

WEEK'S HEADLINERS

Simon B. Siegel, financial vp, AB-PT Inc., elected executive vp. He also continues as executive vp of ABC, division of AB-PT, position to which he was elected last month (WEEK'S HEADLINERS, July 24). According to Leonard H. Goldenson, AB-PT president, Mr. Siegel's election as executive vp is in line with AB-PT's "desire to strengthen executive management and meet the growing requirements resulting from this expansion." Mr. Siegel has been key figure in company's growth since 1953 merger of United Paramount Theatres and ABC.



Mr. Siegel

J. Michael Early, New Orleans labor management expert who has been consultant to WWL-AM-TV for more than 20 years, last week was named acting manager of WWL-TV. He succeeds **Larry Carino**, who has become general manager of WJBK-TV Detroit. (WEEK'S HEADLINERS, Aug. 14). Mr. Early,

prior to entering private practice, was regional attorney for National Labor Relations Board for 15th region headquartered in New Orleans.

Thomas J. White, vp, tv sales, Avery-Knodel Inc., elected director of corporation and to newly-created post of senior vp. Mr. White joined station representative in 1948 as salesman in radio department. He later moved into firm's tv division becoming sales manager for tv in New York office in 1958, and vp, tv sales in 1960. **Roger O'Sullivan** also was named senior vp. Mr. O'Sullivan joined station representative in 1947, and was made vp, radio sales of Chicago office in 1960. He remains in Chicago branch.

James Theiss, account executive with Blair Television Assoc. since 1956, appointed to newly-created post of vp and general sales manager of representative company. Earlier he had been in media department of Benton & Bowles, New York, as timebuyer on General Foods and Procter & Gamble accounts. Blair Television Assoc. represents stations in major medium markets. Blair-TV represents stations in major, large-sized markets.

For other personnel changes of the week see FATES & FORTUNES

Workers like etv, Oregon study shows

"Working class" tv viewers have a higher acceptance of educational tv than any other class except professionals, according to three-year survey conducted by U. of Oregon. Among "blue collar" workers interviewed in Eugene (site of university), 14% were viewers of educational KOAC-TV Corvallis, Ore.

Survey indicated only 4% of "white collar" workers and 9% of merchants and public officials are regular KOAC-TV viewers. Among professional people, 19% watched etv. Preliminary results showed, however, that only 2% of area tv viewers regularly watch KOAC-TV; 23% watch it occasionally, and 59% "almost never" watch. Remaining percentage either cannot tune in KOAC-TV or have never heard of it.

Those with only grade or high school education spend more time each week watching general tv than college-level viewers, survey disclosed. Survey is part of project by U. of Oregon Institute for Community Studies, which is probing nature and sources of resistance to etv. Project, which began in 1959, is being conducted under grant of

\$178,000 from U. S. Office of Education. Nearly \$60,000 was received last month to continue study through June 1962.

Reasoner to CBS-TV show

Harry Reasoner, CBS News correspondent, has been named to handle new daytime news program starting Oct. 2 on CBS-TV. Titled *Harry Reasoner With the News* (Mon.-Fri., 11:55 a.m.-noon), program is one of three news shows scheduled to debut on same day. Mr. Reasoner also will be news reporter for half-hour series of news and features, titled *Calendar* (Mon.-Fri. 10-10:30 a.m.). Previously announced was *Charles Collingwood With the News* (Mon.-Fri., 3:55-4 p.m.).

WOOO sold: \$75,000

WOOO DeLand, Fla., has been sold by Trio Broadcasting Co. to Polaris Broadcasting Inc. for \$75,000. Polaris principals are S. Donald Potter, Edgar Backus, John W. Fitzgerald and Otto J. Allen. Messrs. Potter and Backus are associated at WJIM-TV Lansing, Mich. WOOO is a 5 kw daytimer on 1310 kc. Broker was Paul H. Chapman Co. with Walter Grimes as co-broker.

KTAL (TV) sets sights to go on air next month

KTAL (TV) Shreveport, La., ch. 6 last week announced tentative plans to go on air early next month, after completion of its new 1,553-foot tower near Vivian, La.

Tower was fabricated by Dresser-Ideco Co., Columbus, Ohio, and erected by the Tesco Corp., that city.

Station studios and offices nearing completion, are at 3150 North Market St., Shreveport. Cost of new NBC-affiliated station has been estimated at \$1 million. Walter M. Windsor is general manager.

Fm comments reset Nov. 10

FCC Friday (Aug. 18) extended to Nov. 10 deadline for comments in rule-making which proposes major changes in fm allocations and operations. Extension had been requested by NAB and engineer and lawyer trade groups (see story page 51). Comments formerly were due Sept. 5.

Sisskind to WIBW-AM-TV

Carl I. Sisskind, news assistant to Sen. Gordon Allott (R-Colo.), Friday announced resignation, effective end of this month, to join WIBW-AM-TV Topeka, Kan., as news director.

Prior to joining Sen. Allott's staff, Mr. Sisskind was news director of KGMC Englewood, Colo.

New Collins transmitters

Collins Radio Co., Cedar Rapids, Iowa, today (Monday) unveils new line of broadcast transmitting equipment for both am and fm. New fm transmitter, 250-watt model 830B-1, includes self-contained multiplexing equipment for FCC-approved stereo system. It is push-button operated and will also serve as exciter unit for 5-kw fm installation.

Collins' new am transmitter is model 20V-3 and serves for 1-kw, 500-w or 250-w installations. Both new am and fm lines feature colorful cabinetry and easy access to all internal components.

ATAS to advise in uhf test

New York chapter of Academy of Tv Arts and Sciences has accepted invitation from New York Municipal Broadcasting System to serve as advisory and consultancy board for System's forthcoming uhf tv operation—WUHF-TV. Academy will advise on programming aspects of operation and also will provide programs for station's schedule. New uhf station, first in New York, was made possible by \$2 million appropriation to FCC by Congress for test of feasibility of uhf coverage in urban areas.