listed in the report, because, according to Robert Saudek, television producer and also a commission member, it seemed better to mention general areas and offer guidelines rather than try to be more specific.

**Like NET Programs** ■ One of Public Television's main program sources, National Educational Television and at least one other national production center, would "in general" turn out programs "comparable in subject matter to those now available from NET, although of greater diversity," according

The \$45,000 average would allow for an "occasional" show approaching or even surpassing the \$100,000 commercial average, the report continues, but would not permit Public Television to offer "the truly high-cost program in excess of \$250,000, such as the commercial production of *Death of a Salesman*."

To keep from foreclosing the possibility of "truly high-cost programs," however, the commission suggested that the Corp. for Public Television "might be prepared to support an occasional such program," or the production centers might seek underwriting from private foundations.

**Other Sources** ■ The commission expressed the hope that, in addition to 10 weekly hours of programs from the two national centers, 20 hours might be produced each week by various major ETV stations on subjects of "more than local" interest, for use on other ETV's

### Grant to oldest noncommercial station

WCET(TV) Cincinnati, Ohio, the first licensed (1954) noncommercial television station in the country, last week required an emergency \$50,000 grant from the Ford Foundation to stay on the air.

The electoral defeat of a Cincinnati public school levy last November cost the station a total of \$157,000 yearly income from its in-school instructional operation. The municipal school system had budgeted \$117,000 and the county government \$40,000 for instructional TV.

Ford Foundation President McGeorge Bundy explained last week that \$50,000 was the minimum amount the station would have received under the foundation's matching grant program for ETV stations. WCET received the money on the condition that it raise \$100,000 in cash or pledges from the community by Feb. 8. If it succeeds, the station said it will then be able to maintain a core staff of executives and technicians and to continue its evening programing.

to the report. It continues:

"Major theatrical and musical productions, documentaries on subjects of national concern or which require a national approach, programs dealing on a national scale with public affairs or with news commentary are immediately appropriate.

"Light programs, children's programs, and programs of criticism and review, when they are planned on a scale that clearly requires exceptional talents and skills, are equally appropriate. The national programing, in short, is that which is likely to be of major interest to any station in the system, wherever it may be found."

The commission estimated that production costs for these national programs should average \$45,000 an hour (as compared to a \$20,000 hourly average for NET programs now, and \$100,000 for a one-hour commercial TV program).

around the country.

These, in the commission's estimates, would average \$30,000 an hour for production. In some cases they would appeal to other stations in the immediate geographical region and "in other cases the programs, such as Julia Child's widely acclaimed *French Chef* [on NET], would find audiences throughout the country."

The commission expressed hope that in time there would be 20 stations throughout the country equipped and able to turn out major programing of this sort on a consistent basis.

**Best Equipment** ■ It also stressed the need for these major supplier-stations to have "modern, multi-camera, mobile color facilities, which will enable the producer to move at will outside the studio and use television at its most flexible and its most stimulating." The report continues:

"It will be stations so equipped which can be expected to provide the bulk of the real-time coverage that the system requires. The teach-in in Boston, the riot in Watts, the Senate or House hearing in Washington, all will be covered by the local station and made available to the entire system.

"The corporation must be so organized as to respond quickly with assurances that any extraordinary costs will be met, and to put the resulting programs at once into the interconnection to be made available to all educational stations. The 20 stations—if that number is reached—which are ultimately built to this kind of capacity will provide special news coverage that will be unique to Public Television."

The extent to which this sort of news coverage might bring Public Television into competition with the commercial TV news services was raised at the news conference.

Lee A. DuBridge, president of the California Institute of Technology and a member of the commission, pointed out that Public Television "cannot compete with the magnificent spot news coverage of the commercial networks." He also said, in response to further questioning, that if, for example, a congressional hearing were not going to be covered by the commercial networks, Public Television might carry it on a live-network basis.

**Interpretative Reports** ■ The report itself speaks of the need for Public Television's news coverage to "encompass both facts and meaning, both information and interpretation," calling upon "the intellectual resources of the nation to give perspective and depth to interpretation of the news, in addition to coverage of news day by day."

It also calls for "analysis of much more than the events of current history," including "forms and ideas in art and philosophy, in music and literature, in science and technology and in other fields of human expression and endeavor."

In addition to supporting national and regional programing, the Corp. for Public Television would help stations with purely local programing by providing—perhaps on a matching or partially matching basis—an average of \$2,000 a week, or about \$100,000 a year, per station.

These grants would be in response to specific program proposals from the stations. The report notes that some stations will be able to justify requests for several hundred thousand dollars while others lack the equipment and skills to justify anything like the \$2,000-a-week average.

**Total 35 Hours Weekly** ■ Assuming five hours of local programing available for exchange among stations, the report notes, some 35 weekly hours would

be available through Public Television to all ETV stations—10 from the national centers, 20 from key stations and the five local hours that can be used on more than one station.

The rest of each station's schedule would be filled by its own staff and facilities, which are the prime sources of local ETV programing now.

The commission expressed hope that Public Television programing would be used in the prime viewing hours—"most of the time between 5 p.m. and 11 p.m. on weekdays, between 9 a.m. and 11 p.m. on Saturdays and between noon and 11 p.m. on Sundays."

That totals 55 hours a week. Assuming that a few of those hours might be needed for "other" services, the commission estimated that a station "seriously engaged in Public Television" would need about 50 hours of PTV programing a week. The difference between available PTV programing and 50 hours of PTV program time would be made up by repeats:

"A first-rate play, made with extraordinary care at great expense, warrants at least three showings during the week. . . . A station which chose to use six out of the 10 hours of national programing in any week would thus [by three presentations] have 18 of its hours filled; 10 of the 20 more-than-local programs might complete another 20 hours or more; five hours of local programs might complete another eight. The station is thus able to exercise wide choice and with its staff-produced programs and whatever it finds useful to accept from other sources fill without difficulty its 50 hours a week."

**Live Connections** ■ The report regards interconnection of ETV stations as profoundly important. It says Public Television will probably use live networking—as distinguished from simultaneous feeding of taped or filmed programs—more often than the commercial networks do because "Public Television can make its decision entirely upon the significance of the event, where commercial television must weigh the event carefully against the disruption of its ordinary fixed schedules and consequent economic loss."

Even so, the report continues, Public Television's use of live networking may be "rare," and interconnection should be regarded primarily as a device for program distribution. In this way, it emphasizes, each station retains a higher degree of independence in choosing which Public Television programs it will present and at what times.

In addition to making programing available on a day-to-day basis, the Corp. for Public Television would support the development of a library of programs which stations could draw upon, plus the creation of archives in which "materials of more than passing

significance, from both Public Television and commercial television, will be held for those who have the desire or the need to make use of them."

The corporation would also support program experimentation in "an environment hospitable to risk, to a search for new forms, and to creative work by persons of exceptional talent," and would actively recruit program as well as other television personnel.

What the program plans all add up to, in the commission's words, is "a wider vision and a better utilization of television's power to enlarge the life of every citizen," giving each home "the opportunity to be a center for learning" and providing "a civilized voice in a civilized community."

## Method is legal, lawyer believes

Jennes's memorandum gives his reasoning why CPTV would be constitutional

Looked at from a legal angle, the Carnegie Commission's plan for a Corp. for Public Television is safely within the bounds of the U. S. Constitution—at least according to the commission's counsel.

Ernest W. Jennes, Washington communications attorney and legal adviser to the Carnegie group, cites no exact parallel to the CPTV but sees precedent abounding for organizations of a related nature.

Mr. Jennes's views are expressed in a memorandum of law, one of several supplementary papers attached to the commission's main report.

Establishment of the Communications Satellite Corp. is a major example, cited by Mr. Jennes, of the creation by Congress of a nongovernmental corporation charged with a public purpose. "There," he says, "a resource was created at public expense and 'given' to a private entity. . . ."

And he sees nothing to prevent the appropriation of federal funds to the CPTV in the manner prescribed by the commission (a manufacturers' tax on TV sets).

**Many Methods** ■ Congress, Mr. Jennes argues, has used a variety of methods for allocating federal funds to preclude the need for annual appropriations. The Tennessee Valley Authority, he notes, generates a major part of its own revenues while also receiving money through annual appropriations.

And there are numerous examples of congressionally established trust funds

whose moneys are disbursed for generally defined programs, he says.

A history of broad federal support of educational activity, according to Mr. Jennes, makes it clear that the purpose of the CPTV is "constitutionally proper."

Does the creation of a private corporation, when combined with the provision for federal funds, amount to an unconstitutional delegation of legislative power to a private organization? "We think the answer is no," says Mr. Jennes.

**Guide Lines Possible** ■ "It seems clear that with properly drafted legislation the Congress could set forth a sufficient degree of guidance for the corporation so that there would not be an unconstitutional delegation of the Congress's power to legislate," he asserts.

Even if the corporation were held to be a government rather than private entity in the constitutional sense, Mr. Jennes didn't think its activities would abridge the first amendment, even though its program—selection function, for example, might be challenged as a limitation on the free expression of some program producers. "The Government," he concludes, "is not constitutionally compelled to support all enterprise—commercial and philosophical—or none at all."

## CPTV: key unit in Carnegie plan

Nonprofit corporation under federal charter but free of tight supervision, goal

Core of the Carnegie Commission's plan (see page 21) is the "Corp. for Public Television," which would hold the strings of ETV's major purse and apparently is designed to keep government's hands as far from those strings as possible.

The corporation would be federally chartered, nonprofit and nongovernmental, according to the commission, its main function being to receive and disburse funds for educational programing.

The commission put forth a plan for a 12-man board of directors for the corporation, six to be appointed by the President of the U. S. (subject to the consent of the Senate) and the other six to be elected by the first appointees.

One-third of each group of six would complete their terms at two-year intervals and eventually the President would appoint two new members every two years for six-year terms and the whole board would elect two new members,

also for six-year terms, at the same intervals. The directors would be unsalaried.

The commission said it considered the corporation so "fundamental" to its overall proposals that it would be "most reluctant" to recommend other parts of its plan "unless the corporate entity is brought into being."

**Widely Diversified** ■ The commission recommended that the board comprise a "broad representation of the various regions of the country, the various professions and occupations and the various areas of talent and experience appropriate to this enterprise." There was no reference to the political composition of the board.

The directors would elect their own chairman and a full-time chief executive officer who would be assigned day-to-day operational responsibility.

Under the executive officer in the corporation's organizational chart are four basic divisions: one for interconnection; one for public information and promotion, one for program grants and contracts—the primary function of the corporation—and one for planning and policy that would organize workshops and seminars and evaluate programs.

The basic functions of the CPTV as outlined by the commission:

To contract with national and regional program-producing sources and acquire existing programs from domestic or foreign services.

To provide a portion of the programming and capital-facilities funds required by selected stations.

To contract for interconnection facilities for distribution of programs requested by local stations.

To make contracts or grants for training of ETV personnel, program experimentation and technological research.

To promote the viewing of public television, support a program library and help set up archives of important ETV and commercial programs.

To appoint consultants and advisory boards as necessary.

## The system of PTV financing

A build-up from excises, federal-state-local funds to \$270 million a year

The figure-laden report of the Carnegie Commission (story page 21) anticipates a "Public Television" complex that will eventually require \$270 million a year to keep the programming coming and facilities running.

The grand total is split in two basic ways in origin and application. Some \$104 million will flow to and through the Corp. for Public Television, coming from the proposed excise tax on TV sets and being applied to programing,

interconnection and the corporation's expenses.

Another \$166 million is proposed as the amount eventually necessary to sustain a system of 380 "modernized and well equipped" ETV stations including operating costs and amortization. The commission suggests that \$91 million of this sum be federally supplied through the Department of Health, Education and Welfare, the balance, \$75 million, to come from nonfederal sources.

The \$104 million earmarked by the Carnegie group for funding the CPTV breaks down into allocations of \$80 million annually for programing and capital amortization, \$9 million for interconnection and \$15 million for "other activities."

However, it's expected that CPTV could operate on an average annual budget of \$56 million for its first four years (\$11 million for capital costs, \$31 million for programing, \$7 million for interconnection and \$7 million for administrative expenses). Thus the proposed TV-set excise tax would begin at 2% and graduate to a ceiling of 5% as the needs of the corporation expanded.

**Source of Funds** ■ A 2% excise tax, according to the commission, would meet a \$40-million requirement for the CPTV's first year of operation.

The commission said it adopted the excise tax as the "least onerous" method of fund raising that could protect the ETV programing center from ordinary appropriations procedures that might subject it to congressional influence. It

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### BROADCAST ADVERTISING

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## Ad foundation planned by 4A's

\$370,000 already in till for project that will establish educational grants, possibly by fall

The first major educational foundation in the advertising field is being announced today (Jan. 31) by the American Association of Advertising Agencies.

The association said at a news conference, held in New York last week to preview details of the fund plan, that the foundation already has about \$370,000 in contributions and pledges.

Purpose of the fund is to award grants and fellowships on the graduate-school level as well as eventually to endow one or more advertising chairs at major graduate business schools.

The \$370,000 is made up of an outright allocation of \$50,000 voted by the 4A's board of directors, and additional commitments of \$30,000 a year for five years (this \$150,000 earmarked

for grants and fellowships) and of \$25,000 to finance an academic committee that will guide the assignment of grants and fellowships. (This committee, the AAAA said, will be made up of persons prominent in the education fields.) Another \$145,000 in contributions and pledges have been received from member agencies before the mailing of a prospectus to the membership.

Details of the program were previewed in New York by AAA officials: John Crichton, president; Thomas B. Adams, board chairman; Alfred E. Seaman, vice chairman, and William E. Steers, chairman of the advisory council. Mr. Adams is president of Campbell-Ewald, Detroit; Mr. Seaman is president of Sullivan, Stauffer, Col-

well & Bayles, New York, and Mr. Steers is chairman of Needham, Harper & Steers, New York.

**\$2-Million Resources** ■ They indicated that as the foundation gathers momentum and monies, its board of trustees may seek both to expand membership on the board and solicit contributions from media and from advertisers. Initial expectation is that the foundation over a period of a few years may have resources of some \$2 million. The foundation is being financed by pledges from individual AAAA member agencies (There are 354 in the U. S.). The first grants and fellowships hopefully will be made next fall.

Preliminary estimates are that each research grant will average an estimated \$10,000 a year, with a three-year completion, and fellowships will average \$3,000 to \$5,000 a year.

The 4A's said the seed money granted by its board to help launch the foundation, a nonprofit corporation to which contributions can be expected to be tax deductible, had been made in

called attention to the fact that a TV manufacturers excise tax is not new, that a 10% tax had been placed on sets between 1950 and 1965.

The only mention of dissent by a commission member in the whole Carnegie report came in regard to the method of fund raising. Joseph H. McConnell, former NBC president (see page 24), suggested that a franchise tax on commercial TV stations be adopted instead of the excise tax on sets.

The commission suggested that the CPTV seek to raise an endowment—hopefully \$25 million from foundations—that would give it some areas of independence from government funds. Monies needed from private sources and foundations are put at approximately \$4 million yearly by the commission.

**Ford Mentioned** ■ The report makes brief mention of the Ford Foundation's plan for partially subsidizing ETV through income to be generated by a domestic satellite system. The Carnegie report supports reduced costs for interconnection of ETV stations but says "we cannot be certain the ingenious Ford proposal or similar plans would yield benefits large enough to provide more than a small part of the funds needed by educational television. . . ."

Any such benefits that might eventually result should be used to reduce the excise-tax load, the report suggests.

It also says that the Ford plan involves questions of public policy beyond the scope of the commission and that ETV should not be delayed while they are being answered.

The report asks that Congress provide for special rates for Public Television interconnection and for free satellite interconnection if such service should be available. It pegs the eventual cost for national leased interconnection of a full 380-station ETV system at \$17 million if current facilities are used.

The commission's program cost projections are based on estimates for national, regional and local station efforts.

For one-hour programs, appropriate for national distribution—10 each week—it proposes an average cost of \$45,000 which, according to the commission, compares to current average expenditure of \$20,000 an hour by National Educational Television and \$100,000 an hour by commercial TV networks.

Very high cost programs ought to be made possible for Public Television by special CPTV authorizations and grants from private institutions, says the report.

**Local Programs** ■ For programs that would be produced by local ETV stations, but distributed for more-than-local use, the commission suggested an average allocation by the CPTV of \$30,000 per hour with 20 such hours to be produced each week. For strictly local production the CPTV would provide a total of \$20 million annually with each station to receive an average of \$2,000 weekly.

For training and recruitment of technical, artistic and specialized personnel, it's proposed that the corporation eventually budget \$15 million annually,

but at the outset the commission considers a figure of \$5 million yearly more appropriate.

It seems certain that more government funds for ETV will be forthcoming. The federal budget submitted to Congress by President Johnson last week included \$20 million for educational television. The \$20 million is considered a renewal and extension of the \$32 million authorized by Congress in 1962 as matching grants to states to help develop new ETV stations and expand existing educational TV stations. The fund is administered by the Department of Health, Education and Welfare. The 1962 authorization expires June 30. Senator Warren G. Magnuson (D-Wash.), author of the 1962 ETV law, has said he intends to hold hearings in this Congress on a continuance of aid for ETV. Senator Magnuson is chairman of the Senate Commerce Committee.

Although the \$32 million authorization expires at the end of this fiscal year, there is \$8 million remaining, but this too is expected to be awarded to states before June 30.

Under the Educational Television Facilities Act of 1962, there have been 165 projects approved by HEW which has administered the program. Almost half of the obligations are due to be paid out through the fiscal 1968 year. To continue the administration of this ETV program, the President in his budget message asked also for \$304,000 for fiscal 1968.

connection with the organization's 50th anniversary celebration this year.

The foundation, it was explained, will provide grants and fellowships for study projects in advertising, marketing communications and consumer behavior. It was noted also that the establishment of a graduate chair at a major university requires an investment of from \$500,000 to \$750,000 in a private school.

Contributions (or bequests) will be asked for over a five-year period from individuals and from member companies with adjustments or deferrals permissible. Pledges may be earmarked, the AAAA spokesman said.

The board of trustees will be composed principally of the elected officers of the AAAA and of the chairman of the foundation's academic committee.

**Purposes Outlined** ■ Association officials said there were several objectives for such a program, among them the widening of advertising research and teaching on the highest level, an upgrading of advertising's stature in the academic community and in the busi-

ness field and as a means of conducting an organized activity to attract, train and hold better people in advertising.

Also noted was a by-product benefit advertising could expect in the establishment of one or more chairs of advertising. As has happened in other fields, it was said, the educator holding the chair becomes a national spokesman, particularly among fellow academicians and among officials in government.

Said Mr. Adams of the education foundation at the close of the conference: "It is a level of maturity that all businesses and professions are going through."

## Bates revamps its creative department

A major reorganization of the creative department of Ted Bates & Co. was announced last week by Jeremy Gury, senior vice president in charge of creative operations.

In place of "a pyramidal structure that was threatening to become a bottleneck," Mr. Gury organized a board of two creative directors and three creative supervisors to handle review and long-range planning. He said Bates hoped to prevent the development of a bottleneck by giving younger people more authority, "and to provide an early-warning system to alert us to a squeaking wheel before it squeaks."

The principal promotion involved in the restructuring is that of Herbert H. Clark, vice president and executive art director, to the post of senior vice president-director of art services. Mr. Clark joins Richard Margulies, senior vice president-director of commercial broadcast production, as a senior member of the creative board. In addition, Mr. Gury named three vice presidents to the board as creative supervisors: William L. Abrams, Barry J. Ballister and William H. Maynard.

Five copywriters were named copy group heads: Ray Baker, Earl Cole, James Dunaway, Alan Johnson and Ronald Romano.



**If there's news there,**



**UPI will get it for you.**

## Union Carbide looks into the future

Union Carbide is allocating \$5 million to a network TV series, including production of a set of unusual commercials, to dramatize its corporate image. The major industrial corporation is sponsoring CBS-TV's *The 21st Century*, an age that Union Carbide, "the discovery company" wants to be identified with.

The TV effort is part of an overall corporate campaign. The CBS sponsorship was to begin Sunday (Jan. 29) on the 6-6:30 p.m. show.

Identification of the corporation is being emphasized in 17 different commercials, all in color, prepared

especially for its sponsorship. They sell but one product, an insecticide. Most of the commercials are devoted to research-and-development techniques. Young & Rubicam, New York, the agency, and VPI (division of Electrographic Corp.), that city, respectively handled creative aspects and commercial production.

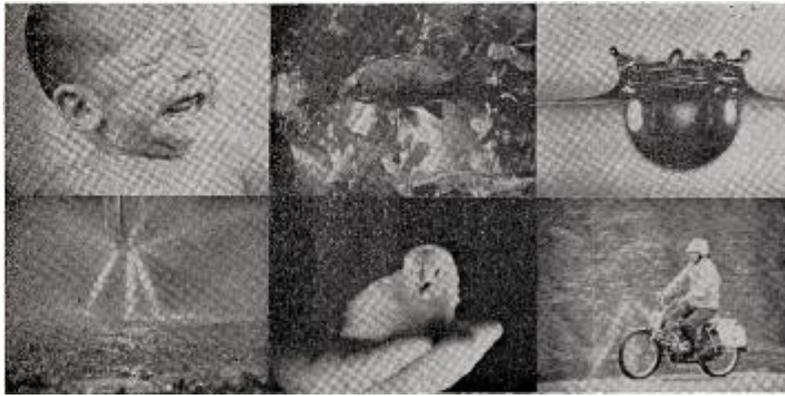
Results are commercials that might in a sense give a peek at things to come. The CBS-TV program also attempts to probe into the world of tomorrow.

Employing a variety of camera techniques, Union Carbide under-

took to capture the excitement of science and translate its story into layman's language. Commercials depict such matters as lasers, cryosurgery for Parkinson's disease, desalinization, jet-piercing equipment, water technology, super-insulation, radio pharmaceuticals and micro-circuitry.

In the commercial series, seven 60-second, eight 90-second and a pair of two-minute messages show how Union Carbide works in research.

One message shows 25 babies just under six weeks old in plastic cribs, all wailing, smiling or gurgling, while a voice talks about future scientific developments. Other commercials show a baby chicken inside a super-insulated can immersed in boiling water, then retrieved unharmed and dry; cabbages grown under water in water technology, jet piercer that drills through hard substance taconite; electric fuel cell used in a motorcycle and compared to a conventional noisy version; a green bollworm from Nicaragua crawling over a black-and-white transparency of the faces of a man and boy, and a drop of water photographed close up for 60 seconds at 2,500 frames per second.



## ARB expands study, holds up another

American Research Bureau announced last week that it was suspending its planned national radio coverage survey this spring because of lack of broadcast station support. At the same time, ARB announced that it was extending its local market service from the present 30 to 50 areas.

ARB had planned a nationwide county-by-county count of the radio audience based on personal diaries to measure various forms of radio listening. The study was to commence April 13 and run for one month, with distribution to clients early in the fall of this year. ARB had reported that 28 advertising agencies had signed for the study (BROADCASTING, Dec. 19, 1966).

The survey organization intends to preserve the design of the study, a spokesman said, for possible later use.

The firm's local market study is undertaken three times a year. Among the new markets to be included for the

first time are Hartford, Conn.; Salt Lake City; San Diego; Dayton, Ohio, and Albany-Schenectady-Troy, N. Y.

Concurrently, but understood not to be connected in any way with the postponement of the national radio coverage study, ARB reported that Russell McKennan, its director of research, has resigned. Mr. McKennan is joining Eric Warder and Associates, New York.

At the present time, The Pulse Inc.'s national radio coverage survey is underway, apparently the only study to be done this year.

## Firm will supply radio account data

The establishment of a new service providing national and regional radio expenditure figures by all active accounts in the medium is being announced today (Jan. 30) by James M. Boerst, president of Radio Expenditure Reports, Larchmont, N. Y.

The research firm plans to issue a quarterly report on all national and

regional radio expenditures and make it available to advertisers, agencies and allied companies. Mr. Boerst said the new service is an outgrowth of the company's work since 1965 for the Radio Advertising Bureau in compiling radio dollar figures for reports of top-100 advertisers on a quarterly basis.

Miles David, president of RAB, applauded the new Radio Expenditure Report service, pointing out that REP "has done an outstanding job for RAB in compiling dollar figures on both advertisers and brands" for the top-100 radio advertisers. He said RAB will continue to release the top-100 list quarterly and annually, as compiled by REP, but this will be amplified by the complete list of radio advertisers made available quarterly by the research organization.

The reports will cover both spot and network radio in separate listings, according to Mr. Boerst. They will cover expenditures of more than 2,000 accounts each quarter with information arranged by category, with alphabetical listings of advertisers and brand expenditures under each category.

**Yearly Plan** ■ The reports will be available on an annual subscription basis

with a tentative price set at \$150 per year, Mr. Boerst said. Current plans are to publish reports for the first three quarters of 1966 in February. The fourth-quarter 1966 report is expected to be available in March.

Questionnaires for the studies are completed by individual stations and by 16 major station representatives. The total sample covers approximately 600 stations, providing almost complete national coverage, according to Mr. Boerst. REP transposes the data received to consolidate sums under each advertiser and brand so that no individual station's or representative's information is identifiable.

Mr. Boerst has operated Radio Expenditures Reports and its predecessor firm, Executives Radio Research Service, for almost 20 years. It has compiled special radio studies for agencies on an individual assignment basis, and, according to Mr. Boerst, will continue to provide agencies with market and brand reports in specified categories on special order.

## ARF plans test of advertising on CATV

The Advertising Research Foundation will establish a pilot CATV project for testing advertising "at an early date," it was revealed at an ARF membership meeting in New York last week.

The project (BROADCASTING, Dec. 19, 1966) will examine the feasibility of CATV testing in terms of markets, wiring systems, survey and purchase-diary designs, contractual arrangements with CATV companies and the degree of flexibility affordable to individual participants' problems. It will also test print and TV advertising in 22 exclusive product categories for 13 national advertisers.

A CATV system with a minimum 75 subscriptions in a market of at least 50,000 population will be selected. The market will be split into two artificial test-market areas by dividing the cable and by split-run print advertising. Comparison tests of copy, weight, frequency, duration and media-mix will be conducted. Results will be published with the brands masked at "a later date mutually agreed upon" by the 13 advertiser-sponsors.

These sponsors subscribed a total of \$22,000 for the project, at a fee of \$1,000 per exclusive product category. Among them: Campbell Soup, Best Foods, Lever Brothers, Chrysler, Johnson & Johnson, General Mills, Colgate-Palmolive, Bristol-Myers, Liggett & Myers and Tatham-Laird & Kudner (for Procter & Gamble).

At the meeting six directors were

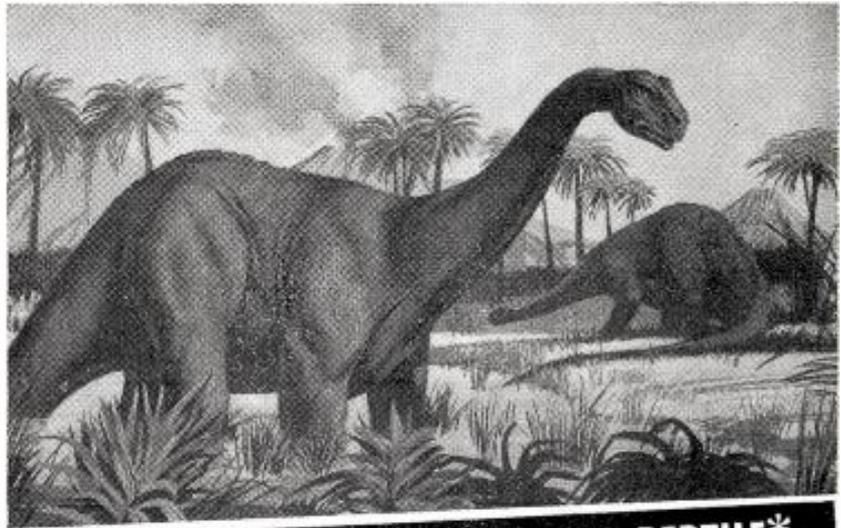
elected, and six re-elected. Among the new directors was Donald H. McGannon, president of Westinghouse Broadcasting, joining CBS Radio President Arthur Hull Hayes as the second broadcaster on the foundation's 22-member board. Other directors represent advertisers, agencies and the print media.

The membership approved a change in the ARF by-laws permitting independent research firms nonvoting associate membership. Previously, such firms were barred from membership on grounds of possible "bias." An ARF spokesman explained: "We've been

working with them and they, of course, have been working for advertisers and agencies for years. The by-law was simply outdated."

## AAW-AFA merger set for D.C. meet

Formal dissolution of the Advertising Federation of America and the Advertising Association of the West and the merger of the two into the American



**YOU MAY NEVER SEE A 40-TON REPTILE\* —**

**BUT . . . Your Spots Carry Weight in the 37th Market via WKZO-TV**

SRDS (1966) lists Grand Rapids-Kalamazoo as the nation's 37th television viewing area — UP a couple of notches!

Why the growth? Because the

Greater Western Michigan area is *booming!* In Kalamazoo alone, for instance, just four new plants meant another 7,200 jobs, 18,000 new people in town, and another \$25,000,000 in retail sales. And that's going on all over the market.

If you want to do a heavyweight job in a big market that's getting bigger, bear down where it will add up throughout Greater Western Michigan — on WKZO-TV. Your Avery-Knodel man can help you increase your impact if you'll give him the chance.

And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Cadillac Sault Ste. Marie, to your WKZO-TV schedule.

\*The giant dinosaurs reached this weight.

WKZO-TV MARKET  
COVERAGE AREA • ARB '65



**The Folios Station**  
 WKZO-TV  
 100,000 WATTS • CHANNEL 3 • 1000' TOWER  
 Studios in Both Kalamazoo and Grand Rapids  
 For Greater Western Michigan  
 Avery-Knodel, Inc., Exclusive National Representatives

**WKZO-TV**  
 100,000 WATTS • CHANNEL 3 • 1000' TOWER  
 Studios in Both Kalamazoo and Grand Rapids  
 For Greater Western Michigan  
 Avery-Knodel, Inc., Exclusive National Representatives

Advertising Federation will take place at a conference in Washington Feb. 6. According to Lee Fondren, station manager and director of sales for KLZ Denver, and chairman of the joint commission of the two merging organizations, a slate of officers to serve one year will be elected at that same conference. Speaking to some 100 members of the San Francisco Advertising Club attending last week, Mr. Fondren revealed that the new officers already had been selected by a nominating committee. They include Donald MacDonald, president of Dow Jones & Co., New York, chairman, and three regional vice chairmen: John P. Cunningham, chairman of the executive committee of Cunningham & Walsh, New York; Arthur E. Tatham, chairman of the executive committee of Tatham-Laird & Kudner Inc., Chicago, and R. K. (Jack) Foley, director of advertising for Pacific Power and Light Co., Portland Ore.

Also Robert Light, president of the Southern California Broadcasters Association, Hollywood, has been named secretary of the AAF, and Charles H. Whitebrook, senior vice president of Bishopric/Green/Fielden Inc., Miami, was named treasurer. Charles W. Collier, president of the dissolving AAW, was appointed president and executive director of the merged organization. He will be its only salaried officer and also will serve a one-year term. Afterwards a permanent president will be appointed.

All of the new officers selected, with the exceptions of Messrs. Cunningham and Tatham, had served interim terms in their positions since last November. The AAW voted to merge on June 27, one week after the same action was taken by the AFA.

## RAB sets dates for 15 regional clinics

The Radio Advertising Bureau will hold a series of regional sales clinics in 15 cities over the next five months, starting on Feb. 14 at the Ramada Inn in Dallas.

They will be held under the direction of Maurice E. (Doc) Fidler, vice president-sales of RAB.

Dates and locations of the 14 other meetings are: Feb. 17, Marriott motor hotel, Atlanta; Feb. 28, Chase-Park Plaza hotel, St. Louis; March 3, Terrace Hilton hotel, Cincinnati; March 17, Hyatt House motor hotel, Seattle; March 23, International hotel, Los Angeles; April 18, Downtowner motor inn, New Orleans; April 21, Sheraton Blackstone, Chicago; May 10, Hyatt House motor hotel, Burlingame, Calif.; May 11, Cherry Creek Inn, Denver; May 12, Town House motor inn, Omaha, Nebr.; May 22, Schine Ten Eyck hotel, Albany, N.Y.; May 26, Sheraton Barringer hotel, Charlotte, N.C.; June 12, Boston Statler Hilton, Boston, and June 16, Sheraton hotel, Philadelphia.

## Heavier time buys put NBC Radio 16% over '66

Sales to date at NBC Radio for the first half of 1967 have climbed by 16% over those for the corresponding period of 1966, it was announced last week by Stephen B. Labunski, president, NBC Radio Division.

The improvement over 1966 can be attributed to many NBC radio advertisers signing for long-term campaigns, Mr. Labunski reported. He listed these 52-week advertisers: American Tobacco Co. (Sullivan, Stauffer, Colwell & Bayles); Bristol-Myers Co. and Chrysler Corp. (both Young & Rubicam); Farmers Insurance Group (Honig-Cooper & Harrington); Miller Brewing Co. (Matthisson & Associates); National Biscuit Co. (Ted Bates & Co.); Retail Clerks International Association (William Magnes Advertising); Nationwide Insurance Co. (Ogilvy & Mather); *Life Magazine* (Y & R) and State Farm Mutual Automobile Insurance Co. (Needham, Harper & Steers).

Mr. Labunski said 71 firms to date have purchased schedules for 1967, including several first-time buyers of NBC Radio programs. In the latter grouping are Craig Panorama Inc. (NCA Inc.); Eastman Dillon, Union Securities & Co. (Callo & Carroll Inc.); *Sports Illustrated* (Y & R); Armstrong Cork Co. (BBDO); E. J. Brach & Sons (Arthur Meyerhoff Associates); Metropolitan Brewery of N. J. Inc. (Al Paul Lefton Co.), and V-M Corp. (Rink Wells & Associates).

## Entertaining and selling are synonymous

There is a healthy trend of "putting show business back into advertising" and current successful TV commercials prove it, James L. Isham, executive vice president of Needham, Harper & Steers, Chicago, told the Los Angeles Advertising Club last week. "The folks who found a way to entertain and make a point by focusing on a gallery of active stomachs with music so good that it made a hit record did it for Alka-Seltzer," Mr. Isham observed, "and the producers of that captivating 'Music to Watch Girls By' are doing it for Diet Pepsi." Among others in the same class, he indicated, are Marlboro and Pabst.

An emotional appeal, Mr. Isham contended, "will beat a purely rational appeal all hollow nine times out of 10—because you feel it in your gut and it makes an impression that stays with you." But Mr. Isham said he didn't want to create the impression that advertising isn't a serious or exacting business because it is. He explained the appeal should

be one of differentiation, such as the stand-out or "breaking the mold"



Mr. Isham

aspect that a name personal-ality lends to the message itself which in itself must stick to the key selling proposition.

"Great advertising talks straight," he said, and effective advertising

speaks the truth directly.

"It generates trust," he said, "and it rings true, reflecting life as it really is, not as the advertiser would will it to be. It avoids advertising-ese and uses good old plain, forceful English. It uses disarming candor."

With equal candor Mr. Isham included some of his agency's best TV and radio efforts too. Examples: Ac'cent, Continental Airlines and State Farm Insurance.

## Congressman says clean up ads before U.S. does

Representative Clarence J. Brown Jr. (R-Ohio), a former radio station and newspaper official, has urged the advertising media to weed out questionable practices to "forestall smothering over-protection [of consumers] from a government that pretends to know more about what is good for us than any of us do ourselves."

In an address to the New England Press Association on Jan. 20, Representative Brown, who assumed the congressional seat held by his father on the latter's death in 1965, suggested "advertisers, agencies and media very carefully consider the good taste, propriety and efficacy of the advertising they are using." He added, "neither the games of chance nor the trading stamps can match the oldest advertising gimmick in the world: make a better product, sell it cheaper and let the people know about it."

He also pointed to recent government

## New Pepsodent drive

Lever Brothers will soon introduce a new formula "Bright White" Pepsodent toothpaste with the largest campaign in the product's history.

Neither advertiser nor the agency, Sullivan, Stauffer, Colwell & Bayles, New York, would cite figures last week. But the campaign, set for a start sometime in February, would have to exceed the more than \$2.5 million in television (\$2.2 million in network, some \$300,000 in spot) estimated for 1966. Both Pepsodent's package and tube have been revised to emphasize the formula change.

statements concerning advertising. He noted a Federal Trade Commission investigation into TV and newspaper ad rates, a Justice Department official's suggestion to limit advertising expenditures and litigation in the Procter & Gamble-Clorox case.

He said there may be some political motivation in the concern of government for the consumer. In the consumer, he said, "politicians may have discovered the ultimate in special interest groups to which they can appeal."

## AFA plans another D.C. government meeting

The Advertising Federation of America will sponsor advertising's ninth annual conference on government relations at the Shoreham hotel in Washington, Feb. 6-8.

A panel discussion Feb. 8, titled "Let's Try Communications," will present Donald F. Turner, assistant attorney general, antitrust; Dr. James L. Goddard, Food and Drug Administration chairman; Senator Philip A. Hart (D-Mich.); Paul Rand Dixon, Federal Trade Commission chairman; Ned Doyle, executive vice president, Doyle Dane Bernbach; Lee Bickmore, president, National Biscuit Co.; Bert C. Goss, chairman of Hill & Knowlton Inc.; Charles L. Gould, publisher, *San Francisco Examiner*, and John Johnson, publisher, *Ebony* magazine.

On Feb. 7 speakers will include House Majority Whip Hale Boggs (D-La.); Bernard Gordon, state senator of New York (R); Representative Bob Wilson (R-Calif.) and Earl Kintner, former FTC chairman.

## SAG members vote OK for commercials pact

More than 8,000 members of the Screen Actors Guild have approved a new three-year commercials-production contract with the television and advertising industries that earn performers in filmed commercials an additional \$5 million a year.

SAG, which represents performers in filmed and in some special cases taped commercials, negotiated the contract with the three television networks, the Association of National Advertisers and the American Association of Advertising Agencies earlier this winter. The American Federation of Television and Radio Artists, which represents performers in taped commercials, joined with SAG in the negotiations.

Approval for the contract was given by SAG members in what was said to be the largest vote ever recorded in the guild's history. The result of a mail referendum, announced last week, showed an affirmative majority of more than 99%, with 8,188 members voting for approval and 75 members voting against. The new contract is retroactive to Nov. 16, 1966.

## Lewis & Gilman up 44%

Lewis & Gilman Inc., Philadelphia, advertising and public relations agency, billed \$10.5 million during 1966, a 44% increase over 1965 billings of \$7.25 million. New accounts included Food Service Products division of Campbell Soup Co., the Domino line of American Sugar Co., Pennsylvania Liquor Control Board, Fidelity Mutual Life Insurance Co., Atlantic Richfield Co. corporate advertising, Conover-Mast Publications corporate advertising, and regional advertising for Chock Full O'Nuts coffee and its "Boscul" line. New public-relations assignments included A-G Foods Inc., Food Service Products division of Campbell Soup Co., and Fidelity Mutual Life Insurance Co. According to Robert G. Wilder, president, the 25-year-old agency entered 1967 with 28 clients billing at an annual rate of over \$12 million.

## Also in advertising . . .

**Baseball sponsorships** ■ Five advertisers have combined to buy out complete sponsorship of the 1967 Seattle Angels baseball broadcasts on KVI Seattle more than three months in advance of the season. Renewing for the play-by-play broadcasts were Western Airlines, Household Finance Corp., Chevron Dealers/Standard Stations and Wheaties. Lucky Lager beer, the fifth sponsor, is new to the baseball

*Take a number  
from one to eight.*



*You'll find WJMD-FM  
Stereo first in FM  
audience eighth  
overall (and parts of  
the day we're #3 or #4).*

WJMD-FM has the most audience among Metropolitan Washington, D.C. listeners (Mediastat, October-November 1966) and is eighth among all 31 AM and FM stations. That's overall. Parts of the day we're even 3rd or 4th among all stations. Pretty great for a soft stereo FM voice—wouldn't you say?

But while we feel like shouting from our antenna top, we have a policy of never raising the WJMD voice. After all, it's our quiet commercials and 51 minutes of soft, stereo music in every hour that makes us so appealing to this big quality-conscious market. We'll just keep talking softly to the best of it.

# WJMD·FM

Division of

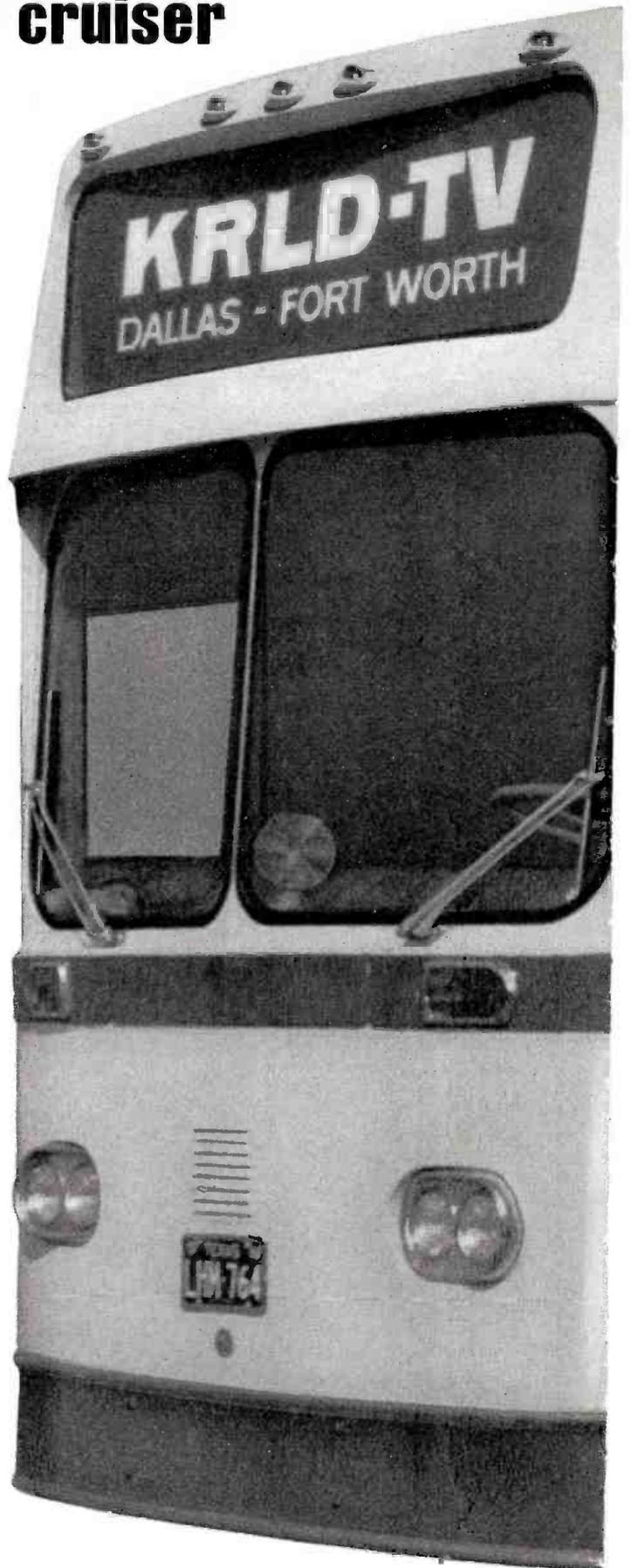
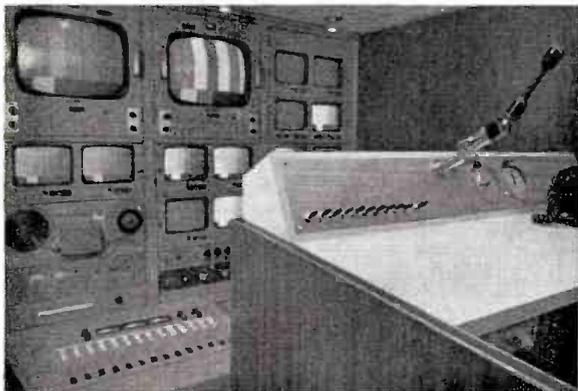
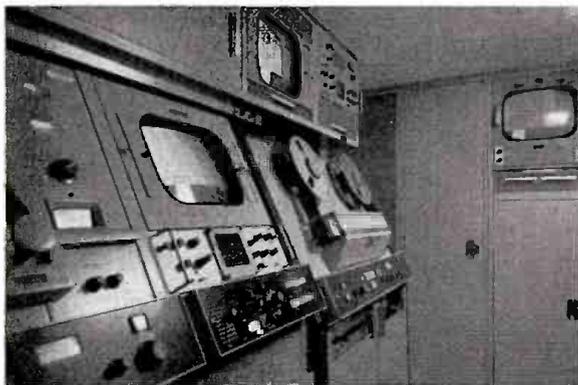
the Atlantic Broadcasting Company

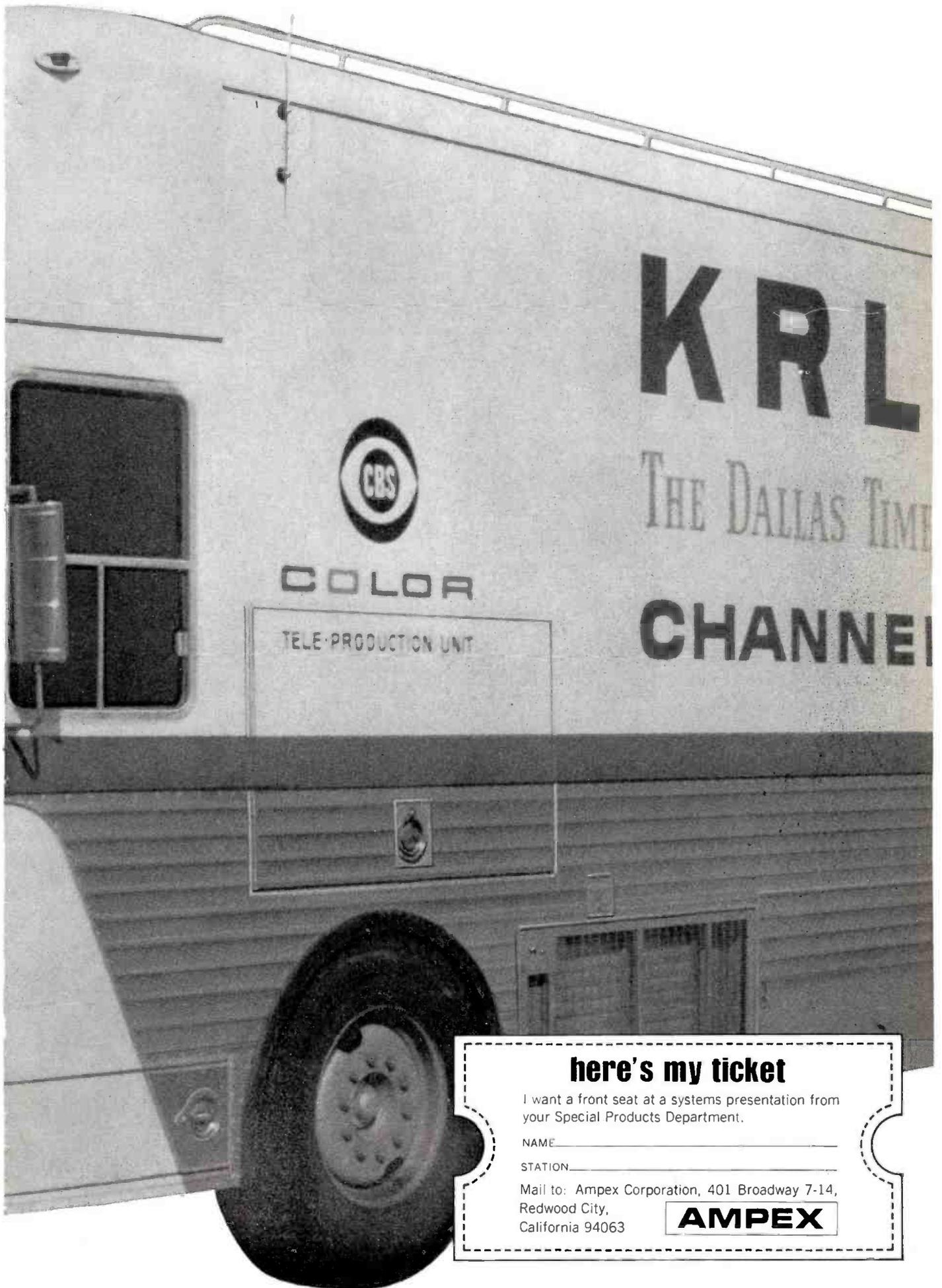
Represented by Roger Coleman, Inc.

New York • Chicago • Detroit • Los Angeles

# This high-band color cruiser for KRLD took real system know-how

It's the first high-band color cruiser in the world. It takes KRLD and CBS viewers to events in Dallas-Fort Worth (and beyond) in a big way—with the sharpest of color. □ It shows what real systems know-how from Ampex can deliver. □ Aboard are abilities to record on high-band from six color cameras. The director operates at a console as complete as most station studios. Color tapes are edited and dubbed on board. □ It has: Two Ampex high-band videotape recorders. (KRLD was also first with Ampex VR-2000 in the studio.) An audio studio. Complete switching equipment. Camera and cable storage. Intercoms. Its own power system. Its own air conditioning. And a top speed of 70 mph. □ Whether you have the same needs or not, you are invited to study the components, system design abilities and financing brought together by Ampex in this self-contained color teleproduction unit. Our special products engineering group assumes complete design and installation responsibility... offers extra miles of experience in complete mobile and studio systems. □ Let us show the routes if you're going to color. Just use the ticket at right.





### here's my ticket

I want a front seat at a systems presentation from your Special Products Department.

NAME \_\_\_\_\_

STATION \_\_\_\_\_

Mail to: Ampex Corporation, 401 Broadway 7-14,  
Redwood City,  
California 94063

**AMPEX**

## The sanctity of the box number is preserved

The FCC has granted a waiver of its sponsorship identification requirements to KADS(FM) Los Angeles, Gordon McLendon's all-classified-advertising station.

The waiver, however, pertains only to the broadcast of classified announcements from individuals and not to those from corporations, the commission said. The grant is intended to protect individuals who wish to retain their anonymity while offering a service or product over the airwaves.

The FCC stated that the waiver would be effective during the remainder of KADS(FM)'s trial period as an all-classified-ad operation, which

will be over in August of this year.

The sale of the station (originally having the call letters KGLA[FM]) to Mr. McLendon was approved by the commission in June 1966 (BROADCASTING, July 4, 1966); but the FCC conditioned the grant by requiring the licensee to file an application for renewal of the station's license in one year (on Aug. 15, 1967) to permit an early review of the operations. Mr. McLendon was also told that KADS(FM) must limit its programming to classified ads and public service announcements, as proposed in its application. The station is currently presenting all-classified advertising from 6 a.m. to 10 p.m.

broadcasts. Sharing the pre- and post-games shows will be Lucky Lager, Chevron/Standard and Wheaties.

**New maps** ■ The Bureau of the Census has announced the publication of two new maps in its U. S. series: "Employment in Manufacturing, by Counties of the U. S.: 1960" (GE-50, No. 12) and "Employment in Professional, Technical and Kindred Occupations, by Counties of the U. S.: 1960" (GE-50, No. 13). Both maps, at 50 cents each, may be purchased from the Superintendent of Documents, U. S. Govern-

ment Printing Office, Washington 20402.

**Moving day** ■ The San Francisco office of Venard, Torbet & McConnell will move to new offices at 155 Montgomery Street 94104 on Jan. 23. Phone: 397-6187.

## Bufferin charged with misleading ads

The Federal Trade Commission last week charged that advertising for Bufferin distorts and misrepresents a published report of a clinical study of arthritis patients. The FTC complaint charged the Bristol-Myers Co., New York, with distorting findings published in a study called "Salicylate Therapy in Rheumatoid Arthritis" in the June 28, 1965, issue of the *Journal of the American Medical Association*.

The FTC said that Bristol-Myers had misrepresented that Bufferin did not cause any stomach upset to any of the patients participating in the study, when, in fact, Bufferin had caused stomach upset to some patients. The FTC also charged that the report did not attribute any permanent or long-lasting effects due to the Bufferin used in the study.

The FTC said that the advertisements suggest that Bufferin is the only drug that was used in the study and that the results obtained had been achieved safely by using dosages specified on the product's labels.

The complaints also charged that Bristol-Myers is not, as represented, a "leader" in arthritic research.

The drug company has 30 days to file an answer to the complaint.

## Ad practices studied

The National Industrial Conference Board last Friday (Jan. 27) issued the third of a comprehensive, four-part examination of techniques used to evaluate advertising effectiveness.

The 185-page study was based on a three-year analysis of the practices followed by hundreds of U.S. and Canadian advertisers and agencies as well as leading British agencies and syndicated services. One conclusion of the study is that although significant progress has been made in media research, it is still not sufficient or relevant to advertisers' needs.

Copies of the third study are being mailed to associates of the NICB. Associates may obtain additional copies for \$5 each. The price to nonassociates is \$25 each. The NICB is located at 845 Third Avenue, New York 10022.

## AAMCO steps up broadcast budget

AAMCO Transmission Inc., King of Prussia, Pa., which spent almost \$3 million in radio-TV in 1966 after three years of operations, intends to allot more than \$4 million to broadcast in 1967 as part of an expansion in the nationwide chain of franchised automatic transmission shops.

Robert Morgan, president of AAMCO, which consists of 380 franchise operations, reported last week that the total budget for 1967 has been set at \$6 million in anticipation of about 300 additional franchise shops by the end of this year.

AAMCO began its franchised set-up in 1963 and quickly spread throughout the country. A strong advertising push began in 1965 when about \$1 million of an approximate \$1.5 million budget was placed in broadcast, according to Mr. Morgan.

AAMCO commercials on local and regional radio and TV spotlight baseball's Leo Durocher and actress Zsa Zsa Gabor ("Tell Them Zsa Zsa sent you"). AAMCO uses radio and TV spots in more than 200 markets, according to Mr. Morgan.

To more efficiently coordinate its burgeoning advertising expenditures, AAMCO announced last week it has created The Bell Agency as a wholly owned subsidiary of the company. It

## Pleased with CPM

Donald Barnes, advertising vice president of the Institute of Life Insurance, reports that the institute had achieved a \$4 cost-per-thousand in its TV advertising, and was "delighted" with it.

Last fall, the institute used network scatterplans and sponsored one-quarter of each of the three TV networks' election coverage.

For first-quarter 1967, the institute is depending on sports and specials to do the job. It sponsored half of NBC-TV's *The Island Called Ellis* (Friday, Jan. 13). It will do the same with the network's *The Ice Capades*, Monday, Feb. 13 (8-9 p.m.) and *End of the Trail*, to be seen Thursday, March 16 (7:30-8:30 p.m.). In addition, the institute is a participating sponsor of ABC-TV's *Golf Series* of 13 weekend tournaments between March 26 and Sept. 4.



Robert Morgan (l) president of AAMCO Transmissions Inc. and Anthony A. Martino, vice president of the company, flank Zsa Zsa Gabor, a mainstay in AAMCO's fast-spreading TV-radio campaign that is expected to reach \$4 million in 1967.

will create and place approximately \$750,000 in advertising for AAMCO's franchise department and for company dealers in Pennsylvania, southern New Jersey and eastern Ohio, formerly handled by Wermen & Schorr, Philadelphia. In addition, Bell will provide creative and production services for 14 agencies that place regional advertising for AAMCO's dealers.

Under the AAMCO formula, dealers in a particular region assume complete costs of advertising there on an equal-share basis, with AAMCO providing creative, production and media selection services. AAMCO itself owns and operates 18 transmission shops.

"We're particularly high on TV and radio because they give us the needed selectivity of audience, the flexibility to move in and out of markets and the opportunity for quick saturation of certain areas at certain times," Mr. Morgan commented.

## Single client buys all Saturdays on WNHC-FM

WNHC-FM New Haven, Conn., has sold out all Saturdays in 1967 to Bob Chevrolet Co., Branford, Conn. It's estimated the advertiser is paying \$35,-360 at the regular card rate of \$680 per day, subject possibly to a 52-week discount. WNHC-FM is making 68 minutes of commercial time available each Saturday during its regular 17-hour block of stereo programming. The station is also helping the car dealer to prepare its commercials.

WNHC-FM wrapped up another unusual package last June when it sold 72 hours of "dead" air time to the First New Haven National Bank.

## CBS-TV to carry Xerox children's specials

Xerox Corp., Rochester, N. Y., noted in recent years for its association with adult fare on television, is sponsoring a series on CBS-TV for, and about, children.

According to the company's vice president in charge of corporate communications, David J. Curtin, the series of eight Sunday afternoon programs, starting with a Japanese film,

"Skinny and Fatty," on Feb. 5, might well "spark as great a resurgence of quality" children's programming on network TV as did the Xerox underwriting of *Death of a Salesman* last May in the area of adult drama.

The *Children's Film Festival* will be made up of feature films produced around the world. The program will be slotted in the 4-5 p.m. Sunday periods, except for a 90-minute film, starting at 4 o'clock, on Easter Sunday (March 26). The buy was made through Papert, Koenig & Lois, New York.

## 7 BRIGHT YOUNG MEN

### ARE BEING SELECTED

—For intensive 60 day training under the personal tutelage of Gordon McLendon and Bill Stewart plus occasional outside speakers. Courses will include Idea Creation, Idea Execution and General Creativity.

—Applications are now being solicited. All who finish will be required to fulfill 7 year contracts, in executive positions, with the McLendon Corporation, the Radio Minded company.

—There will be no set hours to this course—but very long tests will be given each day. You will find your course—

- 1) *Highly Difficult*
- 2) *Extremely unpleasant*
- 3) *Profitable, Stimulating and Rewarding*

—Those chosen (radio experience not a necessity) will school at \$500 per month. Tell us why you think you qualify. Forward I.Q. information, resume etc. to—

**"MAGNIFICENT 7"**  
**McLENDON CORP.**  
 2008 JACKSON  
 DALLAS, TEXAS

# Flexible radio time standards adopted

NAB radio code subscribers must show 'good cause' and 'special circumstances'

After what one board member described as "having talked ourselves into a circle," the National Association of Broadcasters radio board approved an amendment to the radio code that allows flexibility in the present 18-minutes-an-hour code commercial standard.

The amendment, which would allow code subscribers to exceed the 18-minute limitation for "good cause" and only in "special circumstances" had been recommended a week earlier by the NAB radio code board (BROADCASTING, Jan. 23).

About 90 minutes of the four-hour board session on Thursday (Jan. 26) was taken up with the time standards. The discussion was extensive and it kept getting back to the code authority's contention that some flexibility was needed in the standards. Howard Bell, code director, repeated his original position that a new ceiling of 20 minutes should be allowed in special circumstances, but the code board's no

ceiling point of view was the one that prevailed.

Mr. Bell said the question of what is good cause or special circumstances has not been spelled out and won't be until the code authority has gained some experience in the area. He added: "We have not developed criteria on which exceptions would be acceptable."

**Criteria** ■ There is no intention, he went on, "to make the exceptions the rule by accepting just any reason. Whatever criteria are finally decided upon will have to be related to public-interest reasons rather than economic reasons which are not the concern of the code."

There was some confusion among board members about use of the word "should" in the new language as opposed to the word "shall" in the old language in stating that stations are not allowed more than 18 minutes of commercial time per hour. The board was told that as far as the code is

concerned, "should" means "shall" and there is no intent in the new language to make exceeding the 18-minute limit a permissive uncontrolled area.

The board also approved an amendment to the radio code that noncommercial stations be allowed to become code subscribers at \$12 a year, a figure designed simply to cover expenses. The code presently has 47 noncommercial radio members, all of whom pay nothing and are on the rolls at their request.

The code's thinking is that in soliciting noncommercial membership it will be reaching those students who will be the commercial broadcasters of tomorrow with the code story.

**Elsewhere** ■ In other actions, the radio board: approved the dates for the radio program clinics in the spring; asked that NAB work with the Electronic Industries Association toward improved calibration of radio dials; heard of engineering plans to have a clearing house for an exchange of do it yourself ideas, and heard the Radio Month jingles.

The program clinics will be held: May 18-19, at the Hotel Utah, Salt Lake City; May 22-23, Rickey's Hyatt House, Palo Alto, Calif.; May 25-26, the Skirvin, Oklahoma City; June 4-5, Holiday Inn, Nashville; June 6-7, Sheraton Cadillac, Detroit, and June 8-9, Marriott Motor Hotel, Philadelphia. Sherril Taylor, vice president for radio, said the clinics this year would be self supporting by reducing the number of speakers at each clinic.

The board asked the staff to work with EIA in seeking cooperation of radio-set manufacturers to improve the



Officials of the National Association of Broadcasters followed a time-honored tradition during the board

meeting in Mexico City as they laid a wreath at the Monument of Mexican Independence. L to r: Willard Schroe-

der, WOOD-AM-FM-TV Grand Rapids, Mich.; Kevin Kelleghan, Telesistema Mexicano, Mexico City; Oscar Bravo Santos, XEL Mexico City; Luis Enrique Encisco Clark, XEHZ Tijuana; Jose Marequez Munoz de Cote, XETRA and XEW-TV Tijuana; Jose Luis Rodriguez, XEQR Mexico City; John T. Murphy, Avco Broadcasting Corp., vice chairman of NAB TV board; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of the NAB TV board; Alberto Jaubert, XEDE Saltillo, president of Mexican Broadcasters Association board; NAB President Vincent Wasilewski; John F. Dille, NAB chairman of board of directors; Guillermo Morales Blumenkron, XEQK Mexico City, president of MBA; George Armstrong, WHB Kansas City, Mo., vice chairman of NAB radio board; Grover C. Cobb, KVGB Great Bend, Kan., chairman of NAB radio board; Emilio Velasco Diaz, lawyer.

calibration of the tuners to dials.

Frank Gaither, wsb Atlanta, chairman of the public relations committee, told of the May Radio Month plans using the theme "Radio—The People's Choice" and of the upcoming three-month spring campaign to promote AM-FM portable radios using a newly created set of jingles.

Also approved were reappointment of four radio code board members by President Vincent Wasilewski. Approved for second two-year terms were: Richard Brown, KPOJ Portland, Ore. radio code board chairman; Morton Henkin, KSOO Sioux Falls, S. D.; James Quello, WJR Detroit, and Virginia Pate, WASA Havre de Grace, Md. Carl Watson, NBC, was designated to represent that network for a two-year term. He replaces Grace Johnsen of ABC who served a one-year term. NBC was originally to designate Lee Jahncke to the radio code board; however, it was felt that since he is the TV code representative, he should not be on both boards.

## NAB lines up convention speakers

A third-day speaker for the National Association of Broadcasters convention in Chicago, April 2-5, is still among the missing although the rest of the program is shaping up. The report was made last Monday (Jan. 23) to the NAB convention committee in Mexico City which devoted time to refining the agenda for the spring meeting at the Conrad Hilton.

Already set are the annual luncheon speeches by the NAB president and the FCC chairman. President Vincent Wasilewski will speak at the April 3 management luncheon, and Chairman Rosel Hyde will speak the following day.

The committee also approved the participants for radio and television sessions at the convention. Included were the panelists for that portion of the Monday afternoon session being programmed by Television Film Exhibit. TFE has lined up Danny Thomas, Otto Preminger, Joe Barbera, David Wolper and David Susskind for the session, which is aimed at giving broadcasters an insight into motion picture and TV series production (BROADCASTING, Jan. 16).

Still to be named to that panel is a representative from one of the TV networks.

BROADCASTING, January 30, 1967

# NAB TV board OK's \$15,000 for NAEB

## Code matters, small-market committee approved; meeting cut short by visit to Mexican president

In a session cut in half by a visit to the president of Mexico (see page 48) on Wednesday (Jan. 25), the National Association of Broadcasters television board approved a grant of \$15,000 to the National Association of Educational Broadcasters, approved creation of a small-market television committee and took pro forma actions on TV code-board matters.

The grant to the NAEB is for research on how best to use television for instructional purposes. The NAEB late in 1966 went to the NAB, the TV networks and equipment manufacturers for \$100,000 to beef up the NAEB staff (CLOSED CIRCUIT, Dec. 5, 1966). It was seeking \$25,000 each from the networks and \$15,000 from the NAB. NAEB said the funds would be used primarily in the area of research and development so it could do its own long-range planning on the future role of educational broadcasting.

In mid-December NAEB officials met with NAB executives in a session designed to see if an NAB grant to NAEB would be putting commercial broadcasters in the position of backing research that might be harmful to themselves. Last week's TV board grant was an outgrowth of that meeting.

**Follows Radio Board** ■ Creation of the small-market TV committee follows the format devised last year by the radio board when it created a similar committee. It will be designed to look at the problems that are unique to small markets. The committee members will be designated later by NAB president Vincent Wasilewski.

The TV board also approved President Wasilewski's nomination of Mike Shapiro, WFAA-TV Dallas-Fort Worth to a two-year term on the television code board replacing Douglas Manship, WBRZ (TV) Baton Rouge, who is concluding his second two-year term. It also approved appointment of Harold See, KRON-TV San Francisco, to a second code-board term.

An amendment to the television code, strengthening its provisions on cigarette

advertising, was also approved. The new language, recommended by the TV code board last October, provides that cigarette advertising should not imply or state health claims and it should not imply to youths that cigarette smoking is worthy of imitation.

Howard Bell, code director, told the board that cigarette guidelines, also announced at the October meetings, and the general area of commercial time standards are the two top items on the agenda of the TV code board's next meeting.

Those sessions are scheduled to be held Feb. 21 and 22 at the Camelback Inn in Scottsdale, Ariz.

**TIO Reports** ■ Roy Danish, director of the Television Information Office, said TIO had a net gain of 12 members during 1966 and said that starting this summer it plans to begin a test seminar to encourage students to watch television for news.

The seminar will be handled in conjunction with the National Council of Social Studies and is designed to have students—starting in grammar school—start using TV as their daily news source.

He also noted that TIO's mailing list of opinion leaders gained 4,500 last year, and after thinning out, will number about 30,000.

The board received a summary report of highlights from the Carnegie report (see page 21) but felt it did not have enough information available to take a stand at this time.

It asked the staff to make detailed proposals asked the Future-of-Broadcasting Committee to make recommendations to the executive committee and urged individual board members to submit their comments to the executive committee.

It also discussed land-mobile users' attempts to gain broadcast spectrum space and deferred the problem to the Future-of-Broadcasting Committee, which will meet in February (see related story, page 66).

# View from Mexico: similar problems

## U.S., MEXICAN BROADCASTERS COMPARE NOTES AT JOINT MEETING

American and Mexican broadcasters met in a joint session last Tuesday (Jan. 24) and they discovered they have more in common than the Rio Grande river. They found that there were the same problems in both countries.

The scene of the meeting between the National Association of Broadcasters and the Mexican Broadcasters Association was the NAB board meeting in Mexico City—its first outside the U. S.

The MBA further showed the bond between the two nations by presenting NAB members with scrolls making them honorary members of the Mexican association.

The joint session resembled a miniature United Nations with members of both groups sitting with headphones on, listening to simultaneous translations of the remarks.

**Problems Briefed** ■ NAB President Vincent Wasilewski and MBA President Guillermo Morales Blumenkron presented brief descriptions of the major problems and issues facing the broadcasters in their respective countries. Herbert Evans, former president of Peoples Broadcasting Co. and long-time NAB delegate to the Inter-American Association of Broadcasters, and E. Guillermo Salas, MBA's delegate to IAAB, discussed the role of that organization and the success it has had in fighting proposed and actual curbs on freedom of broadcasting in the Western Hemisphere.

Mr. Wasilewski pointed out that NAB is now "engaged in a major effort to convince our Congress" that broadcasters have basic "important rights which should not be curtailed." He listed them as editorializing, opinion programs,

candidate endorsement, election projections and early election-return coverage.

He claimed that the NAB codes are the "broadcasters' best defense against government encroachment and [the industry is] now engaged in a battle to prevent the government from taking over part of these codes and administering them as law."

He also noted that broadcasters are concerned with satellite development and the future role of educational television.

Mr. Morales found that the problems faced by Mexican broadcasters have great similarity to those faced in the U. S. Among those he mentioned were overpopulation of AM's in some markets, which leads to rate cutting and severe economic difficulties for some of the stations, the need for valid methods

## Huntley and Brinkley to add NAB award to their hardware

Chet Huntley and David Brinkley, coanchors of NBC-TV's *Huntley-Brinkley Report* were selected last week as recipients of the National Association of Broadcasters 1967 Distinguished Service Award. The presentation, at the April 3 opening general assembly of the NAB convention in Chicago, marks the first time in the 15-year history of the award that it has gone to two men.

The award, an annual event since 1953, is given for "significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry."

**11-year Association** ■ Messrs. Huntley and Brinkley have been teamed at NBC since their standout performance in covering the national political conventions in the summer of 1956. By October of that year, NBC-TV had scheduled the news correspondents in the early-evening *The Huntley-Brinkley Report*, 15 minutes weeknights until 1963 when the newscast was extended to a half hour.

In TV journalism, Mr. Huntley, who covers world news from his base in New York, has portrayed his role in the team as "an informed



To be honored in April

straight man," while Mr. Brinkley, who covers the Washington scene from the Capital City, says he's "the other half of a hyphen."

Mr. Huntley, 56, a native of Montana, handled news on radio

for the *Seattle Star*, moved to news-casting in Los Angeles, in 1939 with CBS, 1951 with ABC and 1955 with NBC. He was transferred to NBC News' Washington Bureau in 1956 at which time he was teamed with Mr. Brinkley.

A North Carolinian, Mr. Brinkley, 46, started journalism as a reporter for his hometown *Wilmington* (N.C.) *Star-News*, worked for the United Press for three years in three bureaus (Atlanta, Montgomery, Ala., and Nashville), and in 1943 joined NBC News in Washington, where he was assigned the White House beat for a time.

They have won many major awards in TV news, including six Emmy awards and two George Foster Peabody awards.

**Past Honors** ■ Previous recipients of the NAB's highest award have been David Sarnoff (1953), William S. Paley (1954), Mark Ethridge (1955), Robert E. Kintner (1956), Herbert Hoover (1957); Frank Stanton (1958), Robert W. Sarnoff (1959), Clair R. McCollough (1960), Justin Miller (1961) Edward R. Murrow (1962), Bob Hope (1963), Donald H. McGannon (1964), Leonard H. Goldenson (1965) and Sol Taishoff (1966).

to get ratings, and newspaper attacks on radio-TV.

**Half-Hour Duration** ■ He also mentioned that Mexican stations devote a half hour daily to the government for its use and that the broadcasters consider this a wise investment since they can operate under 30-year licenses. (One NAB board member later offered a tongue-in-cheek suggestion that the NAB finance an FCC expedition to Mexico to have the commission study the extra-long license term.)

At a joint luncheon, sponsored by MBA, Mr. Wasilewski noted the similarities in the Mexican and American broadcasting systems—both have privately owned stations—and said that broadcasters in both nations must “stand together in their determination to preserve and protect this broadcasting system which we all believe to be the foundation stone of any truly democratic political system.”

Turning to Spanish for his closing remarks, he hoped the meeting would mark the start of an increasing exchange and dialogue between U. S. and Mexican broadcasters.

At the joint meeting, Willard Walbridge, KTRK-TV Houston, suggested that NAB and MBA staffs could see if exchange visits by broadcasters could be worked out, possibly for three-month periods.

At noon Wednesday (Jan. 25) more than a hundred members of the NAB delegation—including directors, staff, invited guests, wives and families—attended a reception with Mexican President Gustavo Diaz Ordaz at the National Palace.

**Thanks in Spanish** ■ Speaking for the NAB in Spanish, code director Howard Bell expressed the association's appreciation for the hospitality of the Mexican government and the Mexican broadcasters.

In his remarks, President Diaz told the broadcasters that it was fitting that Mr. Bell, who is the head of the NAB ethics group, gave the NAB statement since “it is impossible to understand a medium like you have in your hands being without ethics. Such ethics are needed for your own good and the spiritual health of the people.”

He also complimented the Mexican radio and TV industry for its contribution of time to a government program to increase literacy in the country. “One of the most important things for us is public education,” he said, and “radio and television have done all they can to help, not because the authorities wanted them to but voluntarily.”

The program, in effect for about a year, has found stations devoting time (in addition to the regular government half hour) to a daily program teaching reading and writing.

President Diaz also said he was im-

pressed that the NAB had chosen Mexico for its first out-of-country board meeting and added that through broadcasters Mexico can express its intention to be friendly with other nations—particularly the U. S. to the north and Guatemala to the south.

## NAB supports research plans

Grants of up to \$1,000 made to 11 investigators of wide range of problems

Eleven research grants ranging up to \$1,000 were awarded last week by the National Association of Broadcasters. The grants for research in broadcasting came from a \$10,000 fund in the NAB research budget and will go for projects that range from broadcasting's role in emergencies to the content of TV cartoon programs.

Grants went to Dr. Joe A. Bailey, assistant professor of speech, University of Texas, for an analysis of the performance of broadcast media during an extraordinary local emergency; James K. Buckalew, doctoral candidate in mass communications, University of Iowa, for an investigation of the most important factors in the TV news editor's selection of broadcast material; Dr. David G. Clark, assistant professor of mass communications, Stanford University, for an adaptation of the Bush test of public attitudes toward newspapers, to measure television attitudes.

**Drama and Public Affairs** ■ Also: Dr. Philip M. Burgess, assistant professor,

Ohio State University, for the functions of TV public-affairs programming; Dr. Delwin B. Dusenbury, professor of communications, Temple University school of communications and theater, for TV drama, as a mirror of American society from 1950 to 1960; Joseph M. Foley, doctoral candidate in communications research, University of Iowa, for an analysis of social and psychological needs which TV fulfills for the viewer.

Also: Norris R. Johnson, doctoral candidate in sociology, University of Kentucky, for the relationship between TV availability and political awareness of high-school seniors; Joseph T. Plummer Jr., doctoral candidate in communications, Ohio State University, for the applications of survey research to development of TV.

Pilots: William G. Mendell, masters candidate in radio and television, Oklahoma State University, for television “heroes” of white and Negro children; Thomas E. Rogeberg, masters candidate in radio and television, University of Wisconsin, for development of the fair use doctrine in applying the U. S. copyright code, and Dr. Charles Winick, professor of sociology and anthropology, City College of New York, for analysis of content of TV cartoon programs for children.

The 11 recipients were selected from 65 that applied for the grants. The judging was done by Dr. Thomas E. Coffin, NBC; Dr. Lee Barrow, New York University; Hugh Cordier, University of Illinois radio and TV departments; Howard Mandel, and Harold Niven, both NAB.

## NAB committee begins chairman selection

The eight outgoing members of the NAB board of directors held their initial session during the NAB board meeting in Mexico City last week as a selection committee to recommend a name as next joint board chairman.

Joseph Baudino, Westinghouse Broadcasting, Washington, was elected chairman of the committee. Between now and April 2, the committee's meeting date, it hopes to hear from NAB members who wish to be considered for the post or from members wishing to support someone's candidacy.

Other committee members are John Dille Jr., Communicana Group of Indiana, current joint chairman; Otto Brandt, KING-TV Seattle; Glenn Marshall, WJXT(TV) Jacksonville, Fla.; Jack W. Lee, WSAZ Huntington, W. Va.; John Lemme, KLTJ Little Falls, Minn.; Hugh Turner, KTIM San Rafael, Calif., and Cecil Woodland, WEJL Scranton, Pa.

### Don't touch that dial . . .

The New York State Assembly passed a bill last week that would exempt a television set from seizure for nonpayment of debts. The bill was introduced by Assemblyman Jerome Kretchmer (D.-Manhattan), who said a debt-ridden person should not be deprived of a TV set because it is often the only means of contact with daily events. The present law already exempts furniture, clothing and other personal items, including one radio set. The bill was passed by a 112-34 vote and sent to the state senate.

## NAB loudness tape to be field-tested

The National Association of Broadcasters will be going to a number of markets to test reliability, in the field, of its loudness reference tape. A report on the tape was given to the NAB joint board at the opening board session in Mexico City Tuesday (Jan. 24).

NAB's engineering advisory committee and its loudness subcommittee have been studying the loudness problem for more than a year. Recently it approved use of a reference tape as one means of helping broadcasters determine if commercials are too loud (CLOSED CIRCUIT, Dec. 19, 1966).

The tape features a noise burst, which is used to set VU meters, and is followed by audio copy designed to fall within the preset range. It would then be up to the person doing the checking to match the loudness of a commercial against the reference tape to determine before airing if the commercial is too loud.

The system has been in use for several months at CBS-TV and NAB now wants to put about 20 or 30 of the systems in the field for testing by sta-

tions of all sizes in different-sized markets.

**Editorials Solicited** ■ Also taken up at the Tuesday meeting was a proposal that a second campaign be undertaken by the American values committee. This year the committee asked stations to send in editorials which were then passed on to other stations requesting them. To date, NAB has sent out more than 1,200 booklets containing 34 editorials.

Originally formed in 1966, the committee has been designed to aid broadcasters in promoting a better social and moral climate. The new campaign approved by a 25-to-12 vote of the 42 board members attending, calls for "a positive campaign to encourage good citizenship, the assumption of personal and political responsibilities, and to build respect for law and orderly processes."

**Revercomb Renamed** ■ In other actions, the board re-elected Everett Revercomb to his 12th term as secretary-treasurer; approved a third engineering management seminar at Purdue University in the fall; set the summer board meeting for the Williamsburg Inn and Lodge, Williamsburg, Va., June 25 to July 1; set the 1968 winter board meeting for the Far Horizons in Longboat Key, Sarasota, Fla., the week of Jan.

21, and set the 1970 and 1971 annual conventions for the Conrad Hilton hotel in Chicago.

## Broadcaster helps form N.Y. advisory groups

The formation of a nonpartisan committee of leading New York State citizens to advise the State Constitutional Convention was announced last week by its co-chairmen—New York University Law School professor Robert B. McKay, and R. Peter Straus, president, WMCA New York and the Straus Broadcasting Group.

The Committee on Constitutional Issues is preparing special briefing papers on a dozen issues including reapportionment. Mr. Straus and WMCA initiated the federal court action which, in a 1964 Supreme Court decision, struck down the old apportionment of New York's legislature.

## Changing hands . . .

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

■ **KOY-AM-FM Phoenix:** Sold by Glenn Snyder, Jack Williams and others to Southern Broadcasting Co. for approximately \$2.1 million (see opposite page).

■ **WYBG Massena, N. Y.:** Sold by Robert D. Stoehr and associates to Michael DeSisti, Dr. Alexander Orlando and Charles Snyder for \$64,400. Buyers are all from Sayre, Pa., and own WTTC Towanda, Pa. WYBG operates daytime only on 1050 kc with 1 kw. Broker: Chapman Co.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 71).*

■ **WLWK Providence, R. I.:** Sold by Mowry Lowe, Harry Pinkerson, Morris Feldman and Louis Bilow to Alexander M. Tanger for \$710,700. Mr. Tanger is Boston broadcast consultant. WLWK is 50 kw daytimer on 990 kc.

■ **KBLU-AM-TV Yuma, Ariz.:** Sold by Robert W. Crites and associates to Karl Eller and group for \$470,000. Mr. Eller is owner of outdoor advertising company. Mr. Crites remains as president. KBLU is 500 w daytimer on 1320 kc. KBLU-TV, on channel 13, is affiliated with CBS.

## COMMUNITY TELEVISION

■ **Owosso, Mich.:** Owosso-Corunna Cable TV Inc. sold to General Tele-

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phone and Electronics Corp. (multiple CATV owner). Price not disclosed. Franchise was granted in October 1965, but system is not operating. Original owners were principals in WOAP-AM-FM Owosso and *Owosso Argus Press*.

### New TV stations

**Channel 16, Ventura, Calif.**, will begin broadcasting May 30 and will operate with an ERP of 35.5 kw visual and 6.92 kw aural from an antenna 1,640 feet above average terrain and 201 feet above ground. Permittee is Julian F. Meyers, public relations man in Beverly Hills, Calif. TV location is at the peak of Red Mountain, four miles north and two miles inland from Ventura.

**WDAZ-TV (ch. 8) Devils Lake and Grand Forks, N. D.**, was to begin telecasting Sunday (Jan. 29) with an ERP of 316 kw visual and 100 kw aural from a 1,461 tower. Permittee is WDAY Inc. The station will broadcast from 7 a.m. to midnight with Saturday sign on time moved up to 8 a.m., and Sunday to 9 a.m. WDAZ-TV is an NBC affiliate.

### Money is the root of initial decision

One of the two applicants for a UHF television station on channel 38 in Chicago convinced an FCC hearing examiner that its proposals were comparatively superior—but lost his recommendation for the grant because of failure to prove financial capability.

FCC Hearing Examiner Chester F. Naumowicz Jr. last week recommended that the last free UHF frequency assigned to Chicago should be given to the Chicago Federation of Labor & Union Council. The examiner would deny the competing application filed by Chicagoland TV Co.

In his initial decision, Mr. Naumowicz said that Chicagoland "is to be preferred on important elements making up the standard comparative issue . . . However, it has failed to prove its financial capability, and is to be denied for that reason."

Chicagoland TV is owned equally by Frederick B. Livingston and Thomas L. Davis. Mr. Livingston is majority owner of the Chicago advertising and public relations firm, Livingston and Associates. Mr. Davis is vice president and general manager of WAAF Chicago, president and 50% owner of KLEE Ottumwa, Iowa, and part owner of WBOW Terre Haute and WHUT Anderson, both Indiana.

The Chicago Federation of Labor and Industrial Union Council, which is the licensee of WCFL Chicago, is an unincorporated federation of area labor

organizations. Each of these organizations elects delegates to the federation, whose current officers are: William A. Lee, president; Stephen M. Bailey, first vice president; Albert Towers, second vice president; Thomas E. Paul, secretary-treasurer; and Paul A. Iaccino, assistant to the president.

Referring to Chicagoland's financial qualifications to construct and operate the UHF, Mr. Naumowicz noted that the revenues needed for initial development might exceed \$500,000. "There is no presumption," he said, "that sums of such magnitude will be made available [by Chicagoland] during the first year of operation of a new UHF. . . . The federation application, however, having met its issues of basic qualifications, will be granted."

### KOY Phoenix sold to Southern group

One of radio's pioneer stations has been sold—the fourth time in its 45-year history. The station is KOY Phoenix, Ariz., founded as a commercial station in 1922, which has been sold to the Southern Broadcasting Co. group for approximately \$2.1 million. The

sale is subject to the usual FCC approval.

Sellers are veteran broadcaster Glenn Snyder, Arizona's new governor, Jack Williams, and George Cook, Midwest farm-paper publisher. Mr. Snyder, chairman of KOY, said that the death of former president John L. Hogg, and the election of Mr. Williams, current president, as governor of the state had brought a number of inquiries for the purchase of the station.

Southern Broadcasting Co. is headed by John G. Johnson. It owns WTOB Winston-Salem and WGHP-TV High Point, both North Carolina; WSGN and 33⅓% of WBMG-TV, both Birmingham, Ala., and KTHI Houston. It is also an applicant for TV stations in Cincinnati and Sacramento-Stockton, Calif. Other principals of Southern Broadcasting are James W. Coan, Earl F. Slick and Alfred L. Butler. Company headquarters are in Winston-Salem.

Present management of KOY will continue, it was announced, with Mr. Williams serving as consultant and vice president of Southern Broadcasting. Mr. Williams has also sold his interests in KSUN Bisbee, Ariz., for \$3,000 to partners in the station.

KOY was first owned by Nielson Radio and Sporting Goods Co. In 1936 it was bought by Burrige D. Butler, owner of WLS Chicago and publisher

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At the signing of the agreement for the sale of KOY Phoenix, Ariz., to Southern Broadcasting Co. for approximately \$2.1 million were these principals: Seated (l to r): KOY Broadcasting Co. stockholders Glenn Snyder, chairman; Vera Williams, wife of Arizona Governor Jack Williams; Governor Williams, president; and Mae Hogg, widow of John L. Hogg, former

president of KOY. Standing (l to r): Southern Broadcasting executives Robert Jones, vice president; Adrian Cox, secretary-treasurer; John G. Johnson, president; and KOY Broadcasting stockholder George R. Cook, president of Prairie Farmer Publishing Co., Chicago, and George W. Moore of Hamilton-Landis and Associates, station broker.

of the *Prairie Farmer*. Following the death of Mr. Butler in 1948, the station ownership was reorganized with Messrs. Snyder, Cook, Hogg, Williams and Irving A. Jennings and Albert S. Johnson. The last two stockholders, both of Phoenix, were bought out by the first four owners.

KOY operates fulltime on 550 kc with 5 kw days and 1 kw nights. Broker: Hamilton-Landis and Associates.

## Back Mountain allowed 60 days

A Pennsylvania CATV that was ordered by the FCC in November 1966 to stop the operation of its three Pennsylvania systems has received a temporary reprieve from the commission.

Back Mountain Telecable Inc., which owns systems in Dallas borough, Dallas township and Kingston township, all Pennsylvania, was told last week that it has authority to carry local signals on the three systems for a period of 60 days. The commission said that the grant of temporary relief would prevent Back Mountain's subscribers from being "unduly inconvenienced," but a longer reprieve, as asked, could not be granted

without hearing opposition views, which were invited.

The commission's order permits the CATV's systems to carry the local signals of WDAU-TV Scranton, Pa., WNEP-TV, WBRE-TV and WVIA-TV, all Wilkes-Barre, Pa., and WBNF-TV Binghamton, N. Y., during the 60-day relief period.

The FCC issued the 1966 cease-and-desist order against Back Mountain because of violations of the commission rule that requires notification of local stations of incipient CATV operations. The CATV was also cited for violating the top-100 rule that requires systems to obtain FCC permission in a hearing before carrying signals beyond their grade B contour into any of the top television markets (BROADCASTING, Dec. 5, 1966). Back Mountain had previously been importing the distant signals of WNEW-TV, WOR-TV and WIPX-TV, all New York, and KYW-TV and WFIL-TV, both Philadelphia.

The commission said that it had acted in response to Back Mountain's petition to carry local signals that was filed after the CATV's motion for stay of the FCC's order had been denied by a federal court of appeals.

In other CATV matters the commission:

- Denied a request for waiver of the nonduplication and local-station carriage

requirements filed by Chester TV Cable System, CATV operator in Chester, Calif.

- Denied a petition for waiver of the nonduplication requirement filed by Community Cable Service Inc., operator of a CATV system in Logan, Ohio.

- Granted a motion filed by Valtronics of Wisconsin Inc., CATV operator in Merrill, Wis., for temporary stay of an order requiring compliance with the nonduplication rule, and gave the CATV until March 2 to install automatic switching equipment.

## Georgia meet hears D.C. situation report

In a broad outline of possible congressional activity in the broadcasting field, a member of the House Communications Subcommittee last week defended broadcasters' right to editorialize but warned that there will be more, not less, scrutiny of electronic journalism in the future.

Addressing the Georgia Radio and Television Institute in Athens, Ga., Representative Horace R. Kornegay (D-N.C.) touched on most of the broadcasting issues that Congress is expected to discuss. He also commented on areas that have just recently begun to arouse congressional attention, saying these subjects would probably be examined closer. These include the issues of station ownership and advertising.

In the area of editorializing, a subject scheduled to be examined by the House Commerce Committee, he said Congress should consider the need for clarifying legislation. He added that he felt broadcasters not only had the right to editorialize but also the responsibility, but that fairness must be exercised in this respect. He also said Congress could determine whether a station is a propaganda outlet for the political philosophy of some tax-exempt foundation or the concealed economic interest of those in control of the station.

He is also of the opinion that Congress should take another look at monopoly in broadcasting and the growing number of corporate conglomerates that hold licenses. The pattern of personal ownership of a station has changed into license transfers through brokers that "get the FCC rubber stamp of approval" in a "brief and perfunctory" procedure.

The Georgia Radio and Television Institute is co-sponsored by the Georgia Association of Broadcasters and the Henry W. Grady School of Journalism. Kathryn Bankston of WGAU Athens, Ga., was chairman of the 1967 session.

## Rev. Norris to bring prayer to bear on FCC

A clergyman-broadcaster who feels that the FCC is discriminating against him in handling his applications intends to bring his own special brand of pressure to bear in the case.

The Rev. John M. Norris is the licensee involved. An application he filed for renewal of WGSB-AM-FM Red Lion, Pa., has been pending since last summer. An application for a TV station in Red Lion has been pending since December 1965.

Mr. Norris, who has brought a court suit to have the commission's fairness doctrine declared unconstitutional, expresses the view that his troubles stem from his fight "to defend our 'freedom of speech'." This amounts to discrimination against those who are for God and country," he said in a letter to the FCC.

Commission officials, however, say the renewal applications have been delayed because of questions about statements in them regarding efforts to ascertain community needs and about the stations' policy in connection with the fairness doctrine. The commission would not act on the television application without re-

solving questions about the renewals.

Mr. Norris also felt the commission's refusal to grant renewal of WXUR-AM-FM Media, Pa., also amounts to discrimination against him (see page 61). His son, John H. Norris, is president of the stations, and he has long been associated with the Rev. Dr. Carl McIntire, head of the Faith Theological Seminary, which owns the stations.

In view of the delay in getting favorable commission action, Mr. Norris said in his letters, "a representative group" of the congregation of his Bible Presbyterian church in Red Lion "will congregate for a prayer meeting, on Tuesday, Feb. 14th (St. Valentine's Day) in front of the office door of each commissioner."

Mr. Norris indicated he was employing the prayer-meeting device because he felt the commissioners themselves might not be entirely to blame. "So if the Devil is loitering elsewhere about the FCC, he will be resisted by our prayer greeting and will flee." Maybe then the licenses will be granted, he said.

## Who's to prove what in Largo

The FCC last week shifted the burden of proof in a hearing case involving a proposed transmitter-site change. But neither side in the case is likely to be entirely satisfied.

At issue is the application of WLCY-TV (ch. 10) Largo, Fla., to move its transmitter 182 miles from the transmitter site of co-channel WLBW-TV Miami. This is 37 miles less than required by commission rules.

The commission in designating the application for hearing imposed on opponents of the move the burden of proof as to whether the applicant could find another site that would meet the commission's rules and provide services equivalent to that proposed in the application. It also directed that the opponents bear the burden in connection

with an issue dealing with the economic impact of proposed transmitter-site relocation.

The Association of Maximum Service Telecasters asked the commission to reconsider its order and place the burden of proof for both issues on WLCY-TV. Along with other opponents of the move-in it addressed a similar appeal to the review board (BROADCASTING, Jan. 23).

**Petition Thrown Out, But** The commission last week dismissed AMST's petition on a technicality. But on its own motion it "clarified" the designation order. The ultimate burden of proof regarding the issues was placed on the applicant. But the opponents still have the burden of initially presenting their evidence on the two issues.

The commission vote was 6 to 0. However, Commissioners Robert T. Bartley and Kenneth A. Cox dissented in part. Commissioner Nicholas A. Johnson abstained.

Besides AMST, the site change is opposed by WLBW-TV, WSUN-TV (ch. 38) St. Petersburg, Fla., and Hubbard Broadcasting Inc., permittee of channel 44 St. Petersburg.

The commission's action does not necessarily end the case in view of the appeals all four opponents have filed with the review board. Those requests for shifting the burden of proof on the issues are still pending.

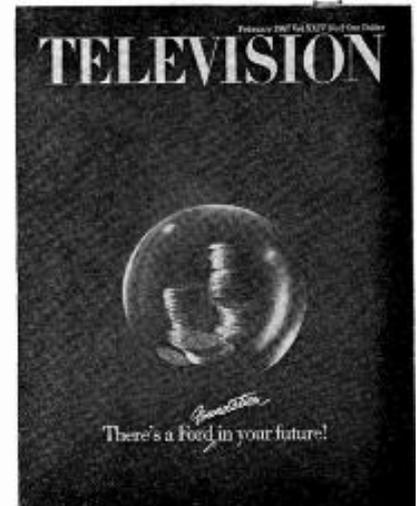
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# FCC nears moment of truth on merger

## ITT, ABC protest to commission on 'maneuver' to block plans, urge that case not be reopened

The FCC may come to grips this week with the Justice Department's effort to block commission approval of the proposed merger of ABC and International Telephone & Telegraph Corp. without a full evidentiary hearing.

ITT and ABC, in a joint filing which scored the Justice Department for attempting to "maneuver" the commission into preventing the merger on grounds, they said, that wouldn't support an action of its own, urged the commission to deny the department's request that the proceeding be reopened and a hearing held. The ITT-ABC pleading, which was filed Thursday, labeled the Justice petition an "unprecedented attack on the competence and administrative integrity of the commission."

The department was expected to re-

ply this week, and the commission, officials have indicated, may decide by the end of the week whether or not to grant Justice's petition for reconsideration of the Dec. 21, 1966, order approving the \$2.5 billion merger.

**Merger in Trouble** ■ The commissioners, reportedly, have not discussed the case since the department's petition was filed. But there was growing speculation within the ranks of the agency's lawyers that the commission will submit to the department's request for a hearing—though not necessarily because of the department's arguments.

The feeling is that the commission could not deny the petition of a government agency without being reversed on appeal to the courts. Cases have been sent back to the commission for hearings on appeals by parties with less

standing than Justice.

Furthermore, only one commissioner need waver for the hearing to be granted. The commission approved the merger—actually approval of a transfer of the network's 17 AM, FM and TV stations to ITT—on a 4-to-3 vote.

Thus, the historic transaction, which two weeks ago appeared a foregone conclusion—the department's petition was filed Jan. 18, two days before the commission order was to become effective—seemed likely last week to be delayed for some time. And that assumes a majority of the commission still favors the merger at the end of a hearing.

This turn in fortune was accompanied by the first expressions of sympathy the companies and the FCC have heard from Capitol Hill since the proposed merger became controversial. Members of both the House and Senate criticized the Justice Department for its handling of the case and voiced support for the commission (see page 55).

**Justice's Argument** ■ The department, in its petition, argued that the commission failed to consider adequately the anticompetitive aspects of the case and had not considered facts essential to an informed judgment. It said it had developed information through its own

## Hereafter the FCBA will invite both chiefs and braves

Next time the Federal Communications Bar Association has a social fling with FCC members and staff in attendance, there will be some changes made in the protocol followed in the issuance of all invitations.

For years, at FCBA fall outings and winter banquets, the association has invited commissioners and top staff members, while individual FCBA members invited lower echelon people. From here on, probably, all invitations will come through the association.

The established procedure was called into question on the afternoon of Jan. 20, a few hours before the FCBA's winter banquet in Washington. An official of the Civil Service Commission, when informed that representatives of FCC-regulated companies were buying tickets for commission staffers, said the practice appeared to violate CSC regulations. The information came from a reporter for the *Washington Post*.

Henry Geller, FCC general counsel, promptly offered to direct all commission personnel to stay away

from the dinner if there was any impropriety. But Carl Ruediger, assistant general counsel for the CSC, said he didn't believe it necessary to disrupt the affair on such short notice.

Mr. Ruediger told BROADCASTING last week that there is "nothing wrong in accepting invitations tendered by the association, but we don't think it right for employes of federal regulatory agencies to accept entertainment from the industry they regulate."

Mr. Ruediger was principally concerned about FCBA members who are house counsel—that is, employed directly by individual companies. But he indicated he would be concerned also about invitations from outside attorneys as well.

The commission last week had not received a formal ruling from the CSC. But officials were moving toward a resolution of the problem with the cooperation of the FCBA.

Arthur Schroeder, president of the association, in a letter to FCC Chairman Rosel H. Hyde, offered to discuss the problem with the commis-

sion. And Chairman Hyde, in his response, said Mr. Geller would discuss the "advisability" of adopting a new policy under which all invitations would come through the association. The association's executive board will discuss the matter at its next board meeting.

Mr. Schroeder and Mr. Geller were not conceding the practice that was followed was in any sense wrong. Mr. Schroeder cited the FCC's own regulations which permit staffers to accept food and entertainment "of nominal value" on "infrequent occasions." The dinner ticket was \$16.

And Mr. Geller, in commenting on the letter to Mr. Schroeder, said "it's not a matter of whether the procedure was illegal or unethical. It's a matter of policy. Why shouldn't all invitations be issued through the association, instead of just those for the commissioners and the top staff people?"

Mr. Ruediger wasn't arguing the point. "There's no problem now, he said. "The FCC has generously solved it for us."

investigation that was not in the commission's record (BROADCASTING, Jan. 23).

The department notified ITT and ABC last week of the source of the information on which it relied in requesting reconsideration. Much of it was documents the companies had supplied to Justice in the course of its investigation. But additional material was obtained from interviews with third parties whom Justice declined to identify without their permission. It said it would identify the witnesses it intends to call in a hearing "at an appropriate time."

ITT and ABC, however, argued that the department had not justified its request for reconsideration. They asserted that the department had discharged its responsibility for preserving competition "by a dilatory listing of conjectural possibilities which on their face are admittedly so speculative as not to justify an antitrust complaint."

Consequently, they added, Justice's arguments "cannot conceivably justify upsetting the balanced public-interest judgment of the commission. It inevitably follows that any reopening would accomplish nothing but enable the department to vent its pique against the commission."

**Rebutting Claims** ■ They also sought to rebut claims Justice made in requesting the hearing. The most serious charge was that, contrary to the representations of ITT and ABC principals, ITT regards ABC as a source of "a large cash flow which would be available for use outside the broadcast industry." The commission's principal reason for approving the merger was the financial assistance the parties said ABC would receive.

ITT and ABC said the department's claim is based on a report that ITT staff personnel prepared early in December 1965 that contained estimates "conditioned upon the predicate 'once the network attains meaningful profitability.'" And the network has not been able to achieve that profitability, the parties added.

They also said the cash-flow estimate does not cover dividend requirements and doesn't allow for ABC's "very large capital requirements for color conversion and other purposes." They said that information wasn't available to ITT at the time the report was prepared.

**Three Points** ■ The department also said the commission had been at fault in failing to consider three points the department had said should be weighed in any appraisal of anticompetitive aspects involved in the merger—the possible elimination of ITT: as a potential competitor in network broadcasting, as an operator of numerous and extensive CATV systems that might eventually

be capable of competing with conventional network broadcasting, and as an independent source of basic technological development that could lead to new systems of communication.

Taking these one at a time, the parties said:

■ None of the documents relied on by Justice indicates more than a "periodic consideration by ITT of acquiring individual television stations or groups of stations." None, they said, indicates ITT ever considered station ownership as a springboard into networking. Furthermore, they said, the record indicates that ITT's business experience doesn't qualify it to engage "on its own" in the network business.

■ "The department's petition is utterly devoid of any recognition, or indeed any awareness," of commission policies "making it impossible [for CATV] to compete with conventional broadcasting." Furthermore, they said, the documents relied on by the department establish that ITT consideration of entry into the CATV field occurred "well before" the commission asserted jurisdiction over all CATV systems, in March 1966. They said ITT's president, Harold S. Geneen, on Nov. 2, 1965, had put a "freeze" on additional CATV projects.

■ The department's theory that ITT would have an interest in slowing the

pace of technological development that could lead to more competition in broadcasting "is sheer speculation and contrary to common sense." They said "it would be absurd for ITT to adopt the shortsighted and self-defeating policy conjured up by the department."

A key argument in the companies' opposition is that the Justice Department's petition was simply filed too late to be considered. They noted that although the department had been studying the case since December 1965 it didn't attempt to block the merger until 28 days after the order approving it.

The department on Nov. 3 told the commission that "sufficient antitrust questions are present" in the case and on Dec. 20 it said that the commission should consider such matters but that the questions are too speculative to warrant any effort by the department to block the merger. Neither time did the department seek to intervene or become a party to the proceeding, ITT and ABC said.

For the commission to grant the department's "belated request" for a hearing, they added, would run counter to congressionally declared policies. They said the department is no position "to assert that it couldn't have asked to become a party to this proceeding at least seven weeks before the decision it challenges was rendered."

## Merger friends appear in force

Justice's move against ITT-ABC described as 'shocking', 'speculative'; but Senator Yarborough joins dissidents

Congressional supporters of the proposed merger of the American Broadcasting Companies Inc. and International Telephone & Telegraph Corp., who had remained silent while its critics opened fire on the deal for three months, suddenly rallied to its defense last week in reaction to the intervention of the Justice Department (BROADCASTING, Jan. 23.)

A bipartisan group of key members of both the House and Senate took strong exception to the Justice Depart-

ment's last-minute appeal for a delay in the giant merger and some objected to criticism of the FCC and its handling of the case.

One of the group also personally attacked the leader of the FCC minority in the decision.

However, at the same time another senator was added to the ranks of those who have objected to the FCC manner of disposing of the case. Senator Ralph Yarborough (D-Tex.) commended the Justice Department's action because at this point, he said, that agency was the only entity "in a position to assert the public interest." He added that the appeal for reconsideration of the merger should be granted "so that the public and the Congress might learn what is involved in this \$2.5-billion merger before this hasty 4-to-3 Christmas holiday—Dec. 21—decision of the FCC becomes law of the land." He pointed to the magnitude of the merger and what he termed the insufficient attention given to the deal by the FCC.

**Morton Leads Off** ■ The defensive



Sen. Morton



Sen. Yarborough

## Most committee positions filled on Capitol Hill

Congress completed its committee assignments last week. But the fate of Representative John Bell Williams (D-Miss.) was left unresolved, leaving uncertainty about the structure of the House Commerce Committee.

The Democratic and Republican parties ended the biennial chore of dispensing committee positions, but Representative Williams's bid to regain the seniority that was taken from him for supporting Barry Goldwater in the 1964 presidential election was rejected by his party's Committee on Committees. As a last resort, he will seek a reversal of the verdict by a vote of the full Democratic membership.

Although he had switched his strategy and asked only for the second position on the House Commerce Committee, the betting is now that he will be rebuffed by his colleagues and may resign to run for governor of Mississippi instead. The election will be held Aug. 8 and he would face the opposition of former Governor Ross Barnett. But

Representative Williams has said he has received thousands of requests for him to run for the statehouse.

**Assignments Delayed** ■ In the meantime, all other assignments on the Commerce Committee were completed, but a spot was left vacant pending the vote on the Williams dispute. Another spot was also left empty awaiting a recount of the ballots in an election which Representative James A. Mackay (D-Ga.) apparently lost by a narrow margin. Until the solution to these problems has been found the assignments to the group's subcommittees will be delayed.

Also delayed was the naming of a chairman for the group's Communications and Power Subcommittee. This position is expected to go to Representative Torbert Macdonald (D-Mass.).

The parties assigned members to the full committees. Assigned to the House Commerce Committee by the Democrats was Representative Ray Blanton (D-Tenn.), a freshman who took the place of Representative

William R. Anderson (D-Tenn.), who took a post on the Rules Committee. Representative Blanton, 36, was a construction-company executive before running for Congress.

**GOP Names Three** ■ On the Republican side of the committee, which was revamped from the 22-11 Democratic majority to a ratio of 19-14 to reflect the Republican gains in the House the following were appointed: Representative Donald G. Brotzman (R-Colo.), who formerly was a member of Congress and a member of the Commerce Committee, before losing his seat in 1964; Representative Clarence J. Brown Jr. (R-Ohio), who is a former broadcaster and newspaper executive and replaced his father in Congress after his father's death in 1965, and Representative Dan Kuykendall (R-Tenn.) who is a former insurance agent.

In the Senate Commerce Committee where Senators Ernest F. Hollings (D-S.C.), Frank Moss (D-Utah) and Donald Griffin (R-Mich.) had been appointed to mem-

barrage was initiated by Senator Thurston Morton (R-Ky.), a member of the Senate Commerce Committee. He stood by the FCC's handling of the case, attacked the Justice Department and pointed to many of ITT's activities for the U. S. government and military—involvements cited by opponents of the merger as a possible source of compromise to the independence of ABC in reporting of government and military matters. However, Senator Morton cited these past ITT activities as testimony to the firm's patriotism and ability to work as "a partner in the defense of the free world."

He also said he was "appalled at the ill-conceived action of the Justice Department and thoroughly shocked" by the statement of Senator Gaylord Nelson (D-Wis.) urging President Johnson to seek resignations from some members of the FCC if the commission did not heed the Justice appeal for a reconsideration of its decision. He said the FCC was not an irresponsible body, but instead had discharged its obligations in a manner beyond reproach and beyond the "mudslinging and name calling to which it has been subjected." He charged, however, that the Justice Department "has embarked upon a course of action which is inexcusable for its lack of substance, lack of fact, lack of judgment, and lack

of carefully considered evidence. Perhaps it is the Justice Department who should be taken to task, not the FCC."

The department, he said, not only impugned the actions of the FCC, its staff, the officers of the two corporations, members of Congress and the four Presidents who had appointed the members of the FCC, but had also "created havoc" on the stock market causing ABC investors to lose \$67 million in value in the decline following the Justice action. The senator also dismissed the Justice grounds for objecting to the merger as "speculative" and "blue-sky thinking."

**Long Joins** ■ Senator Russell Long (D-La.), also a member of the Commerce Committee and its Communications Subcommittee, rose to the defense of the FCC, the merger and the firms involved. He argued the merger would enable ABC to become more competitive with the other TV networks, questioned the Justice Department's tardiness in acting and mentioned the impact of the action on the stock prices, placing the loss at \$69 million in ABC and ITT stock. Senator Long also attacked FCC Commissioner Nicholas Johnson, formerly maritime administrator, as "having made himself so unpopular with the maritime industry that his removal from that position was dictated by virtue of the fact that

he had made countless enemies, both for himself and the Johnson administration." In dealing with this nation's maritime industry, in his former post, Mr. Johnson had aroused industry opposition with his attempts to change or eliminate government subsidies to the industry. Senator Long said he hoped Commissioner Johnson wasn't going to establish the same type of record with the FCC.

Another member of both the Commerce Committee and the Communications Subcommittee, Senator Hugh Scott (R-Pa.) also joined the fray. He questioned the lateness of the Justice action after it had the opportunity to intervene earlier and challenged it to attempt to block the merger in the courts if it objected rather than trying to sway the FCC with "a last-minute blitz." He questioned the propriety of the action by the Justice Department against an independent agency.

Senator Bourke B. Hickenlooper (R-Iowa) also joined the growing criticism of the Justice Department and Assistant Attorney General Donald Turner, when he termed the action "astounding." He said the department remained silent for more than a year on the matter and then intervened at the last minute in the affairs of an independent agency. "What kind of government process is this?" he inquired.

# Records tumble in 1966—NBC

## New highs punctuate report on first full-year under Scott-Goodman leadership

NBC spotlighted a yearend report last week by noting its sales in 1966 were up 11% over 1965 "with profit improvement even greater."

The sales-and-profit picture was the best in its 40-year history, according to the network. It said sales exceeded \$540 million in 1966. Profit was not disclosed.

NBC detailed in length what it said were "new levels of achievement in news, sports and entertainment" in 1966, adding that this was the year it became (on Nov. 7) 100% color.

The report, covering NBC's first full year under the leadership of Walter D. Scott, board chairman, and Julian B. Goodman, president, also highlighted the following:

- NBC News was the TV network's largest supplier of programming. It was responsible for more than 25% of the network's total program schedule. The output in 1966: 1,172 hours of TV programming, 1,819 hours of radio programming, or a total of more than 300 hours over 1965. NBC News, whose staff reached 900 last year, had 27 news personnel in Vietnam reporting on the war at the year's end. News specials produced increased from 83 hours in 1965 to 104 hours in 1966. NBC added morning and afternoon hotline special reports in its daily spot news feed to radio affiliates during the year.

- NBC-TV, the report claimed, offered more special programming than either ABC-TV or CBS-TV, gained in audience, sales and earnings while attracting more national advertisers than the other two networks. Among the accomplishments during the year, were the signing of exclusive program development contracts with four TV producers, David Dortort, Norman Felton, Bob Finkel and Sheldon Leonard, and the announcement of a nighttime schedule for the current season as early as six months before (on last March 7).

- NBC Enterprises division, the report said, had its highest sales and profits in its history, with 138 film series syndicated and services in 93 countries to more than 300 TV stations. NBC Merchandising's gross in 1966 increased 50% over 1965.

In sales, NBC said advertiser expenditures on the television network were the greatest in the network's 19-year

history, that NBC-TV carried nearly 60% of all network automotive advertising with heavy emphasis also by advertisers of life insurance, soap and dentifrices. The TV network, according to the report, had more "program sponsors" than the other two networks combined. A total of 14 new advertisers were attracted to TV via the *Today* and *Tonight* shows, which NBC said had record sales volumes in 1966.

**More and More Color** ■ The report noted that NBC-TV programed more than 4,300 hours in color in 1966 and that about 85% of the commercials broadcast on its nighttime schedule were also in color.

Nearly 300 hours of sports were broadcast in the year, presentations including professional baseball, football, soccer, hockey and golf.

Also mentioned in the report were the inauguration of separate FM programming by NBC's six owned radio stations and a "substantial" billings advance by National Radio Spot Sales. The five NBC-owned TV stations attained "new peaks" in sales and profit levels in 1966, the report said, while NBC Television Spot Sales and individual local station sales showed a 17% increase over 1965.

A total of 28 new advertisers—15 new to network radio—bought time on NBC Radio in 1966, the report said, mentioning among the new to network radio advertisers the following: U. S. Gypsum Co., Armstrong Rubber Co., John H. Breck Inc., Eastman Kodak Co., Revlon, Strombecker Corp., Texize Chemical, F&F Laboratories, Great American Insurance Co., Ball Brothers Co., Hastings Manufacturing Co., Martin Equipment Sales and Quality Courts United Inc.

## FCC's Johnson wants study of media ownership

FCC Commissioner Nicholas Johnson last week called for more extensive examination of the effects of media ownership "on what the American people see and hear."

Mr. Johnson, one of the dissenting commissioners to the FCC opinion that approved the merger of ABC and International Telephone & Telegraph Corp., said that the question of media ownership is "one of the most important issues before our nation."

"It's virtually impossible to achieve anything in this country," he said, "without some interest on the part of the media. We are a nation that is almost entirely dependent upon what we see and hear in the broadcasting industry and also to some extent from the print industry."

Speaking on the program *WCBS*

bership, members were assigned to the various subcommittees.

Of prime interest to the broadcasting and communications industry, Senators Moss and Griffin were added to the Communications Subcommittee, with the rest of the group remaining the same as last year with the exception of the departure of Senator Winston Prouty (R-Vt.).

Also of increasing concern and importance will be the Senate Commerce Committee's new Consumer Subcommittee, which will handle activities concerned with advertising and other consumer fields. Assigned to the group under the chairmanship of Senator Warren G. Magnuson (D-Wash.) were: Senators John O. Pastore (D-R.I.), Frank J. Lausche (D-Ohio), Vance Hartke (D-Ind.), Philip A. Hart (D-Mich.), Howard W. Cannon (D-Nev.), Daniel Brewster (D-Md.), Norris Cotton (R-N. H.), Thruston Morton (R-Ky.), Hugh Scott (R-Pa.), Winston Prouty (R-Vt.) and Frank Moss (D-Utah).

He also commented that perhaps Mr. Turner was trying to get the FCC to do for him what he had been unable or unwilling to do himself. He added that neither Mr. Turner nor anyone else had raised any question about the merger "that was not raised and answered to the satisfaction of a majority of the FCC during its extensive investigation."

In the House of Representatives, Representative Fred B. Rooney (D-Pa.) and Representative Ross Adair (R-Ind.) sided with the commission and the two corporations. Representative Rooney said he felt "the entire regulatory process is endangered by this late action . . . What the Department of Justice is in effect saying to the FCC is that we do not have a case but we think you should reverse your decision. There is positively no basis for this action and I believe that the duties, responsibilities and integrity of the members of the FCC must be upheld." He also introduced into the record a copy of an editorial challenging the Justice action that appeared in *BROADCASTING* (Jan. 23.).

Representative Adair said he was dismayed by the action. He added the department brought forth no new information on the merger but only "speculative questions which have already been answered . . ."

*Radio (New York) Looks at Television* (Jan. 23), Mr. Johnson went on to urge that any possible adverse impact of ownership or other economic interests on independent news judgment be minimized.

Asked about the role of the FCC in television programming, Mr. Johnson said the commission ought to stay away

from the kind of "censorship function that the advertiser performs."

But he continued: "For the FCC to provide standards, to provide suggestions, to say that we ought to have more children's programming than we have in terms of quantity, to hold hearings as to the impact of children's television, I think these would be appropriate."

## LBJ budget smiles on FCC

**Largest part of \$1.2-million recommended increase set for engineering and frequency-allocation studies**

An increase of over \$1,250,000 for the FCC was asked by the President last week in his budget message to Congress. The President proposed \$19.1 million for the commission during the fiscal year 1968, which begins July 1.

The major increase for the commission is for engineering studies and frequency allocation. This amounts to \$520,000, with \$300,000 earmarked for increased FCC activity in studying spectrum usage and management (see page 66).

Other increases, by activities: \$290,000 for citizens-band radio, for a total of \$890,000; \$177,000 for field engineering, totaling \$4,643,000, but this includes stores and unfilled orders; \$142,000 for common carrier, for a total of \$2,490,000; \$81,000 for CATV, for a total of \$353,000; \$33,000 for broadcast, totaling \$4,138,000; \$12,000 for safety and special services for a total of \$1,797,000 and \$6,000 for legal services, totaling \$616,000.

The added funds would permit the FCC to hire 46 additional persons; bringing permanent jobs up to 1,645.

**New People** ■ Among added personnel allowed for in the proposed budget are an econometrician (a combination mathematician and economist who specializes in long-range forecasting) at \$20,585 annually; four attorneys in the \$17,550 to \$23,013 yearly pay category, and two attorneys and two engineers in the \$15,106 to \$19,813 annual classification.

The 1967 commission figures are based on a budget authorization of \$17,338,000 for the FCC plus \$474,000 to be sought as a supplemental appropriation to cover raises during that year.

In the 1966 fiscal year, the FCC was authorized \$17,302,000, but only \$17,217,000 was actually spent.

In other budget recommendations, the President:

■ Asked for almost \$1 million more, to \$15,225,000, for the Federal Trade Commission, with the added funds principally to implement the Fair Packaging and Labeling Act. Part of this additional money, however, will be used to

strengthen the antimonopoly and deceptive practices program.

In the deceptive practices field, the budget recommends a boost from the current \$3,813,000 to \$4,232,000. Also suggested is a \$30,000 jump for trade practice conferences, industry guides and for small business activities.

The budget indicates that the FTC

## FCC wants no more misleading ID's

**RULE WOULD PREVENT IDENTIFICATION WITH NEIGHBORS**

The FCC moved last week toward adoption of a broadly phrased rule designed to prohibit broadcasters from misleading listeners and viewers about the city they are licensed to serve.

The commission, in a notice of rule-making, noted that some licensees manage to mislead audiences as to the city they are licensed to serve—despite their literal compliance with present station-identification rules.

The commission said that in most cases stations identify themselves by call letter and community at the times required by the rules. But at other times, the commission added, the station-identification and promotional announcements appear to be part of an effort to mislead the public as to their cities of license.

As a result, the commission proposed a rule that would prohibit AM, FM and TV licensees from broadcasting "station-identification announcements, promotional announcements, or any other broadcast matter" that either leads or attempts to lead listeners to believe that a "station has been assigned to a city other than that specified in its license."

**KABL Case** ■ The proposed rulemaking was indicated in the commission's decision in a hearing case in which KABL Oakland, Calif., was charged with violating the station-identification rules. The commission concluded that the

expects to issue 75 deceptive practices complaints in the new fiscal year.

■ Boosted the outlay for the United States Information Agency by over \$6.5 million to \$160,900,000. The increases, the President said, are for expanded programs in Southeast Asia, plus "selected" program expansions.

The Voice of America is increased by \$1,443,000 to \$33,608,000. Also included in the USIA budget is a request for \$19,254,000 for completion of a relay station in Greece. VOA broadcasts in English and 37 foreign languages from five domestic and 11 overseas transmitters.

■ Justice Department's antitrust division, expecting to continue at the same level as this year, seeks \$7,620,000, up a mere \$25,000.

■ National Aeronautics and Space Administration asks for a boost of \$23,817,000 to \$671,300,000 to support manned space-flight programs and planned build-up of the Electronics Research Center. ESC was established two years ago in Boston, and will add 300 employes to bring its staff to 1,000.

station had obeyed the letter of the law but had violated its intent through announcements tending to link the station with San Francisco. The commission said then it would propose a rule to plug the loophole (BROADCASTING, Dec. 19, 1966).

The proposed rule could affect many metropolitan-area stations that seek to identify with the central city, even though they broadcast the required station-identification announcements. To what extent they would be barred from referring to the central city was left unclear. Some commission officials said that a final order might include examples of the kinds of practice that would be barred.

The commission said the purpose of the present rules is to permit the public as well as the FCC's monitoring stations to identify not only the stations to which they are tuned, but the communities to which those stations are licensed. Announcements that mislead listeners and viewers on those points, the commission said, defeat the intent and purpose of the present rules and are inconsistent with the public interest.

The commission vote on the notice of rulemaking was 6 to 1, with Commissioner Lee Loevinger dissenting and Commissioner Nicholas Johnson concurring. Comments on the proposed rule are due March 6 and reply comments, March 21.

## NC&K up \$10 million; sets up in Europe

Norman, Craig & Kummel last week reported 1966 worldwide billings of \$107 million and announced formation of a nine-partner NCK/Europe company that will work with NC&K's New York headquarters.

In a 25th-anniversary celebration, President Norman B. Norman, said NC&K last year surpassed the \$100-million mark from a 1965 level of \$97.6 million, because of "new business, increased business from our present clients, and an impressive growth internationally." Among NC&K's new accounts in 1966 were: Arnold Bakers Inc., (all products), Austin-Nichols & Co. (Grants's Scotch), Chesebrough-Pond's (Cutex and Angel Face), Salada Food Corp., Fedders Corp., and Popper Morson Corp. (Clan MacGregor Scotch whisky).

B. David Kaplan, president of NC&K's international division, said the new NCK/Europe will be wholly owned and operated by NC&K's nine European partner agencies and contain its own creative and marketing staff. NC&K's European billings in 1966, he reported, rose \$6.4 million to \$43.3 million. Mr. Kaplan forecast that 1967 billings would grow to \$48-50 million.

NC&K's nine partners are Crane-NCK, London; ProVente, Paris; Markenwerbung Internationa-NCK, Hamburg; Ciesa-NCK, Espanola de Publicidad, Madrid; Ciesa-NCK, Publicidade, S.A.R.L., Lisbon; Continental Ads-NCK, Milan; Lockey-NCK, Copenhagen; Kittelsen & Kvaerk A/S, Oslo; and Leijon & Luning-NCK AB, Stockholm.

The agency's oldest international partner, NC&K (Canada) Ltd., boosted 1966 billings by over 75% to \$4.8 million. It was reported. NC&K said about 55% of this billing is from U. S. clients, the rest from Canadian firms. NC&K, which maintains offices in the Caribbean (Puerto Rico, Jamaica, Trinidad, Barbados), reported total Western Hemisphere billings at \$8.1 million in 1966.

## Closed-circuit show inaugurates Lani II

Comsat's newest TV satellite, Intelsat II (F-2) (Lani Bird II), was formally inaugurated last Thursday night (Jan. 26) in a special 52-minute closed-circuit color-TV exchange between Comsat and the KDD (Japan's privately owned overseas telephone and telegraph company).

Lani Bird II began transmitting to

Japan a telecast originating at the Washington-Hilton hotel in Washington, showing a three-minute film of its launch on Jan. 11, and, through animation, the successful firing two days later into a permanent 22,300-mile-high synchronous orbit over the Pacific. Following this, James McCormack, Comsat chairman and chief executive officer, introduced Senator Warren G. Magnuson (D-Wash) who read remarks prepared by President Johnson. FCC Chairman Rosel H. Hyde also spoke in this five-minute segment. Japan reciprocated with its own five-minute segment, featuring Japanese government counterparts. A 20-minute segment followed including news reports from Japan (Japan Broadcasting Corp. [NHK] and Toyko Broadcasting System) and from the U. S.—current reports drawn from ABC-TV's *Peter Jennings*, CBS-TV's *Walter Cronkite* and NBC-TV's *Huntley-Brinkley* news shows.

A final portion of the telecast was a nine-minute film, "Art Scene U. S. A.," produced by Ed Emshwiller, followed by a Japanese film on the Kabuki theater. (National Educational Television, which was scheduled to provide programming for the cultural exchange, could only furnish a black and white dance film. Comsat, however, stipulated that the telecast was to be fully in color).

The three TV networks in the U. S. planned to tape the exchange for possible network showing. CBS News provided the producer and director and coordinated electronic facilities for the satellite transmission.

Observers reported that picture quality on the closed-circuit presentation was excellent. At 12:01 a.m., Friday (Jan. 27) Lani Bird II was opened for commercial traffic.

## Agency man tells RAB: toss out cigarette ads

Jerry Goodis, of Goodis, Goldberg, Soren Ltd., Don Mills, Ont., told a sales and management conference of the Canadian Radio Advertising Bureau in Toronto last week that radio stations should refuse to broadcast cigarette commercials.

Mr. Goodis also urged radio to air nonprofit educational shows on the health hazards of smoking.

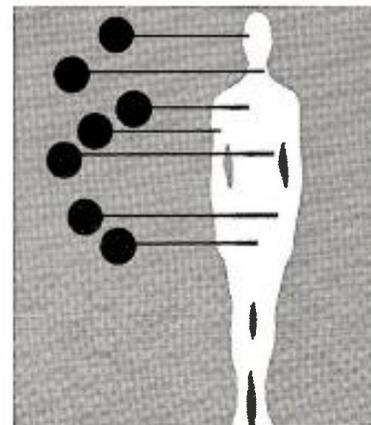
Mr. Goodis, whose firm does not handle cigarette advertising accounts, said: "All these youngsters your electronic octopus is plugged into can be discouraged from the weed before they try it and get hung up on it like the rest of us. You owe it to them to do this."

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  3. A sore that does not heal.
  4. A change in bowel or bladder habits.
  5. Hoarseness or cough.
  6. Indigestion or difficulty in swallowing.
  7. Change in a wart or mole.
- None of these is a sure sign of cancer. But if one lasts more than 2 weeks, see your doctor at once. It's worth it in peace of mind alone.

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# CBS edges ahead in 8th Nielsen

Football coverage shows up in top-10 positions for report covering yearend holiday period

Though the TV networks have settled into second-season programing, final ratings on the first season were still being read with interest last week.

CBS edged ahead in the national Nielsen report covering the two weeks ended Jan. 8, with a 20.7 average audience rating for the 7:30-11 p.m. period. NBC, which had led in five to CBS's two previous reports this season, had 19.5. ABC's score was 16.9.

Included in the report's coverage were eight days of the Christmas holidays. The Nielsen figure also put into focus the extent of football watching over that period.

NBC maintained that the over-all rating average for the 7:30-11 p.m. period this season still gives it the advantage in rating points. The network reported these as NBC 19.4, CBS 18.9 and ABC 16.7.

CBS, meantime, claimed a leg on the second season. For the first week (Jan. 9-15), Nielsen 30-market ratings gave CBS 19.9, ABC 18.2 and NBC 17.5.

Nothing Unusual - Advertising agency buyers found little in the continuous battle for rating points of network sec-

ond-season show entries to upset their previous predictions that new program entries would inevitably give viewership a temporary hypo but otherwise fail to inject excitement in what they regard as generally a dull season.

It was conceded that new programs, particularly *Dragnet* on NBC, *Mr. Terrific* on CBS, *The Invaders* on ABC and last week's ABC Wednesday movie, "Bus Stop" with Marilyn Monroe, would increase audience shares over previous audience levels in the same time periods. But, they pointed out, audience-share slippages are already evident in the overnight ratings of many second-season programs.

Of all second-season entries thus far, several agency programers pointed to *The Invaders* as holding the most promise for sustained popularity.

ABC premiered *The Avengers* in the Friday, 10-11 p.m. period on Jan. 20. In the overnights, it came off second best in its one-hour time slot: 10.5 rating, 21 share in the Arbitrons and 14.4 rating, 30.8 share in the Trendex. A CBS movie (starring Jerry Lewis) swept the 9-11 period that night with an average

23.7 rating, 45 share in the Arbitrons. (In the 10-11 period in the Trendex, the motion picture captured an 18.8 rating, 40 share).

Four football telecasts broke into the top sponsored network program category (see box). They ranged from the national football championship game on CBS-TV, which wound up third with a 30.3 rating, to the Sugar Bowl contest on NBC-TV, which scored a 23.9.

Trailing the NFL telecast on CBS-TV but ranking in top positions were NBC-TV's coverage of the Rose Bowl (29.3); Sugar Bowl (23.9) and the AFL championship (21.2). ABC's telecast of the North-South game registered a 14.5 rating.

Following are ratings reports made available last week. (No Trendex report was made for the Monday, 8-8:30 p.m. period). "S" denotes special and "N" new in the second season.

## Schubert group thinks about a TV program

Schubert Theater Enterprises is considering the production of a one-hour weekly TV series, *Schubert Alley*, it was reported last week.

Material for the show would come from Schubert's rights to more than

	Arbitron		Trendex			Arbitron		Trendex	
	Rating	Share	Rating	Share		Rating	Share	Rating	Share
<b>Thursday, Jan. 19</b>									
<b>9:30-10</b>									
ABC That Girl	13.3	21	14.9	25.9	CBS Mr. Terrific (N)	18.7	32	—	—
CBS Movie	22.6	36	21.4	37.1	NBC I Dream of Jeannie	16.7	28	—	—
NBC Dragnet (N)	22.7	36	17.8	30.8	<b>8:30-9</b>				
					ABC Rat Patrol	18.5	30	14.2	25.1
					CBS Lucille Ball	22.9	37	19.4	34.3
					NBC Captain Nice (N)	15.1	24	16.8	29.8
<b>Friday, Jan. 20</b>									
<b>9-9:30</b>									
ABC Rango (N)	10.8	20	11.5	23.3	<b>Tuesday, Jan. 24</b>				
CBS Movie	21.7	41	17.9	36.2	<b>8:30-9</b>				
NBC Man from U.N.C.L.E.	16.1	30	13.7	27.7	ABC The Invaders (N)	19.5	31	19.1	34.7
					CBS Red Skelton	28.4	46	17.8	32.4
<b>10-10:30</b>									
ABC The Avengers (N)	10.5	20	14.7	31.3	NBC Occasional Wife	14.7	24	12.2	22.1
CBS Movie	25.9	50	18.9	40.2	<b>9-9:30</b>				
NBC Laredo	9.0	17	7.6	16.5	ABC The Invaders (N)	18.7	31	19.5	33.4
					CBS Skelton	24.1	40	22.6	38.6
<b>10:30-11</b>									
ABC The Avengers (N)	11.2	22	14.0	30.2	NBC Movie	15.8	26	13.9	23.8
CBS Movie	25.8	51	18.6	39.9	<b>Wednesday, Jan. 25</b>				
NBC Laredo	10.1	20	8.0	17.0	<b>9-9:30</b>				
					ABC Movie	18.2	31	19.0	33.7
<b>Saturday, Jan. 21</b>									
<b>7:30-8</b>									
ABC Dating Game (N)	8.5	15	10.7	22.0	CBS Green Acres	17.2	29	16.4	29.1
CBS Jackie Gleason	27.7	48	23.5	47.7	NBC Perry Como (S)	17.7	30	17.3	30.6
NBC Flipper	16.2	28	10.3	20.8	<b>9:30-10</b>				
					ABC Movie	15.7	27	16.9	31.6
<b>8-8:30</b>									
ABC Newlywed Game (N)	12.0	21	11.7	23.3	CBS Gomer Pyle	16.2	28	15.0	27.9
CBS Jackie Gleason	29.1	50	23.7	53.7	NBC Perry Como (S)	20.8	36	18.8	35.0
NBC Please Don't Eat the Daisies	10.7	18	9.5	18.7	<b>10-10:30</b>				
					ABC Movie	19.7	37	17.3	33.6
<b>Monday, Jan. 23</b>									
<b>8-8:30</b>									
ABC Iron Horse	13.2	23	No report		CBS Danny Kaye	15.0	28	16.4	31.8
					NBC I Spy	15.7	30	15.6	30.3
					<b>10:30-11</b>				
					ABC Movie	16.0	33	18.7	38.9
					CBS Danny Kaye	13.6	28	10.7	22.3
					NBC I Spy	15.2	32	16.5	34.3

National Nielsen-ratings top sponsored network television programs based on Nielsen estimates in first NTI report for January 1967 (two weeks ending Jan. 8).

Rank	Program	Nielsen Average Audience Rating	
		Percent U.S. TV Households	No. Households (000)
1.	Bonanza (NBC)	32.7	17,950
2.	Green Acres (CBS)	30.8	16,910
3.	NFL Championship football (S) (CBS)	30.3	16,630
4.	Rose Bowl (S) (NBC)	29.3	16,090
5.	Gomer Pyle (CBS)	28.9	15,870
6.	Red Skelton (CBS)	27.9	15,320
7.	Jackie Gleason (CBS)	27.6	15,150
8.	NFL Championship Post (S) (CBS)	26.4	14,490
9.	Beverly Hillsbillies (CBS)	26.3	14,440
10.	Andy Griffith (CBS)	25.8	14,160
11.	Lucy Show (CBS)	24.7	13,560
12.	Hogan's Heroes (CBS)	24.3	13,340
13.	Sugar Bowl (S) (NBC)	23.9	13,120
14.	Lawrence Welk (ABC)	23.7	13,010

500 musicals, plays, revues and sketches. Irving Mansfield, a co-producer, said last week: "Some of the material is dated, of course, and has to be revised. For this we plan to use such writers as Abe Burrows, Neil Simon, George Axelrod and Nat Hiken."

But according to a spokesman for Howard Teichmann, the other co-producer and an executive of the Schubert chain: "It will be impossible to discuss details for another three or four months. Earliest production would be for the 1968-69 TV season."

## Landau/Unger begins documentary series

The Landau/Unger Co., New York, announced last week it is entering the television and theatrical documentary field with a series of three feature-length "reality" films, of which the first, "The Face of War," is in the post-production stage.

Landau/Unger has made a three-picture agreement with Eugene S. Jones, journalist and producer-director who was with NBC for 14 years. "The Face of War" is a 102-minute study of a Marine rifle squad in action in Vietnam and was produced by Mr. Jones over a period of 97 days there. It will be distributed initially to theaters and subsequently to TV, according to Ely A. Landau, president of the production-distribution company.

BROADCASTING, January 30, 1967

## ETV's on air more, also present greater variety

Educational TV stations are putting on more hours of programming but are relying more on outside sources than on local production for its shows, according to a survey.

The report issued by the Morse Communication Research Center of Brandeis University, Waltham, Mass., and the National Center for School and College Television, Bloomington, Ind., is based on a survey taken during one week last April, the results of which were compared with a similar report made in 1964.

The report said 115 ETV stations broadcast 5,688 hours during the survey week this year, representing a weekly average of 49 hours 27 minutes, or an increase of seven hours over the 1964 survey; that 39 stations were broadcasting on weekends in 1966 compared to 16 two years before; that 27% of all ETV programming was produced at the local level in 1966 (vs. 37% two years ago) and that national, regional and state ETV agencies account for 53% of the total broadcast time in 1966.

National Educational Television (NET) was shown to be the largest single source of ETV programs. Programming emphasis on ETV is swinging more toward arts, news-public affairs and children's programming, the report said.

## War II drama syndicated

Trans-Lux Television Corp. announced last week it has placed into syndication 39 half hours of *The Big Attack*. Initial sales on the series already have been made to WNEW-TV New York and KTTV(TV) Los Angeles, according to Jack Lynn, vice president of Trans-Lux TV. Based on true heroic exploits of American GI's in Europe during World War II, *The Big Attack* had limited exposure in TV several years ago when it was released under the title of *Citizen Soldier*.

## Radio shows airborne

New medium for radio program syndicators: in-flight entertainment systems of major airlines. Functional Music Inc., Chicago, and United Air Lines have announced that transcontinental and Hawaiian flights will be programmed by FMI shows including *John Doremus Show* now sold in 42 markets. United also will feature a channel of old radio favorites including daytime soap operas for those who want to relive radio's golden days, FMI said.

# Hearing set for McIntire outlets

Complaints of violations of fairness doctrine will be at issue in case

Two years ago a theological school headed by the controversial Dr. Carl McIntire was given FCC approval to purchase WXUR-AM-FM Media, Pa., despite the protests of scores of civic and religious groups. Now it will have to prove in a commission hearing in Media its right to continue operating those stations.

The commission last week, acting on a petition filed by 19 civic and religious groups—including some of those that had opposed the station's sale—designated the license-renewal applications for the stations for hearing. The vote was unanimous.

The issues include questions as to whether the stations violated the fairness doctrine and the equal-time law, and whether they were used to serve the sectarian and political views of their owners—and to raise funds for the support of those views—rather than to serve the community generally.

Another issue is whether the applicant, in the transfer application, misrepresented its program plans and its intent to observe the fairness doctrine. The commission will also seek to determine whether the seminary sought to determine, and meet, the community's programming needs.

These issues reflect not only the complaints about the station's programming contained in the petition, but the arguments that the groups had made two years ago in urging the commission to hold a hearing on the application to transfer control of the stations to the Faith Theological Seminary of Philadelphia.

McIntire was Target ■ Dr. McIntire, whose conservatively oriented *20th Century Reformation Hour* is carried by some 600 radio stations, is president of the seminary. Petitions to deny the transfer claimed that he is "intemperate," would have a "divisive influence" on the community and would put his interests above those of the public.

Accordingly, in approving the transfer, the commission stressed the understanding that "the licensee will make a good-faith effort to ascertain and serve the needs and interests of its area (rather than to serve its private interests); that it will abide by the require-

## Lower seeks cooperation with ABA on crime news

ABC News President Elmer W. Lower called on the American Bar Association last week to cooperate with the broadcast and print news media in evolving an advisory set of principles and guidelines regarding coverage of crime stories.

Mr. Lower urged the ABA to invite a delegation of newsmen to its board of governors and house of delegates meeting in Honolulu in August when the group will consider whether to adopt the recommendations of the association's Committee on Free Press and Fair Trial. Mr. Lower noted a committee report concluded that "it is absolutely necessary to impose stringent limitations on all information released to news media about persons accused of any crimes."

Mr. Lower proposed that "a summit conference" be held during the Honolulu meeting at which news-media representatives could offer their views and suggestions. He expressed fear that unless such a conference is held, the bar association is virtually certain to adopt the committee's recommendations, "thus plac-

ing the First Amendment under attack."

The appeal for a conference was made by Mr. Lower during a talk before the Pittsburgh Radio and Television Club last Thursday (Jan. 26). He volunteered to lead a delegation to such a meeting, and said that although he was not speaking for other networks or the various journalistic societies, he felt reasonably certain they also would be interested enough to attend.

**Influential** ■ The ABA report was compiled by a committee, headed by Judge Paul C. Reardon of the Supreme Judicial Court of Massachusetts, that spent two years examining the way the press and broadcasters report pretrial news, Mr. Lower told the gathering. He said the Reardon report carries "tremendous influence," and predicted that if its conclusions are endorsed by the ABA, "the chances are excellent that many, if not most, of the state and local bar associations will quickly follow suit."

He warned that if this should occur, newsmen "may find the prose-

ctor shutting his door in your face . . . you may find the defense attorney unwilling to speak to you for fear of being cited for contempt of court, or in an extreme case, disbarred . . . you may find yourselves facing a contempt-of-court citation if you dig up the facts of a case independently and broadcast them."

Mr. Lower emphasized that not all members of the legal profession endorse the Reardon report. An outspoken critic, he said, is Judge George C. Edwards Jr. of the U. S. Court of Appeals for the Sixth District, who recently called the report "the most dangerous threat to the American ideal of free press since the days of Joe McCarthy." Mr. Lower added that a panel of New York judges and lawyers headed by Federal Circuit Judge Harold Medina has also prepared a similar report that will be officially released shortly (BROADCASTING, Jan. 9).

**A Muzzle** ■ The Medina report, Mr. Lower stated, feels that news media should be left alone but that the courts, attorneys and police "should be carefully and circumspect-

ments of the fairness doctrine . . . and that it will not slant the news or in any way distort factual material" (BROADCASTING, March 22, 1965).

But in requesting a hearing on the renewal applications, the 19 religious and civic groups claimed that the stations carried only the right-wing view of controversial issues of public importance, in violation of the fairness doctrine, attacked various religious and racial minority groups, and failed to live up to the programming promises contained in the transfer application.

It appears, the commission said, that "substantial questions" exist as to whether the stations have met the conditions set forth in the order approving the transfer.

The commission noted that charges have been made that the stations operated as a "divisive influence by disparaging racial and religious groups and by castigating and vilifying persons and groups espousing views on public controversial issues different from those of the applicant."

The issue regarding the question of whether the stations were used to raise money for the support of the owners views is believed to refer to programs broadcast by Dr. McIntire to raise funds to support the stations. Station officials say the McIntire broadcasts

came in the wake of an advertiser boycott that was led by some of the group now seeking a hearing on the renewal applications and that caused a sharp drop in the stations' revenues. The broadcasts were said to have raised \$54,000.

The licensee, Brandywine-Main Line Radio Inc., has denied the charges of the petitioners. But rather than oppose the petition, it "consented" to the request and said it is prepared to appear in a hearing to disprove the charges (BROADCASTING, Sept. 9, 1966). The stations are said to have correspondence in their files indicating that some of the groups petitioning for a hearing have declined offers of air time.

The petitioners requesting the hearing—all of whom were made parties to the proceeding—include the Greater Philadelphia Council of Churches, the AFL-CIO of Pennsylvania, the American Baptist Convention, the Division of Evangelism, the Delaware Valley Council of the American Jewish Congress, the Anti-Defamation League of B'nai B'rith, and the Media chapter of the National Association for the Advancement of Colored People.

In addition, the commission received a number of separate requests for an investigation or hearing on the stations' programming including one from the

House of Representatives of the General Assembly of Pennsylvania and another from the Philadelphia branch of the American Civil Liberties Union. Support for the stations has been received from the 30th General Synod of the Bible Presbyterian Church and several individuals.

## Election restraints killed in Wisconsin

The Senate Judiciary Committee of the Wisconsin State Legislature last week threw out a bill that would ban election forecasting on radio-TV or in any other news medium in that state prior to 8 p.m. on election day. The committee action was unanimous.

The bill, proposed by Senator Taylor Benson (D-Milwaukee), sought essentially to prevent the reports of electronic computers used by the networks to predict the outcome of Wisconsin elections based on the voting trend on election day. A public hearing was held Wednesday by the five-man committee (BROADCASTING, Jan. 23).

State Senator Benson was the only person testifying for the measure. He said he would seek a resolution calling

ly muzzled." During the pretrial stage the Medina group wants the muzzling handled on a voluntary basis, Mr. Lower continued, but the judge will be in complete control once the trial begins. But he stressed that the Medina group holds that the courts do not have the power to issue contempt citations against news media, maintaining this is unconstitutional and a "clear violation" of the First Amendment.

Mr. Lower indicated that cooperation between the bar and news media is possible and cited several areas of the nation (Toledo, Ohio; Louisville, Ky.; Oregon, and the state of Washington) where guidelines have been drawn up by the two groups. He added:

"I firmly believe that the journalistic community is peopled with responsible men, and if the ABA would only sit down and thresh things out with the leaders in our field, I'm sure some kind of informal ground rules could be agreed to. And right now, I think it is imperative to have such a conference and establish such a statement of principles . . ."

for a legislative council study of the issue.

It was indicated that the bill, providing felony penalties, stemmed from the 1966 general-election coverage in which CBS-TV computers picked Democratic Lieutenant Governor Patrick J. Lucey and NBC-TV picked Republican Governor Warren P. Knowles as the state gubernatorial winner two hours before the polls closed. NBC-TV's prediction was correct.

Mr. Benson felt that projected declarations of winners in this manner either caused people to stay home and not bother to vote or encouraged them to switch to the apparent winner. But if TV really has no effect, he commented, "an awful lot of advertisers aren't getting their money's worth."

John Winner, counsel for the Wisconsin Broadcasters Association told the committee it would be absolutely impossible for a local station to black out portions of a network program that pertained to Wisconsin. He said the proposed bill also would violate constitutional guarantees of freedom of the press and speech.

Robert Bodden, vice president and general manager of wsww Platteville and president of WBA, told the committee that the proposal would prevent listeners or viewers from receiving a complete and well-rounded account of

the news. Tony Moe, executive vice president and general manager of WKOW-AM-TV Madison, said that "if there is a problem, it is national and the solution should be national." He also explained there is no way of controlling out-of-state stations whose programs reach into Wisconsin.

## Program notes . . .

**Company formed** ■ Richard Dorso and Robert Sweeney have formed Hill Top Productions to turn out feature films and television series. First production for the new company will be a half-hour situation comedy called *Shoe-string Safari*. It will be produced in association with Red Skelton's Van Bernard production company and CBS-TV.

**Lots of pictures** ■ There are 11,325 feature films available to TV, of which 2,217 are in color, according to a compilation by the Broadcast Information Bureau, New York, in its *TV Feature Film Source Book* issued last week. The listing compiles westerns separately and places that total at 1,339.

**High jinks, animal-style** ■ Marc A. Lesley Television Features Inc., New York, is syndicating 100 five-minute, color films of animal acts. The acts include "lions that swing from a trapeze, poodles that comprise a six-piece band, boxing kangaroos . . . a flea circus, a complete chorus of parakeets." The firm's address: 200 Park Avenue, 10017.

**School days** ■ A TV production workshop, oriented toward news and public affairs programming, will be offered for the spring semester beginning Jan. 31 at The New School, New York. The course will be taught by David J. Ebin, who has written and produced several documentaries, mainly for CBS-TV.

**New radio show** ■ Merle Travis, said to be an authority in the country-folk field, has signed with Coal Creek Music Inc., California firm, to narrate a five-minute radio series to be called *Country Music Narrative*. The show will provide information about country and folk music. It will be offered to stations early this year, with syndication handled by Heather Enterprises, 3285 S. Wadsworth Blvd., Denver 80227.

## TV series sales . . .

*Bachelor Father* (MCA): WHNB-TV New Britain, Conn.

*Exploitable 13* (Independent Television Corp.): KTVU(TV) Oakland-San Francisco; WYTV(TV) Youngstown, Ohio; KETV(TV) Omaha; WJHF(TV) Raleigh, N. C., and WTMJ-TV Milwau-

kee.

*Due East To June* (Triangle): KPix(TV) San Francisco, and KTLA(TV) Los Angeles.

*Ambassador One Top Time Feature Films* (Embassy Pictures): WLWC(TV) Columbus, Ohio, and WJHF(TV) Raleigh, N. C.

## Radio series sales . . .

*Point of Law* (Signal Productions): KowB Fargo, N. D.; KSD St. Louis; KIJV Huron, S. D.; WSPD Toledo, Ohio; WSAF Sarasota, Fla., and WBVP Beaver Falls, Pa.

*Doctor's House Call* (Signal Productions): KCMO Kansas City, Mo.; WCRQ Providence, R. I.; WSB Atlanta; WKDE Altavista, Va., and WHTC Holland, Mich.

*The World of Money* (Signal Productions): KARM Fresno, Calif.; WMFG Hibbing, Minn., and WMKC Oshkosh, Wis.

## Tentative pact set by AFTRA, networks

The American Federation of Television and Radio Artists said last week that a new tentative agreement has been reached to cover on-the-air network newsmen, calling for a minimum \$350 weekly salary plus a revised schedule of commercial fees and fringe benefits.

Negotiations between AFTRA and the national networks (ABC, CBS, NBC and Mutual) were reopened Jan. 3 after network newsmen balked at approving an earlier tentative agreement that specified a weekly minimum of \$300 per week.

Donald F. Conaway, national executive secretary of AFTRA, said that network newsmen in Washington, New York, Chicago and Los Angeles have indicated unanimous approval of the new tentative agreement.

An outstanding feature of the new proposals is that under no circumstances may a newsman earn less than \$350 weekly, plus 50% of his commercial and sustaining fees, except for radio network sustaining fees, which are recaptured 100% by the network. The network may recapture only 50% of the fees until the amount equals the worker's basic salary, after which the newsman retains the entire fee. For example an employe with a salary of \$350 a week who earns \$700 a week in fees would receive an additional \$350, and he also would retain in full any fees beyond the \$700 figure.

Other provisions in the new agreement call for a five-day week with two



### Corinthian's campus capers in the Capital

More than 800 members and guests of the Federal Communications Bar Association heard some sprightly young talent at the FCBA's annual banquet held in Washington Jan. 20 (see page 54). The talent was provided by Corinthian Broadcasting Corp., which supplied a setup of college campus acts, all winners of Corinthian stations'

"Campus Talent" contests during the past few years. Shown here in the finale are the 14 performers representing Sacramento State College, Baylor University, University of Kansas, Stephens College, Notre Dame and Texas Southern University. The group also entertained Vietnam War wounded at Walter Reed Hospital, also in Washington.

days off and extra payment of at least \$90 a day if a newsman works on his day off; \$60 per week extra for combat or hazardous assignments; four weeks' notice or four weeks' pay in the event of termination of employment and severance remuneration at the rate of one week for each year of company employment.

The agreement covering network newsmen must be ratified by AFTRA's national board. The union still must work out terms of a new contract for network announcers and for local newsmen and announcers at network-owned-and-operated stations. The overall pact must be submitted for approval to membership before any agreements can take effect, Mr. Conaway said. The old contract expired on Nov. 15, 1966, and new agreements will be retroactive to last Nov. 16.

### Gun-carrying intruder tries to get on air

Ralph Renick, WTVJ(TV) Miami found himself covered by two cameras and a pistol during a commercial break on his program, *Ralph Renick Reports*, last Wednesday (Jan. 25).

An intruder, identified as an unemployed former Army officer and charged by police with carrying a concealed weapon and two counts of aggravated assault, forced the station's sports director at gunpoint to lead him to the studio where the Renick show was going on the air. After a brief scuffle, Mr. Renick and Del Frank, market reporter on the show, wrested the weapon from the man's hand. It was later found to be unloaded.

The man said that he intended to read

a two-page statement attacking the news media as "deceivers of the public" and saying that he was "sick of the government."

Mr. Renick returned to the cameras with an account of the intrusion.

### New 'Voice of Freedom' features national heroes

Storer Broadcasting Co. and Freedoms Foundation at Valley Forge, Pa. are producing series six of the *Voices of Freedom* radio series. Each program, one minute in length, is conducted by Walter Brennan who introduces one of 30 winners of the Congressional Medal of Honor with a capsule review of their accomplishments. The holders of the nation's highest honor then narrate the works of American statesmen and winners of Freedoms Foundation awards.

*Voices of Freedom*, originated in 1962, has been carried by almost 600 radio stations. The program is available without charge. Requests for series six should be addressed to: Program Manager, WIBC Philadelphia 19103.

### Lawrence in roving role; Reynolds gets White House

ABC News Washington correspondent William H. Lawrence has been named a roving political editor to cover national and international stories for *Peter Jennings with the News*, and to lay some of the groundwork for ABC-TV coverage of the 1968 presidential elections. One of his most immediate projects, however, will be the preparation of two hour-long political documentaries for presentation during this summer.

Frank Reynolds will become ABC News' chief correspondent at the White House.

## FINANCIAL REPORTS

### Cox Broadcasting cites above-average gains

Cox Broadcasting Corp., Atlanta, has reported gains in both revenues and net income for the year ended Dec. 31, 1966. Operating revenues were up 27% over 1965. The firm said that television broadcasting had contributed 69% of total revenues, while radio had contributed 14%, technical publishing 12% and CATV systems 5%.

J. Leonard Reinsch, president of Cox

Broadcasting, said that the firm's radio and TV operations generally showed greater percentage gains for the year than the broadcasting industry as a whole.

Cox owns and operates five VHF television stations and four AM and FM radio stations. The company also operates CATV systems in five states; provides microwave service in Illinois and Indiana; and is engaged in technical publishing. Last month Cox purchased Walter Schwimmer Inc., Chicago, a producer and distributor of network and syndicated television pro-

grams (BROADCASTING, Dec. 19, 1966).

The report for the year ended Dec. 31, 1966.

	1966	1965
Earnings per share	\$2.22	\$1.77
Revenues	37,749,060	29,817,449
Net income	5,893,377*	4,709,076
Shares outstanding	2,656,070	2,654,770
*Before special charge of \$1,146,000 from sale of 50% interest in Kaiser-Cox Corp.		

### DDB profits soar

Doyle Dane Bernbach Inc., New York, has reported record highs in the year ended Oct. 31, 1966, compared with the same fiscal year in 1965. Bill-

ings for the agency were up 45.9%, gross income up 43.4% and net profit up 81.6%. For the fiscal year ended Oct. 31, 1966:

	1966	1965
Earnings per share	\$2.27	\$1.25*
Billings	195,823,476	134,232,647
Gross income	29,622,038	10,656,851
Net profit after taxes	4,644,594	2,507,473

\* Adjusted for 2-for-1 stock split.

## WCPO sale contributed to Scripps-Howard net

Scripps-Howard Broadcasting Co. reported last week that net income for 1966 rose appreciably over 1965. Figures for 1966 included an extraordinary credit of \$419,151, or 16 cents a share,

representing the gain on the sale of WCPO-AM-FM Cincinnati, it was said.

The company's report for the year ended Dec. 31:

	1966	1965
Income per share	\$2.11	\$1.73
Net income	5,455,932	4,488,234
Net operating income	18,863,579	17,384,382

## FANFARE

### Columbia, duPont in preliminary talks

A Columbia University spokesman last week confirmed reports that the school may take on the administration of the Alfred I. duPont awards for radio and television (CLOSED CIRCUIT, Jan. 23) but stressed that talks are still in the exploratory stages and a decision is not expected for several months.

It was said that Columbia has offered several suggestions to the duPont trustees on how the award program might be revised. The university also is reported to be seeking assurances of permanence and independence for its role in the duPont awards program. If the Columbia University Graduate School of Journalism approves the school's participation in the program, a spokesman said, it would still require approval of the university's trustees.

Columbia University has for many years administered the famed Pulitzer prizes.

For 16 years Washington and Lee University has served as administrator of the duPont awards which were established in 1942. The termination of the W&L association was announced earlier this month (BROADCASTING, Jan. 23).

### Drumbeats . . .

**Birdwoman** ■ "Be a flying reporter. Two KABC Radio ladybirds wanted. When the new KABC Radio helicopter takes off you could be the lady at the microphone to advise millions of drivers as to freeway conditions. Apply at the KABC mobile audition studio at the Hollywood Palace parking lot . . ." Since this ad began to run in Los Angeles area newspapers on Jan. 3, nearly 500 Southern California females have applied. Two girls with exciting voices who are flight-minded will be selected by a judging panel by the end of this month and be awarded KABC contracts. They and other con-

testants also will get such awards as a new automobile. Following the contest, the two winning girls will become the station's daily traffic reporters.

**Snowballs** ■ WGN Televents Inc., Chicago, the CATV service for Houghton, Hancock and Dollar Bay, all Michigan, has launched a winter safety driving campaign. Motorists in these Michigan communities may obtain from WGN a free bright-orange safety ball made of foam plastic to place on their car radio antennas.

**Free TV** ■ WBNS-TV Columbus, Ohio, has announced the winners of its second annual pre-season "TV Critics Contest." First-prize winner, Margaret M. Ott of Needham, Harper & Steers, Chicago, won a portable television set. Agency personnel, television critics and the station's advertisers were invited to predict the success of CBS-TV's 1967-'68 new shows.

**World response** ■ United Artists Television Inc., New York, syndicators of the *Patty Duke Show*, has announced "amazing response" from stations participating in a tie-in "I'll Tell the World" contest. The contest requires viewers to submit a letter stating what they would like foreigners to know about the U. S. and their home town and features a national grand prize consisting of a trip around the world.

**Skipping safety** ■ WBZ-TV Boston has won the communications division 1966 National Gold Cup award for boating safety. The station's production *S. O. S., Safety Off Shore*, televised during National Safe Boating week, presented actual situations involving rules of the road and safety precautions filmed on the Charles river in Boston. Through the camera's eye the viewer was placed behind the wheel of a power boat and was tested in a series of potentially dangerous situations.

**Driving safety** ■ ABC Radio, in recognition of its efforts for driver safety, was a guest of honor at a special reception Jan. 28 during the National Automobile Dealers Association convention in San Francisco. In conjunction with NADA, ABC Radio has produced and broadcast messages de-

signed to make drivers safety conscious and to emphasize safe driving habits.

**How to** ■ WSBK-TV Boston (ch. 38) and the Electronic Technician's Guild of Massachusetts are pooling resources in a campaign to instruct people on how to tune their TV sets to UHF and as to what attachments may be necessary. Among the plans: production of an on-air panel program to inform viewers of the types of programming available on UHF.

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# Spectrum studies get push from budget

JTAC and DTM join in technology survey while FCC and Commerce get OK for more study funds

Long urged and discussed, a major survey of the radio spectrum seems to be getting underway. Two reports last week point this up.

The first was the President's budget message to Congress which contains a number of items relating to telecommunications research, including \$300,000 to the FCC for engineering studies relating "to the more effective use of the electromagnetic spectrum."

The other is the announcement that the Joint Technical Advisory Committee and the Director of Telecommunications Management are cooperating in a project "to develop information on the prospective effects of new technology on radio spectrum usage."

In the FCC's budget proposal, there's a \$520,000 item for engineering studies and frequency allocations. This sum includes \$300,000 for spectrum studies to be undertaken under contract by private engineering firms. These studies, it was learned, will be in various fields of spectrum usage, and are not projected at this time as an overall task-force project.

The \$300,000 is part of a planned five-year FCC project that may run to \$2 million.

**Commerce, Too** - In the Department of Commerce's proposed \$28,829,000 item for research and development, research in telecommunications was put at \$6,941,000, up \$1,360,000 from the 1967 fiscal figures.

The budget spoke of various Commerce studies in the electromagnetic spectrum, some of which, it was noted, could be significant for an evaluation of the radio spectrum.

An advisory committee of the Department of Commerce only recently recommended that a massive, wholesale study of the radio spectrum be undertaken. The group, the Telecommunications Science Panel, recommended that a \$10-million-to-\$50-million attack on the problem be mounted under the aegis of the Department of Commerce (BROADCASTING, Nov. 14, Oct. 24, 1966).

The budget for telecommunications research activities in the Office of Emer-

gency Planning, which is part of the Executive Office of the President, was placed at \$800,000, up \$375,000 from the 1967 figure. Most of this money, it's learned, will go for studies on the management side of telecommunications, although the budget itself speaks of this activity as "technical studies of telecommunications matters which are too broad in scope to be undertaken by any single department. . ."

At the same time additional funds for telecommunications research were requested for the Department of Defense and for the National Aeronautics and Space Administration, whose Electronics Research Center in Boston will be adding personnel.

**Joint Effort** - In its statement, JTAC, which is jointly sponsored by the Electronic Industries Association and the Institute of Electrical and Electronic Engineers, said it was establishing a special subcommittee to develop information on the impact of new technology on the radio spectrum. It was sending out questionnaires, it said, to commercial organizations, returnable by March 1. DTM is preparing to do the same thing for government agencies.

The JTAC subcommittee of 22 members is headed by David R. Hull, director of EIA engineering, former president of Raytheon Corp. and of EIA.

The call for a new look at the radio spectrum has been particularly sounded by JTAC over the past 15 years. The group has issued two reports on the subject, the first in 1952, the second in 1964.

## Technical awards set for March IEEE meet

The Institute of Electrical and Electronics Engineers Inc., New York, has announced winners of 10 awards, some of which will be presented during IEEE's 1967 International Convention and Exhibition (March 20-23) in New York.

IEEE has selected Dr. Charles H.

Townes as recipient of its medal of honor and Dr. George H. Brown for the Edison medal. Dr. Townes, institute professor at Massachusetts Institute of Technology Cambridge, Mass., was cited for his contributions in quantum electronics leading to maser and laser techniques. For technical work, Dr. Brown, RCA executive vice president of research and engineering and member of the board of directors, Princeton, N. J., was recognized for work in "antenna development, electromagnetic propagation, the broadcast industry, the art of radio frequency heating and color television."

Other major awards went to Dr. Harvey Fletcher, retired from Bell Telephone Laboratories and currently dean emeritus, Brigham Young University, Provo, Utah, for physical acoustics, electrical engineering and lab research (founders award); Dr. Warren P. Mason, retired head of and now consultant to, Bell Telephone Laboratories, for work in electrical and electronic apparatus or systems (Lamme medal award); and Dr. John R. Whinnery, professor of electrical engineering, University of California, for engineering education (education medal). Four other award recipients were cited for prize technical papers.

## Increase from 1 w to 5 w asked for translators

Scripps-Howard Broadcasting Co., New York, last week asked the FCC to amend its rules to permit the increase in transmitter power output of VHF translators to 5 w. Current commission regulations limit the transmitter output of VHF translators to 1 w peak visual power.

Robert A. Frase, technical director of WMCT(TV) Memphis, one of the S-H stations, said that improved signals from his station could be provided to the area if the 5 w output power for translators was allowed. He also contended that no interference problem to any TV station or other service would be created by the power increase.

S-H began operating nine VHF translators last year to serve various communities on the fringe of the grade B coverage contour of WMCT. Viewers, however, complained about the quality of the signal even with the improvement provided by the translators. "Investigation of the complaints revealed they were justified and came from areas on the fringe of each translator radiation contour such as newly developed suburban subdivisions," S-H

said.

In addition to WMCT(TV) S-H is the licensee of WMC-AM-FM Memphis, WEWS(TV) Cleveland, WCPO-TV Cincinnati, WPTV(TV) West Palm Beach, Fla., and WNOX Knoxville, Tenn.

## Remote logging asked for directional arrays

The National Association of Broadcasters has asked the FCC to permit broadcasters to monitor by remote control their remotely controlled directional antenna systems. Current commission regulations require that directional antenna readings and loggings be made at the transmitter once each day within two hours after the station begins operations.

The NAB stated that during the past 10 years since remote control of directional stations has been authorized, "field experience indicates that remotely controlled directional antenna systems are extremely stable and that

there is little, if any, need for the type of close inspection presently required." The association also said that adoption of its proposed changes would bring the commission's "outdated" 1957 criteria for metering remotely controlled systems in step with modern technological developments.

## Technical topics . . .

**New monitor** ■ The Teletronix Division of Babcock Electronics Corp., Costa Mesa, Calif., has introduced a \$395 19-kc stereo frequency monitor. Advantages claimed by the new instrument are greater stability and linearity.

**Audio control center** ■ Sparta Electronics Corp., Sacramento, Calif., is offering a new audio control center, AC-155. The entire unit, housed in a one-piece, open cabinet, little more than four feet wide and two feet deep, is said to give it the portability needed for remote broadcasts, use in mobile trucks and temporary setups.

## TV tower falls down during ice storm

A 1,335-foot tower, due to be put in service this week at Fithian, Ill., by the Plains TV Corp., collapsed Thursday (Jan. 26) during an ice storm. The tower, said to have been the tallest structure in the state and one of the 10 tallest in the U. S., was intended to serve the Champaign and Danville, Ill., areas as WCHU(TV) Champaign (ch. 15) replacing two satellites of WICS(TV) Springfield, Ill.

Plains TV officials said that the tower was a total loss. No one was hurt in the collapse but it was reported that wreckage damaged an automobile and a corner of the transmitter building. For the present, service to Champaign and Danville will continue via the satellite stations, it was indicated by a spokesman for the company.

No estimate of the tower's value was immediately available. Cause of the collapse is being studied.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Victor S. Collin** named president of Collin, Clarkson, Andrews Inc., Portland, Ore. **Chan Clarkson** and **Richard R. Andrews** named VP's of CCA. CCA, newly formed through merger of two Portland agencies, Collin & Clarkson Inc. and Dick Andrews Advertising, is located at 4621 S.W. Kelly St.



Mr. Orenstein

**Larry Orenstein**, VP and creative supervisor for Carson/Roberts/Inc., Los Angeles, named VP in charge of TV production, West Coast, and creative director for D'Arcy Advertising, Los Angeles.



Mr. Rigrod

**William B. Campbell**, with Weightman Inc., Philadelphia, named executive VP.

**Russell I. Haley**, VP and associate research director of Grey Advertising, New York, named VP and research

director of D'Arcy Advertising, that city.



Mr. Lochridge

**Ben S. Lochridge**, general sales manager of CBS Radio, New York, named VP, network sales.



Mr. Wheeler

**Byron A. Bonnheim**, senior VP, Edward H. Weiss & Co., Chicago, resigns to become president of Lebonn and Sons, automotive company in Beverly Hills, Calif.

**Harry Wheeler**, manager of sales administration at WHDH-AM-FM-TV Boston, elected VP-sales administration.

**Ronald S. Brello**, formerly with Doyle Dane Bernbach and Pritchard Wood Inc., both New York, named VP and associate creative director of Daniel & Charles Inc., that city.

**J. B. (Jeff) Davidson**, operations director at WSTV-TV Steubenville, Ohio-Wheeling, W. Va., named national sales manager.

**George W. Elliott**, commercial manager for KGBT-TV Harlingen, Tex., appointed general sales manager of KHFI-TV Austin, Tex.

**J. L. Deane**, executive VP of Interpublic S.A., Geneva, named president

and chief operating officer of Corporate Expansion Services Inc., unit of Interpublic Group of Companies. He succeeds **Robert C. Durham**, who becomes executive VP of Interpublic Inc., New York. **Leslie T. Harris** and **John P. Veronis** named executive VP's of Corporate Expansion Services.



Mr. Hagar

**George Hagar**, general sales manager of KHON-TV Honolulu, named VP.

**J. Preston Selvage Jr.**, account supervisor for Foote, Cone & Belding, New York, elected VP.

**Stanley S. Merritt**, VP and associate creative director, William Esty Co., New York, joins Lennen & Newell, same city, as VP and creative group head.



Mr. Sloves

**Marvin Sloves**, account executive for Papert, Koenig, Lois, New York, named VP and account supervisor.

**John P. McLaughlin Jr.**, manager of media and programming, Carl Ally Inc., New York, joins Spade and Archer, same city, as VP.

**James S. Dugan**, VP of sales for KTAL-TV Texarkana, Tex.-Shreveport, La., named general sales manager for

KETV(TV) Omaha, Neb.-Council Bluffs, Iowa.

**Wallace B. Walters**, president of KLTR Blackwell, Okla., also appointed general sales manager for WKTR-TV Kettering, Ohio.



Mr. Adams

**Charles F. Adams**, VP in charge of commercial sales for Video Tape Center, New York, named VP and general sales manager of VPI, division of Electrographic Corp., that city.

**Robert S. Walsh**, account executive in central office of NBC Television Spot Sales, Chicago, named manager of that office.

**James J. Hawkins**, general manager of KXA Seattle, joins KIXI, that city, as local sales manager.



Mr. Clark

**Merrell Clark**, account supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

**Josef Rosenberg**, with N. W. Ayer & Son, New York, named creative director, sales planning, at Blair Television, that city.

**Stephanie Blaine**, head of broadcast affairs at Needham, Harper & Steers, New York, joins Rockwell, Quinn & Wall there as broadcast business manager.

**Norma Harris**, associate producer, Group Productions Inc., New York, joins Savage Friedman Inc., same city, producers of TV commercials, as associate producer. **Arthur Gager**, former English teacher, Riverside (N. J.) high school, named administrative assistant at Savage Friedman.



Mr. Barry



Mr. McCarthy

**John P. Barry** and **Robert J. McCarthy**, sales managers for Major Market Radio Inc. in New York and Chicago elected VP's-sales in their respective offices. They had been in similar sales capacities for AM Radio Sales until formation last July of MMR. **Joyce Hardy**, former business manager also with AM Radio Sales and now with MMR, named rep's treasurer and business manager.

**William Davol**, free lance advertising and PR consultant, appointed ad-

vertising and promotion director at WIP Philadelphia.

**Ronald Toth**, with Stemmler, Bartram, Fisher & Payne, St. Louis, appointed art director.

**Saul Newman**, with Max Factor Co., named regional manager of New York metropolitan and New England area for advertising specialty division of Scripto Inc., New York.

**Steve Zimmerman**, promotion planning manager for Kool-Aid division of General Foods Corp., White Plains, N. Y., joins The Marschalk Co., New York, in newly created post of merchandising manager.

**Elaine Evans**, previously with *Indianapolis Star-News* and WIRE Indianapolis, appointed director of media development at OAC Advertising Inc., Endicott, N. Y.

**Clarence M. Binder**, executive art director at Perrin & Associates, Chicago, named creative director, graphics.

**George I. Haggerty**, with N. W. Ayer & Son, Chicago, appointed account supervisor.

**Joseph Del Papa**, with Campbell-Mithun, joins BBDO, Chicago, as copy supervisor.

**L. Richard Sullivan** named executive copy supervisor and **Dixie Lee Fortis** named copy supervisor at Needham, Harper & Steers, Chicago.

**James B. Bocock**, with WESX Salem, Mass., **John Kearney**, account executive for O'Ryan and Batchelder, Boston outdoor advertising firm, and **Joseph N. Goldman**, account executive at WCOB Boston, named account executives for WSBK-TV Boston.

**John Abernethy**, station manager at KAAR(TV) San Diego, joins KFMB there as account executive.

**Tom Nebbia**, photographer for *National Geographic Magazine*, Washington, joins EUE/Screen Gems, New York, as film director.

**Frank Moore**, account executive with KDKA-TV Pittsburgh, appointed special representative in special projects department of Television Advertising Representatives, New York.

**Miles Staples**, account executive for Paul H. Raymer Co., San Francisco, joins San Francisco office of George P. Hollingbery Co.

**Donald Demarest**, with production department of Young & Rubicam, New York, joins Norman, Craig & Kummel there as assistant production manager.

**John Kavalkovich**, with Firestone & Associates Inc., Philadelphia, joins Wermen & Schorr Inc. there as media buyer.

**Peter Brysac**, director of operations for WNJU-TV Linden-Newark, N. J., named manager of Tape House 47,

station's commercial production division.

**Herb Isaacs**, with Metro TV Sales, Chicago, appointed manager of firm's St. Louis office.



Mr. Vershen

**Roger Vershen**, VP at Tucker Wayne & Co., Atlanta, named to newly created position of administrator creative services. **Leslie E. Parker Jr.** and **Richard K. Short**, with TW&C, Atlanta, and **Alfred M. Cascino**, VP and creative director of Cargill, Wilson & Acree, Richmond, Va., named VP's at TW&C.

**Jack P. McCarthy**, account executive with WHIO-AM-FM-TV Dayton, Ohio, named national sales manager.



Mr. Denison

**Christopher W. Denison**, with ABC Owned Radio Stations division in New York, appointed research director for that division. **Ralph Davis**, VP and manager of Portland, Ore., office of McCann-Erickson, named assistant manager of agency's Detroit office. **Thomas W. Eicher**, account director on Opel automobile, elected VP and named Buick division account director.

## MEDIA

**Harold E. Clancy**, VP-administration of WHDH-AM-FM-TV Boston, elected executive VP. **Charles A. Hart**, with WHDH-AM-FM-TV, elected VP-finance.



Mr. Crane



Mr. Murdock

**James J. Crane**, general manager of WLW Cincinnati, named general manager of WLWT(TV), that city. **Charles K. Murdock Jr.**, general manager of WSAI Cincinnati, succeeds Mr. Crane as general manager of WLW and also is elected VP. **Guy Harris**, general manager of WOAI San Antonio, Tex., elected VP. WLW, WLWT and WOAI are all Acvo Broadcasting Corp. stations. **Luther R. Strittmatter**, general sales manager of WSAI, also named station's acting general manager.

**Douglas H. Ditruck**, with General Electric Cablevision Corp., Schenectady, N. Y., named manager-operations. **James T. Ragan**, manager-market and sales development, transportation indus-

tries, service shops department, for GE. appointed manager-market development for General Electric Cablevision.



Mr. Thrope

**Joel Thrope**, general manager of WAKY Louisville, Ky., named senior group VP for broadcasting division of parent Lin Broadcasting Co., Nashville, in reorganization of company into broadcasting, entertainment, and CATV divisions. **John Sayre**, sales manager of WAKY, named general manager of Lin's WBBF-AM-FM Rochester, N. Y. **Don Meyers**, senior account executive at WAKY, becomes general sales manager.

**Dan Love**, station manager, KHFI-TV Austin, Tex., named executive VP-general manager of KHFI-AM-FM-TV.

Elected to three-year terms on board of directors of National Association of Educational Broadcasters: **Loren B. Stone**, noncommercial KCTS-TV Seattle; **Hartford Gunn Jr.**, noncommercial WGBH-FM-TV Boston; **Will I. Lewis**, noncommercial WBUR(FM) Boston; **Myron Curry**, noncommercial KFJM(FM) Grand Forks, N. D.; **Dr. George Bair**, South Carolina ETV Commission, Columbia, S. C.; **Hugh Greene**, noncommercial KUT-FM Austin, Tex.; **Kenneth K. Jones**, noncommercial KEBS(FM) San Diego, and **Dr. Lee Dreyfus**, University of Wisconsin, Madison, Wis.



Mr. Rimmelin

**William Rimmelin**, general manager of WCWA-AM-FM Toledo, Ohio, elected VP.

**Everett I. Slosman**, with WAFS Amsterdam, N. Y., appointed general manager.

**Bill Drilling**, program director of KFYZ Bismarck, N. D., named station manager at KOYN Billings, Mont. Both are Meyer Broadcasting Co. stations.

**John Quigley**, program director of WJZ-TV Baltimore, named business manager for WMAR-TV, that city.

**Ralph E. Hembree**, with accounting department of United Utilities Inc., named accounting manager of CATV subsidiary United Transmission Inc., Kansas City, Mo.

## PROGRAMING

**David B. Fein**, producer-director for WABC-TV New York, appointed executive producer. **James A. Karras**, staff director for WABC New York, appointed director of special programs. **Richard L. Reilly**, director with WABC-FM, appointed staff director for WABC.

**Frank Tuttle**, VP in charge of Filmex Inc., Hollywood, named VP in

## Two killed while filming

The routine filming of an automobile commercial in Hollywood ended in a tragedy on Jan. 19 when an actress and a cameraman were killed. Pelican Productions Co. was filming a TV spot on a highway for the General Motors Corp. when the boom on the camera truck coming from opposite direction failed to lift and went through the windshield of the new car actress **Brenda Power** was driving. Cameraman **Ray Esposito** also was killed. Boom operator **George Hill** also was injured seriously in the freak accident.

charge of national production services for Filmex in New York.



Mr. Graff

**E. Jonny Graff**, president of Tele-Graff Film Corp., elected VP of Official Films, New York. Mr. Graff will be firm's chief operating officer.

**Neil Andersen**, production executive for Ivan Tors Films Inc., named associate director of program development, CBS-TV, West Coast. **Luther James**, production executive for Arena Productions, joins same network division as program executive.

**Barry Nelson**, Sunday host on NBC Radio's *Monitor* for over three years, leaves that post Feb. 5 due to other commitments. Mr. Nelson is currently in Broadway comedy, "Cactus Flower."

**Gary Floyd**, with WTOL-TV Toledo, Ohio, joins WKBD-TV Detroit, as operations manager.

**Sam Manners**, previously with Herbert B. Leonard Productions, joins Filmways TV Productions Inc., Hollywood, as production executive.

**Glenn H. Baughman**, production assistant at WMAR-TV Baltimore, named producer-director.

**Andy White**, writer-producer-director, appointed creative head of Ivan Tors Television, Hollywood.

**Jack Strand**, with Carousel Films Inc., New York, appointed executive assistant and head of sales promotion.

**Hal C. Davis** of Pittsburgh elected international VP of American Federation of Musicians of U. S. and Canada, AFL-CIO. He succeeds **William J. Harris**, who resigns due to family illness and because of his duties as president of AFM's Dallas local.

**Anne Bakst** appointed assistant to Samuel Trust, director of publisher

administration for Broadcast Music Inc., New York.

**Dan Kramer**, with noncommercial wosu-TV Columbus, Ohio, appointed producer-director.

**Martin (Mickey) Schildkraut**, treasurer of Trans-Beacon Corp., named controller of Landau/Unger Co., New York.

**Ellen Tucker**, radio station production head, named studio manager of MBA Studios, New York, studio and production facility.

**Jerry Baker**, production director of WIRE Indianapolis, joins wsun St. Petersburg, Fla., as production director.

## NEWS

**Ron Nessen**, who was wounded in Vietnam while working as NBC News correspondent (BROADCASTING, July 18, 1966) and has been doing daily Vietnam reports on NBC-TV's *Today* show and *Vietnam Weekly Review*, named Latin American correspondent for NBC News. He succeeds **Tom Streithorst**, who becomes NBC News correspondent in Middle East. **George Burlbaugh**, director of news and public affairs, WJIC-TV Pittsburgh, joins staff of NBC News, Washington.

**Ted Koppel**, correspondent for ABC News, New York, for past three years, will be assigned to Vietnam in mid-February.



Mr. Ringler



Mr. Clements

**Alfred T. Ringler**, news director for WCAU Philadelphia, named station editorialist and chief researcher. **Jack Clements**, partner in Broadcast Enterprises, Philadelphia, succeeds Mr. Ringler as news director of WCAU. **Don Angell**, with WFIL-TV Philadelphia, joins WCAU-TV as roving reporter. **Tom Henry**, with KDKA-TV Pittsburgh, and **Ed Harper**, with engineering staff of WCAU-TV, join news department of WCAU-TV.

**Joe Lentini**, news chief at WGR-AM-FM-TV Buffalo, N. Y., appointed news director. **Don Adams**, staff writer for *Niagara Falls* (N. Y.) *Gazette*, named news writer at WGR-TV.

**Ray J. Douglas**, producer for WMAR-TV Baltimore, named executive producer for station's news and informational programs.

**David M. Culhane**, London correspondent for *Baltimore Sun* and host

for National Educational Television's *International Magazine*, joins CBS News, New York, as correspondent.



Mr. Griffin

**John Griffin**, news director of WTAR-AM-FM-TV Norfolk, Va., named director of news and public affairs.

**John Murphy**, news director of WHJB Greensburg, Pa., named director of news operations and special programs director at WTRA Latrobe, Pa.

**Donald Faas**, WLAE(FM) Hartford, elected president of Connecticut AP Broadcasters Association.

**Ted Capener**, KSL-AM-TV Salt Lake City, elected president of Utah-Idaho AP Broadcasters Association.

**Dan Allison**, with KMOX-TV St. Louis, and **Jack Cole**, with KYW-TV Philadelphia, named general assignment reporters for KMOX-TV.

**Philip Lenhart**, formerly with WINS New York, and **WPEN** Philadelphia, joins news staff of WCBS New York.

**Milt Haynes**, with CBS News, New York, appointed newscaster for non-commercial WNDT(TV) Newark, N. J.-New York.

**David Rodgers** and **Charles Arlington**, both newsmen for KLAC Los Angeles, join news staff of KFBW Los Angeles.

**Thad Thompson**, formerly with WHIH Portsmouth, Va., and **WYNN** Florence, S. C., joins news department of KATZ St. Louis.

**Geoff Smith**, with WAPI-TV Birmingham, Ala., joins KTVI(TV) St. Louis, as news reporter.

**Sylvia Wayne** joins WJBK-TV Detroit as reporter.

**Don Miller** joins news department of WWTC Minneapolis.

**Malcolm H. Cross**, floor director for KGW-TV Portland, Ore., named to news staff.

## FANFARE

**Dick Goss**, WSB-TV Atlanta, and **Keith Nicholson**, KOGO-TV San Diego, appointed to NBC affiliates promotion committee.

**Paul H. Burke Jr.**, former head of Paul Burke and Associates, St. Louis PR firm, named VP and director of public relations for Lynch, Phillips & Waterbury, that city.

**Eugene M. Plumstead**, formerly with Plough Broadcasting Co., Memphis, and Westinghouse Broadcasting Co., New York, named operations manager of Curtis Enterprises division of Curtis Publishing Co., Philadelphia. Curtis

## Wasilewski uncles die

A double tragedy struck the family of Vincent Wasilewski, president of the National Association of Broadcasters, last Tuesday (Jan. 24) with the death of two of his uncles. Early in the day **Joseph Wasilewski**, 59, a Detroit druggist was shot to death in his store by bandits. Upon learning of the tragedy, **Ben Wasilewski**, 64, of Athens, Ill., suffered a fatal stroke.

Enterprises prepares and conducts sales promotion campaigns for radio and television stations.

**Dolores M. Finlay**, assistant publicity director for KTTV(TV) Los Angeles, resigns to open **Dee-Lin & Associates**, Hollywood, PR and promotion firm.

**Joel Carlson**, with WTAR-AM-FM-TV Norfolk, Va., named to newly created post of director of community relations.

**M. Kathleen O'Brien** named director of press information at WBBM Chicago, succeeding **Linda Dillman**, resigned.

**W. Slater Barkentin**, with WOR-AM-FM-TV New York, appointed Connecticut community relations representative.

**W. R. (Bob) Williams**, publicity manager with WWJ-AM-FM-TV Detroit, appointed assistant promotion manager.

**Robert D. Willis**, promotion manager of WKBS-TV Burlington, N. J.-Philadelphia, named assistant director of promotion and public relations for WHC-TV Pittsburgh. He succeeds **Robert E. Humphrey**, who moves to Orlando, Fla.

**Michael John Fleuriet Plaskett**, film editor with KDKA-TV Pittsburgh, appointed assistant promotion-publicity manager of KDKA-AM-FM.

## EQUIPMENT & ENGINEERING

**Richard Q. Kress**, director of advertising at North American Philips Co., New York, named to newly created post of assistant VP-consumer products. **Roger J. Probert**, assistant director of advertising, succeeds Mr. Kress.



Mr. Tokar

activities.

**George A. Schupp**, VP and director of operations for Transamerican Electronics International Inc., joins Zenith

**George Tokar**, engineer for KHJ-TV Los Angeles, appointed chief engineer.

**C. H. (Andy) Beal**, with S.O.S. Photo-Cine-Optics Inc., North Hollywood, Calif., named VP in charge of West Coast

Radio Corp., Chicago, as staff assistant to N. W. Aram, VP and chief engineer.

**Philip K. Baldwin**, chief engineer at WHDH-AM-FM-TV Boston, elected VP-engineering.

**William R. Ahern**, with NBC-TV, New York, appointed manager, film operations.

**Donald Rohn**, with Rohn Manufacturing Co., Peoria, Ill., named executive VP. **Richard A. Kleine**, also with Rohn in Peoria, named VP. **Charles A. Mitchell** named chief engineer.

**Robert J. Greiner**, northeastern regional sales manager of Craftsman Electronic Products Inc., Manilus, N. Y., named to newly created position of assistant national sales manager.

**Robert O. Spencer**, midwest regional sales manager at Production Products Co., and **Kenneth P. Siegel**, sales representative with Charles Bruning Co., Mount Prospect, Ill., appointed regional sales managers of Craftsman, Manilus, N. Y.

**Paul O. Kirrkamm**, technical director at WRC Washington, appointed technical supervisor of WRC-AM-FM-TV.

**Barry Holland**, with Visual Electronics Corp., New York, appointed television systems engineer.

**Geoffrey E. Norman**, superintendent at TV division of Technicolor Corp., named assistant plant manager of motion picture division in Hollywood.

## INTERNATIONAL

**Jacques Sorbac**, account supervisor, Foote, Cone & Belding, Paris, appointed general manager of that office. He succeeds **Richard Romanelli**, named operations manager of Rapp & Collins, New York,



Mr. Sorbac

FC&B's mail order division. **Marcel H. Lacroix**, who joined FC&B in Europe last year, named head of FC&B Advertising Ltd., Brussels, formerly FC&B's office in that city and now full service agency. Mr. Lacroix also appointed member of agency's European operations committee.

**George Cockburn**, head of television establishment department, BBC, London, named assistant controller, staff administration, succeeding **Michael K. Smith**.

## ALLIED FIELDS

**John T. Murphy**, president of Avco Broadcasting Corp., Cincinnati, ap-

pointed national vice chairman for broadcasting of 1967 campaign for members and funds of American Red Cross, Washington.

**June Dilworth**, director of school broadcasting for noncommercial KCTS-TV Seattle, elected VP of department of audio-visual instruction of National Education Association.

**J. C. Kellam**, manager of Johnson family's KTBC-AM-FM-TV Austin, Tex., and chairman of board of regents of Texas State College, Austin, and member of Carnegie Commission (see page 24), appointed by President Johnson to seven-member National Advisory Committee on Adult Basic Education.

**John Gordon Smith** joins Washington law firm of Emery, Sells & Wood as associate. Mr. Smith has been associated with Dow, Lohnes & Albertson, and Wilner, Scheiner & Greeley, both Washington law firms.

**Bill Nimmo**, with WLWT(TV) Cincinnati, joins radio and television department of University of Cincinnati.

**Richard D. Hutto**, graduate teaching assistant in speech at Florida State University, Tallahassee, Fla., joins

faculty of St. Lawrence University, Canton, N. Y., as assistant professor and director of radio.

## DEATHS

**Raymond E. Jones Jr.**, 51, coordinator of media relations, radio-TV, for Young & Rubicam, died of heart attack in New York on Jan. 22. He joined Y&R in 1955. Earlier in his career he had been with KHOU-TV Houston-Galveston, Tex., and with CBS and Foote, Cone & Belding in New York.

**Liza Chapman**, 37, television and stage actress, died Jan. 21 in auto accident on Connecticut Turnpike. She played in NBC's *Another World* and in CBS's *The Secret Storm*. Surviving is her husband, Andrew Heath Jr.

**Bob Callan**, 45, newsman, WINS New York, died apparently of heart attack Jan. 19 in New York. Mr. Callan began as sports announcer on radio outlets in Georgia and North Carolina, and had worked at WMCA and WMGM (now WHN) New York.

**John A. Smith**, 63, studio engineer, television network operations, NBC, New York, died Jan. 19 of heart attack

at work in New York. He is survived by his daughter and two sons.

**Joseph O'Haire**, 36, reporter in TV-radio department of *New York Daily News*, died Jan. 20 of injuries he sustained when he was struck by automobile in Forest Hills, N. Y. Mr. O'Haire was returning home from newspaper.

**Richard B. Marsh**, 54, account executive with BBDO, New York, died Jan. 20 at Harkness Pavilion of Columbia-Presbyterian Medical Center in New York.

**Ann Sheridan**, 51, Hollywood actress, died Jan. 21 at her home in Hollywood Hills, Calif. A movie actress for more than 30 years, she was a star of CBS-TV's *Pistols 'n' Petticoats* and had acted in television soap operas in recent years. She is survived by her husband, Scott McKay.

**Harold G. (Bob) Kronenwetter**, 62, manager of advertising and distribution center of Sylvania Electric Products Inc., Buffalo, N. Y., for 18 years, died Jan. 22 in Buffalo General hospital after long illness. He is survived by his wife, Cecelia, daughter and three sons.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 19 through Jan. 25 and based on filings, authorizations and other FCC actions.

**Abbreviations:** Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

#### New TV stations

##### APPLICATIONS

**Columbus, Ga.—Inland Broadcasting Co.** Seeks UHF ch. 38 (614-620 mc); ERP 500 kw. vis., 100 kw. aur. Ant. height above average terrain 728 ft.; ant. height above ground 651 ft. P.O. address: Columbia Bank & Trust Co. Building, Columbus 31902. Estimated construction cost \$509,500; first-year operating cost \$300,000; revenue \$280,000. Geographic coordinates 32° 31' 22" north lat.; 85° 02' 01" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-27DJ. Legal counsel Cole & Zylstra; consulting engineer Commercial Radio Equipment Co., both Washington. Principals: David Rothschild II, president, John Swift, vice president and J. Kyle Spencer (each 28.4%), et al. Ann. Jan. 23.

##### INITIAL DECISIONS

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Chicago Federation of Labor and Industrial Union Council for CP for new UHF television station on ch 38 in Chicago, and denying application of Frederick B. Livingston and Thomas L. Davis, d/b as Chicagoand TV Co., Chicago, for same facility (Doc. 15668, 15708).

##### OTHER ACTIONS

■ Review board in Washington television

broadcast proceeding, Doc. 16099-91, granted petition filed Jan. 20 by All American Television Features Inc. and extended to Feb. 9 time to file reply brief to exceptions to initial decision. Action Jan. 25.

■ Review board in Syracuse, N. Y., television broadcast proceeding, Doc. 14368-72, 14444-46, ordered that return dates of subpoenas served on Leonard P. Markert Jr., Vincent Foy, William J. Murphy, Alec B. Duke, Thomas A. Murphy, Kenneth A. Taylor, Robert M. Klink and Raymond Noblock, are stayed pending further order of review board. Action Jan. 20.

■ Review board in Buffalo, N. Y., television broadcast proceeding, Doc. 15254-5, denied petition to reopen record filed Nov. 2, 1966, by Broadcast Bureau; granted Broadcast Bureau's request to have its comments accepted, denied motion to strike Broadcast Bureau's comments, filed Dec. 13, 1966, by Ultravision Broadcasting Co.; and granted motion for leave to file affidavit filed Dec. 9, 1966, by WEBR Inc. Board Member Kessler absent. Action Jan. 20.

■ By memorandum opinion and order,

commission granted joint request for approval of agreement whereby Vermont New York Television Inc. would reimburse Sidney E. Young for out-of-pocket expenses incurred in prosecution of his application for new TV to operate on ch. 22 in Burlington, Vt., in return for withdrawal of his application, and retained in processing line application of Vermont New York Television Inc. Action Jan. 18.

##### ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Jan. 18 in proceeding on TV application of Cosmos Broadcasting Corp., Montgomery, Ala., granted petition to intervene filed by WCOV Inc. (Doc. 16984).

■ Hearing Examiner David I. Kraushaar on Jan. 17 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., et al., denied in all respects motion of Vincent Foy to quash subpoena (Docs. 14368-72, 14444-46). On Jan. 19 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., denied motion of William J. Murphy to quash subpoena (Docs. 14368-

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	<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>

72, 14444-46). On Jan. 23 in proceeding on TV remand applications of Syracuse Television Inc., Syracuse, N. Y., et al., denied separate motions by Robert M. Klink and Kenneth A. Taylor to quash subpoenas duces tecum; and ordered further that on dissolution of stay of return dates ordered by review board, unless board vacates subpoenas, movants are to arrange for their appearance as witnesses and for production of documents (Docs. 14368-72, 14444-46). And in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala., et al., granted request of applicant Birmingham Broadcasting Co. for late acceptance of "Motion for Disqualification of Counsel"; and a "Motion to Dismiss Application"; and on hearing examiner's own motion, extended time for responding to late filed motions (Docs. 15461, 16760-61, 16758). On Jan. 24 in remand proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., et al., denied motion by Raymond J. Knoblock to quash subpoena duces tecum; and ordered further that on dissolution of stay of return date ordered by review board, unless board vacates subpoena, movant is to arrange for his appearance as witness and for production of documents (Doc. 14368-72, 14444-46). And in proceeding on TV application of Dr. Marvin H. Osborne, Jackson, Miss., granted request of Broadcast Bureau and extended time for filing proposed findings to Feb. 7 (Doc. 16894). And in proceeding on TV applications of Chapman Radio and Television Company, Homewood, Ala., et al., denied petition for leave to amend filed by applicant Birmingham Broadcasting Co. and rejected amendment which would have reflected withdrawal of corporate officer-director and substitution of new officer (Docs. 15461, 16760-61, 16758).

■ Hearing Examiner Jay A. Kyle on Jan. 18 in proceeding on TV application of WLCY-TV Inc. (WLCY-TV) Largo, Fla., canceled hearing scheduled for Feb. 1 and scheduled further hearing conference for Feb. 24 at 9 a.m. (Doc. 17051). On Jan. 20 in proceeding on applications of Lamar Life Insurance Co. for renewal of license of TV station WLBT and auxiliary services, Jackson, Miss., phase of hearing in Jackson, Miss., scheduled for Feb. 27 will be continuous until all witnesses from that area have been heard; when hearing recesses, it will be reconvened in Washington, at date to be later determined (Doc. 16663). And in proceeding on TV applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp., both Dallas, Tex., rescheduled Feb. 7 hearing to Feb. 2 (Docs. 16388-89). And in proceeding on TV applications of WTCN Television Inc., Minneapolis, et al., rescheduled hearing from Feb. 8 to Feb. 6 (Docs. 15841-43, 16782-83).

■ Hearing Examiner Elizabeth C. Smith on Jan. 20 in proceeding on applications of Kentucky Central Television Inc. and WBLG-TV, both Lexington, Ky., for new TV, granted motion of Kentucky Central Television Inc. and continued hearing from Jan. 23 to Jan. 26 (Docs. 16700-01).

#### RULEMAKING ACTIONS

■ FCC on basis of petition by Millard V. Oakley Broadcasting Co. proposes to assign ch. 55 to Crossville, Tenn. Petitioner states that if assignment is made it will promptly apply for authority to construct

and operate new UHF TV thereon in Crossville. Action Jan. 18.

■ FCC on basis of petition by Perry John Anderson proposes to assign ch. 55 to Kenosha, Wis. Petitioner states that if assignment is made he will promptly apply for authority to construct and operate a new UHF thereon in Kenosha. Action Jan. 18.

#### CALL LETTER APPLICATION

■ Beacon Television Corp., Tulsa, Okla. Requests KWID-TV.

#### CALL LETTER ACTIONS

■ Monterey-Salinas TV Inc., Monterey, Calif. Granted KCMH(TV).  
 ■ Associated TV Corp., St. Paul, Minn. Granted WGTC-TV.  
 ■ Midland TV Corp., Springfield, Mo. Granted KMTC(TV).  
 ■ University of New Hampshire, Berlin, N. H. Granted \*WEDB-TV.

#### Existing TV stations

#### FINAL ACTIONS

\*KUAT(TV) Tucson, Ariz.—Broadcast Bureau granted mod. of license covering change in name to Arizona Board of Regents. Action Jan. 17.  
 KZIT(TV) Corpus Christi, Tex.—Broadcast Bureau granted CP to change ERP to 47.9 kw aur.; condition. Action Jan. 17.  
 KJDO-TV Rosenberg, Tex.—Broadcast Bureau approved data submitted pursuant to memo opinion and order adopted Nov. 2, 1966, in Doc. 14229 to specify ch. 45, in lieu of ch. 58, ERP 1000 kw vis., 195 kw aur., type trans., increase ant. height to 1,432 ft. Action Jan. 13.

#### OTHER ACTIONS

■ By memorandum opinion and order commission dismissed petition of Association of Maximum Service Telecasters Inc. for reconsideration of order designating for hearing application of WLCY-TV Inc. for authority to relocate transmitter site for WLCY-TV, ch 10, at Largo, Fla. However, on its own motion commission reconsidered and clarified designation order with respect to issues concerning: (1) availability of transmitter site which would provide service equivalent to that proposed by the applicant but which would conform to commission's co-channel mileage separation rule and (2) economic impact of proposal upon maintenance and growth of UHF service. With respect to such issues, commission held that respondents should be required to come forward first with their evidence but that final burden of presenting evidence adequate to demonstrate that grant is in public interest is on applicant. In view of action taken, motion to dismiss MST's pleading filed by WLCY-TV Inc. on Jan. 24, was dismissed as moot (Doc. 17051). Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Cox concurred in part and dissented in part and issued statement; Commissioner Johnson abstained from voting. Action Jan. 25.

■ By order, commission granted in part petition for partial reconsideration of action granting waiver of Sec. 73.652(a) of rules to permit KTXS-TV, ch. 12, Sweetwater, Tex. to identify itself as a "Sweetwater-Abilene, Texas" station; granted petitioner's

request for reaffirmation that such waiver in no way affects KTXS-TV's status as Sweetwater station and denied petitioner's request that KTXS-TV be directed to identify itself only as a "Sweetwater-Abilene" station. Commissioner Cox dissented with statement. Action Jan. 18.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Forest L. McClenning on Jan. 20 in proceeding in matter of petitions by Taft Broadcasting Co. (WKYT-TV) and WLEX-TV Inc., Lexington, Ky., (CATV), granted request of Gregg Cablevision Inc. and Berea Cablevision Inc. and continued hearing from Jan. 23 to Feb. 2 (Doc. 16990).

#### RULEMAKING ACTIONS

WBEN-TV Buffalo, N. Y.—Requested institution of rulemaking proceedings looking toward the revision of Sec. 74.1103 (f), requirements relating to distribution of television signals by Community Antenna Television Systems. Denied by commission memorandum opinion and order in Docs. 14895, 15233 and 15971, this proceeding and RM-1025 adopted on Jan. 5 and released on Jan. 19.

■ FCC table of assignments for UHF channels was also found to contain some short-spaced assignments. Ch. 34 at Lake City, Fla. is short to ch. 20 at Gainesville, Fla.; ch. 47 in Lansing, Mich. is short to transmitter site of WXON, ch. 62, Detroit, and ch. 28 at Temple, Tex. is short to transmitter site of KHFJ-TV, ch. 42, Austin, Tex. It is proposed to replace those channels with channels which comply with required minimum geographic separation and provide reasonable flexibility for selection of transmitter sites. Ch. 41 will replace ch. 34 at Lake City, Fla.; ch. 36 will replace ch. 47 at Lansing, Mich., and ch. 46 will replace ch. 28 at Temple, Tex. Action Jan. 18.

#### CALL LETTER ACTIONS

■ WICC-TV, Conn.—N. Y. Broadcasters Inc., Bridgeport, Conn. Granted WFTT(TV).

#### New AM stations

#### APPLICATION

Cadillac, Mich.—Fetzer Broadcasting Co. Seeks 1370 kc. 1 kw, 5 kw-LS DA-2-U. P. O. address: Box 627, Cadillac 49601. Estimated construction cost \$118,642; first-year operating cost \$65,000; revenue \$67,000. Principals: John E. Fetzer, Carl Lee, Robert C. Van Horn and Harriet C. Thomas. Fetzer Broadcasting Co. is licensee of WKZO-AM-TV Kalamazoo, WJFM(FM) and WJEF both Grand Rapids and WWTV-FM Cadillac, all Michigan. Company also owns 100% stock of Fetzer Television Inc., licensee of WWTV(TV) and WWUP-TV Cadillac and Sault Sainte Marie, Mich., respectively. Mr. Fetzer, president, also owns stock of Cornhusker Television Corp., licensee of KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska. Ann. Jan. 24.

#### OTHER ACTIONS

■ Review board in Bridgeport, Conn. standard broadcast proceeding, Doc. 14830, denied petition for reconsideration filed Dec. 19, 1966 by Broadcast Bureau insofar as it requests full Board to set aside decision herein (FCC 66R-460, released Nov. 18, 1966), held said petition in abeyance for five days from date board document released to allow bureau to indicate whether or not it desires reconsideration by three board members who participated in original decision, and, in event that bureau notifies board to proceed with its petition, afforded Connecticut Coast Broadcasting Co. ten days from date such notification is filed to file response to bureau's petition. Denied motion to dismiss bureau's petition for reconsideration filed Jan. 3 by Connecticut Coast Broadcasting Co. Board Member Nelson not participating. Action Jan. 20.

■ Office of opinions and review on Jan. 24 in the Reno-Las Vegas AM consolidated proceeding in Docs. 16110 et al., granted motion by WGN Continental Broadcasting Co. for extension of time to Feb. 6 to file reply to oppositions by Radio Nevada and the Broadcast Bureau.

■ Office of opinions and review on Jan. 23 granted motion by Wilkes Broadcasting Co. for extension of time to Jan. 30 to file reply to oppositions to application for commission review in proceeding on application of Wilkes County Radio for new AM in Wilkesboro, N. C. (Doc. 16311).

■ Review board in Eugene, Ore. standard broadcast proceeding, granted motion filed Jan. 23 and extended to Jan. 27 time to file reply and brief to exceptions to initial decision (Docs. 15998, 16000). Action Jan. 25.

■ Review board in Kingsport, Tenn.

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## SUMMARY OF BROADCASTING

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	ON AIR		NOT ON AIR	
	Lic.	CP'S	CP'S	CP'S
Commercial AM	4,093 <sup>1</sup>	15	72	
Commercial FM	1,547	55	251	
Commercial TV-VHF	478 <sup>2</sup>	17	21	
Commercial TV-UHF	94 <sup>2</sup>	27	119	
Educational FM	295	5	23	
Educational TV-VHF	60	7	5	
Educational TV-UHF	41	8	46	

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 26

	VHF	UHF	Total
Commercial	519	243	762
Noncommercial	72	95	167

## STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083 <sup>1</sup>	1,533	570 <sup>2</sup>	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

<sup>1</sup>In addition, two AM's operate with Special Temporary Authorization.

<sup>2</sup>In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

standard broadcast proceeding, Docs. 17024-5, granted request filed Jan. 18 by J. T. Parker Jr. and extended to Jan. 27 time to file responsive pleadings to motion to enlarge issues filed Dec. 23, 1966 by William R. Livesay. Action Jan. 18.

■ Office of opinions and review on Jan. 20 granted petition by Mid-Cities Broadcasting Corp. for extension of time to Feb. 3 to file application for review of review board's decision of Dec. 21, 1966 in proceeding on its application and that of La Fiesta Broadcasting Co. for new AMs in Lubbock, Tex. (Docs. 14411-2).

### ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Jan. 18 in proceeding on AM application of Allen C. Bigham Jr. for renewal of license of KCTY Salinas, Calif. scheduled further prehearing conference in Washington on March 27 at 9 a.m. and hearing in Salinas, Calif. on April 11 (Doc. 16769).

■ Hearing Examiner Charles J. Frederick on Jan. 19 in proceeding on application of Rice Capital Broadcasting Co. Crowley, La., for AM CP, changed Jan. 23 hearing to prehearing conference on same date (Doc. 16785). And in proceeding on AM applications of The Fox River Broadcasting Co. and Radio Oshkosh Inc., both Oshkosh, Wis., granted petition of Radio Oshkosh Inc. and dismissed application with prejudice (Doc. 16824-25). On Jan. 20 in proceeding on application of Fox River Broadcasting Co., Oshkosh, Wis., granted petition to amend of applicant regarding financial issue (Doc. 16824). On Jan. 24 in proceeding on AM application of Rice Capital Broadcasting Co., Crowley, La. dismissed as moot request for continuance of hearing filed by applicant (Doc. 16785).

■ Hearing Examiner Millard F. French on Jan. 17 in proceeding on AM applications of Fine Music Inc. (WFMI) Montgomery, Ala., Tennessee Valley Broadcasting Inc. and Rocket City Broadcasting Inc., both Huntsville, Ala. rescheduled further prehearing conference from March 8 to March 7, continued without date hearing presently scheduled for Jan. 31 and scheduled other procedural dates (Docs. 17058-60). On Jan. 23 in proceeding on AM applications of Lorain Community Broadcasting Co., Allied Broad-

casting Inc. and Midwest Broadcasting Co., all Lorain, Ohio granted petition for leave to amend of Midwest Broadcasting Co. regarding financial matters (Docs. 16876-78). On Jan. 24 in proceeding on AM applications of D & F Broadcasting Co., Quincy, Fla. and Maupin Broadcasting Co., Blountstown, Fla., scheduled procedural dates including continuing further prehearing conference from Feb. 16 to March 23 (Docs. 15589, 16938).

■ Hearing Examiner Isadore A. Honig on Jan. 24 in proceeding on AM applications of Circle L Inc., Reno, et al., granted "motion for acceptance of southwestern exhibit No. 6 and joint Las Vegas exhibit No. 4 into evidence" filed by Southwestern Broadcasting Co. and received in evidence Southwestern exhibit No. 6 and Joint Las Vegas exhibit No. 4 (Doc. 16110-11, 16113, 16115).

■ Hearing Examiner H. Gifford Irion on Jan. 18 in proceeding on AM application of Madison County Broadcasting Inc. (WRTH) Wood River, Ill. granted petition to intervene filed by Radio WEW Inc. (Doc. 16980). And in proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., granted petition of Lebanon Valley Radio for leave to amend its application to reflect death of one of partners and certain changes pursuant thereto (Docs. 15835-36, 15838-39). On Jan. 19 in proceeding on AM applications of KWEN Broadcasting Co., Port Arthur, and Woodland Broadcasting Co., Vidor, both Texas, granted petitions for extensions of time filed by both applicants and extended date for filing proposed findings to Jan. 25 (Docs. 14597, 15203). On Jan. 24 in proceeding on AM applications of Cosmopolitan Enterprises Inc., Edna, and of Science and Technology, Ames, Iowa, motion for extension of time filed by H. H. Huntley and proposed findings may be filed by Feb. 17 and reply findings by March 3 (Docs. 16572-73). And in proceeding on AM applications of Iowa State University of Science and Technology, Ames, Iowa granted request of Broadcast Bureau and extended time for filing proposed findings from Jan. 31 to Feb. 6 (Docs. 11290, 16298).

■ Hearing Examiner Jay A. Kyle on Jan. 20 in proceeding on AM applications of Carter Broadcasting Corp., Burlington, Vt.,

and Metro Group Broadcasting Inc., Plattsburgh, N. Y., rescheduled hearing from Feb. 13 to Feb. 16 (Docs. 16972-73).

### RULEMAKING ACTIONS

WAGG Franklin, Tenn. — Requested amendment of rules so as to assign ch. 221A to Franklin, Tenn. Denied by commission memorandum opinion and order adopted on Jan. 18 and released on Jan. 20.

### CALL LETTER APPLICATIONS

■ Hamilton County Broadcasting Co., McLeansboro, Ill. Requests WMCL.  
■ Mid-America Publishing Corp., Red Oak, Iowa. Requests KOAK.

### CALL LETTER ACTIONS

■ Itawamba County Broadcasting Co., Fulton, Mo. Granted WFTO.  
■ Baraboo Broadcasting Corp., Baraboo, Wis. Granted WBOO.

## Existing AM stations

### APPLICATIONS

KORT Grangeville, Idaho—Seeks CP to increase daytime power from 250 w to 1 kw. Ann. Jan. 25

KIFG Iowa Falls, Iowa—Seeks CP to increase power from 500 w in 1 kw (500 w CH). Ann. Jan. 19.

WSHB Raeford, N. C.—Seeks mod. of license to change hours of operation from unlimited to specified hours: sign-off 7 p.m. Mon-Sun. Ann. Jan. 25

### FINAL ACTIONS

WKEN Dover, Del.—FCC by memorandum opinion and order, granted request for waiver of Sec. 73.24(b)(3)(ii) of rules and accepted for filing application to change operation on 1600 kc from 500 w-D to 1 kw-N, 500 w-LS, DA-N. Commissioner Cox abstained from voting. Action Jan. 18.

WTRE Greensburg, Ind.—Broadcast Bureau granted mod. of CP to change studio location to Park Road, 0.6 miles west of Greensburg. Action Jan. 23.

KWKY Des Moines, Iowa—Broadcast Bureau granted mod. of license covering change in licensee name to Norseman Broadcasting Corp. Action Jan. 23.

Henderson, Nev. Charles Vanda—Broadcast Bureau approved data submitted pursuant to decision adopted July 27, 1966, to specify ch. 5, 76-82 mc. in lieu of ch. 4, 66-72 mc, ERP 13.5 kw vis., 2.57 kw aur. Action Jan. 23.

### OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition for reconsideration filed July 15, 1966, by Anti-Defamation League of B'nai B'rith, Pacifica Southwest Regional Office (ADL), directed to commission's action of June 17, 1966, granting without hearing application of Trans America Broadcasting Corp. for renewal of license of KTYM Inglewood, Calif. Commissioner Cox dissented with statement; Commissioner Loevinger concurred with statement; Commissioner Johnson not participating. Action Jan. 18.

■ By memorandum opinion and order, commission denied petition of Santa Rosa Broadcasting Inc. for reconsideration of order, FCC 66-496, released June 8, 1966, directing petitioner to show cause why its license for WSRM Milton, Fla., should not be revoked. Licensee sought termination of revocation proceedings and commission approval of application for assignment of license (Doc. 16674). Action Jan. 25.

■ By memorandum opinion and order, commission denied petition for reconsideration and grant without hearing with waiver of principal city coverage rule filed by American Homes Stations Inc., of its application to relocate transmitter and increase power of WVCF Windermere, Fla. Application was designated for hearing on suburban-principal city policy issue by commission order (FCC 66-908) released Oct. 14, 1966, in Doc. 16922. Commissioner Wadsworth absent. Action Jan. 18.

■ By vote of 3 to 3, commission denied petition filed Nov. 23, 1966, by Bethesda-Chevy Chase Broadcasters Inc. for reconsideration of commission's memorandum opinion and order (FCC 66-944, 5 FCC 2d 551) which permitted Atlantic Broadcasting Co. (WUST) to amend its application to specify operation in Washington with 1,000 w (Docs. 16706, 16707 and 16708). Chairman Hyde and Commissioners Lee and Loevinger issued memorandum opinion; Commissioner Bartley issued dissenting statement in which Commissioners Cox and Wadsworth joined; Commissioner Johnson did not participate. Action Jan. 18.

WHOA San Juan, P. R.—Broadcast Bu-

reau rescinded commission action of Jan. 13 granting renewal of license. Action Jan. 18.

■ Broadcast Bureau granted renewal of licenses for AM's and co-pending auxiliaries: WCDJ Edenton, N. C., and WSCS Charleston, S. C. Action Jan. 17.

■ FCC granted renewal of licenses for following stations and co-pending auxiliaries: WHSL Wilmington, N. C.; WSSC Sumter, S. C.; WALO Humacao, P. R.; WAPE Jacksonville, Fla.; WEDR (FM) Miami, Fla.; WINZ Miami, Fla.; WKJB Mayaguez, P. R.; WMDD Fajardo, P. R.; WMEN Tallahassee, Fla.; WOBS Jacksonville, Fla.; WPAB Ponce, P. R.; WQIK AM-FM SCA Jacksonville, Fla.; WRHC Jacksonville, Fla.; WSCM Panama City Beach, Fla.; WSTA Charlotte Amalie, V. I.; WTRL Bradenton, Fla.; WUNO Rio Piedras, P. R.; WYSE Inverness, Fla.; WSUR-TV Ponce, P. R.; WJAC Johnstown, Pa.; WABA Aguadilla, P. R.; WALT Tampa, Fla.; WDSR Lake City, Fla.; WINT Winter Haven, Fla.; WKAQ AM-FM San Juan, P. R.; WMC (FM) Stuart, Fla.; WMEL Pensacola, Fla.; WMIE Miami, Fla.; WOKC Okeechobee, Fla.; WRAI Rio Piedras, P. R.; WRKT Cocoa Beach, Fla.; WSEB Sebring, Fla.; WSTU Stuart, Fla.; WUNA Aguadilla, P. R.; WUPR Utuado, P. R.; WORA-TV Mayaguez, P. R.; and \*WJCT (TV) Jacksonville, Fla. Action Jan. 20.

■ Broadcast Bureau granted mod. of CPs for extension of completion dates for following stations: WNTN Newton, Mass. to July 1; KBYR Anchorage, Alaska to July 5; KRYT Colorado Springs to July 10; KGAF Gainesville, Tex. to July 31; KDAY Santa Monica, Calif. to July 20; KHAC Window Rock, Ariz. to Mar. 15; WRKW Rockville, Conn. to July 10, and KIOT Barstow, Calif. to Mar. 31. Action Jan. 23.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on Jan. 19 in proceeding on AM applications of Arthur A. Cirilli, trustee in bankruptcy (WIGL), for renewal of license of WIGL and Quality Radio Inc. (WAKX), both Superior, Wis., and Arthur A. Cirilli, trustee in bankruptcy (assignor) and D. L. K. Broadcasting Inc., (assignee) for assignment of license of WIGL, granted petition for extension of time to file objection to proposed amendment filed by Quality Radio Inc. and extended time from Jan. 19 to Jan. 26 (Docs. 16476-78).

■ Hearing Examiner Chester F. Naumowicz Jr. on Jan. 18 in proceeding on AM application of Western North Carolina Broadcasters Inc. for renewal of license of WWIT Canton, N. C., continued without date hearing now scheduled for Jan. 31 and scheduled further prehearing conference for Feb. 17 at 9 a.m. (Doc. 17050).

#### FINES

■ FCC by letter of Jan. 20, notified Gold Coast Broadcasting Co. (WLLZ) Lake Worth, Fla., that they have incurred an apparent forfeiture liability of \$100 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest the forfeiture. Action Jan. 20.

#### CALL LETTER APPLICATION

■ KULA, Hercules Broadcasting Co. of Hawaii, Honolulu. Requests KKUA.

#### DESIGNATED FOR HEARING

■ FCC by memorandum opinion and order: (1) designated for hearing applications of Brandywine-Main Line Radio Inc. for renewal of licenses for WXUR-AM-FM Media, Pa., to determine whether applicant has complied with Fairness Doctrine of Sec. 315 of Communications Act, among other issues, and (2) granted petition to intervene in proceeding filed by Greater Philadelphia Council of Churches, et al. Action Jan. 25.

#### New FM stations

##### APPLICATIONS

New Iberia, La.—Techeland Broadcasting Inc. 99.1 mc, ch. 256, 100 kw. Ant. height above average terrain 277 ft. P. O. address: Daspit Road, New Iberia 70560. Estimated construction cost \$38,198; first-year operating cost \$15,000; revenue \$36,000. Principals: Sherry Lopez, vice president, Guy Martin Jr., secretary-treasurer, Huey Darby, vice president, David Wenger Jr., president (each 16.2%), et al. Messrs. have all been employed with broadcast stations, but, none has or had any ownership interests other than as set forth. Techeland is licensee of KNIR (formerly KVIM) New Iberia. Ann. Jan. 23.

Sandusky, Mich.—Sanilac Broadcasting Co. 97.7 mc, ch. 249A, 3 kw. Ant. height above average terrain 142 ft. P. O. address: 89 North Howard Avenue, Crosswell, Mich. Estimated construction cost \$11,285; first-

year operating cost \$6,000 over and above AM costs; revenue \$8,000 over and above AM costs. Principals: George E. and Robert P. Benko and Robert Cudney. Sanilac is licensee of WMIC Sandusky, Mich. Ann. Jan. 23.

Tasley, Va.—Accomack-Northampton Broadcasting Inc. 103.3 mc, ch. 277, 26 kw. Ant. height above average terrain 278 ft. P. O. address: U.S. Hwy. 13, Tasley 23441. Estimated construction cost \$25,625; first-year operating cost \$8,520; revenue \$12,000. Principals: Vernon H. Baker, president (60%) and C. Brooks Russell, vice president (40%). Accomack-Northampton is licensee of WESR Tasley. Mr. Russell is vice president and secretary of Tidewater Broadcasting Inc., applicant for new AM in Smithfield, Va. Mr. Baker is president, a director and stockholder in WESR and Greene Information Center Inc., licensee of WGIL Xenia, Ohio; president, treasurer, director and stock subscriber of Tidewater Broadcasting Co.; vice president, a director and stockholder of Jersey Information Center Inc., which acquired WJIG Salem, N. J., and president, a director and stockholder of Baker Broadcasters Inc., permittee of WBZ (FM) Xenia, Ohio, which also owns Cableview Division, holding CATV franchise in Xenia City and Xenia township. Ann. Jan. 24.

Viroqua, Wis.—Robinson Corporation. 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Route 4, Viroqua 54665. Estimated construction cost \$33,302; first-year operating cost \$12,000; revenue \$18,000. Principals: Parks Robinson, president (51%) and Lenora Robinson, secretary (49%). Mr. Robinson is owner of WISV Viroqua. Ann. Jan. 19.

#### FINAL ACTION

Clare, Wis. Bi-County Broadcasting Corp.—Broadcast Bureau granted CP for new class A FM to operate on ch. 237 (95.3 mc) ERP-3 kw, ant. height 160 ft.; condition. Action Jan. 17.

#### INITIAL DECISIONS

■ Commission gives notice that Nov. 29, 1966 initial decision which looked toward granting application of HGR Broadcasting Co. for authority to construct new FM on ch. 236 (95.1 mc/s) at Kinston, N. C., Doc. 16527) with denial of application of Farmers Broadcasting Service Inc., Kinston for authority to construct new FM on same channel (Doc. 16528) became effective Jan. 18, pursuant to Sec. 1.276 of rules. Action Jan. 20.

■ Commission gives notice that Dec. 1, 1966 initial decision which looked toward granting application of Samuel G. Costas t/as Fond du Lac County Broadcasting Co. CP for new FM to operate on ch. 296 (107.1 mc) at Fond du Lac, Wis. (Doc. 16757; BPH-5274), became effective Jan. 20 pursuant to Sec. 1.276 of rules. Action Jan. 25.

#### OTHER ACTIONS

■ Review board in Monmouth, Ill. FM broadcast proceeding, Docs 16944-5, granted motion filed Jan. 17 by Richard P. Lamoreaux and extended to Jan. 26 time to file responsive pleading to petition for enlargement of issues filed on Jan. 6 by Prairie-land Broadcasters. Action Jan. 18.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Jan. 23 in proceeding on FM applications of Jones T. Sudbury and Northwest Tennessee Broadcasting, Inc., both Martin, Tenn. granted petition of Jones T. Sudbury and continued hearing from Jan. 25 to Feb. 27 (Docs. 16655-56).

■ Hearing Examiner H. Gifford Irion on Jan. 18 in proceeding on FM applications of Lynn Mountain Broadcasting and WBEJ, Inc., both Elizabethton, Tenn., granted request by Lynn Mountain Broadcasting to file corrective statement clarifying amendment to petitioner's application showing one of partners has disposed of stock interest in another station (Docs. 16794-95).

#### CALL LETTER APPLICATIONS

■ \*Dordt College Inc., Sioux Center, Iowa. Requests \*KDCR (FM).

■ \*Ashland College, Ashland, Ohio. Requests \*WRDL (FM).

#### CALL LETTER ACTIONS

■ KAGH Inc., Crossett, Ark. Granted KAGH-FM.

■ Sounds of Service Radio Inc., Plantation Key, Fla. Granted WPLC (FM).

■ \*Lane Community College, Eugene, Ore. Granted \*KPNW (FM).

■ Second Thursday Corp., Nashville. Granted WSET (FM).

■ Northern Neck & Tidewater Broadcasting Co., Warsaw, Va. Granted WNNT-FM.

■ Wisconsin Radio Inc., River Falls, Wis. Granted WRVF (FM).

#### Existing FM stations

##### FINAL ACTIONS

WFMH-FM Cullman, Ala.—Broadcast Bureau granted license covering installation of new antenna and change ERP to 4. Action Jan. 20.

KOCM (FM) Newport Beach, Calif.—Broadcasting Bureau granted CP to install new dual polarized ant. Action Jan. 19.

KBBL (FM) Riverside, Calif.—Broadcast Bureau granted CP to increase ERP to 24.5 kw, decrease ant. height to 165 ft. Action Jan. 17.

KFMB-FM San Diego—Broadcast Bureau granted CP to install dual polarized ant., increase ERP to 30 kw and decrease ant. height to 620 ft. Action Jan. 19.

KRON-FM San Francisco—Broadcast Bureau granted mod. of CP for extension of completion date to July 12. Action Jan. 20.

KFOA (FM) Honolulu—Broadcast Bureau granted mod. of CP to increase ERP to 30 kw and decrease ant. height to minus 140 ft. Action Jan. 19.

WELL-FM Freeport, Ill.—Broadcast Bureau granted CP to increase ERP to 18.5 kw, ant. height to 170 ft. Action Jan. 19.

WTRE-FM Greensburg, Ind.—Broadcast Bureau granted CP to install dual polarized ant., increase ERP to 3.1 kw, ant. height to 290 ft., condition. Action Jan. 23.

KXTR (FM) Kansas City, Mo.—Broadcast Bureau granted CP to decrease ERP to 56 kw, increase ant. height to 670 ft. Action Jan. 17.

WTOA (FM) Trenton, N. J.—Broadcast Bureau granted mod. of license to change studio location to Princeton with waiver of Sec. 73.210(a) of rules; authority to become effective on notification by licensee that operation has commenced from new studio. Trenton station identification to be continued. Action Jan. 13.

WSRV (FM) Syracuse, N. Y.—Broadcast Bureau granted mod. of CP to install dual polarized ant., increase ERP to 3 kw, ant. height 115 ft. Action Jan. 17.

WLKR-FM Norwalk, Ohio—Broadcast Bureau granted CP to increase ERP to 2.50 kw. Action Jan. 19.

WLBK-FM Lebanon, Pa.—Broadcast Bureau granted CP to increase ERP to 3 kw, decrease ant. height to 270 ft., condition. Action Jan. 17.

#### OTHER ACTIONS

■ Commission granted a request from licensee of KADS (FM) Los Angeles, for waiver of sponsorship identification requirements of Sec. 317(a) of Communications Act and Sec. 73.289 of rules with respect to broadcast of classified advertisements of individuals, not corporations. Waiver is for remainder of one-year trial period in which KADS (FM) previously was authorized to broadcast programs consisting solely of want ads. However, commission reserved right to rescind waiver sooner if information should reach commission indicating that continuance of waiver is not in public interest. Action Jan. 18.

■ By memorandum opinion and order, commission denied petition of William C. Forrest, licensee of WWCF (FM) Greenfield twp., Wis., for reclassification as class C station. WWCF (FM) is situated in zone I to which class B stations are assigned. Commission has previously refused to move line of demarcation to accommodate petitioner in proceedings in Doc. 14185. No arguments were submitted which would cause commission to alter its previous decision. Action Jan. 18.

#### RULEMAKING PETITIONS

WLIV Shelbyville, Tenn.—Requests issuance of notice of proposed rulemaking looking towards amendment of FM table of assignments by making following changes: Lewisburg, Tenn. 232A and Shelbyville, Tenn. 275, proposed 275, 232A. Ann. Jan. 20.

#### RULEMAKING ACTIONS

■ By report and order in Doc. 16989, commission amended FM table of assignments as follows: Thomson, Ga. assigned ch. 269A; New Richmond, Wis. assigned ch. 296A; Chippewa Falls, Wis. assigned ch. 288A; Rochester, Ind. assigned ch. 221A; Shell Lake, Wis. assigned ch. 237A; Hardinsburg, Ky. assigned ch. 232A; Oneonta, Ala. assigned ch. 249A; Prince Frederick, Md. assigned ch. 224A; Pocomoke City, Md. substituted ch. 221A for 224A; Aurora, Neb. assigned ch. 276A; Magnolia, Ark. substituted ch. 300 for 224A; Lima, Ohio added ch. 285A; Hudson, N. Y. substituted ch. 228A for 244A; Amsterdam, N. Y. substituted ch.

(Continued on page 83)

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling. (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk, BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Live wire FM, single station market, needs aggressive sales/announcer to assist mgr., salary and commission plus override, contemporary music, midwest. Box A-309, BROADCASTING.

New england general manager, established AM/FM station in growing area. Sales, management and technical experience required. Full responsibility delegated with opportunity to grow. Send complete resume on confidential basis. Box A-379, BROADCASTING.

Assistant Controller opportunity at CARSON/ROBERTS/INC., in line with C/R's growth plan, we have created the position of Assistant Controller. The man who joins us will have thorough academic background in accounting and practical business experience in an advertising agency accounting department or related industry. He will also have had strong supervisory experience in order to fulfill this supervisory position in the Controller's department, now numbering 14 people. In addition, he will be given responsibility for specific accounting areas consistent with his experience. He will report directly to the Controller and assist in special cost accounting and financial analyses. Preferable age: late 20's—mid 30's. Send resume to Miss Pat Dacy, Personnel director, and a confidential preliminary interview may be arranged. CARSON/ROBERTS/INC., 8322 Beverly Blvd., Los Angeles, Calif. 90048.

### Sales

Salesman for top 5000 watt midwest daytimer—Position will lead to number 2 man in the organization. Want a go-getter, who is not afraid to take charge. Salary plus commission. A right deal to the right person. Box A-134, BROADCASTING.

"Five figures plus for proven man who wants to really sell modern good music AM format on FM only station. Sales management post and benefits plus major college town life will reward success with group operator. Write Box A-298, BROADCASTING.

Midwestern network station—tops in medium three station market—needs a go getter salesman to fill vacancy in three man sales department. Current salesman makes in five figures. Salary plus "skies the limit" commission set up. The boss expects top results. That's me. Box A-363, BROADCASTING.

Need handyman with sales, news & announcing experience to operate remote studio. One man operation in town of 5,000. Salary plus commission. KCLW, Hamilton, Texas 76531, phone: 817-386-5259.

If you can sell radio, have creative ideas, like a smaller market away from the 'Rat Race,' send your resume, let's get together. Immediate opening at recently purchased station. Write manager, KGEK, Sterling, Colorado.

Tacoma — Professional radio salesman — proven track record—management capability —top money—plus—rush resume—to—top money—KMO—Tacoma, Washington.

Excellent account list awaits you in growing south Jersey market. Commission with Guarantee. Only daily medium in county of 60,000. Send resume to WJIC, Salem, New Jersey or phone 609-935-1510.

Madison Wisconsin—No. 1 music/news station has career opportunity for young, creative type salesman on way up 7 station, midwest group seeks man with management potential. Opening result of promotion. We offer best pay, living conditions, opportunity for management and stock interest. Consideration for Illinois & Michigan stations very possible. WISM, Madison, Wisconsin.

## Help Wanted—Sales (Cont'd)

One or two over-aggressive employed salesmen. Salary, plus commission. Potential 10M to 15M, rapid growth with great group station. No has beans, drifters or sharpshooters. Young climbers send resume, photo, etc., in confidence to: Jerry Jacob, General Manager. WAMM, Flint, Michigan.

Want to sell for one of the nation's outstanding stereo FM stations, WPTH, Fort Wayne, Indiana? If you do, send us your resume, WPTH is well-equipped, well staffed, and has a high acceptance in the market. If you are interested in working at an exciting station in a fine city, Write WPTH, 3333 Butler Road, Fort Wayne, Indiana 46808.

MOR—Knoxville, Tenn. CBS affiliate needs a strong salesman. Excellent potential with heavy sports-minded station. Announcing helpful but not vital. Contact E. G. Perrin, WROL, Knoxville.

Excellent opportunity for experienced account executive in second fastest growing County in U.S.A. Openings are immediate at Rockland Radio. Contact Sales Manager, WRRR Radio, Route 59, Nanuet, N. Y.

"If you are a great local salesman we need you. We will offer you more money and an opportunity for management. Call or write for details—all replies strictly confidential —Mike Schwartz—WTYM Springfield, Mass. 413-525-4141."

Aggressive salesman needed for hottest broadcast property in Cincinnati, Ohio—14th largest market in U. S. If you have a proven track record, here's an opportunity for growth. Write General manager, WZIP Radio, Cincinnati, Ohio, 45219, or call (513) 861-6067.

## Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Morning man. Experienced only. Good music. Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Experienced announcer-newscaster needed for Ohio daytimer. We will send you to school to get a first phone. 110/wk start. (If you already have list, we will start at 135/wk.) Box M-8, BROADCASTING.

Progressive midwest stations seek jocks and newsmen for permanent positions. Jocks can be MOR or top 40. Send tape and resume today to Box M-242, BROADCASTING.

Experienced wake-up personality with straight or gimmick format for MOR swinger in 5 station, eastern market. We've got the newsmen, contests & gimmicks to back you up and you'll fill the shoes of a good jock who's ready to help pave the way for you. Modern air-conditioned studios with top quality equipment. Send tape, resume & references at once. We're ready to move. All tapes returned. Box M-250, BROADCASTING.

Middle of the road station in the Midwest wants a thinking, ambitious, aggressive radio announcer for straight staff work. Excellent career opportunity, in a major college town. Merit increases and excellent fringe benefits. Send resume, tape, complete details, salary expected to Box A-27, BROADCASTING.

Announcer for small market. AM-FM operation. MOR format. Salary open. Paid vacations and hospitalization. Send tape and resume to Box A-70, BROADCASTING.

Complete your education—part-time jobs available. Attend one of the finest Universities in the nation. Experienced men only This is a chance of a lifetime. Apply Box A-115, BROADCASTING.

Wanted: Young experienced announcer capable of Program Director slot 5KW, Med mkt. Box A-173, BROADCASTING.

## Announcers—(cont'd)

Major midwest market station needs good 1st phone announcer. Box A-196, BROADCASTING.

Sports-news announcer with short air shift wanted yesterday for growing small market station located in central Illinois. Excellent opportunity for man with some experience. Reply immediately with complete tape, resume and photo. Box A-220, BROADCASTING.

Staff announcer with third ticket for MOR operation in Shenandoah Valley of Virginia. Will consider a man with light experience if he has ability, training and desire. Opening is on night shift. Job offers security, fringe benefits and future for someone willing to work for it. Absolutely no prima donnas. Box A-240, BROADCASTING.

Midwest 5000 watt non-directional swinger needs a first-phone top-40 wild man for our nighttime pattern. No maintenance, just have the ticket and swing with number one ratings overing three states. Good starting pay. Need tape and resume immediately. Box A-246, BROADCASTING.

Announcer-newsmen for midwest MOR daytime single station market. All benefits. Modern operation near metro area. Send tape, photo, resume. Start \$125 week. Box A-270, BROADCASTING.

Wanted—Beginner with potential for nights; weekends. Upstate New York. Third endorsed. Send recent photo, resume, tape. Box A-276, BROADCASTING.

Experienced announcer-dj with strong commercial approach for PM drive-time. Professionals only. Respected 5 kw fulltime in mid-Atlantic market of 400,000. MOR format. Send tape & details including salary expected to Box A-284, BROADCASTING.

Evening teen time. Top top 40 wants swingin' swinger . . . now!!! Good salary plus hop income! Exciting, important medium-large midwest station! All backgrounds considered, smooth yet lively sound vital! Opportunity knocks at Box A-288, BROADCASTING.

If you announce well . . . posses a first class license and like to sell . . . there's a job waiting for you in Maryland. Box A-293, BROADCASTING.

Need first phone announcer for small market daytimer in Eastern Nebraska; limited maintenance; salary open, news background helpful. Box A-311, BROADCASTING.

New owners of Long Island station seek additions to staff. Young, aggressive newsmen, two announcers, one first phone preferred. Join progressive and exciting organization. Box A-331, BROADCASTING.

Man that thinks country music is the greatest and wants to move to a tight, fast station, send tape and picture. . . . Soonest. Box A-337, BROADCASTING.

5000 watt daytime. Southeast. Best working conditions. Small town, but top station. Send resume, tape and salary requirements. All replies confidential. Box A-373, BROADCASTING.

An opening for announcer with 1st phone for fulltime middle-of-the-road—top 40 in suburb of eastern top 10 market. Box A-352, BROADCASTING.

Good music station needs personality. 1st or 3rd phone acceptable. Send tape and resume and photo immediately. Box A-374 BROADCASTING.

Canadian station, 40 miles from Detroit has immediate opening for stable, young personality & jock. 4-6 middle of the road time slot and 7-9 rock show. Tremendous exposure for the right man. Must run tight board. Salary open. Hate working in the Draft? Then send audition and resume to Barry Brazeau, Operations Manager, CFCC, 42 King West, Chatham, Ontario, Canada.

## Announcers—(cont'd)

Midwest University city M.O.R. station needs experienced, alert morning man. Potential promotion to P.D. Send resume, tape, salary requirements to Bruce Michaels, P.D., KASI, Ames, Iowa.

Wanted—Mature, experienced announcer at 5 kw station in one of midwest's most substantial medium markets. Excellent starting salary. TV potential. Send tape and resume to KCRG, Cedar Rapids, Iowa.

Announcer . . . first class . . . 3rd (sales) KHIL . . . Willcox . . . Arizona.

Mild climate, bustling economy. KSIL, Silver City, New Mexico, has position for capable announcer. Lively good music format. For information on the area and station, write Kent Roberts, Box 590.

Immediate opening—University Educational AM station needs announcer for classical music, news and staff announcing. This man will be assistant to the operations director. Expanding soon to FM-stereo. Salary is open. Send complete background, references and tape to Martin Busch, Director, KUSD, Vermillion, South Dakota 57069.

New FM-stereo station needs immediately a mature 3rd-phone announcer, strong on news and commercials. All new studios and equipment. Station features better adult music (no classical) with news on the hour. Send complete resume and tape to Jack Duane, KVMN, 2828 West Northern Avenue, Pueblo, Colorado 81004.

Immediate opening for staff announcer. New 5000 watt AM station. Friendly fast moving format. Light western and gospel music selected by program director. Pleasant working conditions. Permanent position. Salary determined by your ability and experience. Guaranteed pay raises. Send resume and tape to KXOW, P.O. Box 579, Hot Springs, Arkansas.

Announcer needed now, MOR small market. Experience preferred, but beginners considered. Send tape-resume to WDNT, Dayton, Tenn. or call Jack Pullin 615-775-2331.

Immediate opening for 1st phone, morning man. Absolute top dollar for right man. No maintenance. 3 hour board shift with remainder of time spent in production for AM-FM stereo. All benefits including profit sharing. Contact Tom Karavakis, WDUX, Waupaca, Wis.

Progressive station needs news director to gather, write and edit local news. Take responsibility for UPI wire and audio service. Write: V. J. Kaspar, WLO-AM-FM, Frankfort, Indiana, for interview.

Security, chance for advancement, top pay offered for bright, experienced announcer by established full time kilowatt in pleasant, prosperous city. Professional staff, gracious living, away from metropolitan pressure yet near big city. Best working conditions, sparkling, upbeat programming, many fringe benefits. Brand new modern building, exceptionally well equipped. Write WKAN, Kankakee, Illinois, with details of experience, references, tape.

Country music station, Pensacola, Florida, needs alert announcer. Send tape and resume to Ray Tolar, WMEL, Pensacola.

Complete your education. Work night shift and attend beautiful East Carolina College by day. Just like a scholarship. Chance for TV at sister station. CBS MOR. First phone required. No maintenance. Liberal benefits. Forty hours base. Good starting salary. WNCT Radio, Greenville, North Carolina.

Radio announcer wanted for suburban good music station in growing markets. \$150 a week. Must have good voice and first phone. \$125 per week for announcer without ticket. WPVL, Painesville, Ohio. Phone 216-352-3155.

"Looking for a good station? Looking for good pay? Looking for good working conditions? Looking for a beautiful city? Then look to WROV, Roanoke, Virginia! Full time, contemporary, top-rated in a metro market of more than 200,000. Immediate opening for mature thinking, energetic, personable, experienced D.J. Rush tape, resume and photo to Don Foutz, P.O. Box 4008, Roanoke, Va.

## Announcers—(cont'd)

Good position for inexperienced announcer wishing to break into radio. MOR newspaper owned AM-FM stations in Indiana lake region. Must have first phone. Good salary. Moving allowance. Call collect, manager WRSW, Warsaw, Indiana.

Experienced, adult announcer for MOR nighttime position. No news. Send resume, tape and salary requirements to Bud Clain, WSPR, Springfield, Mass. 01103.

2 top 40 jocks—swinging station! Rush tape, resume—WWOW, Conneaut, Ohio!

Northern Arizona AM/FM good music station needs announcer with third phone broadcast endorsement. Housing, good salary. Call area code 602-537-2345.

Experienced announcer for 5,000 watt adult NBC station in hunting, fishing, skiing area. Send photo, resume, tape. Box KK, Twin Falls, Idaho.

Wanted: Announcer-salesman; emphasis on announcing for established station. Bassett-Martinsville area. Phone 703-629-2509 day, 703-647-8493 night. No collect calls, excellent opportunity.

Announcer/salesman or straight announcer. Must be experienced. Alone in a medium market. 4 year old, airconditioned studios. Send tape and resume to Box 1530, Shenandoah, Pa.

Morning announcer for successful station in medium sized Wisconsin market. Third class license necessary. Good wages plus part time sales incentive at 20% commission. Call Manager, 715-832-1629.

Wanted immediately—morning funny-man all-night insomniac. 150,000 market . . . Number 1, top 40. Good pay to good men. Call 1 p.m. to 5 p.m., Jamestown, New York, 484-9191. No collect calls.

## Technical

Chief engineer for metropolitan. Ideal climate. Excellent working conditions. Box A-171, BROADCASTING.

Experienced engineer to become chief of AM-FM. Good equipment and professional staff to work with. Real potential with rapidly expanding company in western N.Y. Send complete resume and full details to Box A-215, BROADCASTING.

Young engineer looking for challenge of chief's position. You'll be working for a long established full time non-directional station in the Shenandoah Valley of Virginia. Position offers good starting salary, security and fringe benefits. Theory, maintenance, technical and practical ability a must. This is a long term position, with a solid future for the man who earns it, in a settled hard-working, friendly operation. Box A-239, BROADCASTING.

Engineer-Announcer wanted — Maintenance, AM-FM, air shift—Could sell if desired. Salary plus commission. Send complete resume to Box A-291, BROADCASTING.

Chief engineer for AM & FM radio station in western South Carolina. You'll be your own boss. Must be strong on maintenance. 15 hours air-work a week. We offer liberal fringe benefits—life insurance, family hospitalization, bonus, etc. Salary \$140 weekly. Box A-315, BROADCASTING.

Florida west coast AM-TV operation requires a maintenance engineer with extensive television experience. Please reply immediately. Box A-323, BROADCASTING. Or Code 813-949-4404, collect.

Chief engineer needed for Florida AM-TV stations. Attractive living conditions. Experience in AM-directionals and all phases of television engineering required. Write Box A-325, BROADCASTING, or call code 813-949-4404 collect today.

Transmitter engineer. Experience helpful, but not necessary. W.A.M.D., Aberdeen, Md.

Wanted: 1st phone to become chief engineer of kilowatt AM, daytime. Some announcing ability desirable. Top pay. 50 mile from N.Y.C. WBNR, Beacon, N.Y.

Experienced technician for Chicago's "Fine Arts Station." Maintenance, board work and recording Stereo experience desirable. No announcing, good working conditions. Send resume to Chief Engineer, WFMT, 221 N. LaSalle Street, Chicago, Illinois 60601.

## Technical—(Cont'd)

Chief engineer, for Illinois daytime and FM station. Good working conditions, excellent equipment, vacation, group benefits, with Illinois chain. Duties to consist of Engineering and some announcing. Salary open. For further information, contact Jack Hallstrom, WIZZ AM & FM, Streator, AC 815-672-2947.

Engineer, experienced in radio broadcasting to become chief engineer of WNYR, Rochester, N. Y. Attractive salary and unlimited potential with expanding organization. Only willing and capable men interested in improving their future need apply. Phone 1-716-473-6800 or rush complete resume to Harold Oliver, 931 East Main St., Rochester, N. Y. All replies treated confidentially.

First phone, expanding 1 kw DA, 3 kw FM operation. Contact Harold Parshall, C. E., WORX, Madison, Indiana.

Chief engineer—maintenance, some news ability. Good salary and all employee benefits. WRRC Radio, Spring Valley, N. Y. (16 miles from New York City.) Immediate. Phone 914-623-8001.

Need qualified first phone operator for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

Radio engineers—Earn extra money part time. P/M Associates is national headquarters for contract engineering services. Many current openings for 1st class engineers. For full information write: Personnel Manager, P/M Associates, Inc., 203 Pond Street, Natick, Mass. 01760.

If you are now employed by a school teaching FCC First class license preparation in a six-week course—and meet our qualifications—Your response to this ad may well be the most important move you have ever made. Send details in confidence to: Ronald L. Elz, President, National Broadcasting Institute, Inc., Continental Towers, 3615 Olive Street, St. Louis, Missouri, 63108.

## NEWS

Authoritative newsmen. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Have immediate openings for news director, morning and p.m. d's. Must be experienced. Good pay. Send tape and resume to Box L-24, BROADCASTING.

If you're an experienced newsmen and want to joint a news team that pulls no punches, then send a tape and background. Medium market news & talk format with middle of the road music. Box M-252, BROADCASTING.

Newsman opening at leading Florida network station. If you have news experience and want to break into a news oriented atmosphere send full details including short tape to Box A-229, BROADCASTING.

AM-FM station with emphasis on community service needs news director. Station is strong on local voice reports, UPI Audio, special events. Your creativity and ideas welcome too. Fine community. Mid-west. Send tape, background and references to Box A-287, BROADCASTING.

Milwaukee Metro area. Presently employed wanted for stand by list. Preplan you advancement. All positions. Confidential. Mail only Box A-292 BROADCASTING.

News director needed by eastern Iowa radio station. Friendly, growing city of 6,000. Will consider anyone with a real interest in news, experienced or inexperienced. Salary open. Send tape and resume to Box A-294, BROADCASTING.

Newsman: Experienced in all phases of radio needed by number one news team in eleventh market. Must gather, write, broadcast—Fast . . . authoritative. Tape, resume to Box A-338, BROADCASTING.

Newsman—announcer, preferably with first ticket. Will consider straight newsmen. Box A-345, BROADCASTING.

Dynamic news personalities needed for exciting news operation in a top five market. If you've got an original news delivery, can be human and authoritative at the same time rush tape, pix, and resume to Box A-375, BROADCASTING.

**NEWS—(Cont'd)**

Aggressive, well established news minded station needs go-getter to gather and report local news. Will train responsible beginner interested in permanent position. Ideal mild mountainous climate. Minimum \$400 plus car allowance and fringe benefits. Contact Kenneth Ferguson, KHHF, Sierra Vista Arizona. Phone 602-458-4313.

**Newsman**—Young hustler with "beat" coverage experience. Must have authoritative voice. WDBO, top rated, CBS radio & TV affiliate in the rapidly growing Orlando market, is expanding its radio news department and needs an additional, aggressive newsman. Excellent station, market, climate, opportunity and working conditions. Send tape, resume, and complete info to Station Manager, WDBO, Orlando, Florida.

News director needed to head top rated AM and FM news team for progressive station. Become a member of an expanding four station group. Rush tape and complete resume to WNYR, Rochester, N. Y.

**Newsman**—Opening for young news tiger equally adept gathering, writing and performing news. Journalism grad preferred. Some Television if qualified. WSAV Radio and Television, Savannah.

**Production—Programming, Others**

**Program director** for small market AM-FM operation. MOR format. Salary open. Paid vacations and hospitalization. Some board-work. Send resume and tape. Box A-89, BROADCASTING.

**Copy Gal**—Chicago beginning salary \$600 per month for quality and volume job. Send resume. Box A-158, BROADCASTING.

**Audio-visual/broadcast advertising director**—This is a key post in a rapidly growing Midwest agency (not Chicago) committed to boosting audio-visual, radio and TV billings substantially in 1967. The man chosen will be delegated major responsibility for departmental functions. Approximate age range desired 28 to 35. Job includes creative, production, dealing with station and film suppliers, etc. An able 7-man copy staff will back up his efforts as needed. Like we said, this is a key post and calls for a full-fledged key man. If you think you're our man, write fully in confidence and state starting salary required. Box A-222, BROADCASTING.

**Person Friday**, tlc/copy/production. Solid Great Lake. 150,000. Box A-228, BROADCASTING.

**Copy writer/announcer/production man.** Must be worker. Will be accepting auditions between now and April. Only format type, non screamers need apply. No tapes returned. Send copy samples. Box A-304, BROADCASTING.

**Program director**—Idea man with ideas to sell? Can you manage an announcing crew? A good morning man? Know C&W? Idaho, medium market station needs hardnosed driving PD to take a C&W station over the top. Assume full responsibility for format, shifts—help sales dept. Good opportunity in 40,000 three station town. Box A-313, BROADCASTING.

**Copywriter**—female preferred. Will consider beginner. Join progressive and exciting organization. Box A-332, BROADCASTING.

**Operations man**, production voice, some board, hour talk for well-equipped established locally owned western New York 100,000 market. Box A-340, BROADCASTING.

**Program director** with 1st ticket. Solid production air shift. All employee benefits and good salary. Send resume and air check. Immediate employment. Box A-362, BROADCASTING.

**Newsman** with original approach for telling the news capable of becoming a personality in an anchor team with one of America's most interesting news operations. Rush tape, resume and pix. Box A-376, BROADCASTING.

**Highly regarded AM** seeking alert program director. Three station market with 85,000 metro population 100 miles west of Atlanta, 55 miles east of Birmingham. Large university. Quality MOR. Starting salary \$125 week. Send full resume, audition tape, picture to WDNB, P. O. Box 1290, Anniston, Alabama 36201. Tape, picture returned upon request.

**RADIO****Situations Wanted—Management**

Presently employed, general manager in four station market with excellent success stories, seeks larger market area as general manager. Will consider all replies from all areas. A-250, BROADCASTING.

**Manager:** Experienced branch studio manager, account-executive, news, talk, music . . . seeks station manager opportunity. Box A-251, BROADCASTING.

**Youth plus experience**—dj, production, sales, programming, management, promotion, interviewing. College. Need to work for aggressive management. 24 years old. \$15,000. Box A-322, BROADCASTING.

**Top billing sales manager**, presently employed medium market. Personal billing 50% station gross. 36 family man. Civic minded. Experienced all phases. Desire management opportunity new england area. Box A-328, BROADCASTING.

**Midwest owners:** Recorded, mature, radio manager with excellent record interested in returning to midwest small market station management. Box A-335, BROADCASTING.

**Engineering.** . . . Well versed in all phases AM-FM radio. Successful background in small group operation in technical or operational management. Mature, married, family. Box A-336, BROADCASTING.

**Management**—Nationally respected program consultant and air personality with excellent major market management experience seeks general manager position—southwest and south. First phone, college grad., 34. Desire connection with stable but progressive organization. Consider part or full ownership possibilities. Looking for long term growth potential. Will increase your billing, rating, growth, prosperity and image. All size markets considered. Resume upon request. Box A-344, BROADCASTING.

**Would you hire an intern** for your serious operation? Why intrust the serious business of operating your station to inexperienced management? To the right station I offer 18 years experience in every field of broadcasting. Expert on F.C.C. rules and regulations, programming, sales, engineering, management. Not cheap but worth every penny I get. Let's talk. Box A-346, BROADCASTING.

**General Manager.** Now successfully producing profits in major market. Exceptional salesman, Trainer, programmer—Qualified in Radio TV, Advertising Agency. Worth \$15,000 plus override, Contract, autonomy, Box A-351, BROADCASTING.

**Program director** anyone? Imaginative. Productive Expert. Many years exp. with MOR/GM forms. Seeks permanency. Available two weeks after initial contact. Box A-357, BROADCASTING.

**Employed radio executive**, with over ten years experience in all phases, desires position of general, station or operations manager upper midwest with stock option. Family man—1st phone. Box A-361, BROADCASTING.

**Situations Wanted—Announcers**

**Talented & versatile announcer**—performer—creative—write copy—some sales—deliver news, commercials—mature pleasant personality—reliable family man—enjoys challenging, hard work—well read, knowledgeable. Social historian—experienced—travelled extensively. A-175, BROADCASTING.

**Young D.J. newscaster** Negro looking for small station. Willing to relocate. Third Class ticket. Box A-219, BROADCASTING.

**The wonderfulness of top 40 radio!** I goofed; I miss it. Whats open? Box A-241, BROADCASTING.

**DJ, tight board**, solid news, commercials, third phone. Box A-253, BROADCASTING.

**Family man** seeks permanent position. Experienced dejay, sports first phone. Box A-261, BROADCASTING.

**Talk personality**, dynamic controversial, versatile. Compelling listening, remember a "talk" show is only as good as the man! Box A-273, BROADCASTING.

**Situation Announcers (Cont'd.)**

**Browbeaten** your news staff lately? Hire me for the summer. Age 21; third class ticket. Write Box A-295, BROADCASTING.

**Radio school grad**, knowledge of sales and sports, station in east. Box A-299, BROADCASTING.

**Top 40 personality** . . . 1st phone, 1½ yrs. exp., 2 yrs. college, draft exempt. More info hidden in Box A-301, BROADCASTING.

**DJ-announcer-experienced.** Prefer top 40. Draft exempt. 3rd endorsed. College grad. West coast and Florida preferred. Box A-320, BROADCASTING.

**Third, some college**, good voice, one year's background. Box A-341, BROADCASTING.

**Country jock.** First phone, experienced, prefer sunny south. Box A-342, BROADCASTING.

**Help L.B.J.'s war** on poverty. AM-FM P.D. Top jock top 40 production par-excellent. Young, draft exempt, single, have talent, will sell! You needy, I gotty cheap—\$170/wk. Box A-343, BROADCASTING.

**Attention northeast states**—DJ-announcer, authoritative newscaster, dependable, non-floater. Professional attitude. Box A-347, BROADCASTING.

**Desire college sports.** Family, college degree, 7 years experience, TV. Available now or Fall. Box A-349, BROADCASTING.

**Six years of solid radio** for Sale. Veteran . . . Married . . . Currently employed. Box A-354, BROADCASTING.

**Young, reliable**, dependable family man. Best references. Eleven years experience in top four stations in Baltimore wishes to relocate immediately in larger more competitive market. Box A-355, BROADCASTING.

**Only a handful** of telephone-talk men are capable of an interesting, controversial, rating successful show. I am one. Presently in top 10 market, available February 15th. Present employer for reference. Box A-364, BROADCASTING.

**Jazz specialist.** Big bands, small groups—Dixie, swing, modern. Also good pop. No floater. Box A-365, BROADCASTING.

**DJ at Memphis MOR** net affiliate wants better slot. Nine years experience, \$140. Current base. Box A-367, BROADCASTING.

**Jocose, witty airman.** Copy, production. MOR, top 40, c&w, 14 years radio. Call Dick Braun, or Dick Wagner, but do call 513-251-1526.

**"A Savage in your studio?** (Shazam)!, commercials into gold. Top-40 Secret ingredient—E.W.T.S.: Excitement without the scream. Military completed. Young-n-Bright. Network experienced. Good station? Make it better. . . . Ron Savage, 1153 E. Sloum Street, Philadelphia 50, Pa. WA 7-5192.

**Desire advancement** with progressive, MOR group operation. Available immediately. 3rd phone, California or Southwest. Box 1243, Winter Haven, Fla. 813-293-3960.

**Wanted to learn** to be a disc jockey. Can do dialects—male & female. Have made tape for various stations. Tape on request. Pay no object. P. O. Box 1385, Knoxville, Tenn. 37901.

**Experienced air-personality-newsman-play-by-play**, MOR or top 40. Family man—31. Seeking position in solid community or med. market. Tight board and strong production for continuity. David B. Simmons, 1001 S. Capitol, Pekin, Illinois 61554. Phone 346-2893.

**Just discharged**—Armed Forces Radio—MOR/top 40 personality with solid music background—3rd, working for 1st. Desire good MOR-news opportunity with advancement metro N. Y. area. Available immediately. John W. Nelsen, 71 Humphrey, Dr. Syosset, New York 11791. (516-921-1556 mornings).

**Technical**

**I'm going to lose** one of my best employees a really 1st class engineer. If you need a really good man call me for a reference. George Devenney, WCRB, Clare, Michigan, 517-386-9907.

**First phone** (1966), BSEE, no broadcasting, but 30 years in radio. Prefer Md., Va., station. Willard Moody, 301-277-7914.

## Technical—(Cont'd)

First phone—Experienced transmitter engineer. AM-TV. Available. Prefer California. Herb, 1735 Chestnut Street, Canon City, Colorado. 303-275-5754.

## NEWS

Working newsman/reporter desires large market staff or medium market news director position in Ne. Employed college grad. Box A-227, BROADCASTING.

Announcer-newsman, six years present job desires opportunity to join Television and/or radio news department. Minimum \$175 a week. Box A-334, BROADCASTING.

TV-Radio newsman, announcer, news and commercial writer, public affairs programmer. Strong on news and commercials. Box A-360, BROADCASTING.

Newsman, gather, SOF, experienced major market airwork. AC 919 734-7936.

## Production—Programming, Others

Experienced cameraman with first phone desires change. Prefer Midwest. Box A-217, BROADCASTING.

Top flight sportscaster available. Major or medium markets. First phone. Box A-262, BROADCASTING.

Continuity Gal. Experienced, talented, production specialist, with fresh ideas and proven record. Box A-297, BROADCASTING.

Production man and jock of top-25 market experience seeking rare opportunity and salary to match. Past three years with one of the industry's most respected companies. Qualified to production manager in medium-large market; production man/jock major market. Mature, adult voice and delivery. Young, responsible, single draft-exempt, and available immediately. Prefer top-40 and midwest. Please note salary offered in query for tapes, resume, and references. Box A-348, BROADCASTING.

College grad—eleven years in large market. Hard working, dependable, witty ideas and ability to really compete. Desires programming position. Box A-356, BROADCASTING. Available, country western program director, announcer. Western state only. \$140.00 week min. Dependable, reliable, experienced, sober. Box A-368, BROADCASTING.

## TELEVISION—Help Wanted

### Management

Studio supervisor for TV-AM-FM operation. Must be fully knowledgeable of remotes for TV and radio. Send resume and salary requirements. Box A-71, BROADCASTING.

### Sales

Immediate opening in TV sales in the Southeast's fastest growing market. Only men with proven sales records need apply. Send resume to WAVY-TV, Attn: Sales Mgr., P. O. Box 1600, Norfolk, Virginia 23501.

### Announcers

On camera announcer wanted to join fine staff at progressive Midwest television station in a major college town. Only a man capable of rapid progress in a good staff need apply. Some copywriting, opportunity to learn direction. Merit increases, excellent fringe benefits. Send picture, audio or video tape, complete details including salary expected to Box A-28, BROADCASTING.

Network owned VHF station in top 10 market needs an experienced staff announcer with meteorological background. Send photo, videotape of a weather program and resume to Box A-383, BROADCASTING.

Wanted: Announcer/personality for production orientated, top rated ABC station. Winner of regional, national and international awards. Send resume, VTR to . . . Operations Mgr., Mickey Hooten, KTBS-TV, Shreveport, La. P. O. Box 4218. Immediate opening.

### Technical

Studio engineers, supervisors, all color stations southwest chain, salary to \$700 monthly. Box A-109, BROADCASTING.

## TELEVISION—Help Wanted—Technical

### continued

Florida West coast AM-TV operation requires a maintenance engineer with extensive television experience. Please reply immediately to Box A-324, BROADCASTING or code 813-949-4404, collect.

Chief engineer needed for Florida AM-TV stations. Attractive living conditions. Experience in AM-directionals and all phases of television engineering required. Write Box A-326, BROADCASTING or call code 813-949-4404 collect today.

Mid-Atlantic VHF has opening for first-class operator. Work sign on to sign off two days per week. Send resume and salary requirements to Box A-358, BROADCASTING.

Working chief engineer needed immediately. Excellent salary and fringe benefits. Take full responsibility engineering department, operation, maintenance full power VHF NBC/ABC affiliate. Finest warm, dry desert climate. Year 'round boating, fishing, hunting. If you want to get out of the cold and dampness pick up the phone and call me collect (602) 782-4711. L. Wheeler, General Manager, KIVA, Yuma, Arizona.

Studio technician requires first class radio telephone license. Minimum three years experience. Write Lou Bell, KNTV, 645 Park Avenue, San Jose, California, 95110. Equal Opportunity Employer.

Assistant engineering supervisor for AM-FM-TV needed immediately. Maintenance experience desirable. Send resume and salary requirements to Robert Perkins, WABI-TV, Bangor, Maine.

Technicians with 1st class phone license needed for well established UHF station in midwest market. Highly industrialized area plus large State University. Regular staff positions in operations and maintenance. Will train those without experience. Excellent opportunity to gain experience in many phases of television station engineering. Contact: Pat Finnegan, C. E. WLBC-TV, Muncie, Indiana 47302.

Wanted—3 1st class engineers. Expanding operation. Phone 919-637-2111. WNBE-TV, New Bern, N. C. ABC affiliate.

Experienced television studio technician—must be thoroughly familiar with all phases of television studio operations. First-class license required. Contact: Fred Edwards, Director of Engineering Services, WQED-TV, 4337 Fifth Avenue, Pittsburgh, Pa. 15213. 412/683-1300.

## NEWS

Excellent opportunity for experienced on-air announcer with major northeastern AM/TV station. Send VTR, film or audio tape with complete resume. Box A-235, BROADCASTING.

News Director. Ready to move up? Leading southeastern Radio-Television news operation has opening for seasoned news man to take over directorship. Must be thoroughly experienced and qualified in gathering, writing and preforming news. WSAV-TV Savannah, Georgia.

Immediate employment—engineer, background in video equipment maintenance. Good salary and fringe benefits. Contact Robert Schlorff, Mass Communications, Wayne State University, Detroit, Michigan.

Need experienced newsman to head radio-television journalism teaching, beginning September. M.A. almost essential; teaching experience desirable; must have solid professional background, School of Journalism, University of Iowa, Iowa City.

## Production—Programming, Others

Director—Must be strong supervisory. Must be able to take charge of all on-air operations on shift. Experience necessary. Midwestern VHF in top 50 market. Salary open. Send resume to Box A-310, BROADCASTING.

Wanted—Experienced program director. Southeastern ABC-TV Station, Box A-362 BROADCASTING.

## Production—Programming, Others

### continued

Needed immediately: Creative TV copy chief for local sales. Targets are automotive, department stores, furniture, drug outlets, shopping centers. We'll pay for a good guy who can do spec commercials and has background in retail TV advertising. Salary open. Carolina station in 70-75th market. Beginners or floaters need not apply. All inquiries confidential. No objection to a smart Yankee. Contact Fred Fletcher, WRAL-TV, Raleigh, N. C. Box 9583.

## TELEVISION

### Situations Wanted—Management

TV station manager—Over 25 years in broadcasting; 12 in TV management, seeking change. Highest industry and personal references, outstanding record in all phases TV/Radio management. Available 60 days or less. Prefer small/medium markets. Box A-256, BROADCASTING.

Sales or manager—Mature (40) effective manager in AM-TV operations seeks new position. Experienced in AM-TV sales, management, engineering, TV AM production, FCC, office and business fundamentals. A practical aggressive administrator interested in challenging opportunity with medium sized or larger company. Box A-312, BROADCASTING.

Business manager-controller—age 46—sixteen years experience in AM-FM-TV station in major eastern market. Currently holding responsible position in heavy industry. Desire to return to broadcasting. Responsible-aggressive-capable. Box A-317, BROADCASTING.

Program director—Presently employed with eleven years solid background in TV seeking opportunity to prove talent. If you need a dedicated and responsible executive write Box A-330, BROADCASTING.

Broadcaster, 20 years experience television all phases including sales, seeks administrative executive position or as efficiency advisor to maximize operating profits. Dynamic, civic minded family man. Box A-339, BROADCASTING.

Frustrated account executive with management ability and experience too impatient to wait for funeral to advance in present organization. Looking for management or sales management position small to medium market. Box A-353, BROADCASTING.

### Sales

Eight years successful Television representative experience. Major rep firms in Chicago & New York. Also Local sales and production. Broadcast degree. Excellent record. Seeking station sales mgr. or national sales mgr. position. Box A-300, BROADCASTING.

### Situations Wanted

#### Announcers

Versatile southern staff announcer seeks position in south, west or southwest. Box A-380, BROADCASTING.

TV staff announcer. Heavy experience in on-camera commercials, weather, news, sports, interviews MC work. Host-producer own show. Box A-381, BROADCASTING.

### Technical

To the employer with foresight—TV transmitter supervisor overseas will be at liberty next July. Good background in planning, installing and operation all phases of TV Broadcast equipment. Interested in position calling on this experience either at home or abroad. All queries will be answered with complete resume and references. Box A-296, BROADCASTING.

TV chief engineer position, ready to move up, carefully planned background includes, construction, transmitter, micro-wave, local color, heavy on maintenance, supervisory experience, also AM radio. Will be an asset to your station. Box A-327, BROADCASTING.

17 years TV, audio, color, VTR, proofs. References, registered professional engineer, Larry Sibilla, 11514 Hickory Rd., Omaha, Nebraska, 402-333-7892.

## Technical—(Cont'd)

First phone—Experienced transmitter engineer. AM-TV. Available. Prefer California. Herb, 1735 Chestnut Street, Canon City, Colorado. 303-275-5754.

## NEWS

News-caster—edits and writes. Nine years experience. Age 31. A non-practicing Alcoholic (AA) Available for personal interview and audition. Box A-303, BROADCASTING.

TV-radio newsman, 100,000 metro area, wants permanent position as news director in similar or larger market. Experienced. Box A-306, BROADCASTING.

Authoritative pro looking for opening in Midwest. Good man with panels, documentaries. Can write. Box A-359, BROADCASTING.

TV news editor whose news shows have highest Nielsen rating, now in top five market. Desires position in news administration, management. Seven years of exceptional newspaper, TV news, and documentary experience. Married, draft exempt. Box A-369, BROADCASTING.

TV newsman (reporter, editor, writer, producer) experienced in all phases TV news in major markets. Excellent education background. Top references, wants position with superior major market news department. Norm Fein, 3600 Conshohocken Ave., Philadelphia.

## Production—Programing, Others

Experienced director desires position in larger midwestern market; best references, BS degree. Box A-237, BROADCASTING.

Producer-director desires to relocate. 9 years experience, BA degree in Broadcasting. Excellent record of performance in all phases, studio and remote. Looking for the quality operation that others try to imitate. Box A-305, BROADCASTING.

Experienced director seeks opportunity with quality station. College graduate now employed—references. Box A-308, BROADCASTING.

Director—young—married. Wants to relocate—clean sharp switching. Knows all positions of TV production and more. 3rd phone—Let's talk. Box A-316, BROADCASTING.

Program manager, now in top ten would like to relocate. 15 years TV. Box A-329, BROADCASTING.

Producer-director. Live VTR, film. Creative directing and can do own switching. TV engineering, technical direction background, 31, married, mature, stable, a good team man. College, vet, first phone 8 years experience, now working small market want medium market job with responsibility, prompt reply with photo and resume. Box A-370, BROADCASTING.

Promotion-traffic-continuity—Ten year creative/management vet of small and large TV/Radio operations, seeks opportunity with large station or group. Strong on detail and organization. Top references. Draft deferred. Box A-372, BROADCASTING.

Experienced ETV public relations/continuity director seeks opportunity as same or production assistant with growth producer-directorship. Box A-377, BROADCASTING.

Student with 2 years camera, audio, and switching, looking for summer work to earn next years' tuition. Willing to relocate. Dan Havens, 1213 Hawthorn Apts., Iowa State University, Ames, Iowa 50012.

## WANTED TO BUY

### Equipment

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Prompting equipment. Prompters, mounts, cables, videotypers, etc. Please state make, condition and price. Box A-321, BROADCASTING.

## WANTED TO BUY

### Equipment—(Cont'd)

All equipment for new kw directional AM station—audio to towers. Also: Have 3 kw GE FM transmitter for sale or trade. Box A-333, BROADCASTING.

Three used 214 foot towers, guys and lighting, or two 214 foot towers and 120 feet of G-24 stainless to mount on two present towers. Also the crew for erection and ground installation. John Lyon, KSEN, Shelby, Montana.

## FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliac, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

Available at once—Western Electric 405-B2, 5 kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

Two modified RCA TK-40A color camera chains in good operating condition. Immediate delivery. Box 18151, Tampa, Florida, 33609. Phone 813-253-0447.

UHF television—1 kw transmitter, Fairchild FM stereo conax. Sparta telephone delay cartridge recorder. Box A-74, BROADCASTING.

Check our listings for your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

RCA BTF3B 3 kw broadcast transmitter with new exciter (BTE-10B) 99.5 MHz. Presently in regular operation. Available immediately for cash. Contact Dennis O'Rourke at 333-0406 or write % WLOL, 1021 LaSalle Avenue, Minneapolis, Minnesota 55403.

Now available! Ampex "Amtec" unit model 1060. Compatible with Ampex VR 1000, 1100 and 1200 series video tape-recorders. Factory-new condition, furnished with 2 manuals and plug-in extender board. In perfect operation for past 15 months. Contact: Norman Friedman, Professional Closed Circuit TV, 342 Madison Ave., New York, N.Y. Tel: No. 212-687-4235.

Tower, stainless type G-36 guyed steel. 30lb. wind design, weighs approx. 16,000 lbs., Height approx. 415 ft., 20 ft. sections. With two beacon assemblies and guy wire. Make FOB offer to Manager, WCOV-TV. Box 2505, Montgomery, Alabama.

New QRK turntables and spotmaster cartridge tape equipment, fully guaranteed, shipped from the factory, will take any trade regardless condition. Audiovox, 4310 S.W. 75 Ave, Miami, Fla.

We have it all in used broadcast equipment. VTR, Cameras, Remote facilities, Lenses, Used Videotape. G. B. ELECTRONICS, 410 Meadow Lane, Orelan, Pa. 19075.

For sale: Eighteen 19½ foot lengths of Proda-lin 3½ inch, 50 ohm transmission line, flanged on both ends. Condition excellent. Price \$100 per length, FOB Medford. Contact Ellis Feinstein, Chief engineer, KMED-TV, Medford, Oregon.

Complete like new, less than 100 hours service RCA type 26C 3 vidicon color film camera system, in operating condition. Call or write Irv Merens, Mid-America Co., 2309 S. Archer Ave., Chicago, Illinois 60616. Phone area code 312-Victory 2-7820.

RCA BA-33A plug-in transistorized amplifiers; BN-6B mixer-amplifier; microphone stands; Premier cabinet racks, shelves and panels; Roton RF filtered cooling panels; audio amplifiers; LC-1A and column speakers; inter-communication units; power supplies. Box 136, Rowayton, Conn. 06853.

Stolen: Approximately 2,000 pounds, #6-#10 soft bare copper wire and copper strap. Reward offered, Swager Tower Corporation, Fremont, Indiana.

Are you moving into color? We can sell your black and white equipment for you. Outlets east and west coasts US also South America. G. B. ELECTRONICS, 410 Meadow Lane, Orelan, Pa. 19075.

## FOR SALE—Equipment

### continued

Complete recording studio package including one Ampex 300 4-track SS, four 351's and one each 354-2 and 601 portable, all will meet new specs; mixers, equalizers, mikes, racks, speakers, much other equipment, spare parts, tape and accessories, Music Ads, Inc., 311 North Tenth, Boise, Idaho.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays!—85 one-liner gag-files now available on topics such as Radio, Weather, Traffic, Music, etc.—Sample dozen \$7.50. Write for complete list & Broadcast Comedy Catalog. Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N.Y. 11229.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

30 minute tape—"quickie" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

Sell-Kit cuts production costs . . . Raises sales! Timely, original, monthly copy service. Free sample. Box A-231, BROADCASTING.

Market brochures, coverage maps, rate cards; custom designed sales aids and presentations. Noyes, Moran & Co., Inc. 928 Warren Avenue, Downers Grove, Ill. 60540 (312) 969-5553.

TV bowling bingo is the hottest local live studio five day a week show around. Our men will sell your time for this show, if you can't. Bingo cards Denver Box 9006 Denver, Colorado 80209.

The most beautiful copy carried on American air. Editorial 30's-60's on seasons, scenery, trends. Perfect mood holders for adult music stations. Sets of 5, \$20. mo. Box A-302, BROADCASTING.

First aid for ailing announcers! New Jokes! Fresh program material! Low cost! Protected area! For sample write: The Weekly Prompter, Radio Division, 4151 W. Lake Ave., Glenview, Illinois.

## INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D. C. FCC license in 4 months. ASEE degree in 16 months—we do not believe in the "license-in-six-weeks philosophy." Now in our sixteenth year, Grantham School of Electronics, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all-phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.I. approved. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Fully G.I. approved. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

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)**

**Elkins has**—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully G.I. approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

**Elkins Radio License School of Chicago**—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. Fully G.I. approved. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 8, May 10, July 12, Oct 4. For information, references and reservation write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

"Warning" accept no substitute, REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Feb. 6—Mar. 13—Apr. 17. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R.E.I. opens in Kansas City. The same famous (5) week course for the first class Radio Telephone license that is available in Sarasota, Florida, will also be available in Kansas City, Missouri. The first class begins February 6, 1967. For details and reservations write to home office, R.E.I. 1336 Main St., Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York city's only licensed school specializing in 1st class FCC prep and announcing for Radio & TV. Active job service coast-to-coast. Veteran approved. Announcer Training Studios—Lic. N. Y. State Ed. Dept., 25 W. 43rd St., New York, N. Y. OX 5-9245.

Professional training in announcing and station management. Immediate enrollment. Financing plan. Job guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville, Tennessee 256-7622.

License instructors—See our ad under Radio Help Wanted Technical, National Broadcasting Institute.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class Feb. 6. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) Ho 2-3281.

**Help Wanted—Management**

**PROMOTION/PUBLICITY MANAGER**

A rare opportunity for a Professional Promotion/Publicity Manager. Number One Radio Station. Top ten, East Coast Market. Leading group operation. Best of all, we believe in promotion! Full details to:  
**Box A-260, Broadcasting.**

**Announcers**

**SAGINAW—BAY CITY, MICHIGAN**

WANTED: Live wire DJ . . . top-forty type non-screamer who can work with a M-O-R format. Exceptional medium market pay. If you can turn people on, not off, rush tape, resume and picture to  
**Paul Pigeon, WQOX, Bay City, Michigan.** Opportunity won't last long.

**Announcers**

**WE WANT THE FINEST PERSONALITY AVAILABLE**

He is now working and doing well but he wants to do better. He is young, bright, clever. He knows how to build ratings, client good will and a large, young adult audience. If you are this man and want to earn more than 15 thousand dollars the first year, send tape resume to

**Box A-366, Broadcasting.**

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**Get paid while you learn!**

**Join the training program that produced many of our top Radio/TV Executives.**

Learn all phases of broadcasting in the comprehensive 2-year management training program of our major-market Radio/TV Station. Requirements: a college degree in any field and fulfillment of military requirements.

Opportunity for advancement to permanent management positions with our company or affiliated stations. Many of our top personnel have progressed to their present positions from this training program.

Write or call collect: Robert Goodwin

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The Evening Star Broadcasting Co.  
4461 Connecticut Avenue, N.W., Washington, D.C. 20008  
Phone (202) 537-1100

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**Production—Programing, Others**

**PRODUCTION MANAGER**

—In Chicago—

Must be excellent commercial announcer with creative flair and good ad lib ability. Our expanding multi-market FM organization offers top starting salary, benefits, and further management opportunities for the right man. Send background, salary requirements & tape to:

Larry Gutter, President  
CHICAGOLAND BROADCASTERS, Inc.  
2540 W. Peterson Ave.  
Chicago, Ill. 60645 312-761-1800

**Situations Wanted—Management**

**Experienced General Manager AM/FM/TV**

(Presently employed) with excellent record desires change—preferable Western U.S. top 100 market. Excellent contacts and references. Resume available. Write:

**Box A-319, Broadcasting.**

**Production—Programing, Others**

**PRODUCER—PERSONALITY**

Yes—Solid Sophisticated Professional in both areas here and abroad. Seeks top offer and top challenge in "TALK (or Public Affairs)" Creativity a must!

**Box A-307, Broadcasting.**

**TELEVISION—Help Wanted**

**TV-RADIO PLACEMENT**

Send your type-written resume and material today to be confidentially represented to our station clients. Tapes required from on-air personalities. NO FEE!

**CHECK AREA OF INTEREST**

TV  RADIO

- General Manager
- Program Director
- Sales Manager
- Chief Engineer
- Production Manager
- Promotion Manager
- Announcer/newsman
- Sales/local or national
- Engineer/studio or xmtr
- Producer/director
- Copy/traffic
- Other

Name .....

Address .....

Salary desired .....

**NO PLACEMENT FEE !!**



**Broadcast Personnel Consultants**

645 N. Michigan Ave., Chicago, Ill. 60611

**Sales**

**Career Opportunity**

**VHF TV SALESMAN**

**Major Market—Great Lakes Area**

You are proud of your business and personal records. You enjoy your work but would like to make more money and improve your opportunity for future advancement by applying your skills in a larger market with a growing corporation. You may be just the man we are looking for. Salary, commission, profit sharing and other fringe benefits. Send complete business and personal history to

**Box A-314, Broadcasting.**

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**BROADCAST FIELD ENGINEERS RCA**

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

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RADIO CORPORATION OF AMERICA

**ENGINEERS**

**Over-seas Opportunity**

International television organization is presently seeking engineer applicants for near-east and far-east projects.

Minimum 5 years maintenance and operating experience in such positions as Chief, Transmitter, Mobile Van and Studio engineer.

Professional challenge with growth opportunity; Overseas benefits and congenial associates.

Box A-371, Broadcasting.

Production—Programing, Others

**WEATHER GAL WANTED**

Major Northeastern TV station needs a gal with a minimum of two years on camera experience. If interested send resume, pictures and tape to

Box A-290, Broadcasting.

**RADIO-TV FARM REPORTER**

Opening in Sacramento, 1 to 3 years experience in Farm Radio or Farm Television preferred, but will consider agricultural journalism graduate or newscaster with farm background. Apply in person or send detailed resume to:

Personnel Department  
McClatchy Broadcasting Company  
21st & Q Streets  
Sacramento, California

**WANTED:**

Creative TV Producer-Director with at least five (5) years experience. Major group station located in North-East. Excellent opportunity for director with ability plus experience.

Box A-230, Broadcasting.  
An Equal Opportunity Employer

**TOP EASTERN TV STATION**

Offers bright opportunity for experienced professional sportscaster to become part of its News, Weather, Sports team.

Box A-216, Broadcasting.  
An Equal Opportunity Employer

**HELP WANTED**

for Florida TV Station

**DIRECTOR of PUBLIC RELATIONS**

- ... with TV background ...
- ... press agent and special project experience ...
- ... No advertising involved

Send detailed resume. Include minimum salary requirement.

Box A-350, Broadcasting.

**FOR SALE—Equipment**

**FOR SALE HEAVY DUTY TOWERS TRIANGULAR, GUYED TYPE**  
2—440 ft 3—360 ft. 5—300 ft.  
UNITED STATES TOWERS  
249 Bartow Lane,  
Petersburg, Virginia

**Situations Wanted—News**

TV and/or Radio—Top 15 markets:  
Do you need a Vigorous News Director of Proven ability? Do you need a highly rated interviewer or talk show host? Highly respected, award winner, currently employed in Major Market Management.  
Write Box A-318, Broadcasting.

**TV STATION**

Looking

for personable Meteorologist to handle TV weather show ... Must have TV experience.

Box A-244, Broadcasting.  
An Equal Opportunity Employer

**IMMEDIATE OPPORTUNITY**

for top notch artist at Eastern TV Station. Must have knowledge of Color-Black/White operation. Submit resume to:

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**FOR SALE—Stations**

**NORTHWEST**

AM-FM major market profitable. Can be bought for annual Gross billing. F.P. \$140,000 with \$40,000 down. Balance 10 years.

Box A-378, Broadcasting.

Ariz.	single	fulltime	\$125M	SOLD
S.E.	small	daytime	67M	terms
Miss.	medium	daytime	130M	29%
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Single station radio markets  
Television stations  
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C.A.T.V. systems

Radio Television C.A.T.V. Newspaper Magazines

(Continued from page 75)

249A for 228A, and Tucson, Ariz. deleted ch. 221A. Action Jan. 18.

#### CALL LETTER APPLICATIONS

■ WKOD-FM, Charter Broadcasting Corp., Hyannis, Mass. Requests WCOD-FM.  
■ KICN(FM), Central States Broadcasting Inc., Omaha. Requests KOIL-FM.  
■ WHEB-FM, Knight Broadcasters of New Hampshire Inc., Portsmouth, N. H. Requests WPFM(FM).

#### Translators

##### ACTIONS

Pagosa, Colo. Blanco River TV Association—Broadcast Bureau granted CP for new VHF-TV translator to operate on ch. 11 to serve Blanco River rural area by rebroadcasting programs of KOB-TV, ch. 4, Albuquerque, N. M. Action Jan. 17.

Trinidad, Colo. Sunflower Valley TV Association—Broadcast Bureau granted CP for new VHF-TV translator to operate on ch. 7 and 9 to serve Hoehne by rebroadcasting programs of KOAA-TV, ch. 5, Pueblo and KKTU(TV) ch. 11, Colorado Springs. Action Jan. 17.

\*Flinstone, Ga. Georgia State Board of Education—Broadcast Bureau granted CP for new UHF-TV translator to operate on ch. 83 to serve Flinstone, rural Dade and Walker counties by rebroadcasting pro-

#### FOR SALE

##### Stations (Cont'd)

### LxRue Media Brokers Inc.

116 CENTRAL PARK, SOUTH  
NEW YORK, N. Y.  
265-3430

#### MISCELLANEOUS

# FOR SALE

A \$40,000 net profit business. A business you can run with one hand tied behind your back. Can be operated in conjunction with your station. No travel. No gimmicks. Not jingles or syndicated programs, or any of that. It's solid. Documented. And "no baloney."

It calls for \$15,000 investment plus \$5,000 operation capital. Principals only.

Box: J-85  
Broadcasting Magazine  
1735 De Sales Street, N.W.  
Washington D.C.

grams of WCLP-TV, ch. 18, Chatsworth. Action Jan. 17.

Anaconda, Mont. Anaconda T.V. Club—Broadcast Bureau granted CP for new VHF-TV translator to operate on ch. 11 by rebroadcasting programs of KGVO-TV, ch. 13, Missoula, Mont. Action Jan. 17.

Warm Springs, Mont. Anaconda T.V. Club—Broadcast Bureau granted CP for new VHF-TV translator to operate on ch. 8 by rebroadcasting programs of KGVO-TV, ch. 13, Missoula, Mont. Action Jan. 17.

Mountain View, Mo. Mountain View Junior Chamber of Commerce—Broadcast Bureau granted CP for new VHF-TV translator to operate on ch. 7 by rebroadcasting programs of KFVS-TV, ch. 12, Cape Girardeau, Mo. Action Jan. 17.

Pullman, Wash. Washington State University—Broadcast Bureau granted CP for new UHF-TV translator to operate on ch. 78 to serve Walla Walla and ch. 76 to serve Ephrata by rebroadcasting programs of its station \*KWSC-TV, ch. 10. Action Jan. 17.

■ Broadcast Bureau granted renewal of licenses for following translators: VHF—K07DG, K09DG and K11DM Omak, Okanogan, Tunk Valley and Pine Creek Area; K08CY, K10DM and K12CV Riverside; K08CX, K10DL and K12CX Tonasket; K08CW, K10DK and K12CW Wakefield and Jackass Butte Area; K09FU and K11FV Dryden; K08AP, K10AP and K12AV Pateros, Brewster and Mansfield, all Washington, and UHF—K70CK and K74BL Lewistown, Mont. Action Jan. 17.

■ FCC granted renewal of licenses for following VHF translators: K07FX, K11GC and K13FT Gage Translator System, May, Fort Supply, Fargo and Gage, Okla. and K08DI and K10DT Ogden Valley T. V. Repeater Association, Huntsville, Liberty and Eden, Utah. Action Jan. 20.

#### CATV

##### APPLICATIONS

Valley Vision Inc.—Requests distant signals KGO-TV, KPIX(TV), KRON-TV and KQED(TV) all San Francisco, KTVU(TV) Oakland-San Francisco, KHSL-TV Chico and KLOC-TV Modesto, all California to Placerville, Calif. Ann. Jan. 20.

Newchannels Corp.—Request distant signals WPIX(TV), WOR-TV, WNEW-TV and WNJU-TV all New York; CKWS(TV) Kingston, Ont. and CJOH-TV Ottawa, Ont. to Fayetteville, N. Y. Ann. Jan. 20.

Clear Pictures Inc.—Request distant signals WEWS(TV) WKYC-TV, WJW-TV and WVIZ-TV all Cleveland, WAKR-TV Akron, WFMJ-TV, WKBN-TV and WYTV(TV) both Youngstown, all Ohio; WSTV-TV Steubenville, Ohio-Wheeling, W. Va., and WTRF-TV Wheeling, W. Va. to Wooster, Ohio. Ann. Jan. 20.

Multiview Cable Co.—Requests distant signals WNDT(TV), WNEW-TV, WPIX(TV), and WOR-TV all New York, WTTG(TV) Washington (Havre de Grace) WKBS-TV Burlington, N. J. (Aberdeen, Bel Air, Havre de Grace), WIBF-TV and WPHL-TV Philadelphia, Pa. to Aberdeen, Bel Air, Havre de Grace and Harford County, Md. Ann. Jan. 20.

H. C. Ostertag Cable Television Inc.—Requests distant signals WTTG(TV) Washington; WCAU-TV WPHL-TV, WIBF-TV and WGTI(TV) Philadelphia, WKBS-TV Burlington, N. J.; WHYY-TV Wilmington, Del., and WMET-TV Baltimore to Columbia, Pa. Ann. Jan. 20.

Punxsutawney TV Cable Inc.—Requests distant signals WPIX(TV) N. Y. to Punxsutawney, Pa. Ann. Jan. 20.

##### OTHER ACTIONS

■ FCC by order, dismissed as moot request for temporary waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Video Cable System Inc., owner and operator of CATV system in Huntsville, Ala. Commissioner Bartley dissented. Action Jan. 18.

■ FCC by memorandum opinion and order denied request for waiver of carriage and program exclusivity requirement of Sec. 74.1103(a) and (e) of commission's rules filed by Chester TV Cable System, operator of CATV system in Chester, Calif. Commissioner Bartley dissented with statement. Action Jan. 25.

■ FCC by memorandum opinion and order, denied requests filed by WMT-TV Inc., licensee of WMT-TV Cedar Rapids, Iowa and Cedar Rapids Television Service, licensee of KCRG-TV Cedar Rapids, Iowa, that top 100 market requirements of Sec. 74.1107 of commission's rules be held applicable to addition of new distant signals by Dubuque TV-FM Cable Co., operator of CATV system in Dubuque, Iowa. CATV system was authorized to carry additional television signals listed in its notification given pursuant to Sec. 74.1105. Commis-

sioners Bartley and Cox dissented with statements; Commissioner Johnson not participating. Action Jan. 18.

■ FCC by memorandum opinion and order denied request for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules filed by Community Cable Service Inc., operator of CATV system in Logan, Ohio. Commissioner Bartley dissented with statement; Commissioner Loevinger concurred in result. Action Jan. 25.

■ By memorandum opinion and order, commission authorized Back Mountain Tele-cable Inc. to operate its CATV systems in Dallas township, Dallas borough and Kingston township, carrying only local signals for a period of 60 days, and provided pleading schedule for further proceedings. This action was in response to a petition for relief filed after denial of Back Mountain's motion for stay in pending appeal before United States Court of Appeals for District of Columbia Circuit. Action Jan. 11.

■ FCC by memorandum opinion and order granted motion for temporary stay filed by Valtronics of Wisconsin Inc., operator of CATV system at Merrill, Wis. and extended time to March 2 to allow CATV operator to obtain automatic switching equipment, in compliance with commission's memorandum opinion and order of Dec. 7, 1966. Action Jan. 25.

#### RULEMAKING ACTIONS

Jackson TV Cable Company, Jackson, Michigan—Requested institution of rule-making proceeding looking to amend Sec. 74.1107(a) of commission's rules and regulations, carriage of distant signals in top 100 markets. Denied by commission memorandum opinion and order in Docs. 14895, 15233 and 15971, RM-1017 and this proceeding adopted on Jan. 5 and released on Jan. 19.

#### Ownership changes

##### APPLICATIONS

KSUN-AM-FM Bisbee, Ariz.—Seeks transfer of control from Jack Williams to Arlo Woolery. Principal: Mr. Woolery will buy stock in Bisbee Broadcasters Inc. of which he is president. Consideration \$3,000. Ann. Jan. 24.

KINO Winslow, Ariz.—Seeks assignment of license from Willard Shoecraft to Baxter Ward Schwellenbach for \$131,250. Principal: Mr. Schwellenbach is news director for KABC-TV Los Angeles and owns farm property. Ann. Jan. 25.

KEAP Fresno, Calif.—Seeks assignment of license from KEAP Broadcasting Inc. to H B C Broadcasters Inc. for \$260,000. Principals: John M. Hooker, James D. Cena and John H. Burrows. Mr. Hooker, president of KEAP, is account executive in radio times sales with The Katz Agency, Los Angeles. Mr. Cena, vice president of KEAP, is account executive with George E. Cameron Jr. Communications, broadcasters of KBLA Burbank, Calif. Mr. Burrows, secretary-treasurer of KEAP, is president and 50% stockholder of Burrows-Ackerman Productions Inc., Los Angeles. Ann. Jan. 23.

KFRW Quincy, Calif.—Seeks voluntary assignment of CP which authorized new FM to Wonderland Broadcasting Co. Principals: Richard G. Anderson, Benjamin L. Bell, R. Murray Mattice and Thomas E. Newell (each 25%). Stock transfer. Ann. Jan. 20.

WMJR Fort Lauderdale, Fla.—Seeks assignment of CP from Anderson-Brandel Inc. to WMJR Inc. for \$150,000. Principals: Nancy E. Crider, president (75%) and Robert A. Roberts, vice president (20%), Paul Koenig, secretary and Harley F. Melton (5%). Mrs. Crider is housewife and secretary of Broadcast Engineering Inc. Mr. Roberts is WMJR general manager. Mr. Koenig is attorney, bank director and shareholder. Mr. Melton is WMJR program manager. Ann. Jan. 24.

WMAI-FM Panama City, Fla.—Seeks voluntary acquisition of positive control of licensee corporation by John T. and Jimmy T. Patronis, jointly, through purchase of stock and retirement thereof, by the permittee corporation, Mus-Air Inc., from Bay County Broadcasting Inc. Ann. Jan. 20.

WRWH Cleveland, Ga.—Seeks transfer of control from William Clay Strange to J. I. Dover. Principal: Mr. Dover is in partnership in ice and coal. Consideration \$1,985. Ann. Jan. 23.

WDZ Decatur, Ill.—Seeks transfer of control from Morris E. Kemper, deceased, by Irene E. Kemper, individually and as executor of estate, to Stephen P. Bellinger (35% before, 50% after), Joel W. (20% before, 29% after) and Ben H. Townsend (15% before, 21% after) d/b as PrairieLand Broadcasters. Consideration \$32,009.48. Ann. Jan. 24. See Monmouth and Streator, both Illinois.

WRAM Monmouth, Ill.—Seeks transfer of control from Morris E. Kemper, deceased, by

Irene E. Kemper, individually and as executor of estate, to Stephen P. Bellinger, (35% before, 43.75% after) Joel W. (20% before, 25% after) and Ben H. Townsend (15% before, 18.75% after) and James A. Mudd (10% before, 12.50% after) d/b as Prairieland Broadcasters. Consideration \$38,941.32. Ann. Jan. 24. Decatur and Streator, both Illinois.

WIZZ-AM-FM Streator, Ill.—Seeks transfer of control from Morris E. Kemper, deceased, by Irene E. Kemper, individually and as executor of estate, to Stephen P. Bellinger, (38.5% before, 49% after) Joel W. (19.25% before, 24.50% after) and Ben H. Townsend, (10.75% before, 13.75% after) and John R. Hallstrom (10% before, 12.75% after) d/b as Streator Broadcasting Co. Consideration \$59,049.20. Ann. Jan. 24. See Decatur and Monmouth, both Illinois.

WIRV Irvine, Ky.—Seeks assignment of license from Dr. S. G. Marcum to James M. and Sue Gaskin, Irvenna Broadcasting Inc. Consideration \$15,000. Mr. and Mrs. Gaskin have no other broadcast interests. Ann. Jan. 23.

WCPC-AM-FM Houston, Miss.—Seeks assignment of license and CP from WCPC Broadcasting Co. to WCPC Broadcasting Inc. Principals: Robin, Ralph and Rad Mathis and John E. Skelton Jr. No consideration. Ann. Jan. 25.

WSNJ-AM-FM Bridgeton, N. J.—Seeks transfer of control from Russell S. Henderson, individually, to Russell S. Henderson, Louise H. and Irvin F. Foster, as family group. Principals: Mr. Foster is assistant secretary, assistant engineer and announcer at WSNJ, Eastern States Broadcasting Corp. is permittee. Consideration \$50,000. Ann. Jan. 25.

KDLR-AM-FM Devils Lake, N.D.—Seeks transfer of control from KDLR Inc., Bert Wick, president, to KDLR Inc., Paul E. Lange. Consideration \$25,000. Ann. Jan. 24.

KWFS-AM-FM Eugene, Ore.—Seeks transfer of control from Marvin R. Steffins Jr., Gordon Corporon, K. Ray Barnes, Clarence Brennemah, William T. Countryman, John O. Chatt, Jack W. Gossard, Warren Ausland, Hart Larson and James S. Anderson to George L. and Emily K. Zellner. Principals: Mr. Zellner is 40% owner of manufacturing company, 25% owner of lumber company and 50% owner of investment company. Mrs. Zellner is housewife. Consideration \$47,000. Ann. Jan. 25.

WHLP Centerville, Tenn.—Seeks transfer of control from Carl D. Swafford to David R. Price. Trans-Aire Broadcasting Corp. is permittee. After transfer, Mr. Price will own 66% and Mr. Francis Daniels will own 33%. Consideration \$38,000. Ann. Jan. 25.

KTFS Texarkana, Tex.—Seeks assignment of license from Aircrest Radio Stations Inc. to KTFS Radio Inc. for \$105,000. Principals: Hugh D. Frizzell, president and Robert Williams Jr., treasurer (each 30%), et. al. Ann. Jan. 19.

WKWC Warrenton, Va.—Seeks voluntary acquisition of positive control of licensee corporation WKTF Inc., by Dr. Fred J. Crescente thru transfer of stock from Harry M. Wismer. Ann. Jan. 20.

KBBX-FM Seattle, Wash.—Seeks transfer of control of Talbot Co. to Market-Casters Inc. Principals: James D. Neidigh, president, Frederick Von Hofen, vice president and secretary and William L. Clark, treasurer (each 33%). Mr. Neidigh is general sales manager of KING-TV Seattle. Mr. Von Hofen is account executive there. Mr. Clark is national sales manager of KABL Oakland Calif. Talbot Co. owns all stock of Market-Casters. Consideration \$23,500. Ann. Jan. 24.

#### ACTIONS

KBLU-AM-TV Yuma, Ariz.—Broadcast Bureau granted assignment of license from Desert Telecasting Inc. to Eller Telecasting Co. of Arizona. Principals: Karl Eller, W. Alfred Hayes Sr. and James E. Rarick, each 21%, Robert Crites, president and Paul E. Morgan, vice president (each 10%). Mr. Eller is stockholder, president-treasurer and on board of Eller Outdoor Advertising Co. of Arizona. Mr. Rarick is stockholder, secretary and board member of investment company; stockholder, director and vice president of Eller Advertising; stockholder, director and vice president of Alabama Outdoor Advertising Co., stockholder, director and vice president-secretary of Eller Realty and Investment Co.; stockholder, director and secretary of Underwood Realty Co.; stockholder, director and secretary-treasurer of H & R Realty Co., and stockholder, director and vice president of composite wood products company. Mr. Crites is general manager and stockholder of Desert Telecasting. Mr. Morgan is partner of Bailey-Morgan Co., producers of radio and TV commercials and syndicated radio and TV programs, director and shareholder of Pacific Media Corp., applicant for UHF ch. 42 in Palm Springs, Calif. Mr. Hayes is chairman of board of consultants company, stockholder and chairman of board of Eller Advertising; director and secretary of Alabama Advertising; director and vice president of Piedmont Outdoor Advertising Co., stockholder, director and vice president of Talley Neon and Advertising Co.; director and stockholder of electric utility company; stockholder and chairman of board of

Eller Realty and Investment Co. and stockholder, director and vice president of Underwood Realty Co. and H & R Realty Co. Consideration \$470,000 with \$30,000 for covenant not to compete for 10 years. Action Jan. 19.

KPCA Marked Tree, Ark.—Broadcast Bureau granted transfer of one-third interest in Polinset County Broadcasting Co. from L. V. Ritter Jr. to Mrs. Ethel S. Chester for \$10,000. Action Jan. 19.

WNSM Valparaiso-Niceville, Fla.—Broadcast Bureau granted assignment of license from Okaloosa Broadcasting Co. to Embury Broadcasting Inc. for \$103,000. Allen H. and Audrey K. Embury (each 50%). Mr. Embury is general manager and vice president of WGLE Port Washington, Wis. Mrs. Embury is housewife. Action Jan. 18.

KEYL Long Prairie, Minn.—Broadcast Bureau granted assignment of license from Communications Associates Inc. to Kenneth F. and Gayle Eidenschink, Dairyland Broadcasters Inc. Principal: Kenneth Eidenschink, 100% owner, has been employed with KLFJ Litchfield, Minn. Consideration \$40,000. Action Jan. 19.

KSWM Aurora, Mo.—Broadcast Bureau granted assignment of license from Galen O. Gilbert to KSWM Inc. Mr. Gilbert will exchange for shares of stock in KWSM Inc. at par value; it being now estimated that net value of station is equal to 370 shares (or \$37,000). Incorporation. Action Jan. 20.

KAJO Grants Pass, Ore.—Broadcast Bureau granted assignment of license from James T. Wilson Jr., Jim T. and Phil Jackson d/b as Grants Pass Broadcasting Co. to James O. Wilson Jr. (25% before, 50% after) and Phil Jackson (50% before, 50% after) d/b as same. Consideration 45,000. Action Jan. 20.

WLAC-AM-FM-TV Nashville—Broadcast Bureau granted transfer of control of Life and Casualty Insurance Co. of Tennessee (100% owner of WLAC Inc.) from Murchison Brothers (a partnership composed of C. W. Jr. and John D. Murchison) and Centex Corp. to American General Insurance Co. (98.1% owned by American General Insurance Co.) Consideration \$20,500,000. John T. Jones, a stockholder in assignee corporation, has 33.75% interest in KTRM-AM-FM Houston, 70.5% as family group, and 33% in KTRK-TV also Houston. Action Jan. 18.

KVOC Casper, Wyo.—Broadcast Bureau granted transfer of negative control from KVOC Inc. to Sidney King (none before, 20% after), Roger H. Bubeck (50% before, 40% after) and Alice and Harry Bubeck (0.003% and 49.997% before, respectively, and 40% jointly after). Action Jan. 20.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Jan. 25. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Mobile, Ala.—Mobile TV Cable Co. has applied for a franchise.

Alameda county, Calif.—Mass Communications System Inc., a new corporation formed by Jim Phipps, Len Harris and Dean Campbell, all Fremont, Calif., has applied for franchises in Fremont, Newark and Union City, all Alameda county, Calif.

Madera, Calif.—General Electric Cablevision Corp. (multiple CATV owner) and Fresno Cablevision have each applied for a franchise. General Electric offered the city \$2,100 minimum per year; Fresno Cablevision bid a minimum of \$1,500. Both firms offered the city 5% of the first two year's annual gross receipts and 5½% thereafter.

Sonora, Calif.—Tuolumne Cable Vision Inc., a division of Valley Vision Inc. (multiple CATV owner), has applied for a franchise. The firm offers a 12-channel system. Sonora Community Antenna, a five-channel system in operation since 1953, presently holds a franchise.

Vacaville, Calif.—General Electric Cablevision Corp., multiple CATV owner, has applied for a franchise. Installation would be approximately \$20 with a \$5 monthly charge. A 12-channel system would be offered.

Bradenton, Fla.—Sarasota Cablevision (multiple CATV owner) has applied for a franchise. Previous applicants are Five

Beaches Cable TV Inc., Jerrold Electronics of Philadelphia, Manatee Cablevision Inc., and Sunshine State Broadcasting Co., owner of WBRD-AM-FM Bradenton, Fla.

Escambia county, Fla.—Pensacola Omnivision Inc. (J. McCarthy Miller) has applied to the county commissioners for a franchise.

Longboat Key, Fla.—Sarasota Cablevision Inc. (multiple CATV owner) has been granted a franchise.

Rome Ga.—Rome Broadcasting Co., owners of WRGA-AM-FM (Charles Smithgall Stations) has been granted a franchise. The city will receive 6% of the annual gross receipts; the CATV license tax fee was set at \$1,000. Other applicants were Top Vision Cable Inc., Owensboro, Ky., Telesis Construction Co., Evansville, Ind., Georgia Cable Co., Atlanta, Meredith-Avco Inc., Cincinnati, G. E. Cablevision Corp., Schenectady, N. Y., Rome CATV Inc., Chattanooga, and Kay-Townes Antenna Co., Rome, Ga.

Mendota, Ill.—Television Transmission Co., Peru, Ill., has been granted a franchise.

Milan, Ill.—Quad-City Cable Co. (Willard Paul, president) has applied for a franchise.

Princeton, Ill.—Inter City Cable TV has been granted a 20-year franchise. Installation will be \$10 with a \$4.75 monthly charge. Company will pay 2% of the first \$10,000 over \$25,000 gross revenues, 3% to \$25,000, and 5% of all gross revenues over \$25,000. Other applicants were GT&E Communications Inc. and Meredith-Avco Inc., both multiple CATV owners.

Scottsburg, Ind.—Scott All Channel Cablevision Inc. (James Gregg, Dallas Montgomery and Harry Phillips, partners) and Don Martin, owner of WSLM, Salem, Ind., have each applied for a franchise. Scott will charge \$20 installation and \$4.50 monthly fees and will pay 4½% of gross revenues. Don Martin will charge \$25 installation and \$5 monthly fees and will pay 3% of gross

monthly service charges.

Cass City, Mich.—Jim McCoy, Caro, Mich., has applied for a franchise. Mr. McCoy also seeks the franchise in Bad Axe, Mich.

Hamburg, N. J.—Garden State CATV Inc. has been granted a 15-year franchise. The city will receive 3% of the annual gross receipts. Installation will be \$35 with a \$3.65 monthly charge. The firm will construct a 12-channel system.

Mount Holly, N. J.—Tri-County Cable Television has been granted a franchise. The city will receive \$3,900 minimum plus 5% of the annual gross receipts for the first 1,500 subscribers and 7% of the receipts from additional subscribers. Jerrold Electronics Corp. (multiple CATV owner) had also applied.

Rhinebeck, N. Y.—Tel-Power Corp., R and R Cablevision Inc., Highway Display Co. and Red Hook Telephone Co. have each applied for a franchise.

Yorktown, N. Y.—Continental CATV Corp., a subsidiary of Viking Industries, Hoboken, N. J. (multiple CATV owner), has applied for a franchise. Installation will be \$25 with a \$5 monthly charge.

Brookfield township, Pa.—Tex-Video, a subsidiary of Broadway Maintenance Corp., has been granted a 10-year easement. Monthly charge will be \$4.50 with no installation fee. (Unincorporated townships under law cannot enter into franchise licensing agreements.)

Penn Hills, Pa.—Valley Cable TV (Lenny Littman, owner), Pittsburgh; Felchak TV (Stanley Felchak, owner), Penn Hills, and Suffolk Cable Corp., Braddock, all Pennsylvania, have each applied for a franchise.

Beaumont, Tex.—General Electric Cablevision Corp., KTRM Inc., owner of KTRM-AM-FM Beaumont, TV Cable Co. of Beaumont, Gulf Coast Cable Television, the Enterprise Co., Golden Triangle CATV and Community Antenna Television of Houston have all applied for a franchise.

**F**RANK Martin realized a long time ago he didn't possess the dulcet tones of a Graham McNamee or a Ted Hus- ing. But he hoped that he might just be endowed with the sales, adminis- trative and executive potential that might eventually develop into a John Blair, for example.

Not that Mr. Martin was intimately acquainted with Mr. Blair back in 1944 when the latter was already a household name in the radio business and the young announcer was completing a two-year stint at WATR Waterbury, Conn. But it was about that time he reached this decision: If his voice were to be his fortune, he would be wise to use it to sell time to advertisers and agencies rather than to try to hit the big time of radio announcing of the 1940's.

His career prognosis proved to be accurate. He confessed recently that he has had his ups and downs in the TV-radio field, but said he never swerved from his goal to attain success in the business side of the industry.

**To Stage Center** ■ Twenty-three years after he surrendered the microphone, Mr. Martin moved clearly to the center stage of John Blair & Co., coincident with the retirement a few weeks ago of Mr. Blair as chairman of the company he founded 33 years ago (BROADCASTING, Jan. 16). Mr. Martin is president and chief executive officer of Blair.

It was an orderly and expected transition from the pioneer to the second-generation broadcaster. In November 1965 Mr. Martin was named president and chief executive officer. Mr. Blair retains an office at the company's headquarters in New York, remains a board member and is still the single largest shareholder with ownership of 10% of the stock.

As a 15-year veteran of the Blair organization, Mr. Martin is most conversant with the policies that have helped propel the company to its prominent position in the TV-radio station-representative field. Blair, which went public in late 1965 and is the only representative firm that is not privately held, attained sales of \$105 million in 1965 (1966 figures are not yet available). Naturally, he intends to adhere to Mr. Blair's basic business philosophy, he said, but will remain flexible to meet the ever-changing requirements of the spot industry.

**Attention to Details** ■ Mr. Martin is a tall, solidly built man of 46 who seems completely dedicated to the broadcasting field. Colleagues say he is an intense, hard-working individual who pays considerable attention to detail on both the personal and professional level.

"Frank will send Christmas cards, for example, to people he used to do business with years ago and will go to extremes to find out where they are now located, so he can stay in touch," one

## Orderly transfer at John Blair puts rep on top

long-time associate commented. "On the other hand, he keeps a file of information he considers important from years back, including all kinds of rates and rating data, dating back in some instances to the early 1950's."

Except for a two-year hiatus between 1946 and 1948 when he was in promotional work in California, Mr. Martin has been active in television and radio since 1942. He confesses that a job as a New York time salesman eluded him for a considerable period, but he finally obtained one in early 1950 with the old DuMont television network and its New York outlet, WABD(TV) New York

(now WNEW-TV).

**Hard at First** ■ From the vantage point of selling TV time for more than 17 years, Mr. Martin is naturally ebullient about the values of spot TV. But he acknowledges that it was "a tough sell" in the early 1950's when agencies were heavily print-oriented and the documentation of the medium's effectiveness was not easily understood by the decision-makers.

Mr. Martin concedes that spot TV may not grow so spectacularly on a percentage basis in the future as it has in the past, but he is confident the medium will continue to grow in terms of dollars allocated to it. He regards color as an added dimension that will expand usage of spot TV by both brand and corporate advertisers.

"Here at Blair we're also bullish on spot radio," Mr. Martin remarked. "We envision a greater use of radio by advertisers as they keep re-evaluating the role radio will play in their plans. The volume of radio sold by Blair has doubled over the past 10 years and we feel this growth pattern will continue."

Mr. Martin believes that the advantages of "going public" outweigh the disadvantages. He voiced the view that Blair's issuance of stock has eliminated any myth surrounding the representation business and has provided the opportunity for the public, including individuals in broadcasting, to invest in the company. Approximately 35% of Blair's outstanding stock is publicly owned and the remainder is held by various Blair executives and members of the staff.

"I would say the main disadvantage now is that we operate under constant scrutiny," he observed. "And I'm not so sure this is really a disadvantage."

**Expansion** ■ In recent years, Blair has diversified into investments in companies in the communications area. Blair has interests in Central Media Bureau, an advertising research and development programing organization; American Printers & Lithographers Inc., and the Boston Herald Traveler Corp. (WHDH-AM-FM-TV Boston).

"We're always looking for other areas into which we can expand," Mr. Martin remarked.

Mr. Martin's post keeps him hoppedscotching around the country to visit the various represented stations and Blair offices. But travel between his home and the New York office is simple. He lives within walking distance of headquarters.

For relaxation, he enjoys golfing and fishing. And reading is one of his principal avocations.

"I keep up with all the trade publications, of course," he pointed out. "But it is also necessary to read widely to maintain a grasp of the over-all picture."

## WEEK'S PROFILE



Francis Martin Jr.—president and chief executive officer of John Blair & Co., b. June 8, 1920, New York; attended Columbia U., 1937-1940; Cornell, 1940-41; Cornell law school, 1941-42; announcer-writer, WATR Waterbury, Conn., 1942-44; salesman, WOR Recording Division, 1944-46; independent promotional work in California, 1946-48; sales manager, WLCR Torrington, Conn., 1948; salesman, MCA Syndicated Sales, 1948-49; account executive, Dumont television network, 1950-51; with John Blair & Co. since 1951 as salesman; 1951-61; sales manager, eastern states, 1961-62; executive vice president, Blair Television, 1962-65; president, Blair Television, March 1965; president, John Blair & Co., November 1965; m. Mimi Scott of New York, 1964; children (by former marriage): Francis III, 17; Anne, 13; Scott, 9; member of Station Representatives Association (vice president); Maidstone Club, East Hampton, L. I. and Fifth Avenue Club; hobbies—golf, fishing, reading.

## Television in the Great Society

THE noncommercial television system described by the Carnegie Commission in its report of last week is much too promising to be set aside as just another romantic dream of well-intentioned visionaries. Though the report may here and there stray into excesses of expectation, it is in the main a practical approach reflecting practical study. It deserves to become the benchmark document in the formation of a national policy on, as the commission calls it, "public television."

This is not to say, however, that the Carnegie proposals should all be swallowed at one gulp. The course of action that the commission has laid out would be a pioneer experiment in this country's history of communications. It must be studied in all of its details. Some of those details, it is at once apparent, are subject to serious dispute.

Throughout the report, the Carnegie Commission repeatedly refers to the essentiality of keeping the noncommercial system free of governmental or political influence, and indeed the methods of funding and organizing its Corp. for Public Television were fashioned to remove CPTV from the control of either the legislative or executive branch. We are not at all sure, however, that the commission has devised a plan that would achieve its purposes. CPTV, as planned by the commission, could become the captive of the President of the United States.

The governing body of the Carnegie Commission's CPTV would consist of 12 directors, six appointed by the President with the consent of the Senate and the other six elected by the presidential appointees. Despite the insertion of the Senate as a factor in the selection of the presidential appointees and the removal of the President from direct selection of the six elected members, all 12 directors would be beholden to the Chief Executive. No presidential appointee who hoped for reappointment would vote for an electoral director who was unacceptable to the President.

Furthermore, after the establishment of the first board of CPTV directors, the machinery proposed by the Carnegie Commission would enable succeeding Presidents to reshape the directorate to their own liking. Under the commission's plan, the terms of one-third of the directors would expire every two years. Within any President's four-year term, two-thirds of the CPTV directorships would become subject to reappointment, re-election or rejection.

Even though it is assumed that all Presidents will be high minded and all their appointees above petty politics, the machinery of selection proposed by the Carnegie Commission would in itself invite suspicion as to the independence of the CPTV directorate. There must be a better way to insulate a CPTV from the administration in power.

This, it seems to us, is the most critical of all considerations in the creation of any system of nonprofit TV. If, as we think inevitable, there is to be a noncommercial apparatus with the capabilities that the Carnegie Commission has prescribed, it must be immunized in both its design and function from capture for political purposes. It is to that problem that the President and the Congress must principally address themselves in working out a legislative program.

There are many attractive features in the Carnegie Commission plan. The checks and balances provided by the separation of CPTV from control of individual stations are obviously desirable. But the relationship outlined in the Carnegie report is another element that bears intensive study. As foreseen by the commission, CPTV would only

offer its programs to the noncommercial stations, and the stations would have full discretion to reject or select. But if CPTV became the principal or only source of noncommercial programs that had national significance, would the stations be in a position to decline its offerings? The practical arrangements that might flow from the Carnegie outline must be thought about extensively.

The \$500,000 that the Carnegie Corp. spent to support the Carnegie Commission on Educational TV may turn out to be the most fruitful investment any foundation has yet made in the interests of ETV development. The commission's report provides a blueprint that may be defective in its details but is sound in its concept and promise. Now it is up to others to see that the walls will be square and the plumbing operable.

## 'My friends'

TODAY—Jan. 30—marks the 85th birthday of Franklin D. Roosevelt, the only President in our history to have been elected to four terms. Tomorrow there will be unveiled at the White House a portrait of the "Radio President" for which he had been posing at the time of his death at Warm Springs, Ga., on April 12, 1945.

FDR was the "Radio President" because he had mastered the microphone as had no politician before him. Crippled by polio, he made radio his link to the people. His instinct for radio showmanship was to elect him to his unprecedented four terms in the face of a generally hostile press. He made some 300 major broadcasts—a record not likely to be surpassed.

Even in the days of FDR there were those in government who felt radio was too potent an instrumentality to be left in private hands. One of FDR's trusted aides, Secretary of Interior Harold L. Ickes, had explored setting up a "government clear-channel network," ostensibly to carry government agriculture, weather and other intelligence to the nation. Spectrum scarcity in the AM broadcast band, plus the obvious reaction of the opposition Republican minority, who had visions of a "propaganda network" by the party in power, nipped the plan.

Those sentiments of a quarter-century ago may arise in modern form in consideration of a noncommercial TV system for which spectrum space is available.



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# ADULTS

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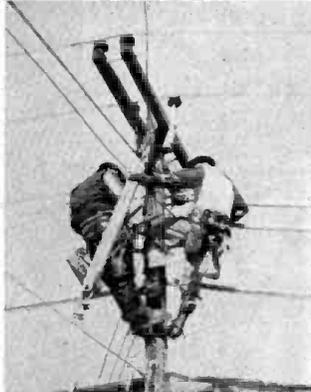
\*Mediastat (October-November, 1966, Report) American Research Bureau (October-November, 1966, Report)



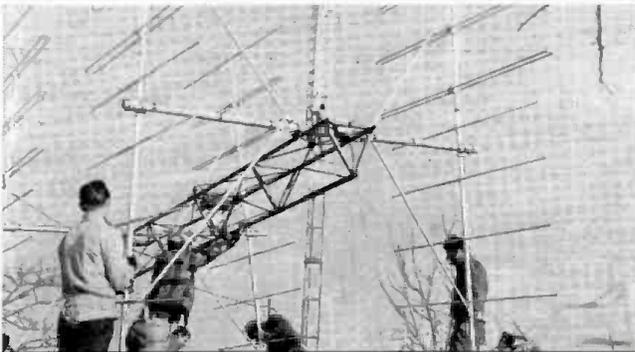
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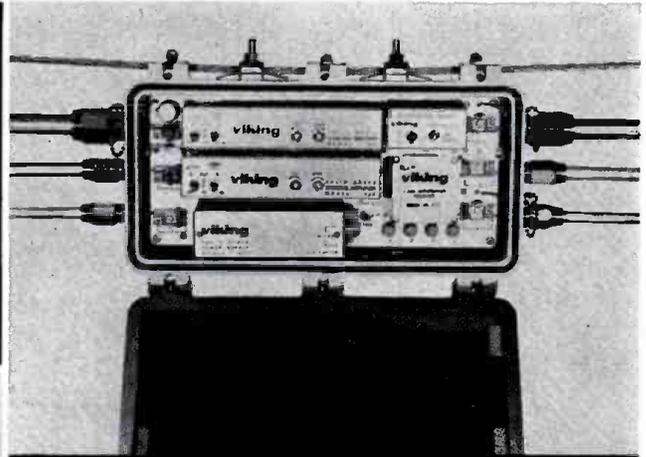
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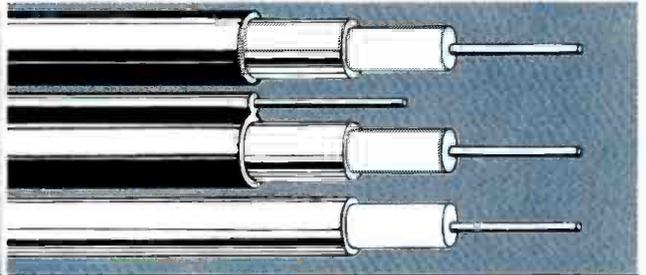


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